Wheels ‘n’ Heels 2013
Sponsorship Opportunity
ROTA would like to offer corporate organizations an extraordinary sponsorship opportunity for our Wheels ‘n’ Heels 2013, read on for more information....
Wheels 'n' Heels Background

Wheels ‘n’ Heels is a family fun day through which active participation promotes the values of education and healthy lifestyle.

Objectives

• Promote ROTA’s vision and mission, encouraging fundraising for ROTA.

• Provide a wide range of active participation opportunities to the public, stressing the benefits of a healthy lifestyle.

• Proving that reaching out to those in need can be fun.
Great opportunity to engage with the community

The Circuit: The main attraction for the event – a Walk for Education!

The Stage: non-stop entertainment from various artists and for all ages, previous years we have had Hala Turk

Kids Zone: a large variety of kids activities, e.g. face-painting, bouncing castle, football activities etc

Health and Active Zone: Fitness activities for both children and adults, Awareness-raising about first aid measures, road safety, diabetes etc

Food Zone: Various food and drink outlets, focusing on the importance of a healthy diet

VIP lounge: A restricted access tent for VIPs, where they can rest, get interviewed and advocate for ROTA's mission

ROTA Zone: A merchandise stand and information points for ROTA's programs and volunteering opportunities

The Big Screen: Centrally located showing activities snapshots, ROTA messages, sponsor information, stage entertainment etc
Past Success Snap Shots

WnH’s 2012: Bike tricks and stunts

WnH’s 2010: Qatar Petroleum Sponsorship Press Conference

WnH’s 2011: Walking and riding for education.

WnH’s 2012: Local football celebrities goal shooting

WnH’s 2012: Japanese Students Thanking Qatar for fundraised in aid of The Tsunami Appeal.
Past Success Snap Shots

WnH’s 2008: Harley Davidson bikes showing off their wheels at the finishing line

WnH’s 2008: Sponsors - Shell, Conoco Philips and Commercial Bank

WnH’s 2012: Interactive activities

WnH’s 2012: Interactive activities

WnH’s 2012: Celebrity Hala Turk performing on stage

WnH’s 2012: Launch of Olympic logo
Past Partners and Sponsors.

Qatar Petroleum
Shell
Conoco Phillips
Commercial Bank
Al Jaidah
HSBC
Vodafone
W Hotel

Qatar Cycling Federation
QTEL
Qatar Olympic Committee
Qatar Tennis Federation
Qatar Football Association
Aspire
Aspetar
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<tr>
<th>Press Release</th>
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<td>ROTA Wheel N Heels family fun day on 10\textsuperscript{th} February</td>
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<td>Doha Olympic Logo and slogan to be unveiled at Wheels ‘n’ Heels</td>
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<td>Wheels n Heels Family Fun Day Kicks off on Friday</td>
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<td>Wheels n heels Family Day 2012 During event</td>
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Making this event work for our sponsors

• Opportunity to be involved in Doha’s largest healthy lifestyle community event.
• High level of community participation approximately 15,000 people attend.
• VIP involvement demonstrating visible support from ROTA’s mission. Local and international celebrities.
• Safe and professional event administration
• Media coverage both locally and internationally
• Post event appreciation.
Corporate Sponsorship Opportunity

**Opportunity:**
Support our fundraising efforts to raise funds for our projects in Asia.

**How:**
Become one of Sponsor of the Wheels ‘n’ Heels 2013.

**Requirements:**
We are asking organizations in Qatar to support our fundraising efforts by opting one of our three sponsorship packages:

- Flagship Sponsor
- Leadership Sponsor
- Participating Sponsor

**Cause:**
The funds raised will go towards ROTA’s educational development projects in Asia.

**Benefits:**
We will offer each organization a selection of media/marketing benefits.

**Deadline:** Thursday 8th November 2012
Flagship Sponsor
$500,000

**Branding**
- Interview & press conference backdrops Branding on Trail Course
- Formal “Thank You” announcement at the event
- Corporate logo shall appear on all access passes
- Main stage backdrop
- 4 Sponsor roll ups at VIP Zone
- Media Recognition at pre event press conference
- Pre event official press release
- Opportunity to set up interactive booth based on the event theme at the venue

**Recognition on all printed advertising material**
- Corporate logo shall appear on event flyers, official invites and event envelopes
- Corporate logo shall appear throughout the event on banner blades, event signage and information boards.

**Hospitality**
- VIP Area access for 10
Leadership Sponsor
$300,000

**Branding**
- Interview & press conference backdrops
- Branding on Trail Course
- Formal “Thank You” announcement at the event
- Main stage backdrop
- 2 Sponsor roll ups at VIP Zone
- Corporate logo shall appear on event flyers
- Corporate logo shall appear throughout the event on banner blades, event signage and information boards

**Media**
- Recognition at pre event press conference
- Recognition within all event-related press releases
- Recognition on all printed advertising material

**Hospitality**
- VIP Area access for 5
Participation Sponsor
$150,000

**Branding**
Interview & press conference backdrops
Branding on Trail Course
Formal “Thank You” announcement at the event
Main stage backdrop
Corporate logo shall appear on event flyers
Corporate logo shall appear throughout the event on banner blades, event signage and information boards

**Media**
Recognition at pre event press conference
Recognition within all event-related press releases
Recognition on all printed advertising material

**Hospitality**
VIP Area access for 2
To become a sponsor for Wheels n Heels 2013 please contact:

Sannah Zahid
Fundraising Specialist
szahid@qf.org.qa
+974 4454 1621
Thank you for your consideration.

Don’t forget to visit ROTA’s YouTube channel for Wheels n Heels video:

www.YouTube.com/ReachOutToAsiaTV