



The Arctic Challenge

February 9 – 16, 2007

Sponsorship opportunities



Introduction

- Westminster Challenge was created in 2006 to engage Members of Parliament in the work of UK charities.
 - Every 18 months to two years, a cross-party group of MPs will be assigned to three national charities to learn about their work.
 - Those MPs will complete a challenging expedition with senior members of three charities. In 2006-07 the challenge is an Arctic expedition by husky dog sled.
 - By completing this extreme event together, we hope to create strong personal bonds between MPs and members of the charities involved, in addition to sponsorship for them.
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Principal Charities 2007



Founded in 1988, this is the only UK charity dedicated to solving crimes. The anonymous number is a lifeline for people who have information but feel at risk from retribution.



The world's leading independent organisation dedicated to cancer research and the largest single fund for cancer research in the UK.



This is one of England's most active and rapidly expanding children's charities. They operate around 60 projects around the country and work with 50,000 children each year.

In addition to the principal charities, each Member of Parliament participating in a Challenge has nominated a constituency based charity to benefit from their work.

The Arctic Challenge

- In February 2007 our cross-party MP team will travel across the Arctic wilderness by husky dog sled, through Finland, Sweden and Norway.
- The MPs involved are Nick Clegg (LD), Tobias Ellwood (Con), Emily Thornberry (Lab), Ed Vaizey (Con) and Jenny Willott (LD).
- The team will face extreme conditions as low as minus 40 degrees, while they test their survival skills, care for their dogs, ice fish for food and build igloos for shelter and to sleep in.



MPs pose with Husky dogs on Lambeth Pier



Their destination



Challenge Team & Media

- The MP team will be supported in the Arctic by senior representatives of the three major charities along with other supporters of Westminster Challenge.
 - Tania Branigan, political correspondent at The Guardian will also join the team and will be reporting throughout the expedition.
 - We are currently negotiating with a television crew who want to join the challenge and report for a major terrestrial news service.
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Why sponsor the Arctic Challenge?

Westminster Challenge aims to promote the good work of many UK charities among Members of Parliament and the general public.

By promoting their work and fundraising on their behalf, Westminster Challenge will assist these good causes in a variety of ways and help them to promote and progress some of their most worthy projects, helping some of the most in need in the UK.

There are numerous opportunities for individuals and businesses to support our work and to benefit from being involved in a truly unique project.

By supporting the Westminster Challenge your organisation has the opportunity to support the work of a diverse group of good causes - not just one.



Why sponsor the Arctic Challenge?

The basic benefits to your organisation include, but are not limited to, the following:

(exact nature of all benefits varies depending on the package you chose)

PR Benefits:

- Your company name or logo and publicity materials on our website.
- Your company name or logo on Arctic Challenge publicity materials.
- Your company name or logo on press releases relating to the trek.
- A Photograph of the MP team on the trek with your company logo.

Hospitality Benefits:

- Priority invitations to all Westminster Challenge events for you and your guests
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How to sponsor the Arctic Challenge

There are numerous ways to support the Arctic Challenge and the work of Westminster Challenge and all sponsorship packages are negotiated with the fundraising team.

You can sponsor a number of elements of the Arctic Challenge or simply donate to the wider Westminster Challenge operation and fundraising targets.

There are currently opportunities to sponsor sleds, dogs, igloos, trees, training, events and flights.

We would be delighted to discuss your specific requirements in relation to your sponsorship of the Westminster Challenge.



Arctic Challenge sponsorship opportunities

Sled sponsorship

Sled sponsors will be presented with a photograph of their sled, branded with their company logo surrounded by the participants in the Arctic. Sponsors will also receive a certificate detailing their support signed by the MP team.

MP Sled sponsorship

In addition to the Sled package detailed above MP sled sponsors will receive a photograph of their chosen MP standing beside their branded sled.

Igloo sponsorship

Sponsors will receive a photograph of the Arctic Challenge participants beside their team igloo that will display your company branding.



Arctic Challenge sponsorship opportunities [2]

Dog sponsorship

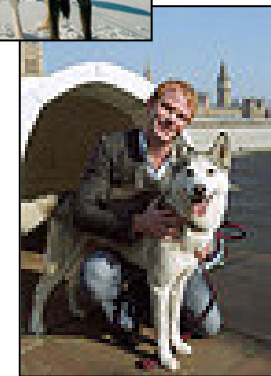
Sponsors will receive a certificate confirming their donation and a photograph of the Husky they supported.

MP Dog sponsorship

Sponsors will receive a certificate confirming their donation and a photograph of the MP beside their Husky.

Clothing sponsorship

Sponsors who cover the cost of the kit will receive a photograph of the participants on the trek wearing their company logo.

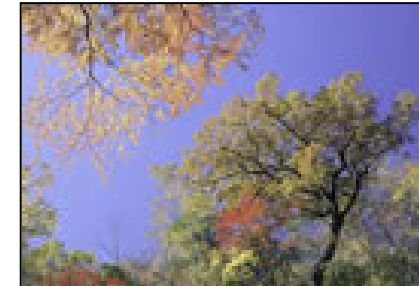




Arctic Challenge sponsorship opportunities [3]

Flights

Sponsors who cover the cost of the flights will gain a certificate detailing their support and a letter of thanks from the Chairman of Westminster Challenge and the MP team.



Trees

This is a fantastic opportunity to highlight the environmental credentials of your company by covering the cost of the trees that will be planted to offset the carbon emissions produced on the trip. The sponsor of this opportunity will receive a certificate detailing their support and a letter of thanks from the Chairman of Westminster Challenge and the MP team, along with the opportunity to brand the tree planting ceremony.



Arctic Challenge sponsorship

Item	Units Available	Unit Cost
MP Sleds	5	£7,500
Sleds	11	£5,000
MP Dogs	25	£250
Dogs	80	£100
Igloo	3	£1,000
Clothing	16 sets	£500
Flights	16 sets	£1,000
Trees	3	£1,000



Future events

Westminster Challenge has already attracted a great deal of support since our launch in June. We have several events planned to take place before the expedition departs, including:

- A Quiz Evening on 18th November.
- Drinks Reception for the Westminster Launch on 22nd November, hosted by Sir Simon Milton, Leader of Westminster City Council.
- Drinks reception for The Parliamentary Launch on 17th January 2007.
- Dinner for the Parliamentary Launch on 17th January 2007.
- Drinks reception hosted by His Excellency Ambassador, Vygaudas Ušackas of Lithuania (date tbc).

For further information regarding sponsorship of any of these events please contact gareth.thistleton@westminsterchallenge.org



Information

- **Charity Registration:**

The Trustees of Westminster Challenge, which is incorporated as a Company Limited by Guarantee, have submitted an application to the Charities Commission for registration of charitable status.

- **Donations:**

If you would like to make a pledge to Westminster Challenge, please speak to a member of the Committee or email gareth.thistleton@westminsterchallenge.org for further information.

- **Contacts:**

- Richard Stephenson
Chairman
richard.stephenson@westminsterchallenge.org
- Hannah Parker
Vice-Chairman
hannah.parker@westminsterchallenge.org
- Edward Lord
Secretary/Treasurer
edward.lord@westminsterchallenge.org



Our people

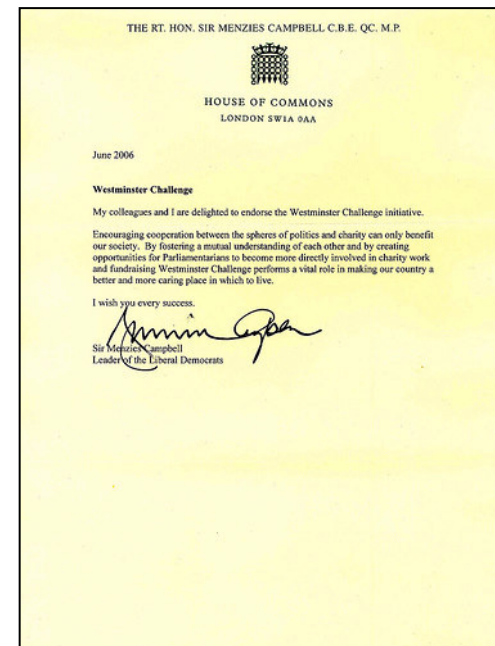
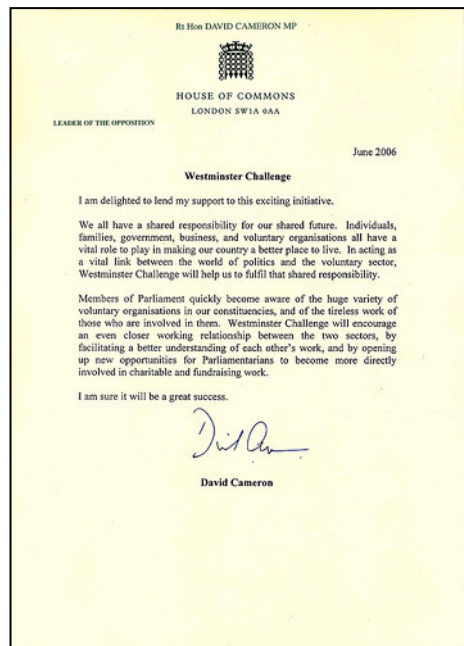
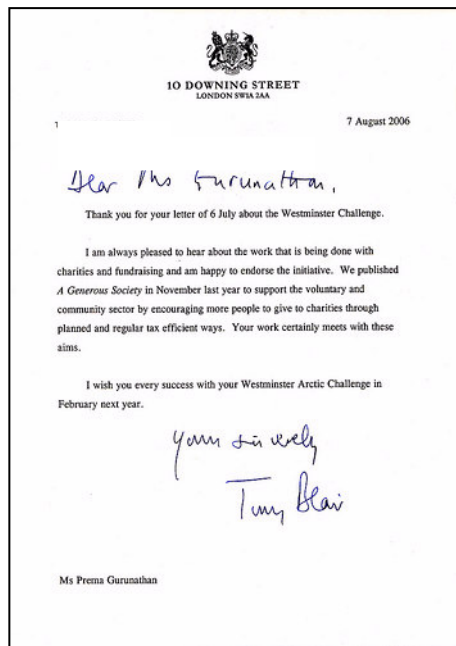
- **Supporters include:** The Rt. Hon. Tony Blair MP
The Rt. Hon. David Cameron MP
The Rt. Hon. Sir Menzies Campbell CBE QC MP
- **President:** The Lord Ashcroft KCMG
- **Board of Trustees:** Richard Stephenson (Chairman)
Hannah Parker (Deputy Chairman)
Edward Lord JP (Secretary & Treasurer)
- **Sponsors include:**

Virgin Wines	Troika Pictures
Praybourne	Nice Group
Marketform	Nice Mortgage



Our supporters

- The Westminster Challenge initiative has gained support from a wide variety of politicians including the Leaders of the Labour, Conservative and Liberal Democrat Parties, and many of their colleagues.



- Westminster Challenge has also attracted a great deal of support from the media, business and charitable sectors.