



THE WORLD BY ROAD
Sponsor Information Packet



Mission Statement

The World by Road is an independent media company embarking on an around the world expedition dedicated to showcasing the diversity of the people and cultures of the world. The intent of this adventurous journey is to generate and promote awareness challenging traditional beliefs of our global community via the road less traveled.

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What is The World by Road?

The World by Road is an expedition that has successfully circumnavigated the globe through 68 different countries, over 6 continents, covering 70,000 miles. Two years from the start of the expedition, the crew has returned from this epic journey to Denver, CO. However, one last frontier waits to be tackled- a journey to the far north of Alaska, making their expedition the first expedition ever to drive to the most distant reaches north and south of all the continents. This last segment will set their journey apart, giving them the uniqueness they need to achieve their ultimate goal, to change people's minds about the realities happening in the world today.

Purpose and Goal

From the construction of schools in Indonesia to wildlife and rainforest preservation in Thailand, TWBR is promoting humanitarian, environmental and other aid organizations on a wide range of issues. Via television, magazine articles, newspapers and various Internet outlets, TWBR promotes these organizations' beneficial work to increase support, education and awareness of their worthy causes that otherwise would remain unknown. Through interesting content and speaking across the USA, The World by Road strives to further international education by direct interaction and presentations to captive audiences, using their incredible journey as a medium to present the world.

Core Values and Objectives

Current estimates show that only about 20 percent of the population holds a valid passport and less than 5% of citizens actually leave the country in a given year. Individuals who never experience other cultures first hand are forced to develop their world view based on television, books, news or indirect interaction. With the strong influence the United States has on much of the world, whether through politics, media, culture, or international aid, our citizens need to be more aware of what is happening in the world.

We believe that travel and exploration have a moral dimension that challenges us, tests us and forces us to think about our lives in different ways. Travel offers a unique, individualized opportunity to witness up close the complexities, struggles and joys of other cultures and countries inevitably developing a more educated, unfiltered view of those with whom we share the world. Exploration has been the cornerstone of many civilizations in history,

most specifically the United States with our country's foundation based on explorers and those willing to take risks. Our journey may not change the world, but if we can increase interest and understanding surrounding the issues that face the world; then we have achieved our goal. We have been:

- Providing unparalleled, objective media content from a ground level view
- Gaining and spreading a better understanding of local cultures and philosophies
- Traveling and living as closely to the local standards and customs as possible
- Highlighting and participating in the efforts of as many aid organizations and activities as possible
- Presenting the world in an exciting way by including as many adventure based activities as possible
- Inspiring others to achieve their goals by finishing this epic journey and speaking about it on a national tour.





Who We Are

The members of The World by Road Expedition are experienced travelers with a wide range of qualifications. What makes us unique and separates us from other “around-the-world” trips is our background spanning from diverse knowledge of the disciplines of adventure sports to advanced degrees in politics, writing, design and technology. Our ability to physically challenge our limits combined with our knowledge and ability to address social and environmental issues truly adds a unique and dynamic perspective towards presenting the world. While climbing in the high peaks of the Himalayas and Andes ranges, trekking in some of the world’s most untouched rainforests, and diving the depths of some of the most spectacular underwater realms, we deliver breathtaking footage and stories that keeps our audience on the edge of their seats.



Focus on Social and Environmental Issues

While The World by Road Expedition has been circling the globe, we have strived to develop a true perspective of the world. In order to achieve this goal, we have exposed the efforts of aid organizations that deal with a wide range of issues from environmental degradation and post-communist media censorship to education and third world medicine. Some of the organizations that we have worked with include:

- USAID
- EcoTourism Training Center - Khao Lak Thailand
- Swedish Aid in Laos
- Frogwatch in Australia
- Swing Sex Trade Support Network in Thailand
- The Bulgarian Anti-Human Trafficking Initiative
- AUSAID building schools in Indonesia
- Nature’s Conservancy in South America

Media Exposure



The main mechanism we use to is through our diverse network of media outlets. We strive to create unparalleled multimedia content and share it through as many avenues as possible.

Documentary

Over the course of the trip we have published edited, narrated video clips that are available regularly through the website. The end result will be a feature length documentary of the entire trip. We have started negotiations with people from the Travel Channel, MTV and others.

Book

Our publishing agent has a handful of interested parties

in two books we are currently working on. First is a guidebook to help others learn the ropes of traveling overland in obscure places. The second is a book chronicling our adventures of our circumnavigation of the globe. Sponsors have the opportunity to get their products included in the guidebook.

Magazines/Journals/Newspapers

Through print media we have already had stories both published about us or by us in nearly every country that we have visited. After our recent cross of the US border, we received over 30 media hits or appearances in just 5 days. Many of the stories that we film are complimented with articles that have been published and even syndicated. We are happy to review any products or even work to get articles published for our sponsors through our PR team.

Television/Radio

We have appeared in numerous TV/radio news outlets throughout the course of the expedition. Our appearances on ABC National Radio in Australia, Indonesia This Morning (Similar to Good Morning America), and more help us to reach audiences in the millions increasing our sponsors exposure. For our grand finale in NYC we already have appearances in the works with Good Morning America and many other local talk shows and news programs.

Continuously Updated Website

- **Weblog/Live Journal**

- + Our blog is updated daily
- + Photos and video segments updated weekly
- + Interactive commenting system allows users to have their own voice

- **Fully Searchable Video and Photo Galleries**

- + Users can search old and new video clips and photos, turning the site into a great travel resource. We come up on the first page for many google searches relating to travel and adventure.
- + We have contracts to feature videos across the web including DivX Stage 6, all DivX enabled DVD players worldwide, and the YouTube homepage.



Join the trip

A has been a form on the site available for requests to join us. We have had over 10 different nationalities as part of the crew, which has truly given some unique perspectives on the world and added a more dynamic nature to our content.

Speaking Tour and Education Program

As part of the mission of the World by Road expedition, we are also working with America's youth. In cooperation with educational partners from the Denver Public School System we are working to develop an educational website that will provide lesson plans connected to the people, culture and geography of the countries we have visited. The combination of age appropriate multimedia content from our expedition and the educational curriculum will help to increase critical thinking and discussion of world issues in classrooms.

This program will be an extension of our speaking tour that will launch in January of 2010. With a goal of speaking at over 100 schools and universities over the course of the year, we will get our message out to hundreds of thousands of students. The educational website is our solution to allow teachers to carry the momentum from our appearances into the classroom.



Promotional Events, Lectures and Events

- **On site promotions**
 - + We are happy to attend events sponsors already have in place to help promote and endorse their products.
 - + We can appear at festivals or events with the trucks giving people a hands-on experience.
 - + Our crew can speak with people and add more excitement to any event.

Available Sponsorship Benefits

- **Product Testing/Showcasing** – There is no better way to gain exposure than to have your products showcased and used in a real environment. As we continue to succeed in such a great undertaking, associating your products with us will inevitably give your company a positive image that consumers can identify with.
- **Video/Photo Credits** – At the beginning of each video clip we place a 'brought to you by' logo showing your support of the expedition. Additionally, photos in the gallery can be watermarked with credit.
- **Logos on Website** – Logos are strategically placed and viewed thousands of times per day on the site.
- **Syndicated Feeds** – Use us for your company's branding. We provide live customized feeds so that you can display automatically updated content on your site to impress your visitors and improve your site's image.
- **High Definition/Resolution Video and Image Vault** – Our entire image vault will be open to all sponsors for any advertising campaigns you may be involved in. We have over 25,000 photos and 150 hours of video footage from 68 different countries.

- **Collaboration for Advertising Campaigns** – We are more than happy to collaborate to provide the material you may need for an ad campaign. Interviews, photos, video, writing; we can work with you to get the exact materials you need for a truly one-of-a-kind ad campaign.
- **Acknowledgment in Published Articles and TV Spots** – Our title sponsors will always get active acknowledgement whenever we get press; another added bonus to the already great exposure.
- **Prolonged Exposure of Sponsorship** – Our documentary will be submitted to film festivals across the globe, our book will be actively promoted, and our educational series of events after the trip will continue your exposure for decades after the trip.
- **Lifestyle Relevance** – Sponsors have their products tied to the exact audience they are going after, young wealthy active individuals. Richard Branson gets a ton of publicity for his stunts, why not tie your company to a similar exciting adventure?

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