

EVEREST EXPEDITION 2017

Climbing to the top of the world
www.joeburkeadventures.com

Mt Everest is the ultimate challenge and after many years of successfully climbing big mountains this is a new and exciting opportunity to achieve a long term goal working in a team effort with our respected sponsors. It is truly a test of the human spirit based on passion and motivation.

Why sponsorship?

- _ Sponsoring an Everest Expedition will provide your organization with multiple marketing opportunities, enabling exceptional branding exposure through a network of media contacts
- _ Opportunity for Exclusive Naming Rights to the Everest Expedition – Maximum brand exposure
- _ Dispatches from the mountain posted on the internet through multiple social media networks
- _ Raise your corporate profile and motivate your employees by supporting an attractive sport activity
- _ Ensure recognition of your organization as a believer in the power of human potential
- _ Provide product testing and endorsement opportunities for outdoor adventure clothing and accessories
- _ Provide significant exposure to an audience interested in the fields of exploration, adventure, and physical challenge and healthy lifestyles
- _ Provide advertising opportunities for your organization, through logo and company name placement in promotional material and equipment – before, during, and after the expeditions
- _ Logo and name placement on all e-mail distributions to media and dispatches from Everest

The climb of Mount Everest is at least a sixty-day journey. It takes a tremendous logistical effort to climb Mount Everest, which includes (among many other items):

- A climbing permit from the Government of Nepal
- Sherpas and porters to carry loads to Base Camp
- Technical climbing equipment, including ropes, tents, etc.
- Bottled oxygen above 8,000 meters
- Food & Communications equipment

Because of the high cost, I am seeking sponsors and supporters to help our expedition to achieve its goals. Corporations may agree to sponsor the climb in exchange for advertising their products and for live presentations and slide shows following the expedition as detailed in this sponsorship package.

The following list is a range of sponsorship levels available to your organization for the Everest Expedition. I would be happy to speak with you directly to discuss promotional opportunities and to customize a sponsorship package that meets your needs

Individual \$500 - \$999

A lot of small rocks make up a big mountain - Your name will be displayed as a supporter on a rolling list on the Expedition Website

Associate Sponsor \$ 1,000

Our Associated Sponsors will enjoy the following benefits

- Your name will be displayed as Associate Sponsor on a rolling list on the Expedition Website
- You will receive 3 high quality (paper) photos from the expedition, taken while climbing, in one of the five Camps or on the summit of Mount Everest

Silver Sponsor \$ 5,000

Our Silver Sponsors will enjoy the following benefits

- Corporate flag at Mt Everest Summit with photos and video

Company name, logo and link will be displayed as Silver Sponsor on a highly visible spot on the Expedition Website

A Slideshow to your company after the Expedition

Company logo will be displayed at presentations

Company name mentioned and logo displayed on gear patches in media coverage

Small-sized logo display at the end of public speaking presentations and Expedition Final Slideshow

Gold sponsor \$ 10,000

Our Gold Sponsors will enjoy the following benefits

Corporate flag at Mt Everest Summit with photos and video

Logo displayed at the summit and each Camp (via clothing patches)

Company name, logo and link will be displayed as Gold Sponsor on a highly visible spot on the Expedition Website

Company name mentioned and logo displayed on gear patches in media coverage

A Slideshow to your company after the Expedition

Logo patch on Right Arm (1.5"x1.5"), and on some equipment or clothing

Silk screen banner (10"x24") with company logo placed at camps

Medium-sized logo display at the end of public speaking presentations and Expedition Final Slideshow

Platinum Sponsor \$ 15,000

Our Platinum Sponsors will enjoy the following benefits

Corporate flag at Mt Everest Summit with photos and video

Logo on sled and clothing, including your flag-large logo at the summit (silk screen banner, 10"x24")

A Slideshow to your company after the Expedition

Logo displayed at all media events and at pre and post expedition presentations

Company name mentioned and logo displayed on gear patches in media coverage

Company name, logo and link will be displayed as Platinum Sponsor on a prime - highly visible spot on the Expedition Website, beside the Expedition Logo

(3"x3") Logo patch on selected equipment, Right Chest, Left Knee, and on some clothing

Silk screen banner (10"x24") with company logo placed at camps

Large-sized logo displayed at the end of public speaking presentations and Expedition Final Slideshow

Diamond Sponsor \$ 30,000

This Everest Expedition will accept one Diamond Sponsor, creating an excellent opportunity for maximum branding and media exposure

Our Diamond Sponsor will enjoy the following benefits

EXCLUSIVE Naming rights to the Expedition

The Company name AND logo will appear on the Expedition Logo

A representative from the Diamond Sponsor will have the full trip paid up to Everest Base Camp

Corporate flag and logo at Mt Everest Summit with photos and video (10"x24")

A Slideshow to your company after the Expedition

Premium-sized logo on sled & clothing, photos and video on each Camp showing the company logo and flag

Premium-sized logo displayed at all media events and at pre and post expedition presentations

Company name mentioned and logo displayed on gear patches in media coverage

Premium-sized logo patches on most equipment (4"x4"), including sled/backpack, Left Chest, Right Knee and on some clothing

Expedition Photography and Video with Corporate Flag and Logo during the approach to Everest Base Camp, climbing route, all camps and summit

Silk screen banner (10"x24") with company logo placed at camps and summit

Diamond Sponsor Large Logo included on ALL slides used at public speaking engagements and Expedition Final Slideshow

Company name, logo and link will be displayed as Diamond Sponsor on a prime – highly visible spot on the Expedition Website beside the Expedition Logo and climber's pictures

Most of the expedition costs are rolled up in the \$70,000 fee that I pay to the Himalayan Experience guided service. There are additional costs listed below.

List of additional costs:

Travel to and from Kathmandu - \$2200

Original entry visa into Nepal

Western guide bonuses

Sherpa and base camp stall bonuses

Climbers insurance

Additional equipment needed (I have most everything but there are items unique to Everest that are needed.)

High Altitude boots Millet Everest \$850.00

Down suit Mountain Hard Wear \$1,100.00

Wind Suit Mountain Hard Wear \$800.00

Solar Panel Solar Film \$350.00

Phone Credits (dispatches) \$1,000.00

THANKS FOR YOUR SUPPORT !

WE HOPE TO SEE YOU AS PART OF THE TEAM !

Contact us at: www.joeburkeadventures.com