



*Education is the movement from
darkness to light!*



THE SCHOOL RUN 2017 – MOROCCO ATLAS MOUNTAINS

CORPORATE SPONSORSHIP PROPOSAL

LIGHT2LEARN

info@light2learn.org | light2learn.org | #LIGHT2LEARN

Spain: San Juan de Aznal, Sevilla | UK: 10, Garden Court, Fakenham, Norwich

BE PART OF THE JOURNEY



LIGHT2LEARN is a non-profit NGO founded in 2014 to assist established NGO's such as Shine Africa, and El Baraka Angels with the provision of Solar (PV) lighting in remote schools. We have 5 founding members from the UK, Spain and France, backed up by a team of volunteers who came together to support this cause and provide the professional guidance and manpower needed to implement successful projects.

The project for October 2017 is to provide solar (PV) electric lighting and power solutions for 9 remote schools in the Middle Atlas Mountains of Morocco, serving hundreds of children. The total amount required for materials and transport to complete the installations is £45,000 (€52,000)

Funding from businesses like yours is what makes these projects possible. Every donation is used to change lives, providing the basic power to light a classroom or pump water from a well.

OUR MISSION

The mission of LIGHT2LEARN is the relief of poverty and the improvement of educational development in remote socially and economically disadvantaged communities through the supply of sustainable solar (PV) lighting solutions for schools and communities;

LIGHT2LEARN works hard with local communities in the remote areas to encourage sustainability by providing training and guidance in the ongoing maintenance of all technologies provided.

LIGHT2LEARN also works closely with local support agencies, principally on this project, El Baraka Angels, who identified the schools in most need of assistance, and will provide access to the schools as well as practical project support while we are in Morocco.

CHANGING LIVES ONE LIGHT AT A TIME



The Problem...

It is now well accepted that education is critical to the global goal of building a sustainable future for all. Furthermore, education is a basic need that forms a foundation in most, if not all, development programs

"Education is the movement from darkness to light."
—Allan Bloom

The Millennium Development Goals say that every child has the right to quality education and lifelong learning opportunities, but we go further and say that that's simply not enough. Every child deserves to have access to an education as well as the tools necessary to benefit from that education. Every child has a right to learn and every child needs light to learn. Children in remote areas, such as the Middle Atlas Mountains of Morocco, attend schools without electricity and consequently without adequate lighting. This presents a clear and present barrier that limits their access to education.

Our Solution...

There are no shortages of solar lighting solutions available today. The challenge is developing sustainable solutions that are built to endure in challenging environments, and can be maintained at a local level. We have seen numerous renewable energy systems installed in remote locations where the focus has been on quantity rather than quality. These systems quickly fail.

LIGHT2LEARN mission is to develop, and install solar lighting solutions that are fit for purpose and will provide a durable, sustainable solution for remote schools with no possibility of grid supplied electricity. Our remit includes the training of local people to support and maintain the installations.

LIGHT2LEARN has an additional objective to work with local universities in Spain to develop a solar lighting solution to modify existing kerosene lamps to function with LED and a solar charger, using where possible locally sourced materials.

THE SCHOOLS



Working with the very much appreciated help and assistance of Aziz El Batal from ERM, and Selwa Zine, the president of El Baraka Angels, the following schools have been identified as suitable for this project due to their remote location and not having access to electricity. In total there are nine locations and the project has an ambitious target to supply and install solar (PV) electricity systems in all schools servicing an estimated 250 children. All schools are located in or close to the Ifrane National Park, a location map is on page 7

	School	Alt (m)	Class-rooms	Age	Children	Location
1	Escuela Benznad Adarouch, Tigrigra	941	2	5 -15	24	N33° 34.364' W5° 27.049'
2	Escuela Centro Adarouch. Tigrigra	894	2	5 - 15	26	N33° 31.877' W5° 27.980'
3	Escuela Tamra Adarouch, Tigrigra	938	2	5 - 15	21	N33° 30.126' W5° 30.687'
4	Escuela Tizra, Tigrigra	957	2	5 - 15	34	N33° 31.100' W5° 25.650'
5	Escuela Zaouiat sidi Abderrahman, Tizguit	1,199	2	5 - 15	15	N33° 40.100' W5° 11.640'
6	Escuela Afakfak sehb lagnem, Dayet Aoua	1,745	2	5 - 15	38	N33° 29.651' W5° 02.789'
7	Escuela Tisfoula. Ain Luh	1,727	1	5 - 15	32	N33° 14.123' W5° 20.658'
8	Escuela Bouislikhane, Bensmim	1,348	2	5 - 15	41	N33° 34.643' W5° 21.471'
9	Escuela Ain karma. Bensmim	1,419	2	5 - 15	15	N33° 33.390' W5° 16.850'



THE LOCATION



WAYS TO SPONSOR



By sponsoring LIGHT2LEARN with a donation, you enable us to continue with our goal of improving educational opportunities in remote, socially and economically disadvantaged communities. In return, you will be prominently promoted throughout the project and in the school as an official sponsor. We will also be producing a documentary film of the expedition, which will include promotion of your brand. More importantly, by sponsoring LIGHT2LEARN you will be making a difference to the lives of children and adults in a less privileged position than yourself. Education is the key for developing countries, and you can help open that door.

There are two ways you can sponsor our expedition:

- Provide a cash donation to underwrite the expenses of our expedition to Morocco in 2017
- Provide in-kind products, such as Solar Modules, Inverters, Solar Batteries, Electrical Fixtures and Fixings, logistics in terms of transportation, and general electrical supplies as detailed in this document.

VOLUNTEER

Organising and implementing a project to remote locations entails many hours of work, fund raising, planning, and organisation and in the final installation of solar (PV) in the schools. We welcome individuals and groups to help us out in the areas that interest them most. We also need volunteers with 4X4 vehicles who want to join the expedition. Owner-driver volunteers and passengers will have a unique opportunity to experience first hand an expedition adventure, get to meet the children and teachers, and gain a better understanding of the challenges faced by people living in remote areas. Those on the expedition will also have a lot of free time to drive and explore a part of the world they may not normally travel to.



WHERE DOES MY DONATION GO?

All donations received go directly to fund the purchase of materials and associated shipping costs. All project team members are volunteers and self-funding. The expedition is lead by volunteers who are experts in their fields, including project management, expedition logistics and renewable energy.

The budget to provide a solar (PV) power and lighting system is £5,000 (€6,000) per school. This includes materials, shipping and spares. The total project budget is £45,000 (€54,000)

BRAND EXPOSURE



As a corporate partner, we will work with you to promote your company and products, ensuring that your brand exposure meets your goals and objectives. Depending on the size and type of partnership, you may be promoted in the following ways:



OPTIONS FOR COMPANY PROMOTION AS A SPONSOR:

- Company promotion in film documentary
- Company plaque / logo on school building
- Company branding on expedition vehicles
- Company logo and permanent link on Ligh2Learn website
- Company logo on all promotional material
- Company promotion on all magazine / newspaper articles
- Company promotion on photographs
- Framed Professional expedition photograph
- Limited Edition Expedition T Shirts

Special Notes for Sponsors:

LIGHT2LEARN will customise all sponsorships to specifically meet your company's marketing objectives. If you desire a different level of contribution, such as an in-kind sponsorship please contact us about customised sponsorship opportunities.

OVERALL SPONSORSHIP BENEFITS:

- Visible association with a 'Green' sustainable energy project supporting children in need and reducing the impact of climate change.
- Demonstrating commitment to education, economic and cultural development in remote locations.
- Fostering a culture of philanthropy in worthwhile causes that change peoples lives.
- Enhancement of the reputation and philanthropic profile of your corporation.
- Credible association with an overland expedition to North Africa.
- Contributing in a direct and practical way to the social development of people and cultures in a less fortunate position.



Corporate Sponsor Benefit Chart



	£1,000 (€1,250)	£2,000 (€2,500)	£5,000 (€6,000)	£10,000 (€12,000)
Promotion and Visibility			Sponsor a School	
Your company's logo and link on our website sponsor page and mention in Social Media	✓	✓	✓	✓
Expedition T Shirt including your logo, and Car Stickers	✓	✓	✓	✓
Recognition in organisation newsletters, emails, news articles and promotional material	✓	✓	✓	✓
Personalised expedition photograph taken by the teams professional photographer.	✓	✓	✓	✓
Mention at commissioning ceremony (Filmed)	✓	✓	✓	✓
Your company's logo and link on our website front page.		✓	✓	✓
Custom donor stickers on all expedition vehicles, appearing on all photographs and film footage		✓	✓	✓
Custom donors recognition plaque, including logo, on the school building.			✓	✓
Personalised expedition film documentary taken by the team's professional cameraman.			✓	✓
Custom donors recognition plaque on the roof next to the solar modules.			✓	✓

Ready to become a sponsor? Contact us today...

Email: info@light2learn.org

Project Organisation



The project is fortunate to have an experienced team of professionals who have volunteered their time and energy to the project. Tim Harman is responsible for planning and organisation with support from, Mike Woodier, Jérôme Chesnot, Neil and Ali Boulderstone.

Tim, a renewable energy consultant, is the CEO/President of LIGHT2LEARN. A seasoned project manager and renewable energy expert, having been the CEO of his own solar PV business in Spain and recently Technical Director for First Solar, a global leader in photovoltaic (PV) solar energy solutions. Tim also brings extensive expedition experience gained as a mountaineer and cave explorer, including several Himalayan trips. Tim headed up the Solar PV installation team on the successful Shine Africa overland trip to The Gambia in 2014, where three schools were fitted with sustainable solar (PV) energy supplies and lighting.

Mike, the team's resident Land Rover expert, has the critical task of recruiting and coordinating the UK team members and expedition vehicles. Mike is an accomplished director of his own successful international business supplying specialist Land Rover parts to clients throughout the world. On a practical level, as a former roofing consultant, he will be assisting with the structural assessment of the schools prior to the solar panel installation, as well installing panels directly. Mike shares a passion for adventure and helping children in remote and isolated schools with the rest of the team, and was also part of the successful 2014 Shine Africa School run.

Jérôme is a director of communication for a distribution company in Spain, Jérôme has worked in digital marketing since 1997 and has already participated in solidarity aids in Africa, including Shine Africa in 2014 with Tim and Mike. It is this whole experience and his network of contacts that he brings to this project. He is in charge of communication in French, the setting up of a crowd funding, and will of course be part of the journey.

Neil, a rally enthusiast, experienced vehicle technician and professional photographer, will be the teams route master responsible for making sure we arrive at the project locations. Neil brings his personal experiences and knowledge to the team having travelled to Morocco in 2014 with a group of friends in a small convoy of three other Land Rovers. Neil has undertaken a number of charity activities over the years including support to Mencap, a charity that helps to improve the lives of young people with learning disabilities.

Ali, an experienced communications specialist, event planner and charity fundraiser will assist Neil with the route planning and travel logistics. Ali also has first hand knowledge and experience of travelling through Morocco as part of the 2014 convoy with her husband Neil, family and friends. Ali's charity fundraising has seen her lead a team of fundraisers to achieve a total of £998k, towards an overall total of £8million in just 12 months, and take part in fundraising activities that include climbing Ben Nevis and abseiling 350 feet down a building.

LIGHT2LEARN is a registered charity in Spain (pending) and the UK (Company Number: 10656060)

We're very approachable and would love to hear from you. Feel free to, send us an email, Tweet us, visit our Facebook page or simply complete the enquiry form on the website: www.light2learn.org



info@light2learn.org



www.facebook.com/light2learn



[#light2learn](https://twitter.com/light2learn)

Corporate Sponsor Agreement



This **Atlas Mountain School Run 2017** Sponsorship Agreement (the "Agreement") states the terms and conditions that govern the agreement between [**SPONSOR NAME/COMPANY**] having its principal place of business at [**SPONSOR ADDRESS**] (the "Sponsor"), and Light2Learn (the "Host") who agrees to be bound by this Agreement.

WHEREAS, the Host is conducting the **Atlas Mountain School Run 2017**, to supply and install renewable energy solar (PV) based lighting solutions for up to 8 schools in the remote Atlas Mountains of Morocco during October 2017 (the "Event"); and

WHEREAS, the Sponsor agrees to sponsor the Event according to the terms and conditions herein.

THEREFORE, In consideration of the mutual covenants and promises made by the parties hereto, the Company and the Sponsor (individually, each a "Party" and collectively, the "Parties") covenant and agree as follows:

Contribution

The total contribution provided by the Sponsor is [**CONTRIBUTION AMOUNT**], to be paid in full by [**MMDDYYYY**]

Term/Termination

This Contract will terminate automatically upon completion of the event.

Changes/Cancellations

Any changes made to this Contract must be made in writing and signed by all parties.

Sponsor Name / Position:

Sponsor Signature:

Date:

Event Host Name / Position

Event Host Signature

Date:

This document is private, confidential, and contains valuable information that is for privileged individuals only.

Tim Harman
CEO/President Light2Learn

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Tel: (0034) 600 850 506
www.light2learn.org

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