

The Rhino is coming.....



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Date: 17th March 2005

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World Blindfolded Land Speed Record Attempt

Dear Sir or Madam:

I am making an attempt on the World Blindfolded Land Speed Record and in the process raising money for the Charity 'British Blind Sport' (Charity Registration Number: 271500). To do this I need to raise a minimum of £3,700 in contributions for the challenge and hence support the charity 'British Blind Sport'. In order to realise this amount I need to attract interest from a number of backers to support my attempt.

Any organisation supporting my attempt on the record would not only be making a valuable contribution to a more than worthwhile charity, but would also gain extensive coverage of their support through a variety of media forums. I am also working to make my profile unique using 'rhino' imaging/branding – rhino-neill (play on Ryan Oneal), hence rhino-neill as a letter head, my web-site (under development) and E-Mail address (see top). The organisers have already agreed to my request to have a rhino's head on the nose-cone of the car, a la Jordan and their Snake Head. I have also purchased an F1 Style Crash Helmet, which has been painted with a unique colour scheme and pattern, complete with a Rhino on the side, and believe that this will be a unique selling/attraction point.

The challenge was originally going to be an attempt on the unaccompanied record, which currently stands at 144.7mph and was set in a supercharged Jaguar 4.2 Litre XJR at Elvington airfield in Yorkshire. I will be making an attempt on this record using a Formula 1 Grand Prix Car - potentially capable of going above 200mph (I have enclosed photos of me with the car at the official launch). But as an added bonus the organisers have arranged things so that we will also be making an attempt on the accompanied record, which currently stands at 142.1mph, in a GT Car. The two attempts will be made at the Bruntingthorpe Proving Ground in Leicestershire. In practising for the attempts I broke the accompanied record using an AMG Mercedes and actually achieved 171mph, although this has not been ratified.

I am focussed on not only setting two new world records and getting in the Guinness Book of Records, but also taking them to a level where serious machinery will be required to beat them.....but I guess you can't get that much more serious than a F1 Grand Prix Car or Le Mans GT Car. In total there are about 12 people making the challenge between 28th – 30th April 2005.

The way in which it works is that each individual undertaking the challenge has to raise a minimum of £3,700, and in the process support the charity 'British Blind Sport', although I would like to raise much more than this.

Normally as an organisation you would make a nice donation to the charity and they would say thank you very much and that would be the end of the process. With this challenge, that is not the case. Each driver is being given 95% of the cars bodywork to display all those wonderful organisations that have contributed to the charity...this is not sponsorship remember, just a way of saying thank you and giving recognition to the kind organisations who have donated to the charity.

As stated above, a minimum of £3,700 is required, therefore roughly speaking £500 represents about 1/8 of the cars' surface. So a contribution of £500 would attract a 'thank you' allocation of 1/8 of the cars surface and £100.00 would in theory offer a 'thank you' allocation of 1/40 of the cars surface. The 'thank you' allocation would take the form of a company logo that could be strategically placed on the car (to be discussed and agreed with contributors, but will have to be on a first come/first choice basis!)

The organisers have secured a TV package with a company called KVS Productions. KVS produce programmes for Granada TV and it is planned that the Record Attempt will form part of a new series called 'speed Freaks' and possibly the 'Men and

Motors series'. There is also potential TV News-Programme coverage, and a great amount of interest from the National and Motoring Press - Daily Telegraph, Motorsport News and Auto Express, amongst others. The BBC are also making a programme that is covering the exploits of Mike Newman, current holder of the unaccompanied record, who will also be present at the Challenge and the BBC have agreed to include our attempts on the record as part of their programme.

You could really exploit the opportunity and hopefully you can see the potential for massive amounts of cost-effective exposure compared with other advertising mediums. Coupled with this, various other promotion avenues are being explored as the challenge progresses. There is obviously great potential for gaining a large amount of very cost effective coverage for a relatively small outlay.

If the records were broken by me, which I am extremely confident of, we would be able to provide a copy of the certificate that for organisations to proudly display and demonstrate their support in achieving this record and supporting the charity.

I am also in the process of working with a Professional Web Design company, who have made a generous donation to the cause, and they are also developing a web site for me to assist in personal promotion. In addition to the 'thank you' space on the car any contributors will also receive a healthy mention on the web site (subject to approval, etc, from partner organisations), company logos and also links to their own web site.

If you are interested in making a contribution to this worthwhile charity please contact me to discuss your requirements further. Just to recap, £500 equates to 1/8 of the cost hence 1/8 of the thank you space available, this is available on a pro-rata basis, i.e., £200 - 1/20 of thank you space or £4,000 vast majority of thank you space, mega big logos and lots of them. Any contribution you can make would be gratefully received both from me, and I'm sure 'British Blind Sport'.

I truly believe that this is a one off, unique opportunity to gain major media exposure and be associated with two novel World Record attempts that are going to attract major media attention. So not only will you be part of the record attempt, you will also be supporting a very worthwhile charity – British Blind Sport!

If you want further details of the challenge please get in touch with me, or contact the organisers - Record Breakers (www.recordbreakers.co.uk) 0870 224 2245 - Gary Knight/Anita Knight.

Finally, there is also the opportunity for contributors to attend and observe the World Record Attempt being undertaken as corporate guests of Record-Breakers and the challenger.

Best Regards

Alan O'Neill