

Cold Feat

South Pole Expedition

2003

Sponsorship Portfolio & Expedition Plan

*Opportunities for a unique investment
in a filmed expedition to the
South Pole*



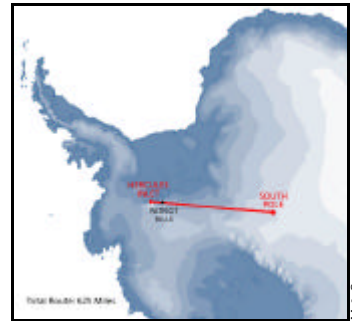
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EXECUTIVE SUMMARY



Cold Feat is a four-strong amateur expedition aiming to walk 625 nautical miles *unsupported* from Hercules Inlet, at the edge of Antarctica, to the South Pole in late 2003. The expedition will last approximately two months with all supplies dragged on 200-250lb sledges, or 'pulks'. The map below shows the route clearly.

The team, in conjunction with *Cyclops Filming and Productions*, are filming a documentary of the expedition for national/international televised broadcast. Interest is expected to be high as it is the first such endeavour by a British woman and the youngest-ever female attempt.



Cold Feat aims to raise over 1 million pounds for Cancer Research UK. To achieve this goal we need **your** support.

The team require significant financial assistance through commercial sponsorship to cover the cost of equipment, food, fuel, medical supplies, flights, insurance and backup services. We intend to raise this entire sum through commercial sponsorship in order to leave all publicly donated funds for charity. This is a prime opportunity for you to become involved and promote your support of this exciting record-breaking venture.

Cold Feat is supported by **Sir Ranulph Fiennes, Bt OBE.**



Photo Left:

Snowsuits and sledges- Cold Feat fundraising for Cancer Research UK at the London Marathon, April 13th 2003

www.coldfeat.org

THE COLD FEAT DOCUMENTARY

The Cold Feat expedition team will include an independent filmmaker who specialises in expeditionary films. Cameraman and Director for *Cyclops Filming and Productions*, Thor Wyndham-Wright will document the trials and tribulations and the joys and hardships of the expedition in addition to the preparations prior to departure.

Upon returning from Antarctica, the edited footage will be sold (if not already) to a broadcast network. Revenue will be used to further the team's charitable fundraising aims. High profile broadcast within and potentially outside the UK will provide sponsors with an excellent advertising vehicle emphasising their direct involvement in the expedition. There will be ample opportunity for a sponsor's name and logo to be seen on clothing, equipment and 'pulks' during the programme.

Furthermore, major sponsors will receive copies of a 5-10 minute promotional VHS video briefly documenting the expedition and highlighting their involvement in supporting the Cold Feat team and its aims. The Cold Feat team strongly believe that through these two initiatives, combined with the many other benefits of supporting the expedition and its aims, sponsors will receive a uniquely beneficial return on their investment in the expedition.

Cyclops Filming and Productions was established in Scotland in 2001 with the aim of producing documentary-style programmes and films with an exploratory/expeditionary theme. A Fellow of the Royal Geographical Society, Thor has operated in environments as diverse as the Sahara desert, Atlas mountains and South Korea. Productions to date include *Toubkal Expedition 2002* and *Cuan the Seal*.

Photo Right: Thor Wyndham-Wright 'on location', Atlas Mountains





THE COLD FEAT TEAM

Here is a brief summary of the four members of the Cold Feat Team:



Manse Ahmad

A schoolteacher and qualified mountain leader from Oxford, Manse will captain the expedition on the ice. He thrives in the outdoors and is a keen climber, photographer and winter mountaineer.



Judy Kelly

Hailing from Northern Ireland, Judy is an Oxford University graduate, now working as an analyst in the aviation industry. She is a great enthusiast of the outdoors, travelling, cycling and playing ice hockey.



Thor Windham-Wright

From the wilds of Scotland, Thor is the expedition cameraman. Before creating *Cyclops Filming and Productions*, he worked at GMTV and Blacksquare Media. He is a keen diver, climber and traveller.



Josh Mainka

Currently a production engineer for Sky News, Josh has travelled extensively and covered many recent conflicts including both Gulf Wars. He enjoys photography, languages, travelling and hill walking.

THE COLD FEAT EXPEDITION

The expedition begins in November 2003 when the team will fly with Adventure Network International (ANI) from Punta Arenas, Chile to the base camp at Patriot Hills, Antarctica.

The 693-mile journey will start at Hercules Inlet on the edge of the continent. Each team member will drag a 250lb sledge of provisions—food, tents, communications, equipment and fuel. As a totally unsupported record-attempt, Cold Feat will not be re-supplied en route or interact with other expeditions. Regular progress updates, however, will be transmitted back to ANI, our website and sponsors.

The 2-month expedition will occur in 24-hour daylight with the team walking 10-12 miles a day, through major crevasse fields up to the polar plateau at 9,000ft, and on to the South Pole. Typical temperatures will be -30°C . Following advice from relevant experts, the team will complete the walk with minimal environmental impact.

THE TRAINING

High levels of strength and endurance are required to be fully prepared for the challenges of Antarctica. Daily team training includes running, weight training, cross-country skiing and tyre-dragging. Long survival weekends and tests in cold-weather environmental chambers have helped assess team functioning. Prior to departure, they must put on up to 2-stone to counteract inevitable weight loss from the trek.

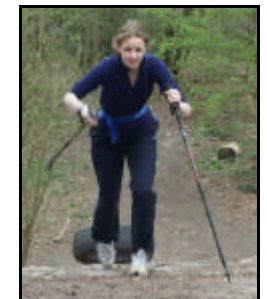


Photo: Tyre-dragging

THE FUNDRAISING



For personal reasons, the team have chosen to raise funds for Cancer Research UK. The target is **£1 million** to help world-class scientists and doctors work towards finding new and effective treatments for cancer more quickly than ever before.



THE SPONSORSHIP OPPORTUNITIES

Many bands of corporate sponsorship opportunities exist, from an investment level of just **£5,000**. Benefits can include:

Cold Feat documentary With the increased public interest in extreme adventure and fly-on-the-wall documentaries, this ground-breaking event serves as a perfect showcase for your brand. Several logo placement possibilities exist, including:



- Company flag photographed at the South Pole
- Company name/logo on Tent interior/exterior
- Company name/logo on Four 1.6m-long pulks
- Company name/logo on Antarctic clothing
- Company name/logo at fundraising events

Public Relations Your company or product will be promoted across the media. During the expedition we will maintain the public's interest by transmitting photos and regular updates of the team's progress via satellite uplinks. Upon setting the anticipated world record for this wholly *unsupported* attempt, media exposure will be maximised. Promotional activities for your company can be arranged.

Website Our extensive website www.coldfeat.org can be linked to your company's. The public can access photos, calendar diary entries and make online donations to Cancer Research UK. Promotional opportunities are available, including a daily progress map plotting your company logo moving on the 693-mile route to the South Pole.

Highlighting cancer Cancer Research UK is the sole beneficiary of the Cold Feat expedition. By supporting us, sponsors can promote awareness of this worthy cause in their organization and support cancer research and treatment in the wider community.

**Further investment opportunities include
Title sponsorship (exclusive) and Equipment sponsorships**

THE PUBLICITY TO DATE

Media interest and requests for exclusive reporting rights to the Cold Feat Expedition have been steadily growing. Recent press includes:

Television Coverage

BBC June 2001- Centre for Sport & Exercise Science, Sheffield
BBC May 2003 - Entenmann's Great Manchester Run, Manchester

Newspaper Coverage

Date

The Yorkshire Post	06/2001
The Surrey Comet	03/2003
The Daily Mail	03/2003
The Telegraph	05/2003
Manchester Evening News	05/2003
Scottish Press and Journal	06/2003



Photo: Sledge-dragging
Adidas Breakfast Run, 2003

OUR MISSION

The core values and attributes of Cold Feat illustrate that through determination, self-belief and perseverance, one can succeed at the seemingly impossible. We face this challenging expedition in the hope that funds raised can help alleviate or eliminate daily battles faced by thousands of cancer sufferers.



CONTACT DETAILS

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