

Tsardines in a can

How your organisation can participate in one of the craziest charitable adventures around

What is the Ice Run?

The Ice Run is a 2500km unsupported motorbike rally through northern Siberia in February 2013, with the aim of raising money for Operation Smile - a charity providing free operations to children with cleft lips and other facial deformities across the world. The rally is organised by the League of Adventurists International, and team Tsardines in a Can intends to take part in February 2013.

While the rally is not competitive - and there is no set route to reach the finish line - **teams will have to navigate their legendary Ural motorcycles through more than 2500km of uncharted, bear-filled terrain completely covered with ice and snow - in temperatures as low as -40 degrees celsius.** Following a very successful trial run in 2012, the two week event promises to be an unforgettable adventure for participants and spectators alike.

The rally starts in the town of Irbit, Sverdlovsk Oblast, Russia. We will then head north along the Ob River before arriving in the town of Salekhard, located on the edge of the Arctic Circle. Along the way we will need to navigate our antique motorbikes over roads built from compacted ice and snow and survive in the extremely harsh conditions.

More information on The Ice Run is available at <http://www.theadventurists.com/the-adventures/ice-run>.

Who are we?

We're Tsardines in a can - a team of two brothers from Perth, Western Australia that has entered The Ice Run 2013. We want to make the world a better place, and at the same time get out into it: raise money for charity, meet people, and visit unforgettable places that only the most foolhardy tourists dare visit. **See Contact Us below to get in touch.**

What experience do we have?

In 2011, Patrick - one half of Tsardines in a can - participated in the Mongol Rally: a 15,000km rally from Portsmouth, UK through to Ulanbaatar, Mongolia in a tiny 1.2L Skoda Fabia. As one of three members of Mongol Rally team Perth to Yurt, we blogged extensively about our experience at <http://perthtoyurt.com> and <http://www.flickr.com/photos/blinken/sets/72157627128808765/>.

Mongol Rally team Perth to Yurt raised close to \$3500 for the Christina Noble Foundation, and completed the rally in an incredible four weeks. Unfortunately, having completed more than 14,000km across 16 countries the team's trusty Skoda broke down beyond repair 400km short of the finish line, resulting in a mad overland dash to the finish in a hired Toyota Landcruiser.

You can read more about team Perth to Yurt on the Mongol Rally 2011 at <http://perthtoyurt.com>. **During the rally, the team website peaked at more than 200 unique pageviews per day.**

Why do we need sponsorship?

While it promises to be an unforgettable adventure, as it is an unsupported rally the Ice Run requires an enormous amount of carefully selected equipment and cold weather survival gear. **Sponsorship money will not go to charity - but it will permit us to undertake the trip, raise awareness of our mission and increase the amount of money we're able to raise.** This is fantastic opportunity to associate your brand with an attention-grabbing charitable cause.

Tax-deductible donations to charity are also very welcome and promotional opportunities are available. See Contact Us below to get in touch for more details.

Sponsorship levels

Four options for sponsorship are noted below. Each option is negotiable - let us know if you've got some great ideas! We also welcome in-kind donations of goods or services.

Gold - \$2000

- Exclusive sponsorship level
- Exclusive central placement of your logo on bike, helmets, team shirts and (if possible) cold weather jackets
 - Left and right sides of bike
 - Left and right sites on two helmets
 - Sleeve of cold weather jackets (to be confirmed) and back of team shirts
- Prominent acknowledgement in team press releases to local, state and national media
- Prominent placement of logo and supporting statement on team website
- License to use team photos for promotional opportunities
- Signed and framed team photo
- Other promotional activities can be negotiated

Silver - \$500

- One of up to three Silver sponsors.
- Your logo featured on bike, helmets, team shirts and (if possible) cold weather outer clothing
 - One logo on bike
 - One logo on each helmet
 - Sleeve of cold weather jackets (to be confirmed) and back of team shirts
- Acknowledgement in team press releases to local, state and national media
- Prominent placement of logo on team website
- Signed and framed team photo

Bronze - \$200

- Placement of one logo on team bike
- Acknowledgement in team press releases to local, state and national media
- Placement of logo on team website
- Signed and framed team photo

Copper - \$100

- Placement of logo on team website
- Signed and framed team photo

Contact us

If you would like more information on how to support one of the craziest charitable adventures around, please don't hesitate to get in touch.

Team Tsardines in a Can

Patrick Coleman

Email pcoleman@iinet.net.au

Mobile 0415 796 725