

SPONSORSHIP PROGRAM



Returning to Jorsal would like to invite you and your business to take part in this historic event through our sponsorship programme. As a sponsor, your business plays a central role in launching the *Returning to Jorsal* project.

The purposes of *Returning to Jorsal* according to the organisation's goals are:

- 1. To atone for the negative outcomes of the Crusades, of which King Sigurd Jorsalfare was a part.*
- 2. To bring blessing to the seven cities we visit in word and deed.*
- 3. To renounce all forms of anti-Semitism in our history*
- 4. To thank the Jewish people for the heritage that we have received - 1000 years of Christian Law.*

We have three categories of sponsors:

Lieutenant

Minimum NOK 25,000

Lieutenant sponsors receive:

- Their name and logo on the list of sponsors on our website.

Commander

Minimum NOK 50,000

Commander sponsors receive:

- Their name and logo on the list of sponsors of our website.
- Regular profiling on social media
- Port profiling in all the ports we stop at.

Admiral (Maximum 4)

Minimum NOK 250,000

Admirals are our primary sponsors and receive:

- Their name and logo in a designated location on the website
- Regular profiling on social media
- A particularly visible port profiling in all the ports we stop at.
- The name and logo on the official participant jersey, exclusive only to our Admiral sponsors.



Budget

In order to fully accomplish Returning to Jorsal, we have budgeted sponsorship funds of NOK 750,000.

Sponsorship income is used to cover expenses associated with the trip, which mainly consists of renting the full rigged ship, the Christian Radich, for NOK 1,350,000.

Ticket sales to those sailing on board are our largest source of income. We have set a ticket price of approx NOK 1,600 per day on the ship.

PAYMENT DEADLINES

2023	X 1000KR	2024	X 1000KR
PAID	450'	1 MARCH	550'

OVERALL BUDGET

COSTS	X 1000KR	REVENUES	X 1000KR
CHRISTIAN RADICH	1350'	SPONSORSHIPS	750'
TRAVEL COSTS	210'	FUNDRAISING	1360'
SALARY COSTS	300'	PARTNERS	300'
ADMIN COSTS	110'	GRANTS	100'
EXTRA COSTS	200'	EVENTS	100'
SUM	2170'	SUM	2610'
SURPLUS	440'		