

***** SCOTLAND'S *****

SECRET BUNKER



www.secretbunker.co.uk

SPONSORSHIP PROPOSAL



TABLE OF CONTENTS

INTRODUCTION _____ 2

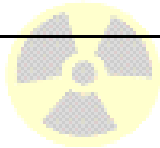
BUNKER HISTORY _____ 3

BUNKER CONSTRUCTION _____ 4

SPONSORSHIP PROPOSAL _____ 5

WHAT'S IN IT FOR YOU? _____ 6

CONCLUSION _____ 7



INTRODUCTION

Scotland's Secret Bunker opened its doors to the public in 1994 and as Scotland's most unique tourist attraction was an instant success. The Bunker was bought over by a company called ScotCrown Ltd in 1993 and work began to restore it to a suitable level for tourists.

Over the past 17 years the Bunker has grown from strength to strength and attracted some of the world's top actors and actresses due to its unique positioning between St. Andrews, the home of golf which sees visitors in the hundreds of thousands each year and Anstruther which lies in the heart of the East Neuk which sees close to 500,000 visitors per year.

This year, with families holidaying in the UK, visitor numbers in the area are set to sky rocket and the Bunker, being uniquely positioned and a major attraction will see a large portion of these visitors. Last year the Bunker attracted 30,000 visitors from all over the world and since its opening in 1994 has attracted over half a million.



BUNKER HISTORY

The Bunker was built in 1951 initially as an early warning radar station called ROTOR3. The land originally belonged to the RAF and when the Bunker was to be built, it was to be built in complete secrecy. Everyone



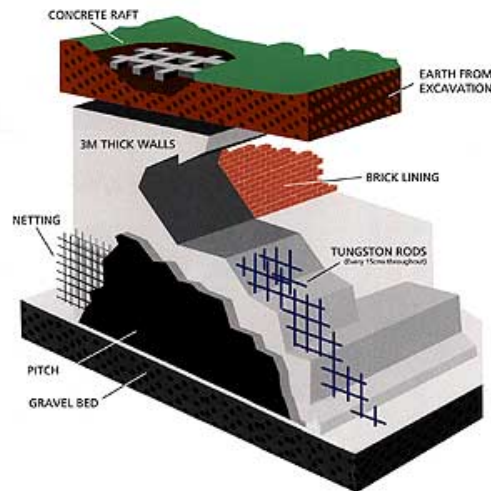
that worked on the construction of the Bunker as well as in the Bunker had to sign the secrets act, preventing them from telling anyone of its existence.

There were several of these Bunkers throughout the UK and were all manned by the RAF but in 1956 the technology became outdated and the Bunker was mothballed for 2 years. Due to the cost of construction, the MOD decided to move the Civil Defence Unit in. The Civil Defence were present in the Bunker longer than any other unit the Bunker had in its 40 years of history. It was during the civil defence unit's time here that the Cold War had escalated and with the creation of the H-Bomb the Bunker was to be used as a regional seat of government had nuclear war broken out.

In 1993 ScotCrown Ltd purchased the Bunker from the MOD and after a year of careful planning, turned it into a top class tourist attraction. To date, the Bunker has seen over half a million visitors and is a testament to 50's engineering.

BUNKER CONSTRUCTION

The Bunker is approximately 125 feet below ground and was built on a gravel bed. There is 3 metres of concrete which creates the Bunkers outer shell with tungsten rods every 15 cm. The whole outer structure was soaked in pitch to



harden the shell and make the structure more solid than the earth from the excavation was put on top for extra protection. Within the earth a concrete raft was included.

The whole Bunker was built to sustain 300 people for several months and with a state of the art ventilation system, the 24,000 square feet of air could be changed in less than 1 minute. The 150 metre tunnel was designed to dissipate any radiation that may have leaked down from a nearby nuclear explosion. The Bunker could sustain an attack from a nuclear weapon just 3 miles away. At that distance, the Bunker would have sustained damage to its outer shell and the tunnel would almost certainly be destroyed but the occupants would be safe behind the 3 tonne blast doors.

With Leuchars air station just 5 miles away, the Bunker was cleverly placed to provide support to the local area and was designed to be a certain distance away from Edinburgh so that government officials could get there in time for an attack.

With 6 dormitories, a large mess hall and air to sustain its inhabitants for several months, the Bunker was a state of the art base of operations at its time, and now, over 50 years since it was built, all machinery is still in working order.

SPONSORSHIP PROPOSAL



Due to the previously stated facts, the Secret Bunker has been a major tourist attraction, not just in Scotland but in Britain. We have attracted in our short years of being open (compared to other local attractions) over half a million visitors, all here to look at everything the Bunker has to offer. On average, over 50% of our visitors take an audio guide or a guide book to enhance their experience and it is due to the facts stated that we feel that sponsorship from a local or national company would be justifiable.

The East Neuk is undoubtedly one of Scotland's proudest districts and with the support of nearby St. Andrews, we attract more visitors in short periods of time than any other part of the east coast. With Edinburgh only 50 miles south, we attract a large portion of their visitors and with new advertisement due to go out, we are set to be a major competitor to Edinburgh's attractions.

With 24,000 square feet, a café, gift shop, 3 cinemas' and a large array of military vehicles outside, the sponsorship opportunities are endless and very negotiable.



WHAT'S IN IT FOR YOU?

As stated, with 24,000 square feet of space as well as our surface land and set in beautiful Fife, we have endless opportunities for our sponsors. We have conferencing and evening event facilities, a café that can meet all catering needs, several large rooms that can and have been used for many different reasons and 4 acres of land that are due to be used for large events.

With so many reasons to visit the Bunker, visitors are coming from far and wide and they are looking at all the Bunker has to offer so a few cleverly placed sponsorship logo's will attract the attention of a lot of people. We also have thousands of leaflets spread throughout the UK and have to reprint regularly which will also display our sponsorships logo.

We also provide guidebooks to our visitors which provide information on the Bunkers history and can be easily modified to include a sponsorship logo. As souvenirs, these books are spread throughout the world and will continue to spread in the years to come.

We also have a few exciting projects due to be launched. Our main focus at the moment is to introduce a wind farm on our premises with the backing of the community which will see renewable energy being pumped back into our area. Turning the idea into a community project enhances the Bunkers reputation and shows how we are at the forefront of renewable energy sources in our area, drawing more attention to us.

Another project of ours is to introduce students into our workforce who will begin a series of small projects to advertise the Bunker and will give them an opportunity to put some of their more creative ideas into practice. This project will commence when students return to their studies in September although we are actively seeking students to trial the project over summer.

CONCLUSION



Due to the facts stated, we have reason to believe that it would be in a potential sponsor's best interests to sponsor Scotland's Secret Bunker. With visitor numbers in the

local area set to hit all time high's over the next 2 years we at the Bunker feel it would be justifiable for a potential sponsor to take advantage.

Our website www.secretbunker.co.uk will give possible sponsors all the necessary information on the Bunker and we are also able to heavily represent our sponsors on this website. With events becoming more and more popular at the Bunker, and exciting new projects on the horizon, it would be a great opportunity for any investor.

If you are interested in this great opportunity then please contact Steven Mackie on 01333 310301 or send an email to manager@secretbunker.co.uk. All options are possible with regards to sponsorship and we welcome any suggestions e.g. you may wish to borrow our land for a staff training exercise etc.

This sponsorship proposal will be ongoing until a suitable company wishes to take advantage of it.