

Sponsorship & Advertising Proposal:

# THE GREAT PHILIPPINE ELECTRIC MOTORCYCLE ROAD TOUR 2024: LEG #2

a nationwide road tour campaign to accelerate the Philippines' transition to Filipino-made electric vehicles and promote sustainable mobility.

[www.lycan.com.ph](http://www.lycan.com.ph)





## ABOUT THE CAMPAIGN

The Great Philippine [EV] Road Tour 2024 is a 45- to 60-day nationwide brand and product activation campaign to bring Lycan's Filipino-made electric vehicle products and solutions closer to the market, all to promote the acceleration of the Philippines' transition to sustainable and eco-friendly mobility.

This historical campaign involves riding across the Philippines by land and by sea using Filipino-made EVs, engaging with new markets through gatherings, performing market & industry research, and forging partnerships within each destination for EV distribution.

## ABOUT LYCAN

Lycan Motorcycles Inc. is a Filipino EV maker company based in Quezon City, Philippines, that is developing, manufacturing, and distributing Filipino-made electric vehicles and battery solutions for the Philippine and SEA market in the future.





## OBJECTIVES



This campaign promotes and advocates the preservation of the Philippine environment through the use of eco-friendly products, a step towards great corporate social responsibility. By supporting our campaign, you put your brand as a company that advocates for a cleaner environment



Electric vehicles are a step towards the modernization of Philippine transportation and mobility, providing more Filipinos access to a better, cleaner, and less costly transportation alternative.



Lycan's products are made by Filipinos for Filipinos. Through this campaign, we are promoting the quality and capability of Filipino products competing on the national and international markets.



Through this campaign, Lycan is also performing market & industry research to see how we can further improve and develop the sustainability sectors of the Philippines.

*In photo: Cebu City Councilor Joel Garganera, an advocate for electric vehicles, test riding the Lycan Atlas II Pro, an electric utility vehicle designed for industrial, emergency, and utility purposes.*





Lycan has traveled and journeyed by land and by sea to reach new markets and foster strategic partnerships to realize its mission and vision of an all-electric Philippines.

And we want to bring your brand with us all over the Philippines as we advocate for a cleaner and more modern Philippines together.

## SOUTH LEG TOUR RECAP

January 18 to February 11, 2024

1. Quezon City, NCR (Luzon)
2. Batangas (Luzon)
3. Caticlan, Aklan (Visayas)
4. Ibajay, Aklan (Visayas)
5. Kalibo, Aklan (Visayas)
6. Passi City, Iloilo (Visayas)
7. Iloilo City, Iloilo (Visayas)
8. Barotac-Viejo, Iloilo (Visayas)
9. Mandaue City, Cebu (Visayas)
10. Cebu City, Cebu (Visayas)
11. Lapu-Lapu City, Cebu (Visayas)
12. Cagayan de Oro City, Misamis Oriental (Mindanao)
13. Tagoloan, Misamis Oriental (Mindanao)
14. Impasug-ong, Bukidnon (Mindanao)
15. Quezon City, NCR (Luzon)

See how your brand can  
participate with our activities...







LYCAN

LGU Meetings



Tourism Promotions



Events & Test Drives



Community Get-Togethers



Influencer Marketing



Mall Displays



Events & Seminars



Cultural Immersions



**KAGAY-AN** Build Your Daily Editor: Cong B. Cuyayan **3**  
**WEDNESDAY, JANUARY 31, 2024**

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**FM Asuela, Tabamo, Marbas, Pandan top Oro leg of int'l chess qualifier**

**Lycan roadshow comes to Cagayan de Oro city**

By **LYNDE BALAGUER**      Oro competitor **Ranilo Pan-**

Home » Automotive » Lycan showcases 4 EVs in nationwide journey

**Automotive** **News**

**N**

In complete with International Green Automobile Council (IGAC) award, Lycan showcased 4 EVs in the 10th edition of the 2019 Green Car Awards, which was held in London, UK. The award ceremony was held on 11th September 2019.



This road tour is a pivotal element of Lyncan's brand and product activation campaign, aimed at fostering the widespread adoption of electric vehicles across the Philippines. The initiative reflects Lyncan's dedication to combating climate change, promoting locally-made products, and contributing to the nation's technological advancement.

In a dynamic and highly competitive industry dominated by foreign brands, Lycan recognizes the importance of reaching out directly to the Filipino people, engaging with

THEPHILBIZNEWS

Thursday, February 8, 2024

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TRAVEL AND TOURISM





Hotel Okura

MANILA

Combining Japanese omotenashi with Filipino warmth



BUSINESS

MOTORING

Filipino EV maker rolls out ‘The Great Philippine Road Tour’


By THE PHILIPPINE BUSINESS AND NEWS


January 24, 2024

0

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ingmobility.com/2024/01/25/columns/road-talk/a-bevy-of-evs/

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Serving the perfect blend of creativity, media, and data to perk up your brand!

Let's talk!



battery pack with a maximum range of 717km (WLTP). The EQS 450 4MATIC can be yours (with the cruelly sourced animal skin and all) for P9,990,000.

## Pinoy-made Lycan e-bikes on PH tour

Have you ever experienced driving from one tip of the country to the other? In 2015, driving a sedan (accompanied by a navigator-reliever) from Marikina City to Cagayan de Oro and back. It took us all of 11 days, but each day was well-spent time spent on the road, and provided me a newfound appreciation for the road network, and its people.

Now imagine touring the country on just two wheels, and those wheels purely by electricity. That would be a more efficient, exciting and immediate tour is happening now, and it's called the "Great Philippine Road Tour." A daring Lyan Motorcycles Inc, a 100-percent Filipino-owned EV manufacturer, is showcasing the company's electric motorcycle prototype model and its commitment to sustainable transportation solutions.

These prototype models are the Atlas II (electric stand-up scooter), the (electric cruiser motorcycle), and the Lycan Shyft (electric scooter). The tour is part of the company's comprehensive testing phase, while demonstrating the long-distance capabilities of Lycan's EVs, which are already equipped with enhanced batteries and cutting-edge solutions for battery swapping and fast charging.

The tour's two legs cover both ends of the Philippines—from Davao City in the South to Aparri in the North—which will be completed in about 45 days, on a total distance of around 5,000 km to reach 26 destinations under various road and weather conditions.

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The image shows the 'WHEELS.PH STAR' logo at the top, featuring a stylized red wheel and the text 'WHEELS.PH' in a bold, italicized font, with 'STAR' in a smaller font below it. Below the logo is a horizontal banner for Philippine Airlines. The banner has a blue background with a white mountain range silhouette. On the left is the Philippine Airlines logo. The text in the center reads 'DISCOVER NEW SIGHTS IN LOS ANGELES' in large white letters, followed by 'Direct Flights' and 'Nonstop and Connecting Flights to Los Angeles' in smaller text. On the right is a white button with the text 'BOOK NOW'. At the bottom of the banner, there are icons for social media and a search icon.


## Lycan Presents the Great Philippine Road Tour

By [Wheels.ph](#) | January 22, 2024




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[Equity Release](#)



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**Lycan Motorcycles**  
Public

The Lycan EV squad rocking and rolling the streets of Iloilo.

**#ChallengeTheNorm #TGPRT2024**



Top fan

**Renz Eucogco**  
It makes sense bakit ko to nakita kanina hahaha



**Goloran Algen** · Follow

lods kailan ang balik nyo dito



COMING UP

## NORTH LEG TOUR (LUZON)

March 25 to April 21, 2024

Lycan will travel to more than 20 destinations in total for almost 30 days, performing a loop around the north Luzon island and interacting with new markets.

**By joining our campaign, you'll get to advertise your brand all throughout the campaign, turning our caravan into a moving advertisement for your brand.**

Reach new markets and introduce your brand both offline and online.

1. Quezon City, NCR
2. San Jose Del Monte, Bulacan
3. San Miguel, Bulacan
4. Cabanatuan City, Nueva Ecija
5. Baler, Aurora
6. Cauayan City, Isabela
7. Aurora, Isabela
8. Tuguegarao, Cagayan
9. Aparri, Cagayan
10. Pagudpod, Ilocos Norte
11. Laoag City, Ilocos Norte
12. Vigan City, Ilocos Sur
13. San Fernando, La Union
14. Baguio, Benguet
15. Dagupan, Pangasinan
16. Tarlac City, Tarlac
17. Angeles, Pampanga
18. San Fernando, Pampanga
19. Malolos, Bulacan
20. Quezon City, NCR





## LUZVISMIN LEG TOUR

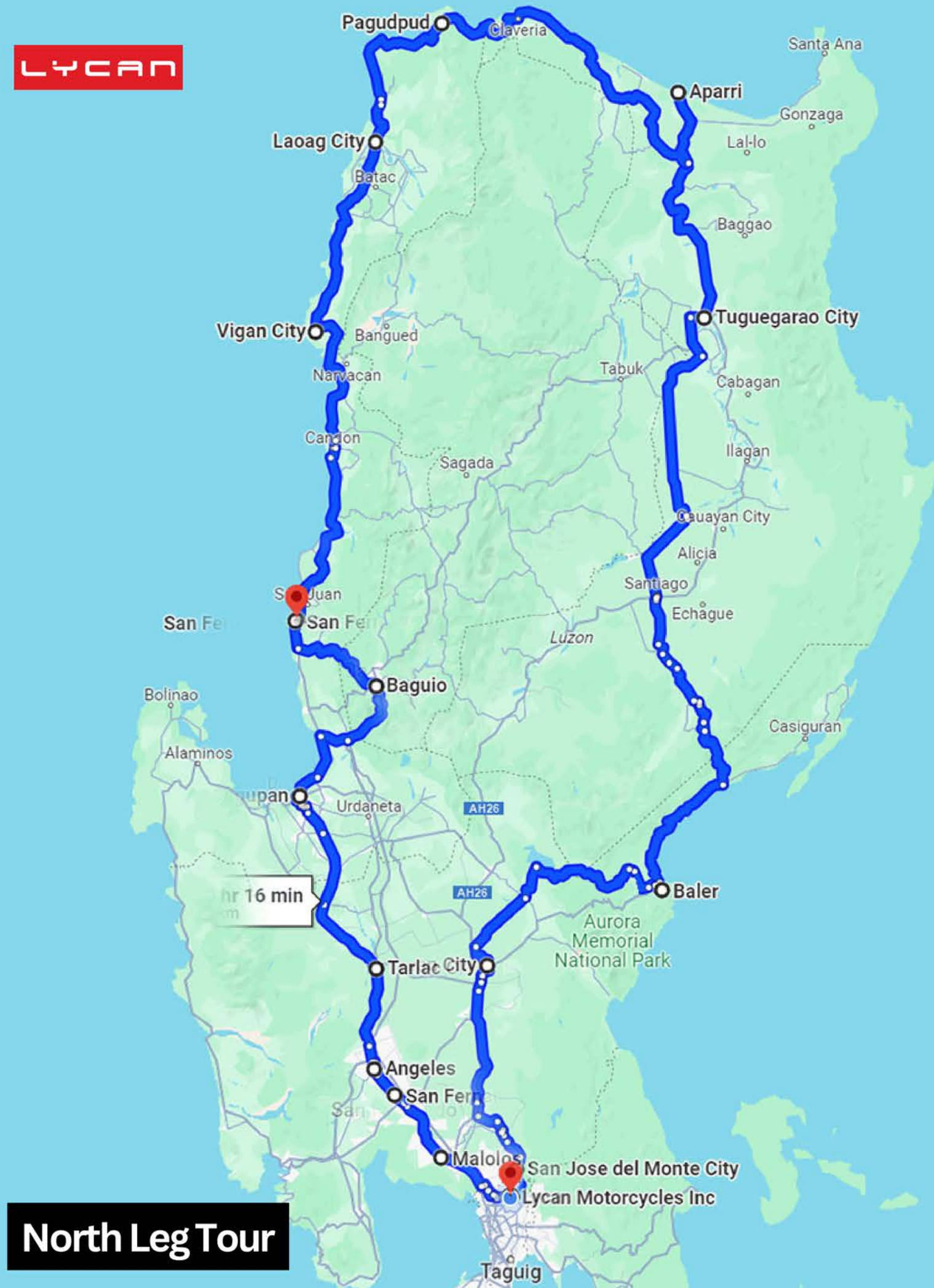
Date TBA

1. Quezon City, NCR
2. Calamba, Laguna
3. San Pablo City, Laguna
4. Lucena, Quezon
5. Atimonan, Quezon
6. Daet, Camarines Norte
7. Naga, Camarines Sur
8. Legazpi City, Albay
9. Sorsogon City, Sorsogon
10. Matnog, Sorsogon
11. San Isidro, Northern Samar (Visayas)
12. Tacloban City, Leyte (Visayas)
13. Surigao City, Surigao del Norte (Mindanao)
14. Butuan City, Agusan del Norte
15. Davao City, Davao del Sur
16. General Santos City, South Cotabato
17. Cotabato City, Maguindanao
18. Cagayan de Oro, Misamis Oriental
19. Manila City, NCR

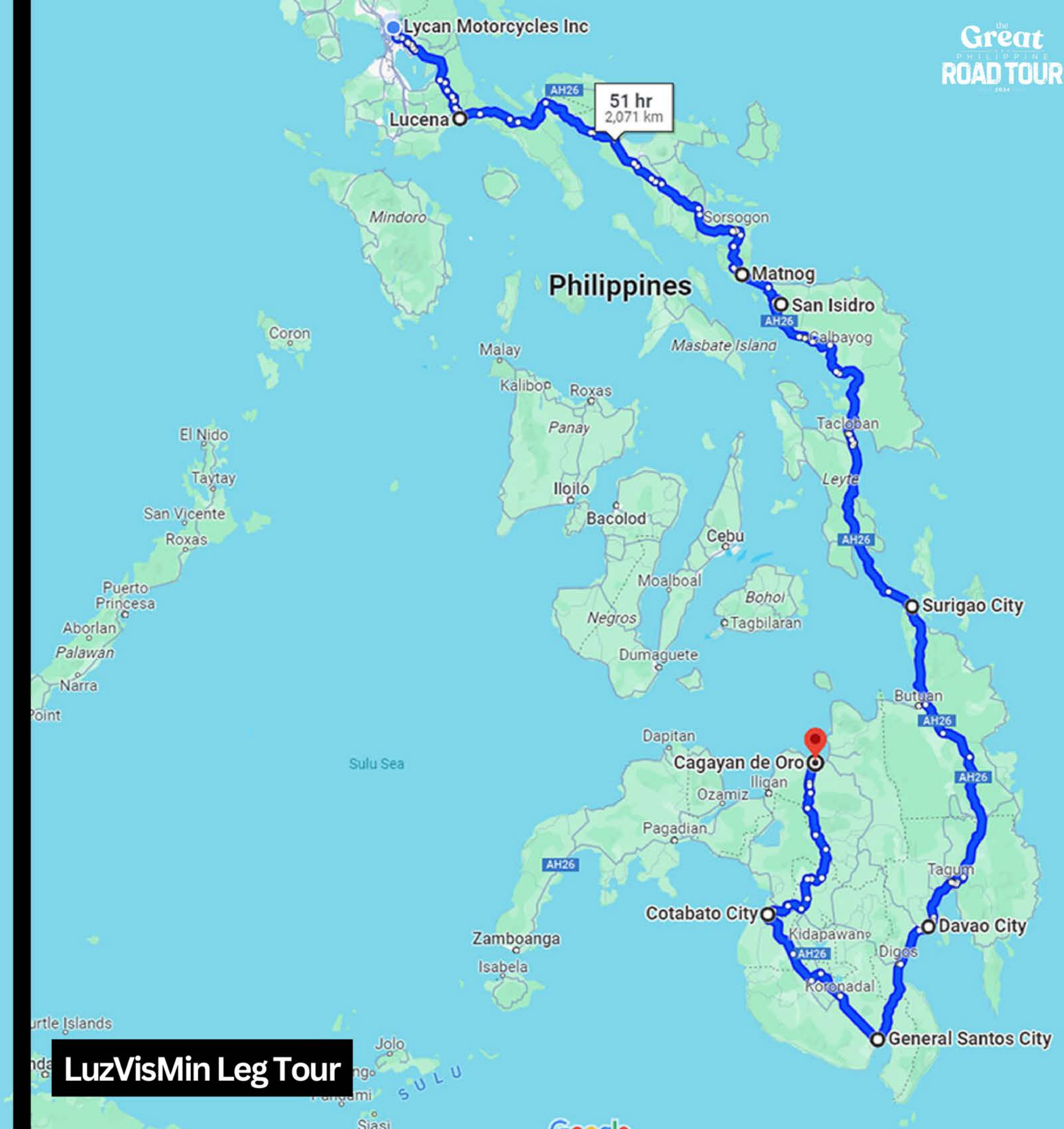
**Currently in preparation is the campaign's 3rd and final installment of The Great Philippine Road Tour 2024, exploring the southern parts of Luzon, eastern parts of Visayas, and the entire Mindanao island.**

**Date of this Leg shall be announced soon.**





## North Leg Tour



## LuzVisMin Leg Tour



LYCAN

the  
**Great**  
PHILIPPINE  
**ROAD TOUR**  
2024

YOUR  
BRAND  
HERE\*



\*for DIAMOND sponsor



# OFFICIAL RIDING JERSEY BRAND PLACEMENT

YOUR  
BRAND  
HERE  
(logo print)

YOUR  
BRAND  
HERE  
(velcro  
patch)



BACK



FRONT



Diamond sponsor brand placement



Platinum sponsor brand placement






Gold sponsor brand placement

*Note: Riding jerseys and vests are also given away to attendees and participants of our events*



# OFFICIAL RIDING VEST BRAND PLACEMENT

-  Diamond sponsor brand placement
-  Platinum sponsor brand placement
-  Gold sponsor brand placement





## SPONSORSHIP PACKAGES

By taking part in our campaign, you will get your brand, products, and/or services introduced to new markets in various locations while aligning your company with a commitment towards sustainability and innovation.

BRONZE PACKAGE		
One Leg Tour	Two Leg Tours	Benefits
PHP30,000	PHP55,000	<ol style="list-style-type: none"> <li>1. Official poster logo as minor sponsor</li> <li>2. Social media in-event photos with logos</li> <li>3. Documentary end-credits</li> </ol>
GOLD PACKAGE		
PHP60,000	PHP100,000	<ol style="list-style-type: none"> <li>1. Official poster as regular sponsor</li> <li>2. Social media in-event photos with logos</li> <li>3. Social Media AVP</li> <li>4. Documentary end-credits</li> <li>5. Logo on official riding jersey / shirts</li> </ol>
PLATINUM PACKAGE		
PHP150,000	PHP250,000	<ol style="list-style-type: none"> <li>1. Official poster as major sponsor</li> <li>2. Social media in-event photos with logos</li> <li>3. Social Media AVP</li> <li>4. Documentary end-credits</li> <li>5. Logo on official riding jersey / shirts</li> <li>6. Logo on official riding vest</li> <li>7. One (1) tarp/banner to be displayed on-site</li> <li>8. Mentions on media press releases &amp; interviews</li> <li>9. Brochure on goodie bags</li> </ol>
DIAMOND PACKAGE		
PHP300,000	PHP450,000	<ol style="list-style-type: none"> <li>1. Official poster as major sponsor</li> <li>2. Social media in-event photos with logos</li> <li>3. Social Media AVP</li> <li>4. Documentary end-credits</li> <li>5. Logo on official riding jersey / shirts</li> <li>6. Logo on official riding vest</li> <li>7. One (1) tarp/banner to be displayed on-site</li> <li>8. Logo on official riding flag attached to the caravan</li> <li>9. Mentions on media press releases &amp; interviews</li> <li>10. Brochure on goodie bags</li> </ol>



## SPONSORSHIP BENEFITS



### **Brand Alignment:**

Align your company as a brand that commits to sustainability and innovation



### **Corporate Social Responsibility:**

Supporting initiatives that promote sustainability and environmental stewardship aligns with your CSR and enhance corporate reputation.



### **Exposure to New Markets:**

Reach new markets and demographics that may not be reached through traditional or digital marketing channels



### **Community Engagement:**

Foster goodwill and strengthen your brand's connection with consumers through the engagement of the community along the route



### **Positive Association:**

Supporting a campaign promoting sustainable transportation can reflect positively on your brand towards environmental responsibility



### **Boost Employee Morale:**

Boost your employee's morale and pride with your involvement in an ethical cause to preserve the environment and uplift Filipino pride



**Hundreds of more places to explore,  
thousands of new markets to meet, and  
millions worth of opportunities await!**

Let Lycin be the vehicle that would drive your brand to  
reach new places and markets! *(Pun intended)*





## ADVERTISE WITH US AND TOUR YOUR BRAND ACROSS THE PHILIPPINES!

How to get started:

1. Choose a sponsorship package
2. Fill out the Sponsorship Agreement Form
3. Send us your marketing collaterals / logos for print layout
4. Pay the fee
5. Discuss with us how we can maximize your participation in our campaign
6. Receive a report and documentation after each leg

↓ DOWNLOAD





## Got ideas about how you can maximize your brand's participation in our tour?

We are open to discuss how you can maximize your brand's exposure, company strategy, and interaction with the larger market that we will be engaging with.

Contact us to get started:

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President & CEO  
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0917-814-6297