EUROP.RAID

PARTNERSHIP KIT

10 000 KILOMETERS // 18 COUNTRIES // 23 DAYS

The 1st August 2014, 12 students coming from west of France took part to the first edition of Europ'Raid, the first European automobile raid. With their four Peugeot 205, they travelled 11 489 Kilometers across 19 countries in 23 days. They managed to carry 200 kilograms of medical and educational furniture to an orphanage in Ukraine.

The 1st of August 2015, they will be no longer 12, but 45 participants to join the second edition of Europ'Raid. 15 teams will take the departure from Blain and La Roche-sur-Yon toward more than 10 000 kilometers in 18 European countries, during 23 days. They will bring with them around 2 tons of educational furniture in schools of Bosnia, Serbia, Bulgaria and Romania, and they will cross over a dozen of towns twinned with Loire-Atlantique and Vendée.

Europ'Raid is a real challenge mixing culture, sport and charity across Europe. The goal is to discover Europe in an original way, by leading international charities at the same time. It is an unprecedented event organized yearly by a student team from Vendée and Loire Atlantique, and sponsored by several local authorities and many companies.

The objectives of this second edition are even more challenging, and the organizational needs are more important. Thus, Europ'Raid would not exist without the support of local authorities, companies, and individuals in terms of equipment, but also financial and human resources. Europ'Raid is a collective project, which has the capacity to quickly become a major event in France and Europe.

DÉCOUVREZ.
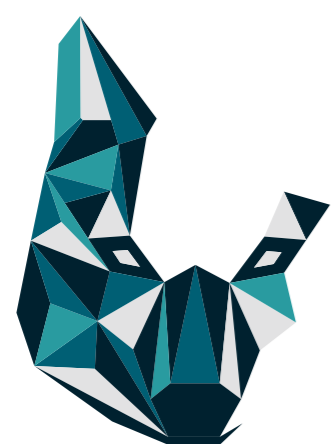
EUROP.RAID

MEANING OF THE LOGO...

The logo of Europ'Raid symbolizes a wolf, the emblematic animal of Europe, and the triangles represent the countries of Europe. The blue is the main colour of Europe. This logo, designed by Marie-Cécile Perraud, is therefore highly meaningful.

The second edition of Europ'Raid, first automobile raid across Europe, will start on the 1st August 2015. 15 teams will take part to this challenge.

The second edition of Europ'Raid, the first one to be open to everyone, will take place from the 1st to the 23rd August 2015. With more teams, more road and more challenges, this edition will definitely be bigger than the first one.

FROM THE WEST TO THE EAST OF EUROPE

Europ'Raid is an unprecedented cultural event! From France to Turkey, on thousands of kilometers across Europe, it is a unique cultural raid, a discovering race. 18 countries, 14 capitals, 30 UNESCO World Heritage sites... The route of this second edition aims to discover all the aspects of Europe.

10000 KILOMETERS, 23 DAYS, 18 COUNTRIES

Europ'Raid is also a real sport challenge! The teams need to find their way within a 10 million km² area. With only a map and a log book onboard, they will drive their Peugeot 205 for more than 10 000 kilometers in 23 days, so around 450 Kilometers per day. They won't have any technical support in this human adventure, where mutual assistance and self-transcendence will be the keys.

15 TEAMS, 45 PARTICIPANTS

At least 15 teams will take part to this second edition. Each team is made of 3 members, so in total 45 participants are going to hit the road with Europ'Raid. Men and women from all ages: students, employees or entrepreneurs, those participants will come from all parts of France.

MORE THAN 200 SUGGESTED CHECKPOINTS

From the Mediterranean Sea to the black Sea, through the Carpathian and Tatra Mountains, from the rivers Rhine and Danube to the Black Forest and the Balkans, the route of Europ'Raid 2015 will drive the participants to discover the entire Europe. 10000 Kilometers, 18 countries, 14 capital cities, 30 UNESCO World Heritage sites... The route will go through many natural landscapes, cultural monuments and historical sites, for a total of 200 suggested highlights.

TO CARRY EDUCATIONAL FURNITURE

Finally, Europ'Raid is an uncommon charitable project. During the second edition, each team will have to carry at least 100 kilograms of educational furniture to local schools of Bosnia, Serbia, Bulgaria and Romania. A total of two tons of material will be carried during this edition. The teams will also have to set partnerships between a French school and a school from one of the countries where they will go.

A CHARITABLE CHALLENGE

In addition to discovering Europe and its heritage, history and culture by meeting the locals and to carry educational furniture for schools, the teams of Europ'Raid 2015 will have the opportunity to stop in many towns twinned with French towns, in order to develop those precious international relationships.

A FEW FIGURES ABOUT THE ROUTE

The teams will drive 10 277 kilometers in 23 days, so in average 447 kilometers per day in Europ'Raid 2015. The route will go through 19 European countries, 200 highlights including 14 capital cities and 30 UNESCO world heritage sites.

BIVOUACS IN NINE TWINNED CITIES

In 2015, the teams will bivouac in partner cities, including some cities twinned with Loire Atlantique and Vendée, such as Burg (Germany) with La Roche-sur-Yon, and Rebrisoara (Romania) with Blain. Bivouacs will also be organized inside university campus, linked together with French universities.

MAGDEBURG
KROTOSZYN
FLEURUS
PISEK
BAD RIPPOLDSAU-SHAPBACH
BLANSKO
NOWY SACZ
BLAIN
KAPRUN
BUDAPEST
LA ROCHE-SUR-YON
LOCARNO
CLUJ-NAPOCA
BELLUNO
NANTUA
OLOVO
MEJDANPEK
TARGOVISTE
POSTOJNA
KAZANLAK
KRKA
SAMORANOVO
ISTANBUL
KAVALA

A FREE ITINERARY

Except for bivouacs and charitable actions, the itinerary of the teams will be free and they will have the liberty to choose their own stops among the 200 suggested highlights. They have the capacity to adapt their own route between the mandatory stops.

19 COUNTRIES

France, Switzerland, Italy, Slovenia, Croatia, Bosnia-Herzegovina, Serbia, Bulgaria, Greece, Turkey, Romania, Hungary, Slovakia, Austria, Czech Republic, Poland, Germany, Luxembourg, Belgium.

In 2015 will take place the second edition of Europ'Raid. Two departures, two arrivals, and two closing ceremonies will be organized, as well as press conferences. Save the dates for this great new edition!

Initially imagined by two friends, Benjamin Laidin and Jérémy Blandin, Europ'Raid is now organized by an entire team working all the year to prepare this event.

TWO DEPARTURE CITIES

Blue, red, yellow, green... On the 1st August 2015, at least 15 Peugeot 205 will be on the starting line in Blain (44130) at 10 am, and in La Roche-sur-Yon (85000) at 1 pm. That represents two opportunities for families, friends, sponsors and supporters to see the start of this second edition.

TWO FINISHING LINES

After more than 10 000 kilometers, the teams will be back on the 23rd August to cross the finishing line in Blain at 3 pm, and in La Roche-sur-Yon at 6 pm. Those two very special moments will be the opportunities to get the first impressions of the 45 participants, straight after their adventure.

"EUROP'RAID": A NON-PROFIT ORGANIZATION

The event Europ'Raid is organized by the non-profit organization "Europ'Raid". This association was established in 2012, and is now composed of 15 voluntary members who take part to the organization of the second edition.

OTHER EVENTS

1st July : Press conference in Blain
1st August : Start from Blain at 10 am, and from La Roche-sur-Yon at 1 pm
23rd August : Finish in La Roche-sur-Yon at 3 pm, and in Blain at 6 pm
23rd September : closing ceremony in La Roche-sur-Yon
1st October : closing ceremony in Blain

THE ORGANIZING TEAM

Around 15 students, from 18 to 30 years old, take part to the organization of Europ'Raid 2015. They have complementary competences in law, accountancy, management, communication, marketing, but also in mechanics, languages or informatics, so that the entire team gathers all the competences needed to organize the edition 2015. This is a complementary and motivated team, where each member has an accurate role.

THE COMITY OF SUPPORTERS

The organizing team is supported by many friends, partners and other people, who provide their help to the organization. Thus, around 40 people have been involved in the organization of the 1st edition in 2014.

Creating the first European Automobile raid requires high financial, human and material means. The second edition of the event has a budget of 25 000€.

Europ'Raid 2015 could not take place without any financial and material support from businesses, local authorities, or private people. To gather the budget, to gain in awareness, to build a network, and to obtain furniture, partnerships are essential in the organization of Europ'Raid.

FOUR ORGANIZATIONAL TEAMS

As in the first edition, four organizing teams will take part to the second edition of Europ'Raid, in order to set up the bivouacs, to assist the other teams, and to coordinate the charitable projects. The total budget for those four teams is 16 000€, so 4 000€ per team.

- Car purchasing (500€)
- Car repairing (300€)
- Registration charges (120€)
- Technical control (70€)
- Insurance (300€)
- Fuel (1250€)
- Tolls (300€)
- Parking (110€)
- Accommodation (350€)
- Food (500€)
- GPS Tracker (200€)

MANY REASONS TO START A PARTNERSHIP

Starting a partnership with Europ'Raid allows you to associate your image with a fresh and modern event, to communicate on an original charitable project, and to live a fabulous adventure. Your logo will be displayed on the participating cars.

A TOTAL BUDGET OF 25 000€.

In addition to the 16 000€ of the organizing teams, the general budget includes 9 000€ of general spending in order to prepare the 2015 edition. The total budget is therefore 25 000€, each expenditure being accurately identified.

- Organizing team charges (16 000€)
- Communication (300€)
- Logistics (1000€)
- Event management (1000€)
- Travel expenses (500€)
- Equipment (1000€)
- Management (500€)
- Insurance (1500€)
- Others (500€)

DIFFERENT TYPES OF PARTNERSHIP

The organization of Europ'Raid 2015 requires a lot of financial means, but also human means and furniture. By supporting financially the project, by helping through communication, by providing competences or time, there are many different ways to get involved in Europ'Raid 2015.

PARTNERSHIP PACKS FROM 250 TO 2 500€

All kinds of businesses can become a sponsor of Europ'Raid 2015. From 250€ to 2 500 €, many packs of sponsorship are possible. Sponsors can decide if they want to support one team in particular, of if they prefer to be an official sponsor of Europ'Raid.

Europ'Raid requires an important communication to be successful. Mainly local for the first edition, it will be broader in 2015, involving Loire-Atlantique and Vendée.

AROUND 50 PRESS ARTICLES

The first edition of Europ'Raid beneficiated from good media coverage, with more than 20 articles. In 2015, this figure should raise up to 50 articles, at a broader level. Many forms of communication are possible: press articles, video reports or radio interviews, to beneficiate from a great exposure.

5000 FOLLOWERS ON SOCIAL NETWORKS

Europ'Raid is highly popular on social networks. With nearly 5000 followers on Facebook and Twitter, and a scope of more than 10 000 persons during the event, Europ'Raid 2014 was already a great success. In 2015, the raid will be even more active on social networks.

AN IMPROVED WEBSITE

The website www.europraid.fr beneficiates from a great referencing on search engines. A new design will be released for the second edition, and it will remain a great way to relay the main news of the event.

The first edition of Europ'Raid took place from the 1st to 23rd August 2014. That was a test edition, designed in order to examine the feasibility of the raid for future participants, and also the interest from local authorities, businesses and private people in the event. That was a real success, as all the objectives have been reached by the organizing team. The first edition was an essential step in order to prepare the second one, which will be open to everyone.

AROUND 50 PARTNERS

The preparation of the first edition of Europ'Raid started in December 2013 with the research of partners. In height months, 40 businesses from Loire Atlantique and Vendée, 3 local authorities, and around 50 local stores provided a precious support to Europ'Raid 2014, with financial, material or human means.

SOME FIGURES

For the first edition, twelve students, divided in four teams travelled 11 489 kilometers in 23 days, so 499 kilometers per day on average. They went through 19 countries of Europe, and stopped in 14 capital cities, and 30 UNESCO classified sites. They carried 200 kilograms of educational and medical furniture for the orphanage "Les Chérubins" in Lviv, Ukraine.

A GREAT SUCCES

The first edition has been a great success: there was no trouble, neither mechanical nor human. From the preparation to the raid itself, everything happened in the best conditions, and all the objectives have been reached.

THE ASSOCIATION

HEAD OFFICE

Association « **Europ' Raid** »

17 Boulevard des Belges
85000 La Roche-sur-Yon
or
63 Magouët
44130 Blain

EMAIL ADRESS

organisation@europraid.fr

WEBSITE, FACEBOOK & TWITTER

www.europraid.fr

Europ' Raid

@EuropRaid

@Europraid

MEMBERS

PRESIDENT

Benjamin Laidin
- 06.79.25.60.04
- benjamin.laidin@europraid.fr

TREASURER, VICE PRESIDENT

Jérémy Blandin
- 06.80.46.74.04
- jeremy.blandin@europraid.fr

SECRETARY GENERALE, VICE PRESIDENTE

Orchidée Roshdi
- 06.70.69.74.62
- orchidee.roshdi@europraid.fr

COMMUNICATION MANAGER

Laura Duval
- 06.83.30.58.33
- laura.duval@europraid.fr