

VintageAirRally

Wings & Wheels



VintageAirRally



**“A rally such as the VintageAirRally Wings&Wheels
has never been done before.
Ever.”**

THE BACKGROUND

1. The VintageAirRally is becoming a globally recognised brand in its sector, with a successful and recognised history of flying vintage aeroplanes in interesting and exciting rallies. The rallies are generally trans-continental, large scale, lasting several weeks.
2. There are a large number of Classic Car Rallies held every year worldwide, the majority in Europe. They are generally organised to remain within their country of origin or neighbouring countries and last 1-4 days.

THE ASSUMPTIONS

- That the participants of classic car rallies are ready for something different and more exciting than what has been on offer for the last 50+ years.
- That there are a significant number of vintage plane pilots who want to do something different to what they have been doing for the last years, but do not have the time to spend weeks on a long-distance event.

THE VINTAGEAIRRALLY WAW

1-4 days Rally events (in partnership with existing Classic Car Rallies) in which teams are no longer just two people in a classic car, but four people split between a classic car and a vintage aeroplane. The routes will be beautiful and interesting (roadbooks for cars, airbooks for the planes) and there will be a number (perhaps 4 or 5 per day) of locations where cars and planes meet (airports, airfields or just fields!). At these points, the teams will pass a 'baton' from plane to car and vice versa. Through the 'baton' passing, we create exciting jeopardy: the plane cannot leave a handover point until it has received the baton from the car – and at the next stop the car cannot leave until it has recovered the baton from the plane. The potential for fun and excitement is enormous – the potential for beautiful and emotion-filled imagery (both still and moving) is equally enormous. It is therefore very attractive to participants, sponsors and media.

In summary, by combining old classic cars and vintage aeroplanes we create a completely new adventure.

THE ROUTE STYLES



Cloverleaf

For events with large, fixed location, audience. The baton handover point remains fixed (in front of the audience).



Loop

The start and finish lines are at the same location, but the baton handover points are out along the route loop.



Odyssey

The start and finish lines are at different locations, with the baton handover points strung out along the route.



THE ORGANIZATION

The VintageAirRally is a Prepare2go endeavour. Prepare2go has extensive experience in ground and air logistics. They have the experience, know-how, competence and enthusiasm to make it all come together. For more information about the organisation, please visit www.prepare2go.com.

THE CHARITIES

VintageAirRally is proud to have been accepted as an ambassador and fundraiser for Aerobility. Aerobility teach disabled pilots how to fly, giving them the chance to do something many able-bodied people only dream about. We support Aerobility and their partners across the globe.

Birds for Birds: VintageAirRally gives back through supporting the *Charity Bird Life International (BLI)* and their crucial program to help save the world's vultures from extinction. See the "Charity" section of our website for more information

Seed Bombing: Deforestation is a global problem. A Kenyan trust has contacted us about "seed bombing" while flying our longer routes!

See more at: <http://www.vintageairrally.com/charities>

THE EXPOSURE (NEWS, NOT ADVERTISING)

PRESS

Extensive media coverage around the WaW Rally route is created, but also in all the different participants' nationalities (usually several more countries). The international press is also picking up and repeating the story.

SOCIAL MEDIA

VintageAirRally has extensive social media coverage of its own (Facebook, Twitter, LinkedIn and Instagram), as well

as through the 30+ crews on each WaW Rally who have a duty to actively promote the Rally and sponsors via their blogs, websites, twitter accounts and through their own local and national press.

BROADCAST

We intend to have live stream video and audio from both planes and cars to the internet. This will allow viewers in realtime to both monitor the positions of the teams, but then choose the views they want from those teams!

It is expected that local in and international television and radio will also be interested.

EVENTS

The VintageAirRally is hosting a large number of WaW events in Europe and the US, including both public and private VIP experiences. There are 1920s themed dinners and cocktail parties as well as local dignitaries, sponsors' staff and the press. Vintage car associations, and other planes, join the events at different stages and locations. The uniqueness of this Rally attracts the participation of tourism, industrial and economic contacts.

