

Sponsoring for Energy Concept

The Offshore-Catamaran „Largyalo“ with its revolutionary energy concept is the center of the initiative and focus for the media interest. With its absolutely emission-free circumnavigation it will grant special credibility to the initiative.

The unique configuration of solar, wind and water power in combination with an intelligent energy management allow an efficient and clean energy supply, assuring all comfort and security on board. Even without wind, the propulsion of the vessel is ensured purely by solar energy. Under sails, the three electric motors act as hydropower plants and furnish constant energy into the power network.

The energy concept consists in components of various manufacturers. Nevertheless, it appears to make the most sense to leave the financing of the entire system to one sponsor. Above numerous advertising performances, we offer to this sponsor to give his name to this unique energy concept.

The cost of the system amount to 300.000€, if all components and services have to be acquired at market prices. If a sponsor can contribute appropriate material and services from his own production or from cooperation with partner corporations, the real cost is respectively lower.

TAOI's services

- Duration of performance delivery: at least 4 years
- The energy concept will always be communicated in context with this sponsor (for example: “powered by...”)
- Banner advertisement with link to own web site on the official website of TAOI (www.thearkofideas.org). Appears on all pages where the energy concept is displayed. Size of the logo at least 200*70 pixel. For further information see below **(1)**
- Banner advertisement with link to own website on the internet site of the vessel (www.largyalo.de)
Appears on all pages where the energy concept is displayed. Size of the logo at least 115*45 pixel. For further information see below. **(2)**
- Mention on the list of sponsors/supporters of the TAOI website with link to a corporate statement about your commitment and link to your homepage.
- Inclusion of TAOI in your own corporate communication. Your sponsorship communicates your Corporate Social Responsibility and Corporate Environmental Responsibility.
- TAOI provides a continuous supply of updated texts, pictures and videos **(3)**
- If desired, TAOI arranges for direct monthly feeds of press releases and coverage to your preferred specialized press.

- Video for your own use on your homepage or for fairs, expositions and promotional events, etc, featuring the
- Free use of the vessel for PR events etc. on 20 port of calls **(4)**. This option is valid for an entire 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.
- Striking advertisement on vessel and sails **(5)**. Total surface 3 sqm.
- Highly visible advertisement at 40 on shore events, on information columns in front of the boat, at press conferences, workshops and conferences. 30 x 20 cm.
- Advertisement in about 50 newsletters . 90 x 30mm
- Logo in all press and info kits (90 x 40mm)

(1) Banner advertisement on official website

This website will be launched in the 1st quarter of 2010. Your banner will appear on all pages which are dedicated to the energy concept. The banner is permanent and visible from every user location.

(2) Banner advertisement on the website of the vessel

On this website, your banner will be activated immediately and is visible on all pages. In addition, there will be a mention in the list of supporters with a short explanatory text. Furthermore, there will be continuous coverage in the part “Latest” about the realization process of the concept. As well with a particular reference to the main sponsor.

(3) 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 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.

(4) Use of the vessel

Should a sponsor not be interested in using the vessel himself, alternative benefits can be arranged.

(5) Advertisement on sails

At ports or anchorages where events take place, show sails made out of diaphanous material will be hoisted. Advertisement of sponsors will be applied on those as well as on the regular sails. The placement will be left to TAOI, while good visibility will be ensured. The logos will be applied on both sides. The cost of the logo prints will be borne by the sponsor.