Project 10.03.2021

**THE CONCEPT   
of the international motor rally**

**on the territory of Uzbekistan, Turkmenistan and Iran**

**May 20 – June 1, 2021**

**General part**

CIS International Highway Network approved by the Protocol on International Highways of the CIS of September 11 1998 by the Council of Heads of Government of the CIS and is a system of main and intermediate road routes oriented in the directions of west-east and north-south with branches and connecting roads.

In a modern, dynamically developing world economy, for to form a sustainable transport system in the world, international routes should be gradually brought to a common standard of quality, convenience and safety. In this regard, it is important to study issues related to the improvement of the condition and development of highways, as well as the transportation of goods and passengers, including on different branches of the Silk Road. Mutually beneficial cooperation and friendship have become necessary factors for the economic, social, cultural and other areas of regional development in the world.

This international motor rally is designed to attract attention a wide range of representatives of the state authorities of the transport, including road, industry at different levels, employees of motor transport, industrial and road organizations, as well as public organizations of the Commonwealth countries and far abroad, to cooperate for the sake of improving the state and development of the road network of the CIS.

**The basis for the international motor rally**

The international motor rally is held on the basis of the Decision of the DPA, adopted at the 41st meeting of June 24, 2019 in Bratislava (Slovak Republic), joint meeting of the Intergovernmental the Council of Road Administrators (ICRA) and the Council for Transport Safety of the CTU of the CIS from September 10, 2020 in Saratov (Russian Federation) and approved Action Plan ICRA for 2020-2021.

**Organizers of the international motor rally**

The Intergovernmental Council of Road Administrators, the International Academy of Transport, the Ministries of Transport, relevant ministries, departments and road administrations of Uzbekistan, Turkmenistan and Iran.

**Responsible managers of the international motor rally**

B. B. Karimov – Chairman of the Intergovernmental Council or Road Administrators (ICRA), Head of the ICRA Secretariat, Dosenko V.A. – President of the International Academy of Transport, Ministries of Transport, departments and road administrations of the countries where the rally route passes; and the Ministry of Roads and Urban Development of the Islamic Republic of Iran.

**Official Support**

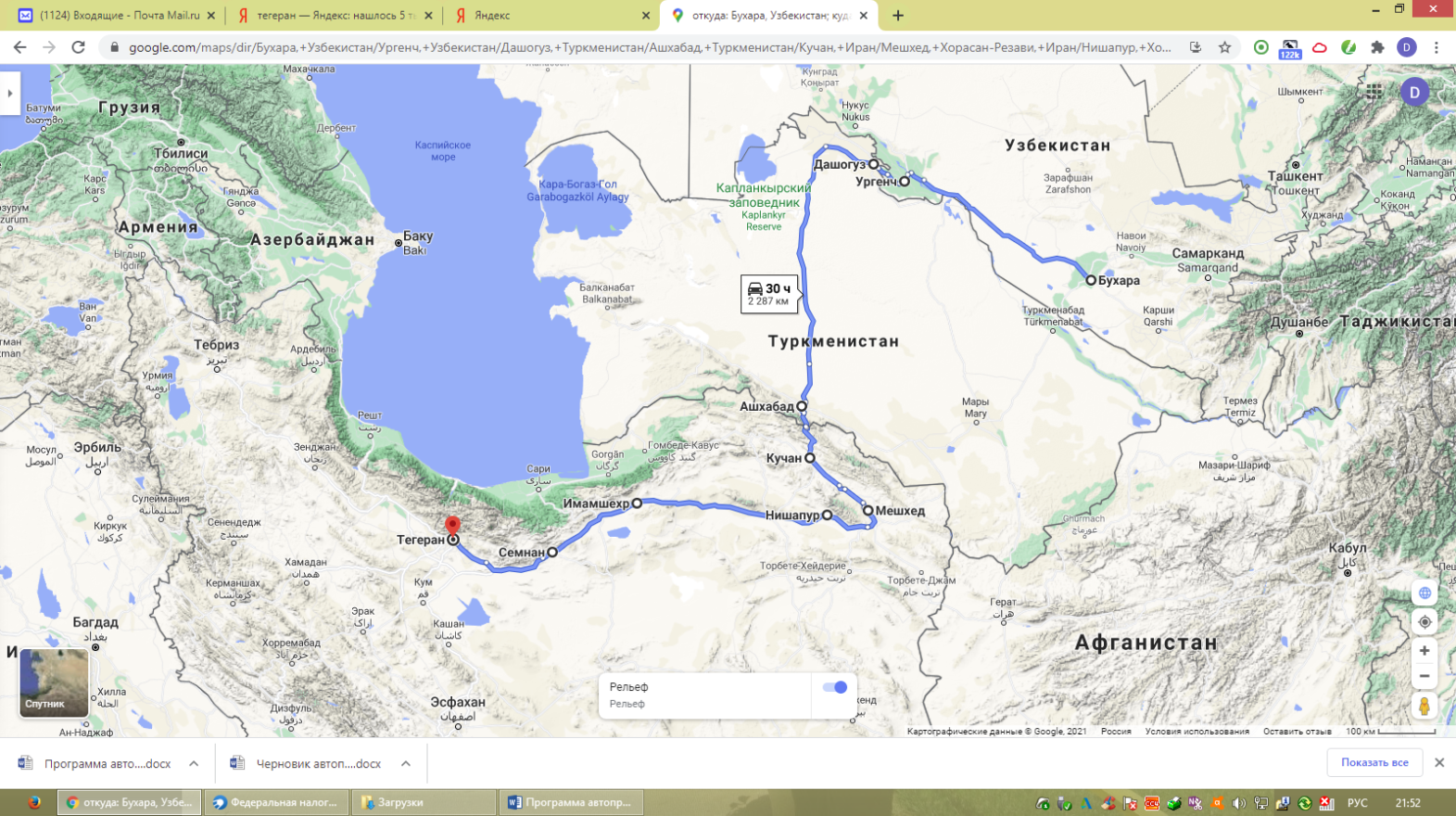
Taking into account the high socio-economic and political importance of highways, their role in the formation of a single economic space, the inclusion of CIS roads in the European and Asian highway network, and culture enhancement

When organizing the international motor rally, the Intergovernmental Council of Road Administrators requested the support of the CIS Executive Committee; the International Academy of Transport (IACT) for the organization of this event.); International Association of Trade Unions of Transport and Road Workers; Self-regulating Organization Union ofRoad and Transport Builders "Soyuzdorstroy"; Ministries of Transport, other departments and road administrations of Uzbekistan, Turkmenistan and Iran.

**Time and place of the international motor rally**

The international motor rally will be held from May 20 to June 1, 2021, with a duration of 13 days.

International Motor Rally route: Bukhara-Urgench (Uzbekistan) - the border of Uzbekistan with Turkmenistan - Ashgabat (Turkmenistan) – the border of Turkmenistan with Iran-Tehran, the total length is more than 2000 km.



Within the framework of the international motor rally, three international conferences are held in Bukhara, Ashgabat and Tehran, a mobile workshop on the course of the peleton, meetings and meetings with the road community on the ground, aimed at studying and popularizing the road business, design, construction and operation of highways, improving road safety, as well as strengthening friendship and cooperation between countries and peoples.

**Goals of the international motor rally**

Monitoring of highways of international importance; exchange of experience in the research, design, construction and operation, management and financing of highways; application of intelligent transport systems and other measures to improve road safety on international highways road traffic; proper use of roadside lanes; establishment of regional relations between countries; promotion of the importance of improving the condition and development of roads and road infrastructure for business structures and tourism development; promotion of trade and economic relations, increasing passenger and cargo turnover between countries; as well as strengthening the friendship and cooperation of road users.

As in previous international car rallies, many meetings are planned with the heads of the ministries of transport, departments, road transport agencies, organizations and other interested ministries and departments, as well as the road community, trade unions, scientists, specialists and professionals of the road business along the route of the peleton, within which it is planned to discuss issues of road topics.

The construction of transport infrastructure facilities will be inspected: roads, bridges, overpasses, tunnels, etc.

Within the framework of the international motor rally, it is planned to hold international scientific and practical conferences, which will be attended by ministers, heads of road organizations and other departments participants of the rally, associate members of the ICRA, scientists and road professionals, representatives of the business community.

Each host country organizes a welcome program upon entering the country. Within the framework of the international motor rally, it is planned to visit historical sites, cultural and technical facilities (ITS complexes, vehicle weighing points, border crossing points, road construction facilities) and other attractions of the countries participating in the international motor rally.

In the course of the international motor rally, cups, medals, diplomas will be awarded to the participants of the international motor rally, as well as awards

Ministry of Internal Affairs, public and industry organizations (CIS Executive Committee, International Association of Trade Unions of Transport Workers and road Workers, International Academy of Transport, SRO "Soyuzdorstroy") and other agencies that support the international motor rally.

The peleton consists of the required number of cars, and the movement will take place along a pre-set route. The first machine will coordinate its actions with the others and ensure safe operation traffic on highways. In advance, the places of gas stations and parking lots will be determined along the route. The cars will be marked with the logos of the companies participating in the rally. The rally does not aim to organize races and will be held in compliance with all traffic rules.

The proposed composition of the rally – 12 cars for 3 people in a car or if necessary, including during excursions and the movement of the peleton, the use of a comfortable large bus equipped with a microphone or loudspeaker.

The countries through which the route passes, organize escort by police, ambulance for the safety of the rally and participants.

Vehicles will be provided by experienced drivers, who during the rally are provided with a full rest after a certain amount of time behind the wheel, technical stops, coffee breaks, dinner and a normal overnight stay.

For a motor rally, safety plays a primary role both while driving and during meetings, conferences and other meetings. The organizers and those responsible in the countries will strive to organization of compact accommodation of participants of the rally.

The organizers, together with the responsible persons from the host party, will instruct the drivers and participants at the start and during the movement of the peleton.

At the suggestion of the host party, it is possible to hold additional business conferences, within the framework of which it is possible to discuss issues of improving the state and development of the network, road infrastructure and transport in general, and other issues in which the participating countries of the rally are interested.

In an effort to cooperate, the parties take measures to free movement and prompt passage of formalities at border checkpoints. For the smooth movement of the peleton, the parties will try to arrange for obtaining visas at the borders and allow the use of radio receivers (walkie-talkies) in cars during the rally. At border crossings, participants of the rally take pictures with the permission of the host parties.

Participants of the rally are provided with cars (or other means of transport that the country has planned) by the country where the rally route passes.

**Information support for the international motor rally**

Before the start, during the international rally and after its results, press conferences of the official leaders of the international rally and persons involved in the organization of the international rally are held with various media (TV and radio companies, magazines and newspapers from different CIS countries and Iran).

For participants of the rally from the countries through which the route passes, it is very important to advertise the country, its history, culture, traditions and customs. For this purpose, the parties prepare press releases and other materials for promotion in the media. The participants of the international motor rally include journalists, photographers and videographers from the organizers, and brief press conferences are organized.

In the course of the movement of the peleton, information about the rally is transmitted online using Internet resources, and an advertising campaign is organized for those participating in the rally, including through social networks.

Information sponsors:

− International journal "Roads of the Commonwealth of Independent States»;

− other specialized magazines and newspapers of the road industry the main directions of the international motor rally participants ' countries.

The magazine "Roads of the Commonwealth of Independent States" and a book dedicated to the international motor rally are published.

**Promotional products for the international motor rally**

International rally banner and rollups; cups with the international rally logo for awarding to the participants of the international rally at official meetings and receptions; travel kits for VIP participants of the international rally; equipment of the participants of the rally (caps and T-shirts); flash cards, key rings, pens, bags, badges, flags with the logo of the international motor rally; handout advertising material of the Ministry of Internal Affairs and sponsors of the international motor rally. Publication in specialized magazines and newspapers.

**Expected results**

- preparation of a final report with an analysis of the main problems, bottlenecks and recommendations for improving the state, development and infrastructure of international highways in Uzbekistan, Turkmenistan and Iran;

- implementation of measures to reduce the number of barriers on the road transport route;

- preparation of proposals to improve the level of culture of road users;

- preparation of proposals for the application of advanced technology, materials, machines, mechanisms and laboratories in the practice of transport and road construction in the CIS countries and Iran;

- expansion of cooperation with economic integration organizations, including: the DPA, the CIS Inter-Parliamentary Assembly, the International Road Federation (IRF), the World Road Association (PIARC), International Center for Transport Diplomacy (ICTD) and others;

- preparation of specific proposals for the CIS countries and Iran on the use of road users in the national work plans of the experience in improving the condition and development of international highways;

- preparation and publication of two issues of the magazine "Roads of the CIS" and a book dedicated to the international motor rally;

- strengthening of friendship between road workers of the countries participating in the international motor rally, introduction of new technologies, materials, machines, equipment, laboratories and devices for the road industry of all CIS countries and Iran.

**Financial support of the international motor rally**

Five sponsorship packages are offered to finance the international motor rally:

**Strategic sponsor of the international motor rally   
1 package (the cost of the package is 3,000,000 rubles)**

This status grants its owner a mention in all advertising and information materials of the international motor rally, as well as the right to use this status for their own marketing purposes.

Participation in the international motor rally as part of the business program:

* Assigning the company the status of "Strategic Partner»;
* Participation of up to three representatives of the Company in the international motor rally and conferences, seminars, meetings, technical, cultural excursions and programs within the framework of the international motor rally;
* Hotel accommodation and meals (breakfast, lunch and dinner) on the route of the international motor rally;
* Providing an opportunity for the head of the Company to speak at the start, along the way of the international motor rally, at international scientific and practical conferences;
* Providing the opportunity for representatives of the Company to speak at the events of the international motor rally, provided in the host cities;
* Participation in the formation of the program of the international motor rally, participation in the work of the organizing committee of the international motor rally;
* Providing the opportunity to conduct their own promotions within the framework of the Council's events and the international motor rally, provided in the host cities;
* Awarding the Company with the diploma "Strategic Partner" and the cup of the international motor rally.

*The range of advertising and PR services within the framework of participation in the international motor rally:*

* Placement of the Company's logo in the information materials of the international motor rally in the "Partners" section»;
* Placement on the official websites of the Intergovernmental Council of Road Administrators (www.cmcd.ru) and the International Academy of Transport (www.itamain.com):
* the Company's logo indicating the status of "Strategic Partner" with an active link to the Company's website;
* information about the Company in the "Partners" section»;
* welcome speech of the head of the Company to the participants of the international motor rally;
* Placement of the Company's logo indicating the status of "Strategic Partner" on the information banner in the area of the international motor rally events planned in the host cities;
* Placement of the Company's roll-up and information materials in the event area of the international motor rally, provided in the host cities, as well as international conferences;
* Exclusive advertising and use of the Company's products (services) throughout the international motor rally;
* Placement of the Company's advertising information in the magazine "Roads of the CIS" and the book about the international motor rally;
* Placement of the Company's logo on the T-shirts of the participants of the international motor rally;
* Mention of the Company and its services in the news feed of the international motor rally on the websites of the Intergovernmental Council of Road Administrators (www.cmcd.ru) and the International Academy of Transport (www.itamain.com).

**Title sponsor of the international motor rally  
2 package (the cost of the package is 1,500,000 rubles)**

This status grants its owner a mention in all advertising and information materials of the international motor rally, as well as the right to use this status for their own marketing purposes.

Participation in the international motor rally as part of the business program:

* Assigning the company the status of "Title Partner";
* Participation of up to three representatives of the Company in the international motor rally and conferences, seminars, meetings, technical, cultural excursions and programs within the framework of the rally;
* Hotel accommodation and meals (breakfast, lunch and dinner) on the route of the international motor rally;
* Providing an opportunity for the head of the Company to speak at the start and on the way of the international motor rally;
* Providing the opportunity for representatives of the Company to speak at the events of the international motor rally, provided in the host cities;
* Participation in the formation of the program of the international rally, participation in the organizing committee of the rally;
* Providing the opportunity to conduct their own promotions in the within the framework of the events of the international motor rally, provided for in the host cities;
* Awarding the Company with the Title Partner diploma and the International Motor Rally Cup.

The range of advertising and PR services within the framework of participation in the international motor rally:

* Placement of the Company's logo in the information materials of the international motor rally in the "Partners" section»;
* Placement on the official websites of the Intergovernmental Council of Road Administrators (www.cmcd.ru) and the International Academy of Transport (www.itamain.com):
* the Company's logo indicating the status of "Title Partner" with the active link to the Company's website;
* information about the Company in the "Partners" section»;
* welcome speech of the head of the Company to the participants of the international motor rally;
* Placement of the Company's logo indicating the status of "Title Partner" on the information banner in the area of the international motor rally events provided for in the host cities;
* Placement of the Company's roll-up and information materials in the area of the international motor rally events planned in the host cities;
* Exclusive advertising and use of the Company's products (services) on the website throughout the international motor rally;
* Placement of the Company's advertising information in the magazine "Roads of the CIS" and the book about the international motor rally;
* Placement of the Company's logo on the T-shirts of the participants of the international motor rally;
* Mention of the Company and its services in the news feed of the international motor rally on the websites of the Intergovernmental Council of Road Administrators (www.cmcd.ru) and the International Academy of Transport ([www.itamain.com](http://www.itamain.com)).

**General sponsor of the international motor rally**

**3 packages (the cost of the package is 1,200,000 rubles)**

This status grants its owner a mention in all advertising and information materials of the international motor rally, as well as the right to use this status for their own marketing purposes.

Participation in the international motor rally as part of the business program:

* Assigning the Company the status of " General Partner»;
* Participation of up to three representatives of the Company in the international motor rally and conferences, seminars, meetings, technical, cultural excursions and programs within the framework of the international motor rally;
* Hotel accommodation and meals (breakfast, lunch and dinner) on the route of the international motor rally;
* Providing an opportunity for the head of the Company to speak at the start of the international motor rally;
* Providing the opportunity for representatives of the Company to speak at the events of the international motor rally, provided in the host cities;
* Participation in the formation of the program of the international motor rally, participation in the organizing committee of the international motor rally;
* Providing the opportunity to conduct their own promotional events within the framework of the international motor rally events provided for in the host cities;
* Awarding the Company with the "General Partner" diploma and the international motor Rally Cup.

The range of advertising and PR services within the framework of participation in the international motor rally

* Placement of the Company's logo in the information materials of the international motor rally in the "Partners" section»;
* Placement on the official websites of the Intergovernmental Council of Road Administrators (www.cmcd.ru) and the International Academy of Transport (www.itamain.com):
* the Company's logo indicating the status of "General Partner" with an active link to the Company's website;
* information about the Company in the "Partners" section»;
* welcome speech of the head of the Company to the participants of the international motor rally;
* Placement of the Company's logo indicating the status of "General Partner" on the information banner in the area of the international motor rally events provided for in the host cities;
* Placement of the Company's roll-up and information materials in the area of the international motor rally events planned in the host cities;
* Exclusive advertising and use of the Company's products (services) throughout the international motor rally;
* Placement of the Company's advertising information in the magazine "Roads of the CIS" and the book about the international motor rally;
* Placement of the Company's logo on the T-shirts of the participants of the international motor rally;
* Mention of the Company and its services in the news feed of the international motor rally on the websites of the Intergovernmental Council of Road Administrators (www.cmcd.ru) and the International Academy of Transport (www.itamain.com).

**Official Sponsor**

**4 packages (the cost of the package is 1,000,000 rubles.)**

This status grants its holder a mention in all advertising and information materials of the international motor rally, as well as the right to use this status for their own marketing purposes.

Participation in the international motor rally as part of the business program:

* Assignment Of the Company " Official Partner»;
* Participation of up to two representatives of the Company in the international motor rally and conferences, seminars, meetings, technical, cultural excursions and programs within the framework of the international motor rally;
* Hotel accommodation and meals (breakfast, lunch and dinner) on the route international motor rally;
* Providing the opportunity for representatives of the Company to speak at the events of the international motor rally, provided in the host cities;
* Providing the opportunity to conduct their own promotional events within the framework of the international motor rally events provided for in the host cities;
* Awarding the Company with the diploma "Official Partner" and the cup of the international motor rally.

The range of advertising and PR services within the framework of participation in the international motor rally

* Placement of the Company's logo in the information materials of the international motor rally;
* Placement on the official websites of the Intergovernmental Council of Road Administrators (www.cmcd.ru) and the International Academy of Transport (www.itamain.com):
* Company logo indicating the status of "Official Partner" with an active link to the Company's website;
* information about the Company in the "Partners" section»;
* welcome speech of the head of the Company to the participants of the international motor rally;
* Placement of the Company's logo with the "Official Partner" status on the information banner in the area of the international motor rally events, provided in the host cities;
* Placement of the Company's roll-up and information materials in the area of the international motor rally events planned in the host cities;
* Exclusive advertising and use of the Company's products (services) throughout the international motor rally;
* Placement of the Company's advertising information in the magazine "Roads of the CIS" and the book about the international motor rally;
* Placement of the Company's logo on the T-shirts of the participants of the international motor rally;
* Mention of the Company and its services in the news feed of the international motor rally on the websites of the Intergovernmental Council of Road Administrators (www.cmcd.ru) and the International Academy of Transport ([www.itamain.com](http://www.itamain.com)).

**Technical Sponsor**

**10 packages (the cost of the package is 500,000 rubles)**

This status gives its owner a mention in all advertising and information materials of the international motor rally, and also, the right to use this status for your own marketing purposes.

Participation in the international motor rally as part of the business program:

* Assignment Of the Company " Technical Partner»;
* Participation of one representative of the Company in the international motor rally and conferences, seminars, meetings, technical, cultural excursions and programs within the framework of the international motor rally;
* Hotel accommodation and meals (breakfast, lunch and dinner) on the route of the international motor rally;
* Providing an opportunity for a representative of the Company to speak in the within the framework of the events of the international motor rally, provided for in the host cities;
* Providing the opportunity to conduct their own promotional events within the framework of the international motor rally events provided for in the host cities;
* Awarding the Company with the diploma "Technical Partner" and the cup of the international motor rally.

The range of advertising and PR services within the framework of participation in the international motor rally

* Placement of the Company's logo in the information materials of the international motor rally;
* Placement on the official websites of the Intergovernmental Council of Road Administrators (www.cmcd.ru) and the International Academy of Transport (www.itamain.com):
* the Company's logo indicating the status of "Technical Partner" with an active link to the Company's website;
* information about the Company in the "Partners" section»;
* welcome speech of the head of the Company to the participants of the international motor rally;
* Placement of the Company's logo indicating the status of "Technical Partner" on the information banner in the area of the international motor rally events provided for in the host cities;
* Placement of the Company's roll-up and information materials in the zone international motor rally events planned in the host cities;
* Exclusive advertising and use of the Company's products (services) throughout the international motor rally;
* Placement of the Company's advertising information in the magazine "Roads of the CIS" and the book about the international motor rally;
* Placement of the Company's logo on the T-shirts of the participants of the international motor rally;
* Mention of the Company and its services in the news feed of the international motor rally on the websites of the Intergovernmental Council of Road Administrators (www.cmcd.ru) and the International Academy of Transport (www.itamain.com).

Private individuals can also take part in the international motor rally.

The cost of participation of one person at the rate of 2500 US dollars (participation in the territory of Uzbekistan 800$, Turkmenistan 800$ and Iran 900$). The cost of participation in the rally includes the cost of hotel accommodation, meals (breakfast, lunch and dinner), transfer, technical and cultural excursions and programs, diplomas, cups, medals, equipment participants with the symbols of the international rally (T-shirts and caps), the publication of the issue of the magazine "Roads of the CIS" and a book dedicated to the international rally, etc.

If desired, you can take part in individual sections of the international motor rally. Transport is not required from the participants, as the host country provides transport (cars or buses).