

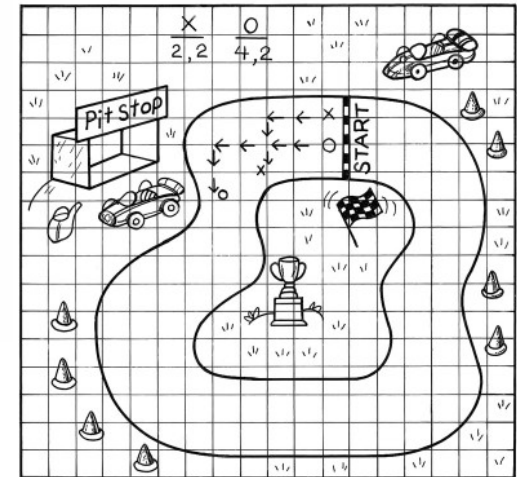
SPH Interactive Advertising Packages – A1 Adventure Race



A1 Adventures Race

Concept:

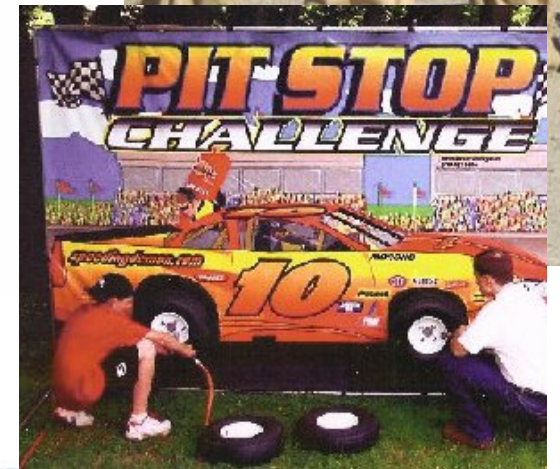
- A one day drive around island adventure race.
- Targeted 10 teams with 4 members each (Driver, Navigator, Cameraman & Internet surfer).
- Each team will be equip with the following
 - Vehicle (either provided by client or participant's own)
 - GPS Unit/Mobile Phone with GPS System
 - Video Camera
 - Laptop
 - Wireless Broadband
- Target to have 6 locations (including start and end points) as Pit Stop.



A1 Adventures Race

Concept (Con't):

- At each Pit Stop, team members will have to participate in some form of activities, completing which, they will be given clues for next location.
- Along the way, each team will also have to login their respective webpage to understand the following task at the pit-stop
- In order to generate greater awareness, readers on the street are encourage to snap pictures of the contestants if they spotted them on the road and MMS to Stomp. Prizes will be awarded to the best entry



Targeted Sector

- Automotive
- Telco
- IT
- Durables
- Leisure
- Insurance
- Banks
- Entertainment
- F&B
- Property
- Edu
- Retail

Potential locations as Pit Stop

- Car showroom
- Petrol Kiosk
- Shopping Mall
- Property showroom
- Telco shop
- F & B Outlet
- School
- Banks



Advertising Package Detail

- Platinum Sponsor x 1
 - Starting point + 1 pit stop location
 - * \$100K worth of ad value (Media space)
 - Prime spot on contestant's vehicle
 - Client Investment: \$50,000 + \$5,000 worth of Prizes
- Gold Sponsors x 4
 - 1 pit stop location or Ending point
 - * \$45K each worth of ad value (Media space)
 - Allocated spot on contestant's vehicle
 - Client Investment: \$20,000 + \$2,000 worth of Prizes
- Silver Sponsors x 5
 - * \$20K each worth of ad value (Media space)
 - Allocated spot on contestant's vehicle
 - Client Investment: \$10,000 + \$2,000 worth of Prizes

AsiaOne's commitment to the event

Total Investment from AsiaOne - **\$300,000**
worth of house banners running across AsiaOne
Network and Print ads before, during and after
the event

Registration/Selection Phase

- Duration: 2-3 weeks
- AsiaOne will create a registration microstie for this event and will run banners, eDM and print ad to drive awareness and registration to the event.
- AsiaOne team will work with sponsors to select the teams for the race from the registration list.

Actual Race Phase

- Duration: 1 day (10am – 7pm)
- The starting point will be located at the main sponsor appointed location.
- Each team will be equip with a Navigator device (ie mobile phone, GPS system), a Camcorder/Digital Camera, a Notebook and a wireless broadband modem.
- Each team will be randomly assign a race route (from a total of 5 routes) and their starting time will also varies as each team will need to complete a task before they can move off.

Actual Race Phase

- Teams will need to drive to the 2nd check-point/pit-stop with the aid of the GPS navigator.
- Along the way, they will need to login to the internet to a assign webpage that AsiaOne create.
- On the webpage, they will find clues that will help them to complete the task waiting for them at the check-point/pit-stop.
- Teams will also have to take pictures/videos of their activities with the camera assign to them

Actual Race Phase

- At each check-point/pit-stop (to work with sponsors on the location), they should be located at different part of Singapore.
- each team will need to complete a task (will work with sponsor to come up with the task)
- Teams will be graded on their performance (will affect their final score).
- Along the way, while the team is busy traveling between check-points around the island, there will be a separate contest for our reader to take part as well.

Actual Race Phase

- Readers who spotted the teams can stand a chance to win prizes as well by taking pictures or videos and MMS to Stomp.
- Video crews and journalists from RazorTV, Stomp and AsiaOne will covering the story through out the event, pumping in real-time report on AsiaOne.
- They will be randomly assign to different teams to capture their activities.
- All the teams will end off at the same location (end point) and they will also need to complete their assign task.

Actual Race Phase

- The winner will be selected base on 2 criteria,
 - Speed (reaching each check point)
 - Performance (on each task)

Post Race Phase

- RazorTV will edit all the video footages taken into 4 parts weekly web-episode that will air on RazorTV.
- The winner will only be reveal on the last week as there will be weekly contest and prizes to give away to attract viewers to watch.
- RazorTV will also announce the result of the winner from the picture submission contest on a weekly basis.
- AsiaOne will present it as a news feature over the same period as RazorTV

Sponsor Exposure

- All Sponsors will have their logo on all marketing material (ie microsite, online banners, electronic direct mailer, print, vehicle decal and contestants T-shirts etc)
- For Platinum & Gold sponsors, they are able to select the Starting & Ending point plus pit-stop locations of their choice, ie their show room, retail store, malls etc (where filming will take place)
- Interviews with respective sponsor which will appear either in AsiaOne or RazorTV

Sponsor Exposure

- All Sponsors will be entitled to different tiers of advertising value base on various packages to promote their respective promotion on SPH online publications.
- AsiaOne will share the contestants database with all sponsors.
- AsiaOne will run a post event news coverage to thank all sponsors who take part in the 1st A1 Adventure Race



Thank-You