



RIDING FOR EDUCATION
Making a difference by horseback

Stephen McCutcheon





Making a difference by horseback - www.r4e.org

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Dear Sir/Madam,

This proposal offers your company the opportunity to support a ride to make a difference. 'Riding for Education' is a 10,000km journey on horseback across India, Pakistan and China to raise £100,000 to fund an education for thousands of poor families in each country.

An education is the foundation for life, yet over 600 million people in these three countries cannot even read or write. A lack which restricts their lives and keeps them in poverty.

On 05 November 2004, I left Delhi (India) bound on the old Silk road for China, determined to live my dreams and meet my goals. I was the first person in history to ride between India and Pakistan and having survived an earthquake in Pakistan, many horses, schools and a Himalayan crossing, I've arrived in China and the next leg must begin.

In return for financial and/or equipment support, I'd like to offer your company unique sponsorship entitlements and the opportunity to become part of a truly amazing journey. Riding for Education (R4E) represents a grand adventure across a little explored region, thrilling audiences worldwide and helping the lives of those in need. For your company this is an opportunity for good publicity, presentations given afterwards and the chance for you to be involved over the next 12 months.

Please find all the details given below about how you can be involved and for full sponsorship entitlements to your company. For further information feel free to visit the ride's website at www.r4e.org or contact me as shown above.

Yours Sincerely,

Steve McCutcheon

What is Riding for Education?

Asia has everything to haunt the imagination; soaring mountains, endless desert wastes, the Silk Road, Empires and thriving 'tiger' economies that can only awe us in the West. But there's a darker side to this story.

The continent also has possibly the worst education on the planet. India, Pakistan and China alone account for 600 million people who can't read or write. That means discrimination. That means wasted lives, predominantly children's. There is nothing worse than seeing a young life go to waste! It's that simple.



On November 05, 2004 Stephen McCutcheon rode out from New Delhi, India on an intrepid 10,000km ride by horse & camel across India and Pakistan to Beijing in China.

Riding for Education (R4E) subscribes to the dream of challenging the unknown. Yet, it's number one goal is to raise **£100,000** to give an education to those children who need one the most in all three countries. Riding for Education supports UNESCO's Education for All.

This ride is an amazing journey and one that's unique. R4E is visiting schools in every country to directly show the world the reality of education there and the essential need for investment. People all over the world can become part of the R4E experience via a book, documentary, website, newsletters and wide media coverage.

This young adventurer has already been the first person to officially ride between India and Pakistan and now, after crossing Pakistan's Himalayas, China awaits.

In early June 2006 Stephen will set out across China. His route ahead journeys through one of the last unexplored regions on Earth. Via camel and horseback, Stephen must navigate 6000kms alongside the Taklamakan desert, across the virtually unexplored Tsaidam Pendi and the Qilian shan mountains into the maw of the Gobi. The Gobi desert stretches across Inner Mongolia for most of the remaining journey to Beijing. It's bound to be an incredible journey. One sure to change perceptions, and thus the lives of thousands of children for the better.

Coming along for the ride

A ride to make a difference

Riding for Education is pleased to offer your company Sponsorship opportunities to become part of this exciting experience:

Major Sponsorship - **£2000** (two places only available)*

Minor Sponsorship - **£1000** (two places only available)*

Equipment Sponsorships

Kind donations are also required for; Gas Stove (accessories and pans), GPS receiver, Solar Charger, Satellite Phone, Slide film and desert Sun goggles. Sponsorship valued at RRP of item + VAT.

All payments would need to be made by 01 July 2006. Payment may also be spread over six months. Sponsors could pay 50% now and 50% before 01 January 2007.

*Primary sponsorships for the entire expedition will also be considered.



Your support for this ride takes your company directly through the extremes of the old silk road as Stephen battles two of the worlds most arid deserts and meets some of its' warmest people. Much of this region is really unknown to the world and be assured that the environment is no less forgiving or no less exciting.

Aside from the intense adventure this ride invokes, your sponsorship means that you and your staff become an integral part of the effort to highlight the dire state of education in India, Pakistan and China. Moreover it demonstrates your commitment to doing something about it as the experiences of Riding for Education are broadcast around the world and donations flood in.

Major sponsors are entitled to certain additional benefits. Major sponsorship means that you and your staff will receive a full presentation (debriefing) after the ride has finished and your company receives greater publicity entitlements. All sponsorship entitlements are set out below with additional benefits for Major sponsors stated separately.

Benefits to your company

There is a saying. T.E.A.M. means Together Everyone Achieves More. Thus is the philosophy of this ride. Your company will receive the following benefits when you become a part of R4E. 'Notes' explains further details below.

Presentations (Major Sponsors only)

Your company will receive a full one hour (customisable) 'debriefing' of the journey after Stephen has finished. This will use full colour slides taken throughout the whole journey as well as an additional rundown on the thrilling journey through India and Pakistan.



Publicity Exposure*

All Sponsors involvement with R4E will receive publicity through print, online, radio and film media.

Print media

Riding for Education is widely publicised around the world. Sponsors and the story behind your support will be mentioned or credited wherever possible. Logos may be worn in TV interviews also. Print media coverage includes:

- Articles written in international magazines such as Trailblazer, Horse Magazine before and after the ride has finished.
- Regular updates in Newspapers including the Bolton Evening News, Telegraph, Times, etc.. For a full list please see [Media Partners](#).
- Book – The story of the adventure will be published on Stephen's return to the UK.

Online media

At the hub of the fundraising campaign lies the R4E website (<http://www.r4e.org>), updated regularly and widely linked across the web. A monthly newsletter is sent out to subscribers. All sponsors can expect:

- Your company logo plus link to your website displayed on the site together with the story behind your support for the campaign.
- Your company logo displayed permanently on every R4E webpage for the next two years. **(Major sponsors only)**
- Your company logo displayed on the R4E Newsletter delivered monthly to subscribers and a review of each sponsor given at least once.



Radio media

A range of radio interviews held over the next twelve months of the ride. Radio stations such as BBC, ABC etc... will be in regular contact with Stephen. Your company's support will be mentioned whenever possible.

Film media

Appearances on national talk-shows, News and current affairs programs after the ride has finished. R4E is also producing a documentary of the ride from India to the Pakistan-Chinese border with producers 25th Frame Productions (New Delhi, India). All sponsors can expect:

- Your support credited and/or logo worn in interviews and appearances
- Support credited in the R4E documentary

Limited availability

Only **two** Major sponsors and **two** minor sponsors will be accepted to support Riding for Education. This means that your company's involvement receives greater media attention and association with Riding for Education. Thus giving you better value.

Company Staff involvement

Your company's involvement with R4E means your staff's involvement. To me that's important. This includes:

- Staff can call Stephen at arranged times during the ride and participate in an exciting adventure on the other side of the world.
- Postcards sent to your company from the road at any point.
- Fundraising – If you educate one poor child, you give them the skills to lead a better life and help change the lives of ten others. It's a chain reaction. Your staff can justifiably help to make this happen and is a really fantastic way to get people involved. Here's a list of [fundraising ideas](#).



Involving your staff improves team building, promotes goodwill, and enhances the company's image. Your company will be continually updated on the ride's progress through monthly posts on the R4E website and newsletters. You may also want to print and post these on your notice boards!



Visual exposure

Your company logo strategically placed as a sticker on all horse boxes and on the R4E t-shirt worn in all interviews (photographed or televised).

Company image

Supporting Riding for Education represents your commitment to changing the lives of thousands of poor families in the most deprived areas of India, Pakistan and China. Undoubtedly, this will help enhance your company image as a good corporate citizen to the public and your share holders.

Self-marketing rights

Promotion of your involvement with the ride in any way you choose. You would also have full exclusive access to any Hi-Res digital photo taken during the ride from the R4E gallery.

Future prestige

Your association with R4E not only applies to the R4E journey but also to the values it stands for. Your support of this ride will be recognized for years to come. Publicity doesn't end when the expedition does. You are supporting a fantastic, daring journey across the entire Gobi desert on horseback and camel, retracing the old Silk road and representing what is possible when you put your mind to it. Moreover, R4E will make a difference to thousands of lives and at the end of the day, *that's* what counts the most.



* **Please Note: Major Sponsors** will receive first mention over other sponsors in all media articles related to this ride over the next two years. Similarly, your company logo will be larger and more visible in all ride-related publicity including: credits, references, branding and endorsements.

- A full budget for the ride can be supplied on request.



Terms and Conditions

Riding for education is 100% committed to reaching its goals. Yet, riding a horse across India, Pakistan and China is challenging the unknown and the unexpected. Sponsors should note that the status of the ride may change at any point due to unforeseen events.

If under dire circumstances Stephen is forced to abandon the attempt, unless otherwise negotiated, all agreements will remain fixed after an agreed departure date (most likely June 01st).

It is also important to note that 100% media exposure cannot be always guaranteed although given the availability the sponsors brand will always be publicised. Other publicity opportunities may even arise!

R4E would be delighted for sponsors to use this campaign for their own marketing purposes. We only ask that any PR campaign helps highlight the need to promote education and links the R4E website from its' own. This simple contribution will help everyone's goals.

Thank you

Who is Stephen McCutcheon?



Stephen McCutcheon is a 26 year old, young adventurer from the UK. After completing a degree in Commercial Management and Quantity Surveying at Loughborough University in 2001, Stephen left Britain to explore his dreams.

From the UK, Stephen spent eight months teaching English in the Nepalese Himalayas. It was the biggest life changing experience of his short life. Since that time he's travelled through Nepal, Tibet, China, the Philippines, Australia, most of SE Asia, India, Bangladesh, Afghanistan, Pakistan and now back to China.

Stephen enjoys tennis, trekking, mountain biking, and especially horse riding. He had a few lessons when he was thirteen, but that was it until he saddled up for a

10,000km journey to Beijing. It was a British architect on a bus in Burma that convinced him to undertake a different journey and following the Silk Road on horseback fell naturally into place.

“Riding on horseback through a foreign culture really opens your mind to the other’s way of life. Although travelling is educational, this ride has forced me to appreciate the nitty gritty of people’s lives as I approach a lifestyle similar to theirs. For me this is a personal journey of conquering my fears and having the accomplishment of a lifetime dream as I enter Beijing. We only have one short life and I hope this journey encourages others to experience the world at least once. I truly hope this ride helps. Enjoy.”

Sponsors and Supporters

Major supporters of the Riding for Education so far include:

The Pakistan Government, British High Commission (Islamabad), Premier Kufpec Pakistan Ltd. (PKP), UNESCO (Pakistan), ActionAid International, 25th Frame Productions, Pakistan Tourism & Development Corporation (PTDC), Pakistan Television Broadcasting Corporation (PTV), Strengthening Participatory Organisation (SPO), Vettec Ltd, Ranvet, Sea to Summit, Nexus Ltd.