

## Expression of Interest (EOI)

### THE PEACE + FREEDOM CHALLENGE

#### Sponsor Program

##### 1. Introduction

Solar Ship invites interested parties (Sponsors) who wish to align their brand, products and/or services with the PEACE + FREEDOM Challenge, its infrastructure, programs and events to submit an Expression of Interest (EOI).

In exchange for the Sponsor's investment (cash and otherwise), Solar Ship will grant the Sponsor recognition and exclusive participation opportunities through available assets such as but not limited to demonstration and activation opportunities, program alignment and naming rights. For each confirmed Sponsor a custom sponsorship program will be developed to meet the Sponsor's goals, objectives and budget parameters.

##### 2. Background

Malawi is hosting an electric aerospace race called the PEACE + FREEDOM Challenge, inviting the smartest students, entrepreneurs and inventors to come to Malawi and invent the future, starting with a competition to fulfill challenging missions in Malawi's spectacular national parks. Teams compete to provide rapid response to a threat by picking up critical cargo in cities and delivering these to remote locations in national parks. The race starts in Malawi's southernmost national park Lengwe and the finish line is in the northern national park Nyika.

The race is an annual event expanding in both route and aircraft size. The PEACE + FREEDOM Challenge launches in 2021 with a pilot project followed by a major event in November 2022. The annual cycle complements the academic calendar, driving collaboration amongst institutions globally, with recruitment of global youth to gain experience in aircraft design, manufacturing, flight operations and critical services being among the key outcomes.

Interested parties will recognize opportunities to align their brand with one or more of the following intended outcomes:

1. Creation of a new aviation platform to realize a fully integrated **smart electric aviation** and / renewable power
2. Provision of **essential medical supplies** to points of need
3. Development of **new inspiring brand of tourism** in national parks
4. Fostering **cross-sectoral collaboration** between academia, industry and the public sector
5. **Inspiring content development** targeting aspiring youth

The PEACE + FREEDOM Challenge is dedicated to working with well-aligned prospective sponsors to determine their unique needs and to provide the assets that best achieve their goals.

# PEACE + FREEDOM

The Peace + Freedom Challenge is not seeking through this EOI a detailed proposal of desired assets or a firm investment proposal. Rather, in response to an overview as outlined in this EOI, further discussions and meetings would commence to determine a customized proposal for Sponsor engagement, should event organizers feel that they can deliver on such objectives for the Sponsor.

## 3. Event Organizers

Solar Ship is the global leader in developing carbon-free electric powered aerospace products. Solar Ship is responsible for organizing sponsorship, team participants from around the world, and all other aspects of event execution.

Malawi is a pioneer in aviation regulation, has an optimal aviation environment and is a peaceful country rich in brainpower. Situated in the centre of the world's fastest growing continent, with one of the youngest populations in the world, Malawi is ideally suited to prototype the future.

## 4. Vision and Mission

**Vision:** A post-carbon, sustainable economy in Malawi.

**Mission:** An annual event challenging teams to deploy electrical air transport able to access anywhere and deliver critical supplies.

**Goals:**

- a. engage the world's brightest youth in co-creating Peace + Freedom
- b. accelerate Malawi's sustainable development
- c. build brands through in field demonstration and inspirational content
- d. recruit new talent for Solar Ship and partnering organizations

## 5. EOI Timelines

As an annual event, following a consistent cycle of development, promotion and execution, sponsorship conversations will be ongoing and interested parties are welcomed to express interest at any time.

For Sponsors wishing to participate in the inaugural 2022 event as founding Sponsors, and any Sponsors seeking category exclusivity, The PEACE + FREEDOM Challenge sponsorship program aims to confirm Sponsors according to the following schedule:

- Marketing Sponsors: June 30, 2021
- Infrastructure Sponsors: August 31, 2021
- Program Sponsors: September 30, 2021

## 6. Submission Outline

Submissions should include the following information:

## Description of Your Organization

- Mission and Mandate
- Type of business and operating area
- Brief history and core strengths
- Full contact information

## Past Sponsorship Experience

- Brief description of relevant, past sponsorship activities
- Description of how previous sponsorship has resulted in positive impact to the Sponsor
- Range of investment level in other sponsorships
- Average length of your past sponsorship investments
- If you have not done sponsorships in the past, which is absolutely fine, please note accordingly in your EOI submission.

## Sponsorship Objectives

- Identify your overall goals and objectives
- Indicate your key and secondary target audiences
- Proposed timeline for initiation and possible length of partnership
- Provide a list of any specific assets or types of engagement, such as product demonstration or involvement with university programming, that you might like to be engaged with and your general reasoning for this alignment. Types of alignment could include:
  - Cash sponsorship
  - In-kind goods or services
  - Internships for participating students in your organization
  - Provision of expertise for mentorships
  - Scholarships
- If you do not have any such specifics in mind, just note accordingly in your EOI submission.

## 7. Selection Process

Solar Ship will review all EOI submissions and respond to those for which it feels it can deliver results. The selection process will be based on the following and will be ongoing:

- a. Submissions will be reviewed and developed through discussion to ensure that Sponsor's goals are clear and achievable.
- b. Submissions will be reviewed to determine the overall best value to the PEACE + FREEDOM Challenge, with a good ROI for the Sponsor and be beneficial to the event organizers' citizens and stakeholders.

## 8. Submission Information

## **PEACE + FREEDOM**

Proponents are to submit their EOI electronically in MS Word or Adobe PDF format and email to Sarah Heynen at [sheyne@solarship.com](mailto:sheyne@solarship.com).

Solar Ship welcomes open dialogue through the EOI process for interested parties.

### 9. Inquiries

Questions regarding this EOI may be submitted by email to Sarah Heynen at [sheyne@solarship.com](mailto:sheyne@solarship.com).