



Dear Potential Sponsor,

Children are the future of any country, yet sadly here in Thailand many children are victims of poverty and are denied an opportunity for education, basic nutrition and all too often a safe place to call "home".

In Thailand, Accor, our network of hotels and Resorts, our team and friends are working together to improve the future for the beautiful children of Thailand. Yim Kids (*Yim* is smile in Thai) is a registered foundation in Thailand which has been established to fund sustainable projects throughout Thailand, committed to improving educational opportunities and child health, which we believe passionately, is every child's right.

## **RACE TO SURVIVE – a fundraising event on the tropical island of Phuket**

The first major fundraiser is the "Accor Race to Survive", an established, innovative and dynamic fundraising event. Building on the success of the event in other parts of the world, Race to Survive is being extended to Thailand to raise funds to "make a difference" for the kids of Thailand who need a helping hand.

It is important to note that all administration of Yim Kids and the organization required to stage this event is given on a voluntary basis to ensure that the money raised goes directly towards improving the future for the children of Thailand.

## March 22<sup>nd</sup> to March 25<sup>th</sup>, 2010

Over four days, teams from all corners of the globe, will be pushed to the limit, completing a course that involves swimming, mountain biking, kayaking and running, while camping at night to include a truly local Thai island experience on Koh Lon Island. Competitors will come together for four days, shoulder to shoulder, racing through challenging courses for a common purpose – to help put smiles on the children's faces by raising serious money in the lead up to and during the event.

Each team are required to raise a minimum of US\$7,000 as their entry fee and donate their time to make this a world-class fund-raising event, bringing attention to the cause and showcasing Thailand as a world-class tourist destination.

In addition to the teams' efforts we seek sponsorship and contribution with information as follow:

### SPONSOR BENEFITS INCLUDE

As a Sponsor of this event we can offer you the following:

1. Guaranteed brand impact
  - Designated brand on the uniform (Gold Sponsor only)
  - Designated brand on all event correspondence
  - Presence on event website – [www.yimkids.com](http://www.yimkids.com)
2. Communications Program
  - A fully integrated communications plan will be undertaken engaging national and international media
  - Social media will be fully integrated into the communications plan
  - Promotion to over 170,000 Accor employees in 100 countries
3. Strategic Relationship
  - A strategic alignment with the Sponsor family
4. Other
  - Directly contributing to the future of Thailand – its children - Priceless

### SPONSOR INVESTMENT

Gold sponsor	US\$10,000
Silver sponsor	US\$5,000
Associate	Donations of goods in kind. (Reducing the cost of running the event)

If you would like a copy of our DVD or to discuss sponsorship possibilities please contact us on [\*\*yimkids@accor.com\*\*](mailto:yimkids@accor.com).

If you are as touched by the contents as we are, could you take this opportunity to assist us to make a difference to the future of Thailand - its children? We look forward to discussing sponsorship opportunities with you further and working together to make a difference.

Yours sincerely,

YIM KIDS TEAM