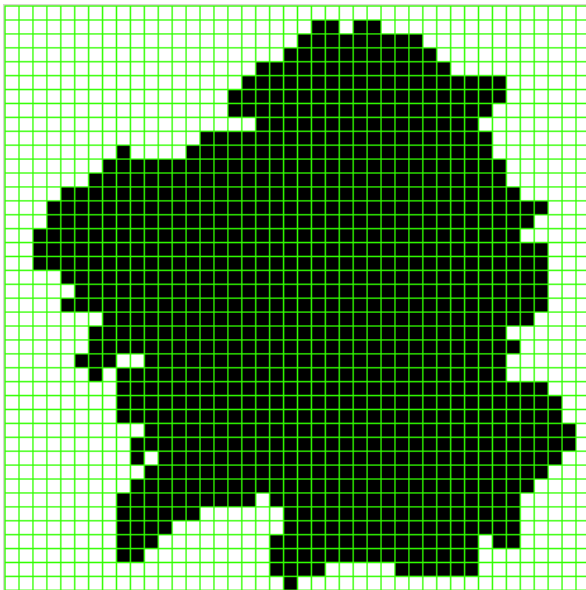


“VIRTUAL PARCELARIA FOR THE GALICIAN CULTURE” PROJECT

Description

The **Virtual Parcelaria (Plot of Land) for the Galician Culture** is an original project placed in Internet by **Asociación Cultural Fillos de Galicia (Galicia's Sons Cultural Association)**, the object of which is to obtain **funding for its activities**, particularly its portal **Fillos.org** -the greatest Galician *Virtual Community*- addressed mainly to the emigrants and their descendants. The funding horizon presented is **10 years**.

The project consists in the sale of small graphic plots of land in a grid map of Galicia, placed in an exclusive space: the web address **ParcelariaPolaCulturaGalega.com** (or the short **Parcelaria.com**). The buyer of these plots of land will be able to place a graphic of the respective size¹ on them, as well as a descriptive text which will appear when the visitor of the page places the cursor on it, and even a link to his/her own web if so desires it. The buyers not having a web of their own will be able to have a descriptive page with no cost at all with the texts and images they desire, located on the web **ParcelariaPolaCulturaGalega.com**.



The buyer **will be able to request the exact small squares he/she wants** or indicate a number to be placed at the sponsors' discretion in the places free at the moment of the purchase.

In this image, you can see an approximation to the mentioned map. This will be placed on a page that will also have:

- Varied information on the project.
- Project logotype.
- Links to the recent news about Fillos' projects financed with the funds obtained from the Parcelaria.
- Statistics about the number of beneficiaries from the activities sponsored.

These buyers shall be called **sponsors** or **participants in the Parcelaria**.

¹ As the size of the small squares will be small to allow the whole visualization of the map of Galicia in 800x600 *pixels* screens, *Fillos de Galicia* offers its design work to adapt logotypes, names, photographs, or any other visual element in order to obtain a higher visibility and legibility of the sponsor's image, whatever the total space acquired (10x10, 10x20, 10x30... 20x10, 20x20, 20x30...).

Background and origin of the idea

The idea is inspired by the *fund raising* successful project called **MillionDollarHomePage.com**, which collected 1 million dollars to fund Alex Tew's studies, a 21 year-old English boy who was the promoter of the idea.

It was **adapted by Fillos de Galicia to reflect Galicia's geographical and cultural environment**. Thus, in our project it is not the same to have any location of the *pixels* you buy because they represent a geography and each zone refers to a place in the internaut's mind, meaning that it is **the only and special value of each plot of land...**

The name **Parcelaria** also refers to a concept well known by any Galician related to our rural world: the **plot of land concentration** intended to optimize the minifundism (division of large land holdings into smaller plots) that has historically characterized the Galician farming.

Target of the project

Fillos de Galicia addresses the offer to participate in the **Parcelaria** to any type of potential buyers interested in **supporting its activities in favour of the Galician culture in the emigration:**

- **Galician companies:** large companies, small and medium-sized companies, businessmen, etc.
- **Galician businessmen in the emigration.**
- **Public institutions:** Xunta, Town Councils, City Halls, etc.
- Other **non-profit organizations:** foundations, associations, platforms, groups, NGOs, etc.
- **Individuals.**
- **Advertising agencies:** they can offer their customers a novel way to promote themselves in the network, buying themselves the plots of land and leasing their use, or acting as intermediaries to sell the plots of land to their customers.

Benefits of the participation

We relieve these are the reasons for **sponsors** to participate in the Project and be benefited by it:

- **Distinguish its brand or name** as sponsors of the Galician Culture in Internet (cultural *branding*, corporate social responsibility...)
- **Promotion continuity:** 10 years versus punctual banner campaigns, and other classic ways of Internet marketing.
- Association with an innovative project of which an important **media coverage** is expected.
- Association of its sponsorship **with an specific area in Galicia** (or many]: location of the business or institution, homeland of a particular sponsor, etc.

CULTURAL ASSOCIATION
FILLOS DE GALICIA
VIRTUAL COMMUNITY
www.fillos.org

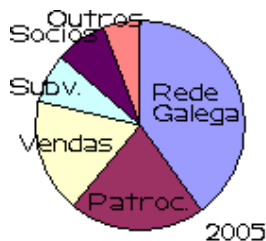
- Being part of a virtual metaphor of Galicia that will remain as a goal in Galicia's Internet history.
- An expected **increase in the number of visits** in their website which would be linked to the acquired plots of land, as a result of the media coverage obtained.
- A **10%** of the cost of the acquired plots, if purchased through Fillos *Online Shop* (www.fillos.org/tenda), paid in **galeuros**².
- To have an indefinite number of **banner impressions** of a special promotional banner informing visitors of Fillos.org, PlanetaGalego.info and Galeguidade.net about the support of the Parcelaria and inviting them to directly visit the sponsor's website. These impressions surpass 600 daily (statistics from March 2006) counting only the ones from Fillos.org.

The *Parcelaria* website includes some links to pages with **testimonials of the participants** and the benefits they are obtaining.

Allocation of the funds obtained

Why 400,000 euros? Fillos de Galicia has reached this amount considering the following factors:

- Its **expenses during 2005** were approximately to 40,000 euros. By expense rank order, the items were:
 - **Human Resources** (2 wage-earning persons³, totalling 43 hours/week and *free-lance* contributors).
 - Maintenance of the web-dedicated server.
 - Rent, connection expenses, phone, electricity, etc.
- The Association has been paying these expenses through its own **income**, which mainly comes from:
 - Marketing of its Internet services for other entities.
 - Private sponsorships.
 - Public subsidies.
 - Member fees.
 - Sale of *merchandising* and other products in its online store.



Origin of Fillos income in 2005:

39.8%	RedeGalega services
18%	Products sales and services to individuals
7.9%	Subsidies (Xunta de Galicia)
7.8%	Associates fees

² The *galeuro* is Fillos de Galicia virtual currency. It is equivalent to 1 euro and can be used to pay for services and products offered by the Association such as Galician flags and other merchandising products, or Internet services such as hosting, domain purchases, etc.

³ In April 2006 we were forced to finish one of this contracts due to organizational and funding problems. We hope to be able to increase our paid staff as soon as possible.

-
- The **needs** we expect to cover with the funds obtained consist in **doubling our capacity (mainly in human resources) and thus be able to take a decisive step forward in the management and improvement of all our projects:**
 - **Fillos.org** (Community or Galician Virtual Centre)
 - **Atopadoiro.org** (Database for the family reunion)
 - **PlanetaGalego.info** (News site)
 - **Galeguidade.net** (Portal addressed to the Galician Centres)

Examples of what the sale of each plot of land (381.68 euros) allows Fillos de Galicia to make:

- Shipment of **42 books in Galician** to any place in the world (we have more than 1,400 books donated by various entities in our campaign “*Un libro galego para os fillos que están lonxe*” (“A Galician book for the far away sons”).
- **25 hours of work** in **Fillos.org** management.
- 1.8 months for the **rent of our premises**.
- 2 months of cost for our **web server**.
- 8.5 months of **Internet connection**.
- 1 year of **telephone** expenses.
- Publication of **100 copies of the articles anthology “A Nosa Voz” (“Our Voice”)**.

In short: with 400,000 euros our association could be able to sustainably guarantee the contracting of more human resources to improve all the services it is currently offering and also set other new services in motion that have been stopped up to now due to the lack of resources.

Implementation calendar

The **Parcelaria** will be *online* as from the beginning of **February, 2006**, though its massive notice to the media will be delayed approximately 15 days until the **first sponsors** are obtained. They shall be **selected** among those entities with a special relationship to Fillos up to now (previous sponsors, contributor institutions, customers from our Internet services, etc.).

This privilege is a way of **thanking these entities their support** in difficult times as well having a first group of plots of land already allotted and part of the funds already obtained when this will be announced to the press.

Media announcement

Fillos de Galicia will implement a **media campaign** by sending **press releases** about the project **to the main Galician media** once an agreement is reached with the first sponsors. Special emphasis will be placed on the *online* media which, due to the *virtual* characteristics of the project, will be those who are highly able to echo it.

Also, **graphic links** will be placed in a very visible way to promote the **Parcelaria** in all their portals to announce the project to the thousands of persons visiting them each month (only 50,000 visits in January, 2006 in **Fillos.org**).

Contact

- Tel.: (+34) 94 4376328.
- E-mail: fillos@fillos.org