
Sponsorship Prospectus

THE SPIRIT LIVES ANTARCTIC EXPEDITION 2022-23



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Sponsorship Manager

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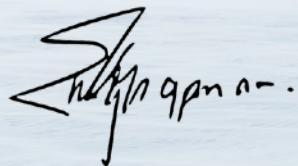
www.thespiritlivesantarctica.com

In December 2015, I stood on the Antarctic Peninsula in awe of the continent's harshness, isolation and beauty. My service with Defence, including multiple deployments in quick succession, impacted my wellbeing, relationships and health. As the days went by in Antarctica, I started healing. Slowly, the anger left but a part of me stayed in Antarctica.

In 2016, I initiated The Spirit Lives Antarctic Expedition and have brought together a team of serving and ex-serving veterans to conduct a ski crossing of Antarctica. From one day of skiing experience, I have built a team to share my vision, to inspire others to use nature to heal from their experiences and have open and honest conversations about mental health and wellbeing.

We will ski 1,600 km over 65 days to become the first Australian team to conduct an Antarctic ski crossing.

We would like to offer the opportunity to partner with our team in this unique, high-profile expedition.



Dr. Emily Chapman
EXPEDITION LEADER



EXECUTIVE SUMMARY

Objective

The Spirit Lives Antarctic Expedition 2022-23 will be the first Australian team to conduct a crossing of Antarctica.

Our Purpose

Named to honour and demonstrate the enduring ANZAC Spirit, and with 65 days on the ice to engage with the Australian and International community, our purpose is to champion and lead from the front of key issues that confront us today:

- Resilience and Wellbeing
- Suicide Prevention
- Female Leadership

Solution

A beacon of inspiration as we emerge from COVID-19, the Spirit Lives Antarctic Expedition is a team of everyday Australians achieving something extraordinary. Our expedition will raise funds and awareness for our principal charity; Beyond Blue.

Project Outline

Our expedition will commence on the Ronne ice shelf, where we will steadily climb up to the Polar Plateau. Skiing until we reach the South Pole, then continuing on down the Reedy Glacier.

- 1,600km
- 65 days
- 7 members



The Expedition

To Honour and demonstrate the enduring ANZAC Spirit, our team of serving and ex-serving Australian Defence Force personnel are preparing to conduct an Expedition to traverse **1,600 km** across Antarctica.

Starting at the Ronne Ice shelf the team will steadily climb towards the snow-capped Thiel Mountains - an isolated range at the fringe of the Transantarctic Mountains. After navigating around the mountains the team will reach the barren Polar plateau where they will battle against constant blizzards, temperatures down to **-40°C** and fields of Sastrugi as far as the eye can see.

After weeks of facing some of the harshest elements on the planet the team will reach the South Pole.

However, the South Pole provides no relief - the traverse continues!

The weeks turn into months as the team weaves their way through the crevasse fields of the Reedy Glacier - where misstep leads to disaster. A safe descent of the glacier reveals the end goal **65 days** later; the Ross Ice Shelf.

An expedition of this nature has never been undertaken by an Australian team.



- 40°C



65 days



1600 km

Expedition Timeline

From the expedition's inception we have received advice and training from some of the world's leading polar exploration and mountaineering professionals, including:

- Hannah McKeand - Polar Guide, World Record Holder
- Eric Phillips OAM - Polar Guide
- Allie Pepper - Australian Mountaineer

Expressions of Interest

A call for expressions of interest to participate in the Expedition was made. Over 500 applicants across all three services responded.



2016

2017



Wee Jasper TEAM BUILDING ACTIVITY

A team building activity was held to build applicant's skills, critical thinking, and teamwork.

Kosciuszko N.P. COLD WEATHER TRAINING

The team conducted cold weather and survival training with Polar Guide Eric Phillips.



2017

2017



Tasmania TEAM BUILDING ACTIVITY

The team hiked the length of the South Coast Track in preparation for the long days and living arrangements of the Expedition.

Blue Mountains N.P. TRAINING ACTIVITY

The team conducted climbing activities to further improve their rope work and fine-tuning rescue techniques before Norway.



2018

2019



Norway COLD WEATHER TRAINING

The team conducted expedition training with renowned polar guide Hannah McKeand, followed by an independent expedition to perfect the team's routines and skills.

Blue Mountains N.P. TRAINING ACTIVITY

The team conducted crevasse rescue training with Australian mountaineer Allie Pepper.



2022

2022



Alpine N.P. COLD WEATHER TRAINING

The team will conduct final equipment testing and adjusting. Fine-tuning routines before landing on the ice in Antarctica.

2022
Antarctica





Sponsor Packages

<h2>Platinum</h2> <p>2 x corporate speaking engagements before, and 2 x after the expedition</p> <p>2 x full day workshops covering tailored topics</p> <p>Satellite phone calls during the expedition to share progress</p> <p>Company logo/flag pictured at the South Pole</p> <p>Brand advertising on sleds and clothing</p> <p>Promotion across all expedition media channels</p> <p>\$50,000</p>	<h2>Gold</h2> <p>1 x corporate speaking engagement before, and 1 x after the expedition</p> <p>1 x full day workshop covering tailored topics</p> <p>Satellite phone calls during the expedition to share progress</p> <p>Company logo/flag pictured at the South Pole</p> <p>Brand advertising on sleds and clothing</p> <p>Promotion across all expedition media channels</p> <p>\$35,000</p>	<h2>Silver</h2> <p>1 x corporate speaking engagement before, and 1 x after the expedition</p> <p>Satellite phone calls during the expedition to share progress</p> <p>Company logo/flag pictured at the South Pole</p> <p>Brand advertising on sleds and clothing</p> <p>Promotion across all expedition media channels</p> <p>\$20,000</p>
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Sponsorship

À la carte

In addition to our premium sponsorship packages, we can offer options tailored to your company.

Our expedition team members are all experienced at public speaking and delivering training and workshops to military and civilian groups.

Interested in the incredibly rare opportunity to have your product pictured at the South Pole?

Would you like to support us with different financial amounts, in-kind, or with equipment, food, or apparel?

Please get in touch.

South Pole Product Placement

- Your company logo/flag or product pictured at the South Pole
- Framed print signed by expedition team members

\$10,000

Expedition Equipment Branding

- Brand placement on expedition sleds, tents, or clothing

Note: Sleds and clothing will be featured heavily in all expedition media and imagery.

\$20,000

Teamwork & Resilience Workshop

- One full day workshop facilitated by expedition members on resilience and teamwork, tailored to your organisation

\$12,000

Corporate Speaking Event

- Have members from our expedition team speak at your corporate event

\$8,000



Media Engagement



The Spirit Lives Expedition has conducted a number of TV and news interviews, contributed numerous articles to print and online magazines, and has a strong engagement across our social media channels.

The team has numerous speaking engagements upcoming for charitable and other events where we will highlight our partners and their products.

Television	<i>Free to air Viewers</i>	<i>Steaming Viewers</i>
Win News		5,200
9 News Perth	864,000	15,825
Print Media	<i>Readership</i>	
Navy News	22,780	
Army News	45,426	
Air Force News	18,393	
Social Media	<i>Followers</i>	
Instagram	11,702	
Facebook	600	

Media engagement numbers

Clothing Sponsor Placement



Equipment Sponsor Placement



*Left and Right available



*Identical option available -L/H Side

Questions and further information

For any further information about our expedition, or to discuss partnership opportunities please feel free to contact us at info@thespiritlivesantarctica.com or give us a call:

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