



Hello !

For the coordination of THE GOOD RIDE in your city, we are looking for help and so-called scouts to fulfill the following conditions:

The lead time, from today to before the event day, is very important

PROGRAM PROCESS and preparations related to it:

schematic program flow (can change from one place to another, depending on the number of Porsche drivers and our budget)

1 hour before start (about 8-9h clock): hang signs, ensure that the START LOCATION (1) is free and evacuated (with the help of police patrols if necessary)

from 9h the children and parents arrive, they park their cars in a nearby place (not in the same place than the Porsches!) and there is HEALTHY BREAKFAST (2) for children + parents + siblings + MEMBERS OF THE AUXILIARY ORGANIZATION (3) at stalls.

Rain backup: if the weather forecasts rain, it is interesting to find a starting location with a roof, a gallery + possibly plant a small tent (this can also bear the name / logo of a sponsor)

From 9:30 arrival of the Porsche drivers on the square and our volunteers help them park, then immediately the Porsche's receive a sunscreen sticker (banner, on sun visor 10 cm high approx 106-113 cm long), if the drivers allow it (ask before)

At 10:00 we will hold a short briefing, the ROUTE (4) and the daily routine will be discussed

From 10h15 the children take place on board the cars, the parents were asked for the little ones (who are smaller than 1,50M) to bring a TÜV-tested seat cushion.

Then the Porsche leave in a staggered fashion to the next location (one volunteer motions the departure of a couple of cars at the same time, small convoys of 6-8 cars can be formed), the now following route is very easy and should not last more than 30-45 '. The route is very easy, the drivers drive slowly and in a Convoy, the parents follow behind.



Around 11 am we arrive at the FIRST PITSTOP (5) here there must be enough places to park Porsche and the cars of the parents. Everybody receives a bottle of water or a soft drink, which is also a SPONSORING POSSIBILITY (6). Traditionally we donot take the responsibility of serving alcohol during our rides (with the exception of a glass of champagne on special occasions)

In Brussels, we found an insurance company recommended by the Belgian Porsche Club that already serves all the clubs, this company is very kindly hosting the pitstop under a tent, offering - soft drinks - gummy bears for the kids (11-11h30). I am happy to customize sponsor-packages!

Later, usually after lunch, the children receive a GOODIE BAG (7), the Porsche drivers have already received a GOODIE BAG + ROADBOOK at the welcome & during arrival

At the pit stop, the parents can look after their children, it would be good to have the help of a local doctor (8) or ready-to-call medical help, can also be staff from the children's hospital. At 11h30 we drive another 30-45 minutes to the lunch and final location for the kids and parents

Around 12h15 and not later at 12h30 we arrive at the LUNCH LOCATION (9). We have a long list of what the children eat or not, the EXACT DIARY REQUIREMENT (10) you will receive from us as soon as we know where to eat and who will prepare & cater for the meal (as many participants as at breakfast)

After the meal (one-course meal is enough, eg pizzas or hamburgers, fresh and healthy prepared, caterer - restaurant or food truck), there is a dessert with fresh fruits or a great GLAZED CAKE like the ones we had in Brussels (maybe we have a sponsor for it) and the kids receive their GOODIE BAG.

At 14-14h30 we clear the field, children and parents go home

At 14h30 the Porsche drivers get "alone into their car" ie with their co-pilot and drive about 1 hour a FAST ROUTE, a good mix of beautiful scenery, curves, faster sections (can also be highway) without radars!

At the latest 16h we arrive at the END LOCATION, here we have a drink and then we all go home (end between 16h30-17h)



## 11-POINT LIST basic requirements for THE GOOD RIDE

### (1) START LOCATION

find a great location,  
in a place where about 30-40 Porsche can line up,  
and next to it (in walking distance) must be a parking for the parents' vehicles (about 25-30 parking spaces) and a bus or metro station, for the parents and children, who arrive without a car and with public transport

The location should be free of rent (in Brussels we received the Cinquantenaire for free from the city, with permission to sign and to offer healthy breakfast)  
If there is a Gallery at the location or we have a sponsor who sets up a small tent, it would be perfect for briefing and rain

### (2) HEALTHY BREAKFAST

To ask «Vendors» to offer juices - coffee - croissants and a «healthy breakfast»:  
this can be a close-by restaurant catering, or a juice brand and separate barista preparing coffee in his coffee-mobile. Concerning number of participants, we usually have from 30 Porsche drivers, their co-pilots + organization (50 people) + 30 children including siblings + 30 parents from + 10 volunteers ie 90 adults + 30 children  
The vendors who sponsor or considerably reduce their bill, will have their logo on our flyer and we talk about them on Facebook and promote their brand, they will receive an official thank-you letter, we will give them photos they can use, or, we can find a sponsor who will cover the costs for the «healthy breakfast» and pickup the bill, we expect a cost of EUR 700



### (3) PARENTS' ORGANIZATION HELPING TO SELECT CHILDREN WITH THE AUTO-FEVER

In each larger city, you will find several parents' organizations who work together with hospitals attending to children with cancer, you can google those hospitals in your circle (example: in HH it is Eppendorfer, there is also one in BN on Venusberg). The easiest way is to ask the hospitals for these relief organizations, most of them are non-profit-organizations founded by parents with children with cancer.

This aid organization (we usually work with one per location) and their chairman know the children who have an absolute AUTOSPLEEN and whom driving in a Porsche fulfills a dream and accordingly boosts and motivates them, this precisely the positive energy that is needed for illness and to forget everyday life & health worries! One of the reasons that led us to invite the siblings (and so-called shadow children) and parents, as well as staff from the hospitals and possibly ...

(8) a doctor who accompanies us (we all feel better when we have one, that can also be a Porsche driver = can be found on Facebook or in your circle of friends, or about the Porsche Club)

From the start location we need to have a

(4) ROUTE written in a Road Book, this is a perfect job for a LOCAL Porsche driver and one who knows the area well.

We write a clean road book, typed or handwritten with main points and crossings, and bind a small book that every driver gets, in the road book we also mention and promote the sponsors, all volunteers, etc. and those who need our special Laudatio

You may want to check if there is a Cars & Coffee on the day of the event somewhere on the route, it is nice for the children to organize a pit stop or a lunch here (see cars & coffee, or similar to Dreamcollector in Brussels)

### (5) PIT STOP

there will be a pit stop with the children,

here 30-40 PorscheParkplätze should be available + 30 parking spaces for the parents.

The children are allowed to choose another car, take a seat, take pictures and continue driving.



A sponsor can take over the hospitality at the pit stop, otherwise we buy in the Supermarket at the expense of DRIVE FOR MILES® Soft Drinks & Water & Haribo, or, have a supermarket-chain or bonbon-company sponsor them

#### (6) SPONSORING POSSIBILITIES

There are there many! Many companies want to sponsor GOODIES (gummy bears, children's games, t-shirts, sweets, small cars like Matchbox, sunglasses, Legos and bags). Or for the adult sweatshirts, PORSCHE lanyards, we also need PORSCHE tote bags that we can get over the Porsche Center (we / you just need to call) ...

It is also important to find SPONSORS who help us with FINANCES, donations or picking up our bills

- a donation (see member and company donations in the attached membership options, a company becomes a member to our good-cause from 300 EUR and in return gets a lot of advertising through us, BUT we ask sponsors to be present, we introduce the sponsors during briefing and lunch! It really makes a difference to a classic & passive sponsorship)
- By paying bills (for signs - catering - cakes ...), depending on your budget, then the supplier will charge you ie the company
- or/and taking over parts of the event (pit stop), catering for lunch, drinks, the glazed cake
- Tshirts & polo shirts for the volunteers
- Stickers for the cars

#### (7) GOODIE BAGS FOR CHILDREN

These are PORSCHE PAPERBAGS usually (or a bag of a sponsor brand) with many little gifts that the kids receive and most liked are those that deal with CARS and CAR TRIPS. Make children dream please!

Our sponsors give us these goodies, but we have already bought spinners and dark sunglasses! Etc ourselves



#### (9) LUNCH LOCATION

We need a location that has to do with PORSCHE or cars, could be in a workshop or a Porsche Classic hangar or a car museum ... , careful that the venue must agree with the health condition of our children hence very clean and tidy and without dust (because of the children's illness!)

We need a parking for separately 30-40 Porsche and 30 cars of the parents

So far, we have always eaten in garages: good examples are the pizzas we ordered at a Carossier in Luxembourg, pizzas were ordered outside, ice-buckets were filled with ice cream + soft drinks ... in the classic garage from the PORSCHE CLASSIC CENTER in Brussels/Drogenbos we worked with a food truck and hamburgers ... in a castle we brunchted, and received a great price package including 3-course menu / buffet and soft drinks. You'll have to see which good venue is on your route, draw the route and then discuss it with us. As a rule, all suppliers are involved, are willing to sponsor - to donate or to reduce the price

#### (10) PHOTOGRAPHER, VIDEOGRAPH, DRONE

So far we have always found photographers who have worked free of charge for the cause. In Brussels, we requested a permit to photograph with a drone. These costs can be covered by DRIVE FOR MILES, we can also ask a sponsor to take the BILL (in Brussels that was 400 €)

#### (11) PRESS

In Luxembourg I found on the Internet a list of all the press / journalists (<http://www.press.lu/journalistes/>) if you have such a thing for your area / country? And in addition copy to me the good journalists you know, we will invite them.

In the past, I have had hotels that gave us the rooms for journalists who came from abroad. Incidentally, hotels are very grateful sponsors!



Plus,

MAILING LISTS FOR OUR INVITATIONS TO BE SENT  
TO PORSCHE OWNERS, CLUB, PRESS, SPONSORS OF THE REGION ETC

We would need THEIR NAME, address, contact details, and the links to

- Porsche clubs and members
  - Porsche garages & tuners
  - Journalists
  - any contact information of companies and potential sponsors in your city / area
  - Celebrities & known pilots driving a Porsche (we have had Walter Röhrl in the past, Jürgen Barth is driving with us in summer 2018 in Stuttgart ...)
- and their email address, which we give to our mailing list and which receive an invitation from us, or solicitation to sponsor or ...

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Find VOLUNTEERS, via Facebook, just write to them and ask if they are ready to help :

- to promote the event with your/their Porsche friends + clubs or to share the flyer (see the flyers that I post on our facebook.com/annikpaquayD4M/ page in 4 languages
- volunteers need to be there 1 hour earlier on the day of the event and help to hang up the signs
- and, to help children to stick banners on cars (sunscreen banners)

...

I help you where I can!



THE GOOD RIDE ist ein Event der Drive for Miles® registrierter Verein ohne Erwerbszweck,  
seit 1997 unter Nr. 0460.739.706 (Belgien ASBL)

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