

Sponsorship Opportunity

June 2013



Project One Step Further

Travel stories, and a little more...

"Become part of our journey!"

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Summary

This quick Sponsorship document will introduce you to the Project One Step Further. It will help you understand what we want to achieve with such a journey and hopefully, you'll find a reason and benefit opportunities to support our project.

First Part: Presentation of the Project One Step Further

Second Part: Who are we?

Third Part: Meeting Expats along the way!

Fourth Part: The Supported Charity

Fifth Part: Budget and fundraising activities

Sixth Part: Communication

Seventh Part: Why and how to support us – sponsorship packages?

First Part: Presentation of the Project One Step Further

Introduction

The main goal is to pursue a dream and to discover Asian countries by traveling as backpackers (mostly) in order to meet locals as well as other travelers and to share very special moments.

The project was initially conceived in 2012 as we were experiencing the fast-paced Hong Kong way of life. While we were given the chance to meet lots of expats from all over the world, as well as locals of course, we started to travel to South East Asia and fast realized how much we liked to discover new worlds and cultures. Given that we were not yet married nor did we feel “imprisoned” in our jobs; we felt it was the right time for us to plan such a trip.

Hence, we would like to realize one of our lifetime dreams as well as **to share our experiences** in order to discuss & comments our findings as such an experience is always better when shared with others.

One of our long term quest will be **to meet expats in each and every place we travel to**, and try to understand why those people settled there, get an insight of their experience and help others who are willing to live such an adventure... but who never took the risk to leave their comfort zone! Hence, while we will communicate beforehand on our project, **we hope to develop a wide audience worldwide!**

By realizing our dream, we will also **try to help other people** in realizing theirs. We will explain our strategy in further details later in this document so that you can understand our goals and motivation factors. This may also be one of the reasons why you may want to support us... 😊

Traveling the world is certainly an experience in itself and we can only look forward to discovering the world in which we live and to discuss it with our followers. The underlying idea is certainly to raise awareness about our neighborhoods countries and to give our readers and supporters the desire to, maybe one day, pack their belongings and go across their personal borders, out of their safety zones... **in other words, to go one step further!**

Because **dreams are meant to be pursued!**

Welcome into our journey!

The Journey and timeframe:

We will leave Hong Kong in October 2013 and will be traveling for a minimum of 9 months with an arrival in France set in July 2014.

The circuit will take us to various countries, from India to New Zealand and from Japan to Eastern Europe (Russia). While we plan to discover many countries in Asia/Pacific and to visit the most famous landmarks, we had to make choices and to decide which countries would be in our top priority list.

When possible, we will try to avoid using planes in order to experience local means of transportation; hence sharing our feelings with locals and to live new experiences.

Our journey will take us to numerous countries as follow:

- China
- Nepal
- India
- Malaysia
- Thailand
- Myanmar
- Laos
- Cambodia
- Vietnam
- Indonesia
- Singapore
- New Zealand
- Japan
- Mongolia
- Russia

The objectives of the Journey:

We have set **3 different objectives to our project**, namely:

- To discover the Asian world and its multiples cultures.
- To discuss our experiences with students & expats by sharing our adventure through Internet (potentially Skype) and to give them a snapshot of the visited countries.
- To help others to realize their dreams. This will be realized in 2 different manners:
 - By meeting expats and interview them in video
 - By supporting a Hong Kong based charity: Make-A-Wish® Hong Kong. This charity grant wishes to children with life-threatening medical conditions in Hong Kong and Macau.

Second Part: Who are we?

- [Andrea](#)

- **Age:** 25 years old (French)
Hobbies: Travels, Dancing, Cinema
Current occupation: Business Development Executive in an International Removal Company.
Countries visited: China, Egypt, Germany, Italy, Mauritius, Philippines, Singapore, Spain, United Kingdom, Thailand, Switzerland and Tunisia.



- [David](#)

- **Age:** 27 years old (French)
- **Hobbies:** Travels, Food, Entrepreneurship, Internet-related activities, Football, Cinema
- **Studies:** Business Management Master's degree
- **Current occupation:** Specializes in Charity – fundraising – Auction activities with events planning and management in Hong Kong and throughout Asia.
- **Countries visited:** United States, Canada, UK, Spain, Italy, Switzerland, Germany, Austria, Belgium, Netherlands, Ireland, Tunisia, Egypt, China, Indonesia, Japan, Thailand, Singapore, Philippines, Australia, and Taiwan.



As expatriates ourselves, we have decided one day to leave our home country and experience what life can be like when going “one step further”, across the borders. Since then, all we want is to discover the world more and more. And all we hope is that this is only the beginning!

Third Part: Meeting Expats along the way!

We will be trying to interview several expats in every country and destinations! Ideally, we will record those interviews on video and upload these testimonies on our website so that every one can then interact on each and every experience, ask questions and hopefully, find answers to their concerns.

One of our hopes is to meet people from various backgrounds and people who are enjoying different occupations so that we manage to collect a maximum of distinctive experiences, hence benefiting our curious readers!

Our template questioner will be as follow:

Your background

- Can you introduce yourself?
- Where are you originally from?
- What is your work background in your home country/previous country?

Moving abroad

- For which reasons did you go overseas? Why did you decide to settle here?
- Did you arrive on your own or with your family?
- Did you visit the country prior to your arrival?
- What were the main difficulties when arriving into this country, in terms of job's quest as well as for your personal installation?
- Did you have a problem getting a work visa/permit?

Working experience

- What is your current position and what responsibilities do you have?
- Do you have a local contract or are you working for a foreign company (expatriate contract)?
- If you looked for the job once here, how long did it take to find a position?
- What advice would you give to a friend who was on his or her way to a foreign assignment? To somebody who wants to « go one step further » and experience what life can be like when being overseas?

Daily life in this city/country

- How long have you lived there and how long are you planning to stay?
- What are the positive and negative aspects of living in?
- Was it easy to find a place where to live and a school for the children (if applicable) ?
- Was it easy making friends? Do you mainly socialize with other expats?
- What are the best things to do? Anything to recommend to future expats?
- What has been the hardest aspect of your expat experience so far?
- How's the quality of life? Is it what you expected or have you been surprised by anything?

- What do you miss most about your home country when you are here?
- What's the cost of living compared to home? What is cheap or expensive in particular?
- What were the first few days like?
- What is a typical day like ?
- Were there things that surprised you about the way people behave, think or work?
- Can you give us an idea of the monthly budget needed to enjoy the place ?
- Have you ever considered moving back to your home country and if so, why ?
- If you were to move to another country, which one would it be and why ?
- What are your top five tips for anyone following in your footsteps?

Any additional comment/advice?

You have expatriates working for your company and you would like them to share their experiences with us, please let us know! 😊

Fourth Part: The Supported Charity



This journey will also be an opportunity for us to raise the awareness on the Make-A-Wish® Hong Kong charitable endeavors and activities.

Make-A-Wish® Hong Kong was founded in 1989, under the administration of Keswick Foundation. In 1998 it registered as a non-profit charity organization in Hong Kong and became a member of the Make-A-Wish Foundation® International, which has its headquarters in the USA. Make-A-Wish® Hong Kong was set up to grant wishes to children with life-threatening medical conditions in Hong Kong and Macau; to enrich the human experience with hope, strength and joy.

For years, Make-A-Wish® Hong Kong has received tremendous support from different sectors of the society, which in turn has benefited many wish children and their families. Wishes range from the small, like a little toy, to the big, such as traveling abroad. Also popular are wishes for children to meet with their favorite idols. A lot of famous celebrities have helped us fulfill the wishes of the children by making time in their busy schedules. With the excitement of having their dream realized, many children became more joyful and are more optimistic in fighting their illnesses.

To discover more: <http://www.makeawish.org.hk/content/home>

We support Make-A-Wish® Hong Kong, and they will follow our trip progress!

願望成真基金

Make-A-Wish® Hong Kong

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24th May, 2013

To whom it may concern,

Make-A-Wish® Hong Kong is very delighted to be the beneficiary of Project One Step Further. We would like to take this opportunity to express our support to Andrea and David on their journey throughout Asia.

While most backpackers would raise funds for their own projects, these two generous individuals have decided to give away 50% of the profits raised through sponsorships to our organisation. This means that any financial support that you may want to give them will enable their dream to come true, while it will also benefit our Wish Children (children who apply for wishes through our organisation).

Make-A-Wish® Hong Kong was set up to grant wishes to children aged 3-17 with life-threatening medical conditions in Hong Kong and Macau, thereby enriching their lives with hope, strength and joy. Having their wishes realised enables children to become more joyful and optimistic.

We hope for your support. As much as Andrea and David rely on you, so do our Wish Children. By working together, we hope great dreams can be achieved! This trip of a lifetime is their dream and we strongly believe that their idea to meet expatriates around the world will be worth following. This should be of interest to many people, which is also a reason for us to be a proud partner with this project, as the charity will be heavily promoted through their website and social media tools.

By helping them, it will ultimately benefit us! Hence, we hope for your generosity and understanding that such a project can change many lives!

With our full support and grateful recognition!

Yours sincerely,

A handwritten signature in blue ink, appearing to read "Lydia Law", is written over a circular blue stamp. The stamp contains the text "MAKE-A-WISH" and "願望成真基金" around a central emblem.

Lydia Law
Executive Manager
Make-A-Wish® Hong Kong

Fifth Part: The Budget and fundraising activities

We have been working in Hong Kong for 2 years, saving as much as we could to realize our dream. However, given all the expenses that such a journey requires, we need every little help to make this dream come true.

The estimated cost for the nine-month trip is approximately HKD 250,000 for the two of us. This should cover all logistics and administrative costs as well as all our daily expenses.

To achieve such a budget, we have checked prices in many shops as well as online and thanks to the experience of previous travelers; we have crosschecked the different amounts to ensure their validity.

Whilst we have already saved a part of the final investment, we will be trying to raise funds through our relatives as well as thanks to institutional sponsors and/or corporate.

We will be running a fundraising campaign on the GoFundMe website out of which 50% of the profits will be donated to Make-A-Wish® Hong Kong. On top of this, for all cash donations from sponsors, we will also donate 50% of the proceeds to the charity.



The whole project is not only about realizing our dream but also to help others to realize their dreams!

A detailed budget can be found at the end of this document.

Sixth Part: Communication

A presence on the Internet, forums and social medias:

The Project One Step Further will have its own dedicated website and blog.

On top of this main tool, we will have accounts on the main social platforms, including Facebook, Twitter, Flickr, YouTube and Vimeo.



We will also be easily reachable through our dedicated email address: projectonestepfurther@gmail.com as well as through our LinkedIn profiles.



We will communicate on the project on travelers' websites as well as expatriates forums so that we can identify potential people to interview as well as to share our overall experience.



Finally, we will be drafting weekly newsletters, which will be sent to all subscribers to ensure that no one misses our latest updates.

A presence in local medias:

We will be trying to promote our journey in local newspapers, including local and overseas papers. For instance, in Hong Kong, we will try to reach out to the French expats community by promoting our project on lepetitjournal.com.



The more we can communicate on the project, the better! This will benefit the charity (Make-A-Wish® Hong Kong) as well as our sponsors (you!?)!

Seventh Part: Why and how to support us – sponsorship packages?

Why would you support the Project One Step Further?

Here are some of the most important reasons for you to be part of the project:

- **To support a local charity in Hong Kong and ultimately, to help realize many wishes of local kids!**
- **To reinforce your presence online through our various communication tools (website, Facebook, etc.).**
- **To associate your brand's image to a charitable cause.**
- **To promote some of your services/products on our website and reach out to a large audience composed of local and expatriates readers.**
- To help us realize our dream 😊

How can we support the Project One Step Further?

To support us, it is actually very easy!

Should you wish to donate cash to the project, the website GoFundMe will be the best platform so that 50% of the amount goes to the charity.

Should you wish to donate products, we can stop by your shop/offices and meet your teams. This will also be an opportunity to take pictures and update the blog and highlight your company!

Different sponsorship packages:

Remember that 50% of the donation will actually go to the charity!

- **Get a Diamond Sponsorship:** for all amounts above HKD 20,000, your brand's name and logo will appear on the main page of the website on a permanent basis, as well as on the top of the sponsors' page. This package will give you the possibility to explain your activities (limited to 1000 words) on the sponsors' page. We will mention your name 5 times through all our updates on our Facebook account and Twitter account. On top, your name will appear in every newsletter we send to all registered readers and your logo will appear at the end of all our videos, enabling your company to get a great visibility through the whole duration of the project!
- **Get a Gold Sponsorship:** for all amounts above HKD 10,000, your logo will appear on the main page of the website on a permanent basis, as well as on the upper half of the sponsors' page. This package will give you the

possibility to explain your activities (limited to 500 words) on the sponsors' page.

We will mention your name 3 times through all our updates on our Facebook account and Twitter account. On top, your name will appear in one newsletter we send to all registered readers and your logo will appear at the end of one video, enabling your company to get a great visibility during the project!

- For all sponsorship below HKD 10,000 as well as all donations of goods/items/products, your logo will appear on the sponsors' page with a short description of your services (limited to 200 words).

We will mention your name 1 time through all our updates on our Facebook account and Twitter account.

Give more than HKD 5,000 and you will receive up to 3 postcards from us!

Other options could be imagined – this is up to your desires and your possibilities: We are open to all discussions!

So, are you ready to come on board?

We look forward to welcoming you in our journey and to go one step further all together!

Thank you for your attention,
Andrea & David



“Become part of our journey!”

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