

# SPONSORSHIP PROSPECTUS

## TEAM TREV



## BACKGROUND

The issues of climate change and peak oil are compelling the world to move away from power generation and transport technologies based on fossil fuels.

Electric vehicles are significantly more energy efficient than internal combustion engines. If powered from renewable energy sources, they offer the possibility of emission-free transportation.

The electric vehicle 'Trev' (Two-seater Renewable Energy Vehicle), designed and built by the University of South Australia, is an outstanding example of a low energy, low cost electric commuter vehicle designed specifically for urban mobility.

In 2010, Trev will be driven around the world as the only Australian entry in Zero Race ([www.zero-race.com](http://www.zero-race.com)), the first zero emissions race around the world for electric vehicles. Zero Race will be a highly publicised media event, commencing in Shanghai in June 2010 and traversing 20 countries and 30,000 km in 80 days of driving. Media events are scheduled in over 150 major cities along the route, including Paris, Munich, Vienna, Moscow, Beijing, Shanghai, Seoul, Los Angeles, Chicago, Miami, New York, Montreal and London.

Team Trev ([www.teamtrev.com](http://www.teamtrev.com)) is a non-profit team of volunteers set up specifically to prepare and race Trev in Zero Race.

## ZERO RACE DETAILS

Zero Race ([www.zero-race.com](http://www.zero-race.com)) is a race around the world for electric vehicles powered by renewable energy. It will be “a thrilling global event that will harness public interest and generate new ways of thinking about mobility, cars and energies”.

The race will start in June 2010 in Shanghai, and over 80 days (plus shipping time between continents) the vehicles will travel across three continents and through some of the world’s most beautiful landscapes. The aims of the race are ‘to make zero emission transport solutions accessible to a worldwide audience by creating a highly entertaining global media event’, and ‘to generate popular enthusiasm for the use of zero emission energy and challenge the environmental standards being set for the vehicles of the future’.



Zero Race is not a ‘first across the finish line’ type of race, but instead will allow different electric vehicles to compete on the basis of the following criteria:

- popularity (opinion polls by people/spectators along the way)
- reliability (judged on numbers of breakdowns)
- affordability, efficiency, overall energy consumption (judged by car manufacturers)
- design and appeal (judged by the public)
- power: speed, acceleration and range (judged by a panel of racing car drivers)
- safety (judged by engineers).

Competing vehicles in the race must:

- be propelled by an electric motor
- be able to drive at least 250 km on a single charge, at not less than 80 km/h
- travel a total distance of at least 450 km per day, with not more than 4 hours of recharging during lunch time
- carry at least one driver and one passenger.

# TREV

Electric vehicles provide mobility without pollution if they are charged from renewable energy sources, but pushing a 1200 kg vehicle along still requires a lot of energy.

Trev was designed as a light weight, low-energy, zero emission vehicle for transporting one or two people around a city. But it can also handle long, high-speed driving; in 2007 Trev was driven 3,000 km from Darwin to Adelaide as part of the World Solar Challenge.

For Zero Race, we will increase Trev's driving range by increasing the size of the battery. Even with a larger battery, Trev will still be less than one third of the weight of a small conventional car. It will use a lot less energy, and it will use clean renewable energy.



## FUNDING TEAM TREV

Team Trev is currently in the process of becoming registered as an incorporated non-profit association. All members of Team Trev are volunteers and contribute their time and energy freely to prepare and campaign Trev in Zero Race.

There are considerable technical and logistical costs associated with the Zero Race campaign. The estimated total expenditure is AUD 200,000.

The options being considered for financing Team Trev are:

- sponsorship
- grants
- benefactors
- donations and
- fundraising events

The most desirable of these options for Team Trev is sponsorship - it can potentially raise the required finances with a small number of committed stakeholders, and sponsors can contribute (and can benefit) in more ways than simply their cash contribution.

For more information about Sponsorship opportunities, please contact:

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# SPONSORSHIP OPPORTUNITIES

## PLATINUM SPONSOR

\$50,000

One only

### Sponsorship benefits:

- Prominent branding on Trev vehicle
- Prominent branding on Team Trev website
- Driving days—help us clock up 10,000 km before we head overseas
- Have Trev at your Australian corporate headquarters for one week
- First selection of 4 days driving on Zero Race for corporate staff or stakeholders
- First selection of Zero Race public and media events (subject to Zero Race rules)—networking opportunities and publicity
- Recognition of sponsorship in all Team Trev media releases and events
- A tailored event (conceived and planned by the Platinum Sponsor and Team Trev, as appropriate), to maximise the thought leadership and commitment demonstrated by the Platinum Sponsor)

## GOLD SPONSOR

\$20,000

Two only

### Sponsorship benefits:

- Branding on Trev vehicle
- Branding on Team Trev website
- Second pick of 2 days driving on Zero Race for corporate staff or stakeholders
- Second selection of Zero Race public and media events (subject to Zero Race rules)—networking opportunities and publicity
- Recognition of sponsorship in all Team Trev media releases and events

## SILVER SPONSOR

\$10,000

Four only

### Sponsorship benefits:

- Branding on Trev vehicle
- Branding on Team Trev website
- Third pick of 1 day driving on Zero Race for corporate staff or stakeholders
- Third selection of Zero Race public and media events (subject to Zero Race rules)—networking opportunities and publicity
- Recognition of sponsorship in all Team Trev media releases and events