



HITECH RALLY
MONGOLIA

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for PARTNERS

Front of our eyes, is forming a global project business and cross-country rally like have not ever been before!



Below document presenting the assumptions about the HTR project together with the business activities aimed at promotion of companies and their business development on new markets.

Due to the of lack of a confidentiality agreement between HTR LLC and YOUR COMPANY, this document contains only the necessary information needed to make a decision about further interest in your company in the role of the main sponsor. All the information required by the interested side that is crucial for further action will be presented during the next phase.

HTR is not a regular sponsorship event. It will take place for the first time ever, that is why we cannot refer to any previous editions and evaluate whether they brought the expected results.



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Ad. 1. Description and objectives of the HTR project

HTR stands for HiTech Rally and it is an innovative event on a worldwide scale. Only a selection of innovative global companies from diverse industries are invited to HTR. HTR consists of 3 parts:

- Business – WNTBC (Worldwide New Technology Business Center)
- Sport
- Media Event

Hear is a short description of each part of the project.

1.1. Business – from the business side, the HTR project plans to build the Worldwide New Technology Business Center (**WNTBC**), where thematic business meetings, conferences, and exhibitions related to different fields of business will be conducted. The first edition will concern mining, the energy industry, robotics solutions. The second and third will be about the latest automotive solutions, infrastructure, construction, medicine, biotechnology, etc. Of course, this is just the initial plan, so the topics of the business meeting can be modified accordingly. It's worth noting that **WNTBC** will be a unique place and opportunity to meet with most of the authorities of the Mongolian Government, including from the Ministry of Mining, the Ministry of Finance, the Ministry of Environment, the Prime Minister's office and others. It will be a unique occasion to talk with representatives of the Mongolian state and private companies, but not only. **WNTBC** will be an AMAZING PLACE to introduce NEW, INNOVATIVE solutions, and products for the whole Asian market. **WNTBC** will operate and organize business events during the whole year, apart from the period when HTR will be held.

WNTBC – World New Technology Business Center



See how HTR solutions change the World!

1.2. Sport – as the name indicates, HTR is an exclusive global HiTech Rally event, where for the first time ever, races will include not just the typical categories such as 4x4, trucks, quads, and motorcycles, but also new categories: electric cars, hybrids, hydrogen and in the future, autonomic cars, prototypes, and others. The HiTech Rally will be unique and different from other rallies like the DAKAR Rally and the Russian SILKWAY Rally through its use of new technologies at each stage of the race: in cars, in media transmission, in communications, the latest IT solutions, and others. HiTech Rally will be licensed by FIA, FIM or ASO and classified as a World Cup Race Category, which means that all the famous rally teams will participate in our event.

Unique characteristics of the rally

- The route will follow the historical footsteps of Genghis Khan.
- Camps will consist of Mongolian Gers (Yurts).
- One day off will be devoted to the culture of Mongolia.
- National and Individual Classification.
- Special OES, for instance:
 - a) Using only one navigation device selected by the racer.
 - b) Night OES.
- And much more!

1.3. Media – HTR will be the first rally to provide 24-hour transmission from the race. It will feature much more than just the race and the business side. Viewers will also get a chance to see the racers behind the scenes, how the service teams operate, preparation, etc.

- There will be a soundtrack composed for each edition of HTR. The first edition will feature a combination of characteristic Mongolian sounds with modern music.
- Each edition will have its ambassadors among celebrities from the world of broadly defined entertainment/sports/business, etc.

The HTR project is already supported by Mongolian government. The HTR project is designed to be distinctive for Mongolia as a country, but also for ALL ASIAN MARKETS, and has to provide a real and tangible opportunity for personal talks with Mongolian representatives and not only. It also has to be a real "laboratory", a place for testing new technological solutions, and has to be visible globally. We will make sure that HTR will grow to be a business and sports event of spectacular size.

Ad. 2. Benefits for participants/companies/sponsors

2.1. Benefits

- Real expansion of the sales area. ⁽¹⁾
- Creating/participating in unique projects in Mongolia, in Asia, in the world. ⁽²⁾
- Strengthening the brand's position in the world. ⁽¹⁾
- Increased brand awareness. ⁽¹⁾
- An announcement during HTR events about several competitions on the most innovative project concerning different branches of business. The winner will get an opportunity to realize their project with one of the companies taking part in HTR. ⁽²⁾
- Increased market shares. ⁽¹⁾
- Discovering new sources of clients. ⁽¹⁾
- Discovering new fields of products application. ⁽¹⁾
- Expanding your portfolio with new products and new industries. ⁽²⁾
- The possibility to take part in a rally with your own motor sports team⁽¹⁾, and much more!

2.2. Marketing: Where will the logo of the company be visible at the HTR event?

- The Main Sponsor, thanks to which HTR will be held. All coverage of HTR will mention YOUR COMPPANY (All TV and Internet reports will include a short video about YOUR COMPPANY). ⁽²⁾
- In Social Media. ⁽¹⁾
- All TV channels which purchased television broadcasting rights will advertise YOUR COMPPANY ⁽²⁾
- The creation of HTR apps on mobile devices with YOUR COMPPANY logo. ⁽²⁾
- YOUR COMPPANY logo will be featured in the e-roadbook. ⁽²⁾
- Showing the logos of YOUR COMPPANY and HTR during ASEM (a meeting of 50 heads of state), an annual meeting in the capital of Mongolia – Ulaanbaatar. <http://www.aseminfoboard.org/>. ⁽²⁾
- Computer games inspired by HTR will include YOUR COMPPANY logo. ⁽²⁾
- YOUR COMPPANY logo will be featured on all HTR gadgets associated with smartphones, tablets, exclusive clothes, etc. ⁽²⁾
- An exclusive meeting with VIPs participating in HTR. ⁽²⁾

^{(1),(2)}- benefits depend on the level of commitment (please see section 4)

2.3. Online Marketing.

We will build our online marketing strategy on five important aspects:

- I. We will make sure that your business can be found online.
- II. Ensure you have a way to stay in touch with new and existing customers, partners.
- III. Create a plan for ways to generate repeat business.
- IV. Engage and encourage people to interact with you online.
- V. Measure your success.

Believe that these actions will let us achieve success:

2.3.1. Branding actions

- a) The creation of a website in most popular languages: English, Chinese, Russian, German, French, Italian, Spanish and additionally Polish and Monogolian.
 - The website will include a few main parts: the main section, detailed information about the rally, information about partners.
 - Other parts: e-commerce shop with things related to the rally, comprehensive contact details.
 - Media part: a sections with a gallery including high-resolution photos and videos in 60fps, as well as slow motion - all for the promotion of the rally, and an interactive section for explaining why this rally is so innovative. We will sell the idea!
 - A sections providing online streaming of the rally!
 - The whole website will be directly connected to the social media: Facebook, Instagram, Twitter and YouTube.
 - The website will have proper SEO, usability and accessibility.
 - We will launch a blog associated with the website.
- b) The creation of social media profiles.
 - We will create our profiles in the most popular social media.
 - We will focus content marketing on the most popular platforms: Facebook, Instagram, Twitter and YouTube.
 - We will implement a modern communication strategy based on good practices (a recognizable person responsible for communication, competitions and giveaways).
- c) Sponsored articles about the rally on the most popular portals focused on new technologies and the car industry.

- d) Interviews with people responsible for the rally in online magazines dedicated for men such as Wired.
- e) AMA on Reddit and local equivalents.
- f) Targeted banner campaigns based on remarketing and topics.
- g) Positive buzz marketing on discussion forums in threads related to new technologies, cars, and rallies.
- h) We will launch a viral campaign that will be focused on safety and the impact of new technologies in cars on us and our future.
- i) We will prepare a complete visual identity.
- j) We will prepare a content database for the website.
- k) We are going to set up our own discussion forum for people who would like to join us (perhaps crowdfunding).

2.3.2. Lead generation actions

- a) The creation of a few landing pages targeted at people interested in rallies, potential competitors, and partners.
- b) AdWords campaigns on Google that are dedicated to the website, in each available language of the website.
- c) AdWords campaigns dedicated to landing pages.
- d) We will implement a whole SEO strategy, including White Hat link building - everything to obtain the top 3 positions on SERP regarding keywords related to the rally.
- e) We will create an e-mail database and set up a periodical newsletter that will feature information about current actions (news, publications, previews).
- f) We will use the potential of Baidu and Yandex on Asia markets.

2.3.3. Analytics

- a) Implementation of tools for data analysis (for example Google Analytics, Crazy Egg for heat maps, Ahrefs for link building data). Including ROI and conversion analysis.
- b) We will conduct media monitoring.

2.3.4. Other

- a) We will set up a server, along with all its important aspects.
- b) We will prepare content policy and all legal aspects.
- c) We will aim to conduct affiliate marketing.

Ad. 3. The total costs of HTR implementation*

Rally	General organizational plan	You can also ask about cooperation conditions (click on the link on the home page).
	Route preparation	
	Protection	
	Camps	
	Referee service	
	Promotion and media service	
	Total	
Business	Creation of the WNTBC structure	
	Invitation for potential participants	
	Logistics	
	Adapt WNTBC to live transmission from the rally	
	Adapt camps to the HTR event (adapting the largest existing yurt camp town for the event)	
	Promotion and media service	
	Total	
Marketing ON LINE		

*- the costs are subject to change

3.1. The rally part – Cross Country

3.1.1. General organizational plan.**

- Determination of the length of the rally (days, numbers of OES, the length and the entire route of the rally).
- Cooperation with FIM/FIA federation (fees for their patronage).
- Determination of the entry fee.
- Preparation of the Rules of Procedure (legal service fee).
- Administrative Rally Staff (custom clearance information, bureaucracy, service recipients and the press during the rally).
- Volunteers (for consideration).
- Trophies (trophies for places, prize money/gifts for completing the rally).

** - without trophies/prizes and FIA/FIM license fee

3.1.2. Route preparation.

- Selection of the route (approximately 1 month; experienced rally crews/drivers; team doing the roadbook; representatives of the government, Ministry of Environmental and others).
- Marking the places which the rally will have to go around (tapes).
- Development of SS (special stages) and quick access roads.
- Development the Roadbook for OES.
- Development the Roadbook for assistance crew.
- Checking the route right before the rally/ before each stages – last changes in roadbooks.
- Preparing refueling points along the rally route.
- Securing the route (by the army) – in places which are particularly near to settlements.
- Assistance vehicles /grim ripper (trucks/helicopters collecting damaged vehicles).

3.1.3. Protection of the event.

- Security helicopters (the quantity depends on the OES length).
- Medical ground service (medical trucks at the rally OES).
- Camp medical centers.
- Hospital logistic.

3.1.4. Camps.

- Logistics distribution on the route (places with easy access for assistance).
- Logistics of building the camp.
- Catering (canteen for rally participants with special high-nutrition food for drivers/co-drivers).
- Sanitary zone at every camp (toilets/showers).
- Truck transport and a zone for motorcyclists.

3.1.5. Referee servic.

- Qualified referees.
- Devices for measurement and localization – checkpoints, waypoints (Iritrack).
- Provide navigation equipment(rally GPS , satellite phones, Sentinel, Iritrack) for racers and for assistance crews moving between the camps.
- Assistance cars for referee and the whole service/handling team of the rally.

3.1.6. Promotion and Media Service.

- Establish mandatory rally branding for racers.
- Rally Visual Identification.
- Suitable satellite for data transmission from camps (for the TV signal, transmission of large size video files and others).
- Mobile equipment for installation and transmission (TIR).
- Mobile press office with service crew (communicates, website, social media, press media).
- Payable access to satellite for media (can be done by an external company).
- Payable access to satellite for journalists and photographers (lower price than for media).
- Access to the Internet (WiFi) in the press office.
- Helicopters with operators along the rally route.
- License for transmission/broadcasting to provide coverage of the rally.

3.2. The business part – WNTBC – Worldwide New Technology Business Center

3.2.1. General organizational plan/Preparation.

- The creation of the WNTBC structure (determining the theme of the conferences; business events).
- Invitation to potential participants (rally teams, innovative companies, politicians, etc.).
- Logistics.
- Adapting the WNTBC to transfer live coverage from the HTR Cross-Country Rally.
- Adapting camps to the HTR event (adapting an existing small yurt camp town).

3.2.2. Promotion and media service

- **Similar to point 3.1.6. from the rally part cost description.**

Ad. 4. Proposals for cooperation – 2 variants

4.1. Signing a Letter of Intent (LOI) between YOUR COMPANY and HTR with simultaneous immediate identification of YOUR COMPANY with the HTR event without initial financial commitment*.

After signing the LOI, this information will be made public to Forbes Magazine (Polish and Mongolian editions).

4.2. Your Company as a main event partner.

Co-founder of the HTR event. (Please back to point 3 from the agenda).

Ad. 5. HTR future development plans

5.1. Plans for the first year

- Organization of the Sports and Business event – HiTech Rally.

5.2. Plans for the next 3-5 years

- The establishment of a business machine whose aim would be the creation and commercialization of new technologies in the world.
- Putting emphasis on the 'simplification' of business models, products and services emerging from **HTR**.
- the development of organizational capabilities of Mongolia under the aegis of the **HTR** race, similarly to WRC and F1.