



Sponsorship Introduction 15th Engineering Challenge Cup 2008

INTRODUCTION

This document is to introduce you to the Engineering Challenge Cup ("ECC") and to present the marketing opportunities available to companies wishing to become involved with sponsorship.

BACKGROUND

In 1994 a group of friends working for engineering contractors chartered three yachts and decided to race between their overnight destinations. The winner organised a similar holiday the next year and that is how the Engineering Challenge Cup (ECC) was born. From this humble and informal beginning, it has grown rapidly to the point when it is now the Mediterranean's largest privately organised international roving regatta. Indeed, it has become so popular that last year, for practical reasons, the number has been capped at seventy yachts. Around 450 participants will join the regatta, either as a skipper or as a crewmember. In 2008 the fleet will assemble in Bodrum, Turkey for the 15th ECC week on May 03rd.

Each yacht represents a company associated with the engineering industry. Despite its size, the event remains an informal amateur event although the organisation has had to become more professional.



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BENEFITS

Positive exposure in front of this community, which includes many senior decision-makers, can greatly enhance your company's profile and prospects within the engineering and related industries. The event has started to attract media interest from the yachting press, engineering publications and tourist organisations in the host country. As such it presents an important marketing opportunity and many important and long-term business and personal relationships are built up over the week. The list of companies represented in 2008 is shown on the last page.

In previous years the event has attracted some excellent sponsors who have supported the special events, provided useful sailing clothing, services and other goods which have been very much appreciated by the participants. The sponsors have had their logo displayed on the crews' clothing, links included in the official ECC website, advertisements in the ECC logbook, flags on the committee boat and stickers on the yachts. This has given excellent exposure to the sponsoring companies and many have increased their sponsorship in subsequent years.

Sponsors providing accessories or clothing will see their company benefit from the marketing exposure for many years to come, as the best quality items come back every year.





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SPONSORSHIP OPTIONS

For 2008, there will be three standard packages of sponsorship, "Gold", "Silver" and "Bronze" as outlined below and a custom package.

"Bronze" Package

Display a half A4 page full colour advertisement in the official skippers' logbook, have a hyperlink from your company logo on the official ECC Website and display your company logo on the back of the official ECC polo shirt.

Costs: € 1.500,--

"Silver" Package

As "Bronze" package, plus logbook Advertisement on a whole A4 page and allowance for your company flag to be flown at the ECC Welcome Party and final Prize Giving Party.

Costs: € 2.000,--

"Gold" Package

As "Silver" package, plus your large company flag flown on the Committee boat and your company logo displayed on a sticker on every yacht (on backside max. size 20 x 20) in the fleet. This exclusive top sponsorship package will be limited to just one sponsor.

Costs: € 4.000,--



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"Custom" Package

Your company could offer to fund or share the funding of accessory sponsorship opportunities. Company representatives gets the opportunity to give special attention for the company.

If your contribution is over € 4.000,-- you will also get included the Bronze or Silver package benefits respectively.

We could also discuss other options like having your name on the windward racing mark, providing coffee for the daily skippers' briefings, a welcome pack for each yacht (e.g. wine, toast, coffee, etc), a buffet one evening, a live band, etc.

If you are interested in sponsoring this increasingly prestigious event, please contact me and I will be pleased to discuss it with you.

Best regards,

Pieter van Beuzekom, Commodore 2008

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List of entrants for 2008

ABB Lummus GmbH	ABB Novolen Technology GmbH
AE&E Innova	Alstom
Aveva	BASF Corporate Engineering
Bovis Land Lease Technology	CB&I John Brown Limited
CCI AG	Cegelec Contracting GmbH
Chemengineering AG	Dr. Braune & Partner
E.B. Badger & Son	Envia Mitteldeutsche Energie AG
Esmertec AG Switzerland	Flinter
Foster Wheeler Energy Limited	Hertel
Holcim Group Support LTd	ILF Beratende Ingenieure GmbH
IMO-Merseberg GmbH	Imtech Industry
Industrie De Nora SpA	Ingenieurgruppe Munchen eG
Ingenieursbureua Wolter & Dros B.V.	Ingenieursburo Heinrichs
Intecsa Industrial	Intra-Automation
Jacobs International	Jacobs Nederland BV
John Becker Ingenieure	Kellog Brown & Root KBR
Leica Geosystems AG	Lindner Industrial Insulation
LPL Projects & Logistics GmbH	Lurgi Zimmer GmbH
MAN Ferrostaal Industrieanlage	Outotec GmbH
Petrofac Engineering Ltd	Petroquip
Porner Ingenieurgesellschaft MBH	Raschig
RWE Systems Consulting GmbH	Siemens VDO Automotiv AG
Sterling SIHI	Sulzer Chemtech
Technip	The Firm IPCM
UHDE	Uhdnora
Vectoria Consulting	Visser & Smit Hanab STAR BV
Warmeverwertung	Washington Group International
Worley Parsons	