



TEAM MIDSUMMER MADNESS
RALLY TEAM
PARTNERSHIP OPPORTUNITIES

2022





WHAT IS TEAM MIDSUMMER MADNESS?

Team Midsummer Madness is a team of friends and family who enjoy driving cars, seeing new countries and cities, and link that with helping different charities. As a mixed European team, we participate roughly every 2 years in a long European rally (5+ days) and drive for charity. Next to our daily jobs, we like to be involved in a good cause and give something back to the community. Over the years, the composition of our group has changed a few times, but we now have a strong core of experienced rally drivers. The same goes for the cars, which were each rally different, but should be fixed and steady now.

RALLY HISTORY



Besides these long rallies, we also participate in national one- or two-day (timed) rallies like the Saab Viking rally in the Netherlands and the Rolls Royce Challenge in Germany.

2016

In 2016, we drove the Baltic Sea Circle, which is a rally going around the complete Baltic Sea in 16 days, along 10 countries, without GPS and highways and covers more than 7500 kilometers. We succeeded in finishing without a single breakdown in a 1989 GMC Vandura.

2018

In 2018, the first edition of the Balkan Express led us through 14 countries around the Balkans in 12 days. For this rally, we opted for 2 safe cars, not knowing anything about the road, and finished with only 1 breakdown in a 1995 BMW 5 series and a 1995 Saab 9000.

THE PLAN



As the Covid19 pandemic canceled our plans for a rally in 2020 and 2021, we plan to participate in the summer of 2022 in the Baltic Sea Circle Recall rally. This will be the 10th anniversary of the Baltic Sea Circle rally and the reason why we have decided to participate in this rally again. The rally will be a bit different this time, not only due to the increase in participating teams (250 in 2016 and 450 in 2022), but also the route might be different (going counter-clockwise around the Baltic Sea instead of clockwise). However, these are all surprises the organisation has for us at the start of the rally and keeps up the suspense.

2022 rally

For the 2022 rally, we have secured a Saab 900ng Cabrio from 1995 and a Rolls Royce Silver Shadow from 1974. As they were originally scheduled to participate already in the 2020 rally, they have been properly prepped and restored over the last months and are ready to undertake this long endurance challenge. The Rolls Royce will be the first Rolls to perform since the first edition of the Baltic Sea Circle rally.

16 days

Along the way, teams can gain points to become the overall winner. Meaning this is not a time-speed-distance rally, but a more creative and discovery-related one.

10 countries

We will be driving through 10 countries around the Baltic Sea again without GPS and highways for 16 days, covering around 7500 kilometers.

7500 kilometers

Points are gathered with challenges and adventures, as outlined in the roadbook which is received upon the start.

THE CHARITY

Support Foundation

Team Midsummer Madness will support the Tomoka Support Foundation. This foundation supports the population in Avedome, Togo (Africa). The money we collect will be used for the expansion of the local school, solar panels for the school roof, and further equipment for the classrooms.

The Tomoka Support Foundation (TSF) works in southwest Togo and tries to help the population of a very poor community to build a decent life. TSF stimulates the population by offering concrete and practical help, e.g. by constructing wells and latrines. The school is also one of the priorities. Every cent that TSF receives is spent on one of the projects. Back-

ground information, the policy plan, all projects and priorities, news and promotions and also many photos can easily be found on our website. TSF has a good and reliable partner on site, NGO TOMOKA, with whom the lines are very short.

Togo belongs to the small group of the poorest and least developed countries (LDCs) on earth. Tomoka's target area is the Kpéképéta Zone of the extremely poor region of Canton Dawlotu Tutu. It is a difficult area to reach at a distance of about 150 to 190 km from Togo's capital Lomé. The choice of route is determined by the strongly varying accessibility of the access roads per (rainy) season.



Tomoka's Target Area

is the Zone Kpékpéta, is home to approximately 9,000-10,000 people. It is one of the 9 Zones of the Canton. Four main languages are spoken. Ewé is spoken by the native inhabitants who make up more than half of the population. They are all joint owners of all land and the natural environment. Kabyè and Lamba are the official languages of the immigrant, mostly illegally settled migrants who come from the north of Togo. And French is the official (national) language and the language of instruction, which must also be taught in the local school.

The land and vegetation

is communally owned by the Ewé tribe, who now make up an estimated 55% of the population in Kpékpéta. The remaining residents are immigrants from the Kabyè and Lamba tribes who have come from the north of Togo driven by poverty in search of fertile land. They usually settle illegally in the Canton - as far away as possible from each other and from the small hamlets where most Ewé farmers live.

Toutou is the only village

that can rightly be called a village. Here resides the highest traditional authority in the person of Chef Kowou Akuagbi III and his Counselors. He also represents the national government and the legal order, but does not have the resources to conduct any policy.



“More than 90% of the population in the Kpékpéta Zone consists of small farmers who mainly produce for their own needs.

The average income of these so-called “subsistence farmers” is estimated at F CFA 100 to 200 (= 15 -30 euro cents) per day per person. That is far below the \$1.50 limit for extreme poverty. There is almost no modern healthcare. The immigrants even have to do without traditional healers because traditional practices can often only exist within an organized tribe and clan. Until Tomoka took office, the migrants were not organized in any way.

There are no dirt roads that are passable all year round. Illiteracy is high. There are no jobs. There is not even a market labelled as such. For this you have to walk at least 10 km to Kantikopé or even further outside your





own area. There is.....just nothing. Only trucks, 4x4 cars and motorcycles can reach this area all year round on poorly maintained dirt roads, several of which are flooded during the rainy seasons. The entire Canton is suffering from rapid deforestation. The rainforest has almost completely changed in 15 years into a Savannah area where tough grass threatens to overgrow everything. But the somewhat organized native Ewe population does not give up. For example, there is now a medical post in the main village (Kpékpéta), for instance for childbirth. This post was recently built by the government, but without electricity and water... In 2018, TSF received a gift for a solar installation: there is now light and there is a refrigerator for vaccination liquids and anti-venom!

There is also one school

that is somewhat equipped with school benches, teaching materials and teachers who in some cases even have teaching qualifications and receive a small salary from the National Government. In addition, the population itself has founded five open-air schools. Children who can afford it receive education under such a shelter from teachers who usually have only completed primary school. Until recently, in the poorest hamlet, in the Avégamé sub-zone, there was not a single textbook or other teaching aid. Tomoka

has started to improve this with the help of our Foundation: In 2012 the reconstruction of the school started. The entire village, from young to old, has contributed to this: from carrying water for making the 'bricks', setting the posts, cutting the grass for the roofing to 'roofing'. The children now also have notebooks and pencils, and there are textbooks. A real new school was built in Nov.2016, after TSF received a large gift. The school is now the pride of the village!



THE SCHOOL

Education is one of the spearheads of TFS. Financial support is essential.





First school meal a fact!

The children of the Edil school in Avégamé receive a meal at school for the first time from the proceeds of the first crop of bananas! Many children go to school without anything to eat and there is nothing to take with them, but learning on an empty stomach is bad! We hope that the performances will improve and that more children, who are not (yet) going to school, will sign up! The nutritious porridge that the children, including the toddlers, receive, is made from maize, sorghum, moringa, soya and rice. The kids love it!

A year after we started supporting the school, the population built a new school themselves, which was slightly better than the old one. The biggest wish turned out to be a real school building with a roof that does not leak or blow away and real school benches, a blackboard and cupboards for teaching materials. Thanks to a large gift from thrift shop KOOK from Alkmaar, this new building could be completed at the end of 2016. In Jan. 2017, 2 TFS board members attended the festive opening. The population themselves helped provide more sand and water, so it has also

become their school. In 2019, the plan was conceived to make the school independent and independent of donations. To this end, a project has been started in collaboration with Wilde Ganzen: “All children go to school thanks to a fruit orchard”. The first plantain cuttings (plantain = plantains) went into the ground in September 2019 and it is hoped that the income from this will cover costs in 3 years’ time. Secondary education in this area is centered in Kpékpéta and also needs care in the form of new school benches, a metal roof, etc.



WHAT WE CAN OFFER YOU

Engagement

- A tailored package can be created to suit your needs and level of support.
- Rolls Royce / Saab experience day – visit your location with the rally car(s) and video + lecture on the rally and the outcome

PR & Media

- Gain brand exposure via an exciting channel
- Multi-channel marketing, building your brand through social media
- YouTube engagement: on-board camera footage and after rally movie
- Promotion and endorsement of your business at every opportunity
- Branding on team vehicles, team wear, and promotional materials
- Inclusion in pre- and post-event press releases
- Be associated with supporting a young group of enthusiast motorists while supporting a good cause
- Rolls Royce & Bentley Driver Magazine (on sale magazine)
- Both German and International Rolls Royce Enthusiast Club magazine (for RR and B members worldwide)
- Interview to newspapers or media outlets (one local and one during the rally – both being point challenges)
- PR appearance pre-/post-rally
- 2,5k followers on Instagram
- Exposure to 450 other teams of the 2020 recall and 450 other teams of the real 2022 rally starting a day later than the recall (each team consists of minimal 2 persons, meaning 1800 people exposure)
- Media Coverage in global, Dutch and German Saab and Rolls Royce forums
- Superlative Adventure Club media appearances
- Appearance on ZDF (German television – scheduled 2020, unsure 2022)

PARTNERSHIP PACKAGES

We are looking to secure partnerships with companies who are keen to support us during this rally and support the good cause. Opportunities range from 150€ to 2000€ and packages can be tailored to suit your business needs and give you the best exposure and value for money available. If you would like us to do something extraordinary or weird during the rally or take a picture at a certain spot or promote a product: let us talk!

	<i>Gold</i>	<i>Silver</i>	<i>Bronze</i>	<i>Supporter</i>
Logo on car	Yes	Yes	Yes	Yes (small)
Web links & social media	Yes	Yes	Yes	-
Featured profile	Yes	Yes	Yes	-
Media coverage	Yes	Yes	Yes	-
Logo on clothing	Yes	Yes	-	-
Personal appearances	Yes	-	-	-



Your company logo

Your company logo will be displayed on the car. Take a look at the image below to see the various logo locations.



Web & Social Media

We will include links to your website in updates on my social media channels and website.



Company Profile

My website will feature a profile of your company's sponsorship.



Media Coverage

Your brand will see coverage across various media



Personal Appearances

Make your corporate events extra special with personal appearances by driver and car.



Logo on clothing

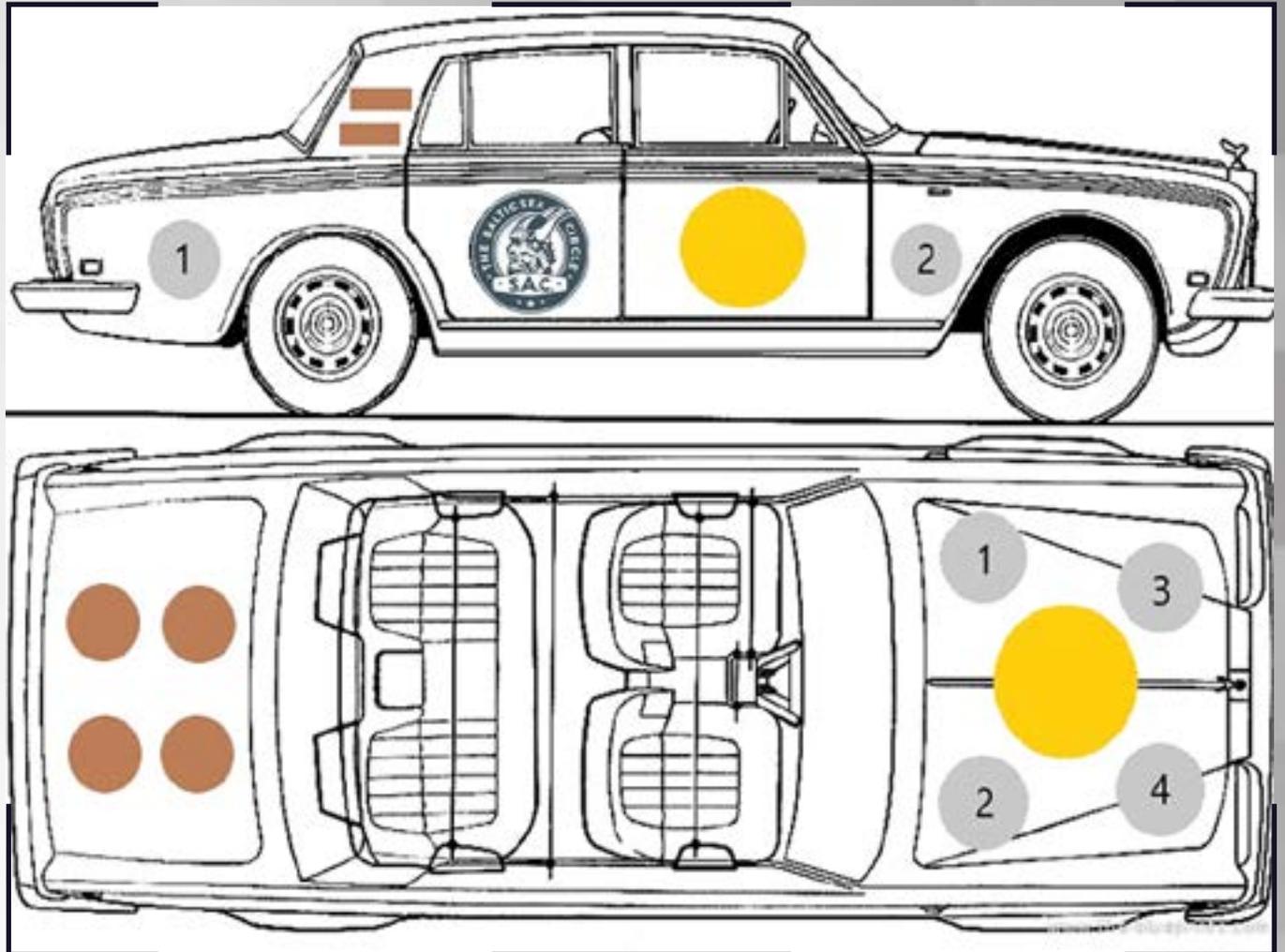
Your company's logo will be included on our team clothing.



1974 Rolls Royce Silver Shadow

- 6.75 L V8 of brutal engineroarrrr
- 189 horses under the bonnet
- 3-speed automatic transmission
- Wooden inlays
- 4 big wheels and 1 spare (because you'll never know)
- Bit on the drinking-side...

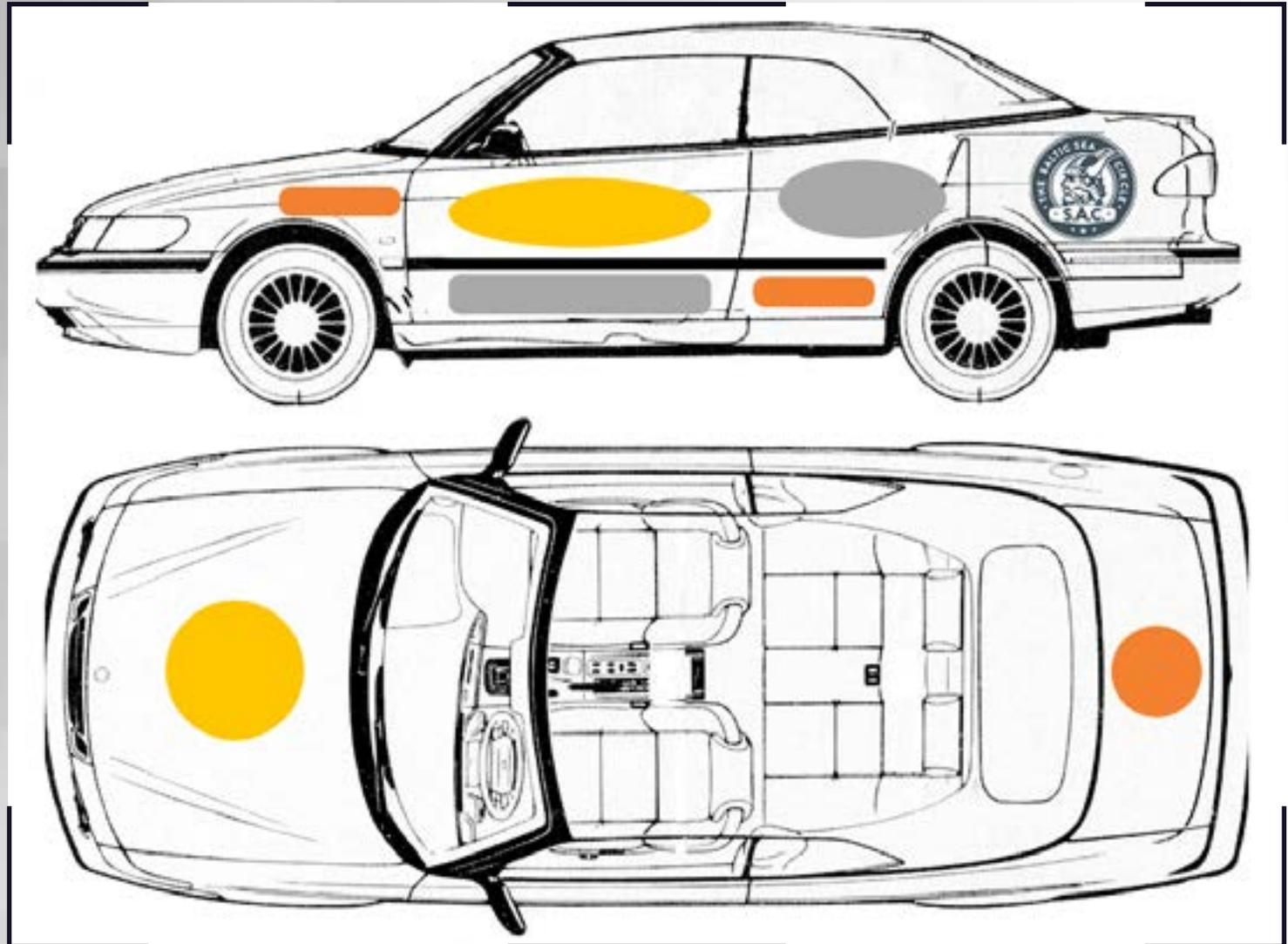
- Gold
- Silver
- Bronze





1995 Saab 900

- 2.0L nothing special
- 130 horses under the bonnet
- 5-speed manual transmission, and a reverse gear
- 4 seats (technically)
- 1 convertible roof, electrically operated
- 1 small trunk



- Gold
- Silver
- Bronze

***OUR GOAL...
OUR SUCCESS***



We hope you enjoyed reading our brochure and that you will get in touch with us to arrange an informal chat or a meeting. We look forward to you joining us on our mutual road to success. It is going to be a great journey that is for sure!



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