



The World by Road and Toyota Marketing Partnership

In 1965 Toyota Motor Company lent two explorers, Harold Stephens and Al Podell, a Land Cruiser in which to travel around the Earth. This resulted in a world-record setting trek. The World by Road expedition has set out to recapture the spirit of this journey with a similar globe-spanning trip.

With the advent of the new FJ Cruiser, we would like the opportunity to “trail test” this vehicle on the planet’s toughest roads. Over the course of two years, through 96 countries, over countless mountain passes and seemingly impassible roads, we will lead another successful journey, proving that Toyota continues to produce vehicles of unsurpassed off-road ability and quality.

Through our interactive website and team of talented writers and videographers (please see attached media kit for detailed info), we want to show the FJ taking us to breathtaking places, while navigating the toughest terrain and conditions that exist, thereby adding new chapters to the Land Cruiser legend.

The Proposal

Our proposal is tiered to allow Toyota the opportunity to realize the value of sponsoring the expedition without being tied to every aspect of the project.

Web Campaign (First Tier)

Our website is currently averaging over 120,000 hits per month with over 5,500 visits per month. This audience has been more than doubling every month since we started the site in January of 2006. With current and forecasted media exposure, we expect to have well over 25,000 visitors with more than half a million hits per month by next January when we are on the road.

Although we have other sponsors that we are either in negotiation with or who are already onboard, a goal of the project is to keep our number of sponsors to a minimum to keep our relationship with them more exclusive. Since this expedition is originally inspired by a Toyota-enabled trip, we would like to invite the company on as our title sponsor, and align the branding of the website and expedition with Toyota.

Below is the proposed commitment we would like to see from Toyota and what we are able to offer in return.

From Toyota

- 2 FJ Cruisers
- Outfitting and modifications of the vehicles to prepare them for the harsh conditions we will encounter on the road.

Obligations in return from TWBR

- Branding of the website and all media produced. This will include a sponsored by Toyota logo appearing on all syndicated video clips.
- Section of the website devoted to remarking on the performance and reliability of Toyota and the FJ Cruiser.
- A section of the forum on the site devoted to customers and

- Shipment of the vehicles over water crossings.
- Repair and upkeep of the vehicles while on the road.
- Collaboration to help setup promotional events Toyota would like us to appear at.
- enthusiasts allowing them to ask questions about the vehicle.
- Regular content and feeds supplied to Toyota for any/all marketing and PR needs. Additionally any advertising divisions of Toyota will have access to all of our High Definition Video and photo libraries.
- Mention of Toyota and the value of the vehicles in all press and television appearances.
- Appearance and promotion of Toyota and the FJs at all events on our promotional schedule. (We currently have a calendar of events for scheduled promotions and marketing of the trip)
- Promotion with our currently growing MySpace following of nearly 7000.
- Branding of all e-newsletters about the expedition. Our email list is currently at over 7,000 and rapidly growing.
- We will also have a shop on the site dedicated to selling trendy t-shirts, along with a promotional t-shirt campaign. We will be happy to have our design team put together a few designs incorporating FJ Cruiser. Designers on our team have won awards for other t-shirt designs in the past.

What makes this campaign different than what Toyota or other manufacturers already have on the web?

- The FJ Cruiser website is excellent, but one thing it has not done is show the audience a real world application of the vehicle. This trip is as real as it gets, it is not a Toyota planned road test.
- With one of our main focuses being adventure and sports, Toyota will have the opportunity to associate the FJ Cruiser with this subculture, again through real world application.
- Since Toyota would be sponsoring an expedition that has already been planned and scheduled, an air of legitimacy is added, as opposed to a 'prepackaged' deal conceived by a marketing department that could possibly be interpreted in a cynical manner by the public. This also gives Toyota the ability to capture the "reality content" audience, and it ties in nicely with the marketing savvy Toyota has shown with the Scion and Lexus IS campaigns.
- Our website already has a rapidly growing following and Toyota will benefit from our project's momentum and grassroots feel.
- A campaign like this would normally cost hundreds of thousands of dollars to produce. We have the benefit of an extremely talented staff that allows us to produce all of our content in-house. With other sponsors to defer the cost (i.e. gear and electronics), we are able to proceed with a budget that allows for a campaign of top-notch quality. This effectively makes Toyota's cost per user contact drastically less, while still retaining a high standard.
- The average time a user spends on our site is over ten minutes. This means our audience will actually be reading about your vehicles and watching them in action instead of seeing an ad in passing or zapping a commercial on television.
- With the campaigns worldwide reach and translation into 9 languages, Toyota will truly realize the international power of a web campaign such as this. This will allow Toyota's various national organizations to leverage the TWBR expedition for marketing purposes without having to incur additional costs themselves.

Nice Drives Television Series (Second Tier)

We are currently in the process of working with a production company currently completing a pilot for a television series named "Nice Drives." This production will be a showcase of new and vintage automobiles themed around a travel element of worldwide destinations. While this is still in the development phase, it could prove to be an excellent added syndication of TWBR content. Our segment will be named "No Limits", based on the idea that a great 4x4 can get you to anywhere in the world and take on whatever adventure is around the corner. Clearly, the Toyota sponsorship of the expedition would be showcased in our segment.

After-Trip Promotion, Book, and Documentary (Third Tier)

Although this segment of sponsorship will not be available until our return, it is important to note the true reach of the project. Since the main objective of this expedition is to inspire others to start their own adventures and learn more about the world, we are putting together a series of lectures and slideshows at college campuses around the USA. We plan to show our documentary and other related materials at film festivals, conferences and other events to continue to promote interest and awareness of other cultures around the world.

Specific details of the post trip promotion will be finalized upon our return, however below are some of the possible associated benefits:

- After a successful journey around the globe, we will be able to use our momentum to maximize the exposure of the original sponsorship.
- One of the main demographic targets for a vehicle like the FJ is the youthful college market. This will be an excellent opportunity to get some direct 'authentic' exposure within this media-savvy group.
- Again, with our High Definition documentary, Toyota will be able to realize the full potential of the sponsorship of this expedition. The documentary will allow the legacy of this successful journey to be carried on well after our return home.
- Our book will be our own endeavor, but will simply be another added benefit to the documentation of this event.

Summary

Although the most important tier in this sponsorship is the original web campaign and initial support from Toyota, we hope to provide the highest level of value for the outlay that we are requesting. As the success of the initial campaign is realized we are prepared to offer the opportunity for our relationship with Toyota to continue its mutually beneficial roots.



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