

Articles and Conditions

The supporting association The Ark of Ideas (TAOI) and the foundation of the same name pursue an international communications initiative with the topics of climate change and climate protection which aims to have a measurable impact on individual awareness and behavior and to trigger action.

For this purpose, a unique sailing catamaran goes on a perennial voyage around the world visiting numerous of the world's cities and areas particularly affected by climate change.

Leading figures meet onboard for creative dialog about the multifaceted aspects of climate change, accompanied by an international web community, local conferences, workshops and events on shore.

To finance this project, TAOI offers corporations to use its high profile events and media presence for their own communications.

Advertisement space at the internet presence, on the vessel, in media productions, on information material and at events on shore is available.

Timing:

Lead time: 9 – 12 months

Duration of the circumnavigation: 3 years

The beginning of the journey around the world is scheduled for autumn 2010, yet the benefits already start during the lead time.

- Each sponsor instantly receives a banner advertisement on the official website, going live in the first quarter of 2010.
- During the lead time there will already be extensive press work.
- The vessel is available immediately for the use for *International* and *Global Ark Partners*, according to the service offer.

Sponsoring Packages:

The financing as well as the numerous advertisement services and benefits provided by *The Ark Of Ideas* will be divided into units (packages) and can be purchased by supporters. The number of packages the sponsor purchases and the duration of his commitment can be tuned to his needs. Benefits accumulate with the number of packages acquired, and additional benefits are offered.

Package Prices:

1st year 3.000€ (including lead time = up to two years of advertising effect)

2nd year 4.000€

3^h year 5.000€

The graduation of prices is based on the increasing advertising effect with growing community, publicity and media presence.

If desired, the contracts are renewed annually. Therefore, no long-term commitment is required.

Sponsors committing themselves before the start for the entire runtime (lead time and 3 years of circumnavigation) will receive a preferential price of 10.000€ instead of 12.000 per package.

Categories:

National Ark Partner: 1 package per year / from 3.000€ p/a

International Ark Partner: 3 packages per year / from 9.000€ p/a

Global Ark Partner: 10 packages per year / from 30.000€ p/a

Sponsoring packages and services

National Ark Partner (single package)

- Involvement of *The Ark Of Ideas* in your own corporate communication. Your supporter status communicates your Corporate Social Responsibility und Corporate Environmental Responsibility.
- Supply of supportive material with continuously updated texts, pictures and videos (4)
- Your LOGO appears as an animated advertising banner on the community website www.thearkofideas.org linked to your own website. The animated banner is at the top of all pages, except the specific project pages (2). Your Logo appears at for at least 30s every 9min. The logo has a size of at least 120*50 pixel (1)
- Entry into the sponsors/supporters list of the website linked to a corporate statement about your commitment and a link to your own website.
- If desired, *The Ark of Ideas* will establish direct monthly feeds of press releases and reportages for your local newspapers.
- Entry in the list of supporters in press and info kits.

International Ark Partner (from 3 packages) receive in addition

- Logo display on the animated advertising banner of the community website www.thearkofideas.org. Your logo appears for at least 30s every 3min. Logo size at least 120*50 pixel (1).
- Logo in press and info kits in 3 countries (stops) of your choice (90 x 40mm)
- Option of utilization of the entire vessel for PR events, incentives, seminars etc, at a preferential price of 1000€ for half a day. Additional costs, like catering, etc. excluded.
- With a commitment of at least two years: a double cabin during one week on any leg of your choice. Prolongation at a preferential price of 1000€ per week (3).
- Videoclip about the project with appearance of your corporate logo for your own use on your homepage or for fairs, expositions and promotional events, etc.

Global Ark Partner (from 10 packages) receive in addition

- Free use of the vessel for PR events etc. at 2 ports of call (5). This option is valid for one day per port of call. On request, the vessel can also sail for day trips, if the legal regulations of the respective country and the meteorological conditions allow.
- A double cabin for another week on any leg of your choice. Prolongation at a preferential price of 500€ per week (3).
- Logo display on the animated advertising banner of the community website www.thearkofideas.org. Your logo appears for at least 30s per minute.
- Striking advertisement on vessel or sails (6). On the sails 2 sqm, on the hull 0,15 sqm.
- Highly visible advertisement (30 x 20cm) at 12 on shore events, on information columns in front of the boat, at press conferences, workshops and conferences.
- Advertisement in about 12 newsletters. Logo size 90 x 30mm
- Logo in press kits. Logo size 90 x 30mm

(1) Banner advertisement on the community website www.thearkofideas.org:

The repetition frequency of the logo on the animated advertisement banner depends on the number of acquired sponsoring packages. Only logos of corporations that are economically active on the location of the user will be shown. Thus, the number of displayed logos is considerably reduced and, accordingly, the repetition frequency is raised. The stated AdImpression time is a guaranteed minimum. Per acquired package, one country is "going live".

(2) Specific Project Pages

Those are the pages on the TAOI site that are dedicated to the local projects initiated or promoted by TAOI. Advertisement on these pages are reserved to the direct project sponsors.

(3) Preferential Rate for prolongation weeks

Capacities are limited. Thus, availability of prolongation weeks cannot be guaranteed.

(4) Supportive material

A sponsor may use for his own communications all media productions that we provide on our website and for which TAOI holds the rights and hasn't contracted them exclusively. Propagation of these rights is not permitted. For the use of every sponsor, TAOI provides a monthly updated package of texts, pictures and video productions.

(5) Use of the vessel

Should a sponsor be not interested in the own usage of the vessel, alternative benefits can be arranged.

(6) Advertisement on sails

Sponsor logos can be applied on both sides of the sails. At ports where events take place, show sails made out of diaphanous material will be hoisted, printed with portraits of the community members. Placement of sponsor logos is possible on these show sails as well, yet only on one side, facing towards the public. The placement will be left to TAOI, while good visibility will be ensured. The cost of the logo prints will be borne by the sponsor.

Binding Engagement

Sponsor's payment

The sponsor acquires sponsoring package(s) at the unit price of 3000,-€ each.
Therefore, the sponsor receives the statusArk Partner.

TAOI's services

Corresponding to the number of packages according to the above list.

Period of validity

This sponsoring contract begins with the deposit of the sponsoring amount and has a runtime of at least 12 months counting from the official start of the circumnavigation.

This start will not take place before October 2009. Thus, the runtime lasts at least until the end of September 2010.

Example:

Commencement of contract: March 2009, Start of the circumnavigation: November, 30, 2009, end of contract: November, 29, 2010

At the end of this runtime the contracts expires automatically.

A prolongation of the contract should be made in due time before expiration, since TAOI delivers only a limited number of sponsoring packages.

Payment

The amount has to be transferred within 10 days after signing the contract on the account of the association or a transfer account. You will be informed about our bank connection after delivery of the contract.

Exclusivity clause

TAOI is entitled to conclude contracts with other sponsors as well, even if their activities are in the same industrial sector and in the same economic area.

Caveat emptor and limitation of liability

TAOI confirms that the sponsor doesn't bear any responsibility regarding the organization and realization of the initiative and has no third part liability. TAOI will indemnify the sponsor from any claim of a third part relating to the provision of these services, unless the damage occurs due to wantonly negligent or deliberate action by the sponsor, respectively his auxiliary persons.

TAOI excludes any liability towards the sponsor, should the project have to be aborted or significantly modified due to acts of nature beyond control, crises or shortage of funds. TAOI pledges -within its' financial means- to refund sponsoring amounts proportionately in case of non-performance of appropriate services.

Place of fulfillment and court of jurisdiction

Place of fulfillment for all engagements resulting from this contract or in coherence with it is the respective debtor's registered office. Court of jurisdiction for all litigations resulting from this contract or in coherence with it, is Luzern, Switzerland.

Final clause

Collateral agreements have not been made, amendments to or supplements of this agreement must be in writing in order to be valid.

This contract is subject solely to Swiss jurisdiction, regarding its conclusion and for all its effects.

In the event of any provision of this agreement being invalid or unenforceable, this shall not affect the validity of the remaining provisions of the agreement. The parties undertake to replace the invalid or unenforceable provision by a valid or enforceable provision which comes closest to what the parties intended.

The same applies if after conclusion of the contract additional necessity of regulation arises.

Sponsor

Name/Corporation

Address
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Contact person

Phone/email

Place, date

Stamp and signature of sponsor

Upon receipt of an order a contract with identical conditions will be delivered

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