



Transarctic  
Autovoile  
Expedition

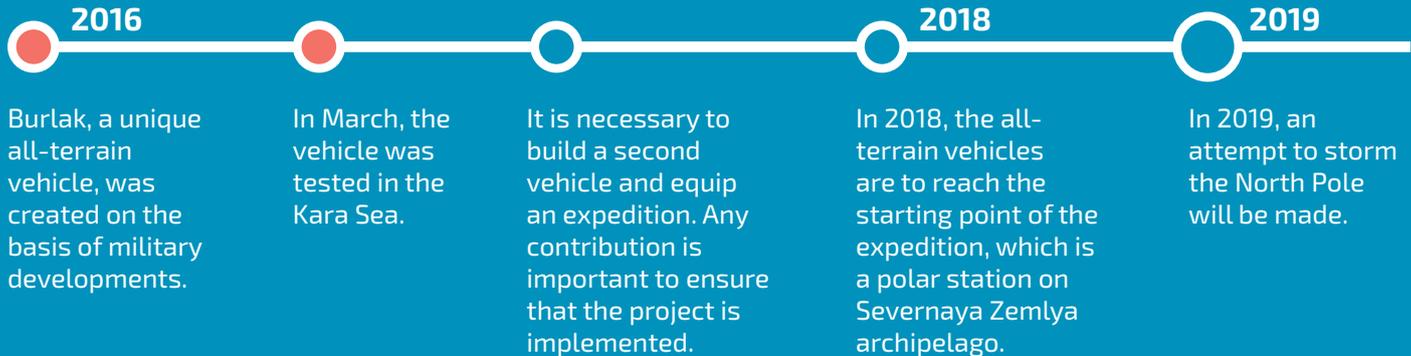


## An Offer for Cooperation

We invite you to become a partner of our project which involves conquering the North Pole on a specially designed all-road vehicle.

# The uniqueness of the Project

In the spring of 2019, eight brave souls will go to on a trans-Arctic expedition on all-terrain vehicles Burlak, the machines that have no analogues in the world.



**Do you want to come with us?**

The status of the general sponsor provides an opportunity not only to advertise your company, but also to participate in the expedition personally.



Win a new level  
of your freedom!



## The purpose of the expedition

It is aimed at setting a new world record, which is to reach the North Pole on wheeled vehicles autonomously, without receiving fuel and food supplies delivered by aircraft, and then the vehicles will return to the mainland under their own power.

## Crew



Alexander Myakonkikh,  
a mechanical engineer



Vasily Yelagin,  
traveler



Alexey Makarov,  
automobile designer



Maxim Belonogov,  
a businessman



and others

World-renowned polar explorers, vehicle designers and mechanics,  
extreme athletes and businessmen have got together to do something  
that no-one else in the world has done yet.

## There are two vacancies for participants

It's a rare chance to test yourself!

# Equipment

Burlak is a motor home, ready for any challenges.

The watertight body, a screw propeller for maneuvering among the ice fractures, the cabin equipped with beds, a kitchen and even a shower will help the team to withstand the harsh polar conditions.

The travelers will take all the necessary equipment and food with them, which will be transported on trailers.



# Promotion of partner companies in the Transarctic AutoMoile Expedition

We are ready to offer various forms of cooperation that can ensure maximum efficiency of your participation in the project.

## PR

The polar expedition project is accompanied by a full-scale PR-campaign, so thousands of people already know about it.

The first stage of the expedition, which involved testing Burlak by the Kara Sea, has attracted interest of a wide audience, and the project receives coverage by both Russian and foreign press, with thousands of people watching the tests of the vehicle in social networks.



Tests on the water  
180 000 views on youtube



Tests on the ground  
240 000 views on youtube



E-media publications  
and TV coverage

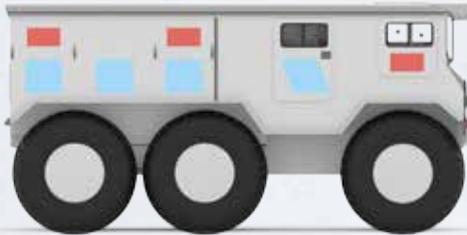
Our partner companies will be rightful participants  
of the information environment of the project.  
We create special information products depending on your  
interests and preferences.

For example, Ravenol (manufacturer of lubricants)  
receives promotion in the form of product reviews posted in social networks  
by the travelers during the test campaign.

# Working with the brand

The logo of your company will reach the North Pole, including:

your logo on the all-terrain vehicle



logo on the clothing of the crew



your company's flag  
on the North Pole



travel and car accessories



opportunity to use the symbols of the expedition to promote your product



Our press center will provide a reference to your brand in the press releases, interviews, conferences, publications in social networks and the media, provide the presence of your logo on the expedition website and in the introductions to the videos.

# Special promotions

We can arrange any marketing campaign for your company during the project.

A journey to the far side of the world is a special thing in itself,  
and a skilled marketer can turn it into an opportunity  
to promote your brand in a new way.

We are ready to offer ideas or develop the solution together with your specialists.

## See it all for yourself

To assist you in making a decision about the partnership,  
we invite you to visit the workshop of the vehicle designers in Yekaterinburg,  
talk to these enthusiastic people, and sit behind the wheel of a unique vehicle.

Write to us to  
[manager@bunkermedia.ru](mailto:manager@bunkermedia.ru)

Call  
+7 3522 605555

[Visit our website](http://www.autoarctic.ru)  
[www.autoarctic.ru](http://www.autoarctic.ru)

Join us in social networks



Enter your name in the history of the development of the North