

# in2events



## THE FULL MONTY RALLY

**Campaign** / Teenage Cancer Trust

**Location** / Kent, UK & Monte Carlo, Monaco


**Length of Event** / 4 Days

### BRIEF

The Full Monte In Aid of Teenage Cancer Trust runs an annual, luxurious and fun charity drive through some of the most amazing roads and scenery in Europe. For four days each year, like minded people come together, testing their super cars to the limit, whilst raising money for a very worthwhile charity.

Setting off from Kent, England, It will be four days before the team reach their final destination. In 2 Events helped to source the best hotels for the event, take care of booking the overnight accommodation and exclusive private dining, plus on site management for the final two days in Monte Carlo.

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## SOLUTION

Once the chosen route has been agreed In 2 Events source five star prestigious hotels; not only is their location paramount and to be within easy reach of the route, but a first class service and flexible approach to the event is essential. Each hotel must accommodate a group of up to 60 guests for overnight accommodation, with the provision of exclusive private fine dining and secure parking for the high performance vehicles.

The rally finale is a two night stay in the first class Monte Carlo Bay Hotel, Monaco - a well deserved rest from driving and time to catch up with friends and family who have flown out ahead of their arrival. An informal welcome dinner is laid on for the guests on the first night in Monte Carlo. After dinner the party continues in Monte Carlo's clubs, bars and casinos.

The following evening's gala dinner is celebrated at the Hotel de Paris, a 'legendary' palace located on the renowned Casino Square. During dinner a slideshow of the highlights of the last four days prompts laughter and rapturous applause; a speech from one of the founders of the trust is a poignant reminder of why we are all there, and an auction follows, raising a fine sum for the charity.



## RESULT

What a great few days! Fast cars, fine hotels and great people and all for a great cause. The event raised a considerable amount of money for the Teenage Cancer Trust and everyone involved supported the event throughout.

*I can't recommend In 2 Events enough for planning events, they provide a **personal service** that I just don't think I could find anywhere else. From booking hotels to arranging wine tours and Michelin star dinners, everything is **hassle free, prompt and organized** down to the finest detail. I look forward to working with In 2 Events for many years to come.*

Co-founder  
The Full Monte



In 2 Events have teamed up with OxTreeGen to plant trees in the UK to mitigate the effect of all our activities, and to create In 2 The Woods – our very own woodland.

We are funding 50% of the cost of making your event carbon neutral, and ask for you to do the same.

**in2thewoods**  
making the environment our business

## CORPORATE EVENTS MANAGEMENT

All exhibition and event services offered are unique, like every one of our dedicated team members, ensuring that you have a personal and bespoke approach to your event requirement. Organising an event or conference can be a time consuming and stressful process. So why not let In 2 Events take the pressure for you?

Whether you're planning an award show, product launch, team building event or exhibition, In 2 Events can provide everything you need to run a successful event – from conception and design to staffing, logistics, equipment hire and installation.

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