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BHUTAN OLYMPIC COMMITTEE



The Bhutan Olympic Committee proudly presents the 8th edition of the Tour of the Dragon, “one of the toughest one day mountain bike races in the world” on 2nd September, 2017 from Bumthang to Thimphu. The route stretches 268 Kilometers and covers four Himalayan mountain passes: Kiki La, Yotong La, Pele La and Dochu La.

The Tour of the Dragon was conceived by His Royal Highness, Prince Jigyel Ugyen Wangchuck in the year 2010. An avid cyclist himself, HRH’s vision is to promote a vibrant sporting culture in the nation, through the organization of marquee events such as the Tour of the Dragon, amongst many other initiatives. The Tour of the Dragon is an annual race that is generating immense interest nationwide and worldwide, and we are now looking at numerous ways to promote the race, and ensuring maximum media and public visibility.

In this regard, we would like to request your support, and our sponsorship packages offer exceptional value and opportunity. The Bhutan Olympic Committee is committed to share all financial details with the sponsors to ensure maximum transparency and accountability.

Your organization will always be an important stakeholder in developing sports in Bhutan.

Looking forward to your kind support.

Thank you,
Yours sincerely,

(Sonam Karma Tshering)
Secretary General



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Sponsorship Packages for 8th edition of the Tour of the Dragon, 2017

Package 1 for Platinum Sponsors (P1):

1. Company Logo on Tour of the Dragon T-Shirt.
2. Company Logo Flag's (Start – Finish).
3. Company Logo Media checker box (Press Conference – Bikers Interview Backdrop).
4. 3 Nos. Company Banner's Display at the Finish Point (Clock Tower Square).
5. Company Logo on All Certificates (Participation / Merit).
6. Certificate of appreciation printed and framed.
7. Will be given copyright to use the "Tour of the Dragon" LOGO for respective advertisements/marketing purposes for a period of one year with effect from 2nd September, 2017 to 2nd September, 2018.
8. Company employee's (3 Nos.) invited to the VIP tent at closing ceremony.
9. Sponsors website hyperlink on Tour of the Dragon and Bhutan Olympic Committee website.
10. Sponsors (National / International) will be given a "Tax Exemption Certificate" from the Bhutan Olympic Committee.
11. Television marketing / advertising (Internal / International).
12. Print media marketing / advertising (Internal / International).
13. Company product display at Clock tower square (One Tent to be provided).

Nu. 1,000,000/- (Ngultrum One Million Only) 1 Sponsor only [US Dollar 15,390/-]



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Package 2 for Gold Sponsors (P2A, P2B, P2C):

1. Media checker box (Press Conference – Bikers Interview Backdrop).
2. 2 Nos. Company Banner's Display at the Finish Point (Clock Tower Square).
3. Certificate of appreciation.
4. Company employee's (2 Nos.) invited to the VIP tent at closing ceremony.
5. Sponsors (National / International) will be given a "Tax Exemption Certificate" from the Bhutan Olympic Committee.
6. Television marketing / advertising (Internal / International).
7. Print media marketing / advertising (Internal / International).
8. Company product display at Clock tower square (Space provided).

**Nu. 300,000/- (Ngultrum Three Hundred Thousand Only) 3 Sponsors ONLY
[US Dollar 4,600/-]**

Package 3 for Silver Sponsors (P3A, P3B, P3C & P3D)

1. Media checker box (Press Conference – Bikers Interview Backdrop).
2. 1 No. Company Banner's Display at the Finish Point (Clock Tower Square).
3. Certificate of appreciation printed and framed.
4. Company employee's (1 no.) invited to the VIP tent at closing ceremony.
5. Sponsors (National / International) will be given a "Tax Exemption Certificate" from the Bhutan Olympic Committee.
6. Television marketing / advertising (Internal / International).
7. Print media marketing / advertising (Internal / International).
8. Company product display at Clock tower square (Space provided).

Nu. 50,000/- (Ngultrum Fifty Thousand Only) 4 Sponsors ONLY [US Dollar 770/-]

Please contact: Mr. Jigme Thinley, Race Director, Mobile No. (+975) 17374116,
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