

INTERCONTINENTAL™: “THE REAL WAY TO DAKAR”

INTRO

In today's day and age, achieving even the smallest of sponsorships without being the champ, celebrity or mix there-of, can be extremely difficult. And while I certainly believe in my skills on 2 wheels, I am in fact a “Rally Race Rookie” and I can't sell this project upon my previous results in Rally; because I have none.

So I'm taking a different approach.

What if I could offer my time and effort in competing in one of the most historical and world-known locations on the planet, but more importantly... what if I could offer a quality video series of 10-15 episodes with everything from getting ready to racing and showing exclusive content from the race?

I've been part of organising nearly 20 extreme motorcycle events around the world and I know for a fact that this kind of content is what catches people's attention, and the good news is that it holds value for partners, fans and sponsors, regardless of how I would rank in the actual race. **In other words: it's an offer you shouldn't be able to resist :-)**

THE RIDER

My name is Peter Weiss, I'm 35 years old and I'm from Denmark. During the last 10 years I've been working professionally in the sport of Trial and Enduro. I've earned my living from backflipping motorcycles, from coaching and from organising extreme events. I've also competed at highest level and I have 4 danish championships to my name and I've managed to finish within top-15 in some of the most important Hard Enduro races around the world (*King Of Motos, Sea2Sky, Romaniacs, Panorama, Battle Of Vikings etc*) and I'm a 3-time invitee at the infamous X-Games. I'm in great shape and hungry for new challenges.



I've made my living from entertaining, coaching, racing and organising events since 2010.

THE REAL WAY TO DAKAR

The start of **The Real Way To Dakar** race takes place in Morocco and runs through the beautiful yet inhospitable terrain in Morocco, Mauritania and Senegal. The race is set to last 13 days (days = stages) and the riders are each evening given their start and finish coordinates; everything else is up to them, forcing each competitor to get creative and design their own routes through the desert. At the end of each day, the competitor's service vehicles will meet them and set up the daily bivouac. This is where the competitors work on their bikes, eat, sleep and plan for the next day. It's a non-stop event and needless to say, very physically and mentally challenging. It's also relatively dangerous, as the average speed floats around 100km/h and the daily stages can be as long as 500km. For more info on the race, please visit: <https://www.realwaytodakar.com/>



Classic bivouac in the desert.

MYTEAM

This project is a team effort and I'm currently on the look-out for people who want to help, join, contribute or partner up. So far, these are the people on my team:

Eduardo Quiros: Former Reuters employee, videographer and editor. Committed to covering the race from start to finish and produce a web-based video series.

Jes Munk: Former Dakar™ finisher in car as well as motorcycle. Committed to sharing his invaluable knowledge and expertise in the field.

Anja Nielsen: owner of "Apollo Fitness". Anja is a retired female world champion in Vaulting (acrobatics on horses) as well as Miss Fitness in '99 & '02. She's committed to be my personal trainer and nutritionist.

Kenneth Dyja: marketing & social media specialist, photographer and videographer. Kenneth is committed to do marketing and audiovisual work around the preparation of the project.

MY GOAL WITH THIS PROJECT

Lining up at the starting line in Morocco is a huge milestone in itself, but more importantly, it's all about reaching the finish line in Dakar. The saying **“To Finish First, You Must First Finish”** will be my mantra and mindset for this 13-day challenge. Apart from finishing the race, my agenda with this project is also to inspire people to seek out their dreams, set goals and go for them. I want to prove that coming from a motorsports unfriendly country like Denmark is not an excuse to exclude yourself from big international racing experiences.

My commercial objective is to create as much quality content for Social Media as possible and thereby create value for my sponsors, partners and myself. I hope that this project will develop a mutually beneficial relationship to my partners and sponsors, and that we will ultimately be participating in other Rally races.



Mexican professional videographer Eduardo Quiros and I while filming promotional content for my riding schools in Mexico a few months ago. He's committed to joining this project as the official videographer.

SOCIAL MEDIA STRATEGY

Through my established social media profiles (*accumulating approx 18,000 international off-road followers*) I will be committed to posting and promoting photos, videos and stories from the on-going project. I will logically also be using these channels to promote partners and sponsors (*photos, videos, reviews, mentions and print on merchandise, riding gear & website presence*). If you've ever heard of **Lyndon Poskitt**, then this is kind of story and content I'm inspired by. He went from being an unknown amateur to a world-known Rally Racer in a matter of few years, and his fame didn't come through his results. He did a great job telling his story and people enjoyed it and followed along. 18,000 followers is a great number to start with and with the right partners and preparation, all parties involved in the project will benefit from the team effort. Hopefully this race can be promoted through this project to the point where it becomes a true bucket-list race experience for off-road riders around the world.



Stunt riding a KTM Adventure Bike during a promotional project with ICON on Iceland last year.

HOW TO JOIN THIS PROJECT

I'm obviously interested in all kinds of sponsorships, partnerships and collaborations, monetary as well as products and services. Everything has interest and I'm generally focused on attracting companies that I can grow with and that recognises the early benefits of joining this project.

These are the basic **goods** I am looking for sponsors to cover:

- Motorcycles
- Rally riding gear
- Navigational equipment
- Bivouac gear
- Tires & spareparts
- Merchandise

These are the basic **services** I am looking for sponsors to cover:

- Mental, physical, nutritional preparation
- Physiotherapist
- Marketing and Social Media Strategist

These are the basic **expenses** I am looking for sponsors to cover:

- Entry Fee
- Service Team
- Airfares & Car Rental

I really look forward to hearing from you and please do not hesitate to contact me.

All the best!

Peter Weiss

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PROJECT OVERVIEW

Race dates: January 25th - February 6th 2021

Race start & finish: Mahiriya, Morocco to Dakar, Senegal

Race Distance: 6,000 km

Race name: The Real Way To Dakar, organised by Intercontinental™

Rider: Peter Weiss

Age: 35

Nationality: Denmark

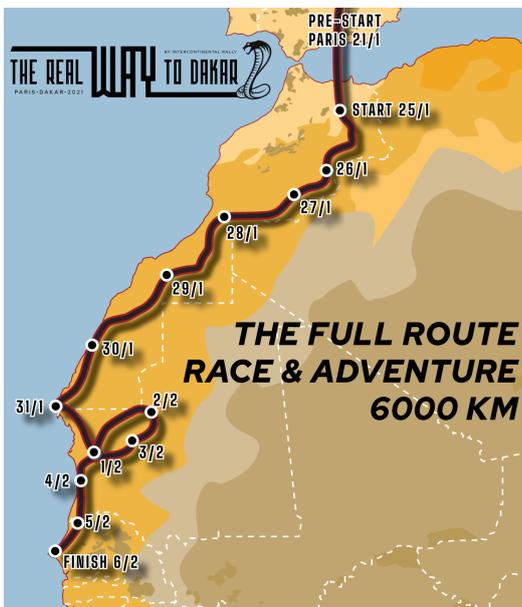
Record: 4-time Danish Enduro/Trial champion & World Top-15 Hard Enduro rider.

Videographer: Eduardo Quiros Riesgo

Age: 44

Nationality: Mexican (living in Mallorca, Spain)

Former employers: Fox Sports Americas / Reuters Television / Xinhua Television LATAM



Approximate race budget:

- **Entry fee:** 3,200 €
- **Support (incl. bike logistics):** 2,000 €
- **Return flights:** Approx 500 €
- **Tires:** 1,000 €
- **Spareparts:** 2,000 €
- **Misc:** 500 €
- **Unforeseen Expenses:** 800 €

Total Budget: 10,000 EURO