



**THE WORLD BY ROAD**

**Sponsor 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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## Purpose and Goal

The idea behind the expedition is to present the world from a perspective that other people can more easily relate to. In addition to exciting activities, we will be interacting with humanitarian, environmental and other aid organizations throughout our travels and exposing the efforts of these organizations from a ground level perspective. It is with an increased knowledge and a better understanding that people can address the problems of the world they share. Ultimately, we hope to inspire more people to get out there and explore on their own.

**Departure Date:**

December 2006

**Estimated Duration:**

1 ½ to 2 years

**Mode of Transport:**

4WD x 2

**Estimated Forward Mileage:**

70,918 (114,131km)

**Itinerary:**

90+ countries, six continents, two hemispheres

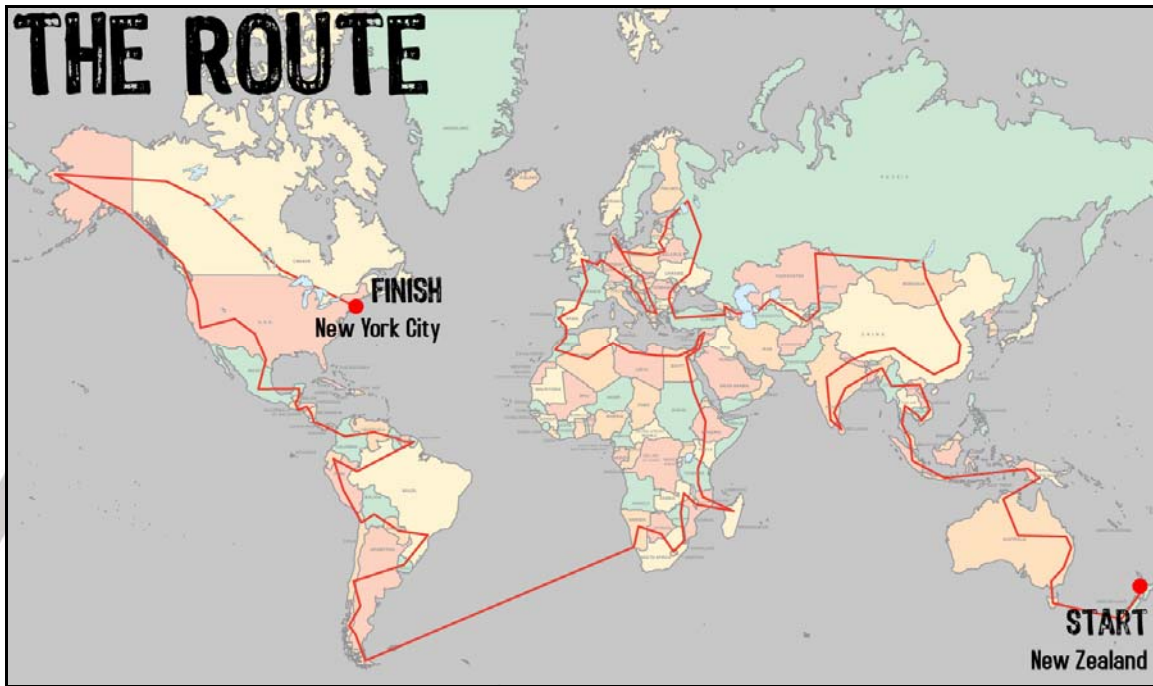
## Core Values and Objectives

From the beginning of time, exploration and curiosity of the unknown has been an integral factor in the progress and success of cultures and societies around the world. Today, these values have lost much of their meaning and importance in our increasingly modernized society and in the United States in particular. With the United States exerting its influence on much of the world, it is estimated that only about 20 percent of the population holds a valid passport and less than half of those 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 little more than TV news. This is a problem.

We believe that travel has 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 and allows us to develop a more educated, unfiltered view of those with whom we share the world. Travel and exploration have been the cornerstones of many civilizations in history, and it is essential to renew this value in our culture today. We cannot expect this journey to change the world, but in the end, if we can increase interest and understanding in adventure, exploration and the issues that face the world; then we have achieved our goal. We hope to:

- Provide unparalleled, objective media content from a ground level view
- Gain and spread a better understanding of local cultures and philosophies
- Travel and live as closely to the local standards and customs as possible
- Highlight and participate in the efforts of as many aid organizations and activities as possible
- Participate in as many adventure based activities as possible and invite leaders in those disciplines to join us
- Remain flexible in terms of countries visited and the duration of stay allowing for the local people and geography to help mold the trip, instead of a preconceived concrete plan.
- Maintain safety as a priority and fully investigate the risks and hazards associated with activities and destinations prior to and during the course of our travels
- Have fun and inject humor and entertainment into trip content when appropriate to keep our content fresh and exciting





### 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 will truly add 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 will deliver breathtaking footage and stories that will keep the audience on the edge of their seats.



### Focus on Social and Environmental Issues

As The World by Road Expedition circles the globe, we will be striving to develop a true perspective of the world in which we live. In order to achieve this goal, we will be exposing the efforts of aid organizations that deal with a wide range of issues from AIDS and the aftermath of Agent Orange to wildlife and rainforest preservation. Some of the organizations that we are arranging interaction with include:

- Adopt A Minefield
- Tsunami Volunteer Center – Khao Lak Thailand
- Ugunja Community Resource Center - Kenya
- Doctors Without Borders
- Save the Children
- Thanh Xuan Peace Village - Hanoi, Vietnam
- Icelandic International Development Agency
- Surfrider Foundation
- USAID
- Tropical Rainforest Coalition

## COUNTRY LIST

ALGERIA  
ARGENTINA  
ARMENIA  
AUSTRALIA  
AZERBAIJAN  
BANGLADESH  
BELGIUM  
BELIZE  
BOLIVIA  
BOTSWANA  
BRAZIL  
BULGARIA  
CAMBODIA  
CANADA  
CHILE  
CHINA  
COLOMBIA  
COSTA RICA  
CROATIA  
EGYPT  
EL SALVADOR  
ESTONIA  
ETHIOPIA  
FINLAND  
FRANCE  
FRENCH GUIANA  
GEORGIA  
GERMANY  
GREECE  
GUATEMALA  
GUYANA  
HONDURAS  
HUNGARY  
INDIA  
INDONESIA  
ISRAEL  
ITALY  
JORDAN  
KAZAKHSTAN  
KENYA  
KYRGYZSTAN  
LAOS  
LATVIA  
LEBANON  
LESOTHO  
LIBYA  
LITHUANIA  
MACEDONIA  
MADAGASCAR  
MALAYSIA  
MEXICO  
MOLDOVA  
MONGOLIA  
MOROCCO  
MOZAMBIQUE  
MYANMAR  
NAMIBIA  
NEPAL  
NETHERLANDS  
NEW ZEALAND  
NICARAGUA  
PANAMA  
PAPA NEW GUINEA  
PARAGUAY  
PERU  
POLAND  
PORTUGAL  
ROMANIA  
RUSSIA  
SINGAPORE  
SLOVAKIA  
SLOVENIA  
SOUTH AFRICA  
SPAIN  
SRI LANKA  
SUDAN  
SURINAME  
SWAZILAND  
SWITZERLAND  
SYRIA  
TAJIKISTAN  
TANZANIA  
THAILAND  
TUNISIA  
TURKEY  
TURKMENISTAN  
UKRAINE  
UNITED KINGDOM  
UNITED STATES  
URUGUAY  
UZBEKISTAN  
VENEZUELA  
VIETNAM  
ZIMBABWE

## Media Exposure

The main mechanism by which we hope to increase awareness and interest in the people, cultures and countries of the world is through interaction with various media outlets. In the end we will strive to create unparalleled multimedia content and share it through as many avenues as possible. This includes documenting all of our experiences; the good ones, bad ones, the humorous ones and the somber ones.

### Documentary

Over the course of the trip we will be publishing edited, narrated video clips that will be available on a regular basis through the website. The end result will be a feature length documentary of the entire trip. We will be working with organizations and people around the world to create a compelling storyline.



### Book

We plan on publishing an entertaining and educational book chronicling our adventures and experiences. The aim is to share and highlight our travels in parts of the world that other people may not be familiar with and more importantly, inspire others to go out and explore it.

### Magazines/Journals/Newspapers

Through print media we will be showcasing the various aspects of the world and the people who live in it through a variety of articles published in travel, adventure and world interest magazines. These articles range from our observations of the social environment we experience, suggestions for places to travel and explore, and the various adventure activities we will be participating in. Additionally we will be reviewing the products that have contributed to the success of the expedition in trade and association publications and journals. Finally, have relationships with many news agencies to generate and sustain interest in the expedition.

### Television/Radio

In addition to spots in local television networks including the Altitude Network and local network news affiliates, we are also in the process of arranging involvement with national outlets such as Good Morning America and Current T.V. Given that a lot can change in the world in 2 years, we will attempt to make ourselves available, for interviews, investigative reporting and special coverage on regions or subjects upon request.

## Expedition Interactivity

### Continuously Updated Website

- **Forum**

- + Users can ask questions about the trip, request answers to myths or misunderstandings about the rest of the world, and exchange information about places we are traveling.
- + The forum will also give users the ability to exchange information freely with other users about travel and other related topics, providing a reason beyond the scope of the expedition to come to the site.

- **Weblog/Live Journal**

- + Daily updated journal with photos and video links to follow the journey.
- + Users can leave comments on journal entries to ask questions or just have the opportunity to have a voice.
- + Journal will be indexed in Google and many other search engines, giving the site more exposure with normal web searches.
- + Journal is translated into 9 different languages, ensuring that a wide range of users around the globe will have easy access.

- **Fully Searchable High Definition Video and High Resolution Photo Galleries**

- + Users can search old and new video clips to easily get caught up on trip happenings or simply find content for the country or place they are interested in. Further, this makes the site a great place for information on the world, not just a place to follow the journey.
- + Video galleries are also going to be featured on Google Video, Current TV, and in the I-tunes store. Again, this will increase exposure and traffic to the site.



- **Podcasts**

- + Podcasts are the new hip trend and we will have both video and audio podcasts available on the site.
- + This allows users to watch content with world music playing in the background on their way to work or in their free time, without the constraints of an internet connection.
- + Our podcasts will be available through the I-tunes store and with the ability for users to automatically download the most recent spots by simply connecting their MP3 players to their computer with the correct software.
- + We are using the most advanced technology to produce these podcasts. This will allow our podcasts to have not only sound, but video and photos as well.

### **Join the trip**

We have a form on the site to fill out to request to join us. Obviously we cannot bring everyone, however, if someone can bring something unique to the trip (i.e. knowledge of a region, translation, historical knowledge, adventure sports expertise, aid organization volunteer experience, etc.) and enhance our content, we will consider inviting them to join us on a segment of the trip. This brings the audience closer to the trip, knowing that they too have a chance to participate in this incredible journey.

### **Regular Trip Promotions/Post Trip Lectures and Events**

- **On site promotions**

- + As we go through the trip, especially in Europe, we will be setting up at festivals, meeting people and sharing our experiences first hand.
- + This helps to keep the trip on a more realistic level. We actually go places in person, not simply produce content for people to view electronically.

- **After trip appearances**

- + We will be appearing at college campuses giving lectures and slideshows about the trip and world diversity.
- + Appearances at sponsor designated events.

## 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 succeed in such a great undertaking, associating your products with the trip will inevitably give your company a positive image consumers can identify with.
- **Video/Photo Credits** – At the beginning of each video clip we can place a 'brought to you by' logo showing your support of the expedition. Additionally, photos in the gallery can be watermarked with credit.
- **Newsletter Sponsorship** – Have your message brought to our 7,000 strong, growing and loyal subscriber base.
- **Logos on Website** – Logos will be strategically placed and viewed thousands of times per day on the site.
- **Syndicated Feeds** – Show your customers what your company is part of. We will provide live customized feeds so that you can display automatically updated content on your site to impress your visitors and improve your sites image.
- **Links** – Anytime we mention your products or services that we use on the trip, it will be hyperlinked. This is the best form of advertising, as potential customers can learn more about your products right there, unlike television or magazine articles where they may forget about your products all together.
- **Web Analytics** – Sponsors are provided with a username and login along with monthly reports of how much exposure they are receiving on the site. Unlike conventional advertising, we are able to provide statistics of how valuable marketing dollars are being put to work.
- **Direct Promotion** – At any promotional event we attend, we can actively promote your company. There is no better marketing than face to face, direct promotion. It is great to be able to associate your company and image with an adventure like this that inspires people.
- **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. Ask your creative department how much money they spend on image rights and high definition video footage. This alone could save your company thousands of dollars.
- **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. We already have interest from numerous local and national media outlets.
- **Appearances at Sponsor Designated Events** – We will be happy to appear at new location openings, promotional events, shows, and other designated activities to help your promotional efforts.
- **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 well after the trip.

### The TWBR sponsorship difference:

1) We have multiple streams of constantly updated content available 24hours a day. It is available on-demand so it increases the amount of time users are exposed to sponsored content.

2) Our content is interactive so we are able to engage interest and feedback, which allows us to give tangible reports on sponsor exposure to measure value.

3) Our content is syndicated so we reach a large audience of over 30 millinn.

- **Worldwide Exposure** – We will be getting press around the world and sponsors will be part of that press.
- **Lifestyle Relevance** – In the end, sponsors will 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?
- **Exclusive Direct Sponsorship** – Exclusive sponsorship is a proven method for increasing brand visibility and sales conversions. This expedition is a supercharged version of this proven concept

### Contact Info

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