



9. esb cycling tour for charity and children





The ESB Cycling Tour for Charity and Children 2012

For the 9th time in a row, we, the students of the International Management (IPBS) programme at the ESB Reutlingen, are proud to announce that the ESB Cycling tour for Charity & Children will be taking place.

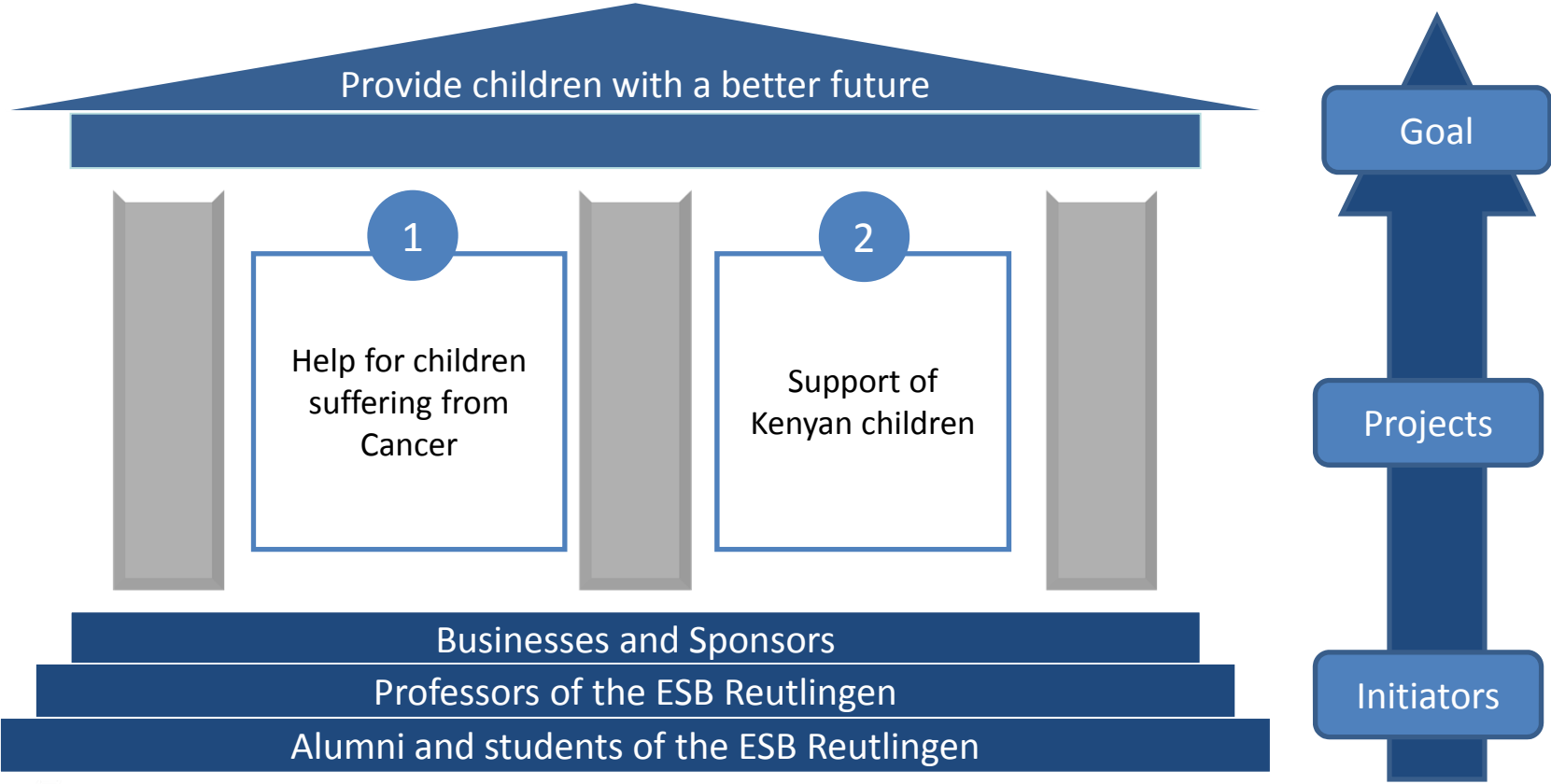
Use this chance to help us provide disadvantaged children with a better future and become a sponsor!

- 30 Students of the ESB Business School
- Tour Length: 10 Days - 18th - 27th April 2012
- 20 Bicycles
- 1001km spanning 4 countries
- Tour Destination : International Business Weekend 2011 in the Bavarian Forest
- Fundraising Goal: At least **20.000 EUROS** for the charity projects of the ESB Business School



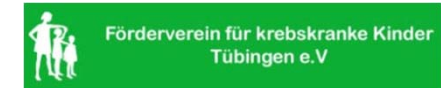


Background to our Project & Goal Setting





Charity Project 1: Förderverein für krebskranke Kinder Tübingen e.V.



The **Förderverein für krebskranke Kinder Tübingen e.V.** has been supporting the childrens clinic in Tübingen since 1982, primarily supporting children affected by Cancer.

The Foundation acts in many different capacities to improve the lives of its beneficiaries:

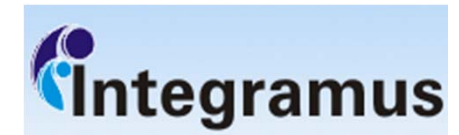
- **Support of research** at the childrens clinic in Tübingen
- **The so called „Parents House“**, which is a home for parents whilst their children are receiving treatment.
 - The foundation is currently collecting to support the building of a new „Parents House“
- **Activities for children receiving treatment**
- **Support and advice for affected/grieving families.**
 - Family events and Parental groups
- **And much more**



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Charity Project 2: Integramus e.V.



The foundation **Integramus e.V.** focusses on teaching children in Kenya und Eastern Europe (Russia & Ukraine), and for the integration of foreign citizens in Germany

Kenya:

Support of a Junior School in Mombasa and building of an Infants School

Russia:

Development of Cooperative projects between Russian and German NGOs

Ukraine:

Supporting an Infant school for mentally challenged children

Germany:

Projects promoting integration and education



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Our partners for 2012 – join this group soon!

ALB-Gold Teigwaren GmbH
Art on Ice Productions AG
Chocolato.de GmbH
Ernst & Young GmbH
FairEnergie GmbH
Fischer Planen und Bauen GmbH
Get-Neutral GmbH
GONSO Bike & Active (Maier Sports GmbH & Co. KG)
Hugo Boss AG
Kreissparkasse Reutlingen
KSB Service GmbH
Mars Deutschland GmbH
Nestlé Waters Deutschland GmbH
Procter & Gamble Germany GmbH & Co Operations oHG





Direct Support of the Charity Projects

100% of your donation will go directly to the two causes*



* All sponsors receive a receipt of donation for tax offsets





Support of our Tour

We also request for support for our tour. Indeed, without help by way of product and cash donations we would be unable to run the event*

Donation Type	Our Offer	Donation Size
Jersey Sponsoring	Your Logo features upon our Jerseys	€ 2.000,00
Product or Cash donations	Your logo appears upon our homepage	< € 500,00
	Your logo appears not only upon our homepage but also upon our T-Shirts	≥ € 500,00

* All sponsors receive a receipt of donation for tax offsets





Your Benefits as a Sponsor

Presence on Campus

- Increase in exposure & awareness on campus amongst the students of the ESB Business School and potential applicants.

Positive PR

- Communication of your support on our website, and also within the ESB itself.
- Regional and national Media exposure, before, during and after the Cycle Tour.
- Prime placement of your Brand/Products

Security of an established cause

- You support established charity projects, whereby all donations are handled responsibly and used where they are most needed.



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Insight into the 8th ESB Cycling Tour in 2011





ESB Relay 2010 live on ZDF „Willkommen bei Carmen Nebel“



On the 25th September 2010, 20 ESB Students were invited as live guests to the Charity Gala hosted by Carmen Nebel on the television station „ZDF“. With support from David Garrett, Marc Medlock and Karel Gott, the ESB Students rode 1,202 kilometers in the studio, thereby attracting a sum of 250,000€ for German cancer charities, donated by Volkswagen. An audience of 3.93 Million people followed the Gala.



Grasp the chance to support our philanthropic projects and benefit from our presence in the public eye!



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Your Points of Contact

Michael Kitsche

relay@stubue.de
Tel: 0049 179 8209 662



Alexander Evans

relay@stubue.de
Tel: 0049 176 70346 725



Sebastian Weber

relay@stubue.de
Tel: 0049 151 40144 550



Michael Kranich

relay@stubue.de
Tel: 0049 151 40444 726

