

LYCAN



Lycan Motorcycles'  
**THE GREAT PHILIPPINE ROAD TOUR 2024 EVENT**  
Sponsorship Letter

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Dear Partner,

I hope this letter finds you well. I am writing to introduce you to an exciting opportunity to partner with us on our nationwide road tour campaign entitled "The Great Philippine Road Tour 2024" aimed at promoting sustainable mobility and accelerating the transition to electric vehicles (EVs) in the Philippines.

Lycan Motorcycles, a Filipino electric vehicle maker in the 2-wheeled sector, is embarking on a groundbreaking campaign utilizing our electric vehicles to showcase the capabilities of EVs in long-distance travel. Our goal is to promote the acceleration of the Philippines' transition to more sustainable transportation means through EVs by demonstrating the reliability and performance of our EVs across various terrains and provinces throughout the Philippines.

Recently, we have completed the 24-day South Leg Tour of our campaign which consisted of visiting provinces within the Visayas and Mindanao islands, traveling a total distance of more than 3,500 kilometers and visiting more than 20 places.

As part of our campaign, we are seeking strategic partnerships with forward-thinking brands like yours to join us as sponsors for the next legs of our campaign. By aligning your brand with Lycan Motorcycles, you will have the opportunity to:

1. **Increase Brand Exposure:** Gain visibility and exposure to new markets and demographics as we travel across the Philippines, engaging with communities and media outlets along the way.
2. **Showcase Your Commitment to Sustainability:** Demonstrate your company's dedication to environmental responsibility by supporting a campaign focused on promoting sustainable transportation solutions.
3. **Enhance Corporate Social Responsibility (CSR) Initiatives:** Align your brand with a meaningful cause and contribute to the advancement of sustainable mobility in the Philippines.
4. **Access Exclusive Marketing Opportunities:** Benefit from customized marketing and promotional opportunities tailored to your brand's objectives, including logo placement on our motorcade, event signage, digital platforms, and other creative means.
5. **Engage with Target Audiences:** Connect with consumers passionate about sustainability and innovation, fostering brand loyalty and affinity among environmentally conscious individuals.
6. **Demonstrate Thought Leadership:** Position your brand as a leader in your industry by supporting an innovative campaign that challenges the status quo and drives positive change.

We believe that your company's involvement in our campaign will not only yield tangible marketing benefits but also contribute to the collective effort to create a more sustainable future for the Philippines.



To provide you with more information about our next destinations and schedule, please see our North Leg Tour and Mindanao Leg Tour destinations below. The detailed itinerary and schedule of each destination soon to follow:

North Leg Tour March 25 to April 21, 2024	Mindanao Leg Tour Date TBA
Quezon City, NCR	Quezon City, NCR
San Jose Del Monte, Bulacan	Calamba, Laguna
San Miguel, Bulacan	San Pablo City, Laguna
Cabanatuan City, Nueva Ecija	Lucena, Quezon
Baler, Aurora	Atimonan, Quezon
Cauayan City, Isabela	Daet, Camarines Norte
Aurora, Isabela	Naga, Camarines Sur
Tuguegarao, Cagayan	Legazpi City, Albay
Aparri, Cagayan	Sorsogon City, Sorsogon
Pagudpud, Ilocos Norte	Matnog, Sorsogon
Laoag City, Ilocos Norte	San Isidro, Northern Samar (Visayas)
Vigan City, Ilocos Sur	Tacloban City, Leyte (Visayas)
San Fernando, La Union	Surigao City, Surigao del Norte (Mindanao)
Baguio, Benguet	Butuan City, Agusan del Norte
Dagupan, Pangasinan	Davao City, Davao del Sur
Tarlac City, Tarlac	General Santos City, South Cotabato
Angeles, Pampanga	Cotabato City, Maguindanao
San Fernando, Pampanga	Cagayan de Oro, Misamis Oriental
Malolos, Bulacan	Manila City, NCR
Quezon City, NCR	

At each destination consisting of stays of one (1) to three (3) days, we have coordinated with LGUs, riding groups, establishments, and partners that would host our mini events including but not limited to:

1. EV product showcase and demo

2. Test drives

3. Photo and video ops
4. Meet & greets

5. Business meetings

6. Local press interviews

7. Community gatherings

WHY SPONSOR THE EVENT?

With this event plan in mind, we are seeking your support through your organization’s sponsorship to help make our journey safer and more convenient, and the event more meaningful as we write history together as we promote and advocate for a more sustainable and cleaner environment through the use of Filipino-made electric vehicles while putting your brand on tour with us throughout the Philippines.

USE OF SPONSORSHIP

Your sponsorship would cater to our team and event’s needs for transportation fares (Ro-Ro), accommodations, food, logistics, gasoline for our support car/s, first aid and medical, media



coverage, and overall well-being of our journey as we traverse the entire Philippines by road and by sea.

OUTPUT OF THE EVENT

With this nationwide campaign, our expected output for the event are as follows:

- 1. Recognition by many individuals, organizations, LGUs, and government agencies for doing and achieving such a feat for a Filipino-made EV company;
- 2. Local media press for each destination (print, radio, TV, social media);
- 3. Full-length video documentary, photographs, AVPs, and blogs (produced by Lycan’s in-house team);
- 4. Videos, photos, AVPs, vlogs, blogs, and features produced by external vloggers, photographers, organizations, and news outlets;
- 5. Social media buzz; and
- 6. Small booths within establishments and venues for our on-site mini events

EXPECTED PARTICIPANTS

For each location where we will be visiting plazas, open grounds, barangay halls, open areas, business establishments, and many others, we are expecting a crowd of 300 to 1,000 visitors, guests, and personalities to come and see Lycan and our products as we have coordinated our trip with native EV riding groups, motorcycle enthusiasts, business personalities, government officials, and the general market.

Aside from in-person attendees, we are expecting an online and offline presence and audience reaching up to 10 million people as we leverage social media platforms, online personalities, local media, and mainstream media.

A consensus of participants will be provided to you before and after the event.

SPONSORSHIP PACKAGES

Sponsorship packages are as follows:

BRONZE PACKAGE		
One Leg Tour	Two Leg Tours	Benefits
PHP30,000	PHP55,000	<ul 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></ul>
GOLD PACKAGE		
PHP60,000	PHP100,000	<ul 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></ul>
PLATINUM PACKAGE		
PHP150,000	PHP250,000	<ul 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></ul>
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. Optional: one representative can join the tour</li></ol>
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We invite you to explore this exciting opportunity further and discuss how we can customize a sponsorship package that aligns with your brand's objectives and budget. Please feel free to contact me directly to schedule a meeting or discuss any questions you may have.

Deadline of confirmation and sponsorship payment shall be on or before March 01, 2024 to give us ample time to produce the marketing materials that we will be bringing with us on our tour.

Attached below is the sponsorship confirmation form for your reference.

For more information about our brand and online presence and engagements, you may visit our website at [lycan.com.ph](http://lycan.com.ph) and our Facebook page at [fb.com/lycanmotorcycles](https://fb.com/lycanmotorcycles)

Thank you for considering this partnership opportunity. We look forward to the possibility of collaborating with you to make a meaningful impact on the future of mobility in the Philippines.

Warm regards,

  
Sincerely,  
John Andrew Gangat  
President & CEO