



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.



Sponsorship Introduction 15th Engineering Challenge Cup 2008

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.





Sponsorship Introduction 15th Engineering Challenge Cup 2008

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,--



Sponsorship Introduction
15th
Engineering Challenge Cup 2008

"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

Mail to: commodore@ecc2008.info

Website: www.ecc-sailing.com



Sponsorship Introduction
15th
Engineering Challenge Cup 2008

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 | Uhdenora |
| Vectoria Consulting | Visser & Smit Hanab STAR BV |
| Warmeverwertung | Washington Group International |
| Worley Parsons | |