











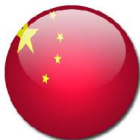














SPONSORSHIP LEVELS

For this 13-14 Sailing for Diabetes campaign, I am offering exciting opportunities viewed below.

The race is divided into 8 legs and I would like to get 8 sponsors on board (i.e. a sponsor per leg of the race). 8 sponsorship opportunities to the value of £6 000 Pounds Sterling or R70 000 SA Rands each.

This structure allows for the possibility of a global sponsor to purchase all 8 legs, enabling their companies in each port to take part in a global brand campaign. Remember that the Clipper Round the World Yacht Race is a major global event with an audience in excess of 300 million people in more than 200 countries.

- | | | | | | |
|--------------|---|--------------------------------------|---|-------------------------------------|---|
| LEG 1 |  | United Kingdom
to Madeira |  | Madeira
to Brazil |  |
| LEG 2 |  | Brazil
to South Africa |  | | |
| LEG 3 |  | South Africa
to Western Australia |  | | |
| LEG 4 |  | Western Australia
to New Zealand |  | New Zealand
to Eastern Australia |  |
| LEG 5 |  | Eastern Australia
to Singapore |  | Singapore
to China |  |
| LEG 6 |  | China
to West Coast USA |  | | |
| LEG 7 |  | West Coast USA
to Panama |  | Panama
to East Coast USA |  |
| LEG 8 |  | East Coast USA
to Nova Scotia |  | Nova Scotia
to Ireland |  |
| |  | Ireland
to Netherlands |  | | |
| |  | Netherlands
to United Kingdom |  | | |

The cost of the 13-14 race is estimated at £44 000 Pounds Sterling.

8 x £6 000 Pounds Sterling = £48 000 Pounds Sterling.

The remainder of the funds will cover my travelling expenses to and from England for training, and for the start of the race.

I will be taking unpaid leave for this period of one year, to help heighten the awareness of Diabetes around the world. I am willing to partner with Diabetes medicine manufacturers, Diabetic organisations and companies who want to show their willingness to recognise and help fight this disease on a Global Scale. I will do presentations and brand exposure on behalf of the sponsors willing to help raise awareness, at all ports of call (see more details below).

SPONSORSHIP BENEFITS

- Acknowledgement on the home page of the www.sailingfordiabetes.co.za website.
- Company logo and link on the www.sailingfordiabetes.co.za website (Our Sponsors and Links page).
- Allocated website page (under Our Sponsors and Links section) for own public relations article.
- Company name will be mentioned in all media communications from Sailing for Diabetes.
- Use of own indoor advertising banner at any press conferences that may occur (the size of such banner will be determined once a press conference has been confirmed) - note: this excludes any press conference by Clipper Ventures.
- Acknowledgement at any press conferences that may occur (excluding any press conference by Clipper Ventures).
- Sponsored branded clothing, shoes, sunglasses, etc. may be worn by Eddie prior to or during the race, and during his one week stay in port (Eddie is contractually obliged to wear only official Clipper Ventures race clothing for high PR visibility events such as race starts, race finishes, crew receptions, prize giving ceremonies, briefings, their own press conferences, etc.).
- Regular articles on Eddie's progress (including company logo) will be supplied for uploading on own website or publishing in own magazine.
- Use of the Sailing for Diabetes logo for own media communications.
- Use of Eddie's photos and written material for own media communications.

NON-MONETARY SPONSORSHIP

It would be ideal to get financial sponsors on board for each leg of the race, but I do welcome any other form of sponsorship too.

Should the sponsorship be non-monetary, for example clothing, shoes, diabetes-related products, sunglasses, etc. such items may receive exposure during the course of the race, but are subject to the contractual obligations set by Clipper Ventures and any main sponsor.