

THE  
**PATCH**  
EXPEDITION



CORPORATE  
SPONSORSHIP  
PACK



CLIMBING IN AID OF



THE  
**PATCH**  
EXPEDITION

*“Climbing Everest can be one of the toughest challenges on the planet that can test physical and mental endurance to the limit. You cannot fail to admire the level of enthusiasm and sheer determination with which Steve and Sarah have approached this expedition. The Patch Expedition is a truly inspirational endeavour and I am proud to support their challenge. I wish them both every success with their climb and would encourage others to identify with them on what will be an exciting journey to the top of the world.”*

**Sir Ranulph Fiennes**

# WHAT IS THE PATCH EXPEDITION...

The Patch Expedition is planning the biggest team approach to climbing the world's highest mountain ever attempted to raise money in aid of the global children's charity UNICEF.

We are creating a giant summit flag made up of 50,000 individual patches. Printed on these patches will be the photographs of people from all over the world who have sponsored us through our unique, fun and easy to use website [www.patchexpedition.com](http://www.patchexpedition.com).

The Patch flag and everyone on it will be with us throughout our Everest journey. Then in May 2011, when we finally reach the summit, we will all stand on the top of the world together as we fly the largest flag ever flown from the summit of Everest.

By becoming a corporate sponsor of The Patch Expedition you will not only have the perfect platform to promote your business and/or product to a large diverse audience, you will also be helping to make a difference to the lives of some of the poorest and most neglected children in the world!



# MEET THE TEAM...

The Patch Expedition team is made up of Steve Rogers and Sarah Hart. We first met in the Territorial Army and have shared our passion for the great outdoors ever since.



Sarah Hart : Age 31

Climbing Everest takes a huge team effort and as such The Patch Expedition will be joining up with Himalayan Experience for our summit attempt. Himalayan Experience are widely regarded as the best in the business and in Russell Brice have one of the most experienced and most respected expedition leaders in the history of Everest. They have an impeccable safety record and a phenomenal summit success rate, and we are extremely pleased to be sharing the mountain with such an experienced and competent team.

We believe that ordinary people can achieve extraordinary things and that is exactly what we intend to do.

We've consulted the experts and through a vigorous training program we are attempting to go from amateur mountaineers to Everest summiteers in a period of 18 months.



Steve Rogers : Age 26

"Having had the pleasure of spending a week in the Scottish mountains with Steve and Sarah, trudging through the snow and forgetting to put on sun cream, I can only take my hat off to them both for their utter determination and rational approach to climbing Everest. Under no illusion on how hard this is going to be for them, they have wholeheartedly embraced The Patch Expedition down to the tiniest of detail. Between them, they have enough motivation for the entire mountain to summit and with a training regime that will impress and Sergeant Major, Steve and Sarah have a great chance of standing on the top of the world!"

Di Gilbert (Mountain Instructor and Everest Summiteer)

# TRAINING...

It goes without saying, to climb Mount Everest you must be extremely fit. To ensure The Patch Expedition team are in peak physical condition they are currently training six times a week including:

- Strength, aerobic and anaerobic training in the gym
- Running
- Cycling
- Swimming
- Yoga

and most importantly...

Lots of hill walking, trekking and climbing!

## Technical Skills and Training Climbs

To gain the necessary skills and experience to climb the world's highest peak, The Patch Expedition have put in place a very demanding technical training plan including:

Snowdonia, Wales - Rock Climbing Course (October 2009)

Highlands, Scotland - Winter Mountaineering Skills (February 2010)

Mont Blanc (4,810 metres), France (June 2010)

Aconcagua (6,962 metres), Argentina (December 2010 - January 2011)

EVEREST (8,848 metres), Himalayas, Asia (March - June 2011)



CLIMBING IN AID OF



The Patch Expedition has set an ambitious target to raise £100,000 in aid of the global children's charity UNICEF.

As we are launching our Everest summit attempt from Nepal, we wanted to climb Everest to help make a difference to the lives of Nepalese children. This is the reason we decided to choose UNICEF.

Due to the high levels of press coverage, we are all aware of the terrible conditions that children in Africa must live through, however many of us are unaware that the conditions in Nepal are equally as bad.

Over half of all Nepalese children are severely underweight and 50,000 children die unnecessarily each year, primarily due to malnutrition. Many Nepalese children get struck down by vaccine preventable diseases and the numbers of those infected with HIV and AIDS is on the increase as the disease is passed from mother to child. Fifteen percent of the country's drinking water is contaminated with arsenic and the country's broken economy means that there is little or no chance of an education.

UNICEF has been working in Nepal for over 40 years to improve the lives of the country's children. They currently have a number of on-going projects with the aim of reducing infant deaths, providing protection from persecution, improving health and nutrition and providing education.

UNICEF has agreed to use all of the money raised through The Patch Expedition to help give the children of Nepal the start in life they deserve. Together we can make a huge difference!

For more information about the amazing work UNICEF are doing in Nepal please visit [www.unicef.org/nepal](http://www.unicef.org/nepal).



If you would like to verify that The Patch Expedition is raising money in aid of UNICEF please contact:

**Alyrene Rosser**

Email: [alyrener@unicef.org.uk](mailto:alyrener@unicef.org.uk)

Telephone: 0207 375 6138

# EVEREST - REACHING THE TOP OF THE WORLD

The temperature on the summit of Everest can fall below  $-75^{\circ}\text{C}$ ...

...however, on a good summit day it is typically around  $-25^{\circ}\text{C}$ .



8,848 metres / 29,020 feet

The most technical part of the route is the Hillary Step, a forty foot vertical wall of rock sitting above the Death Zone at 8,763 metres (27,750 feet).

## DEATH ZONE

At altitudes above 8,000 metres there is insufficient oxygen to sustain life; this is known as the Death Zone. The Patch team will use supplemental bottled oxygen to reach Everest's summit.

The Patch Expedition will be climbing the Southeast Ridge to the summit following the same route taken by Sir Edmund Hillary and Tenzing Norgay during the first ascent of Everest in 1953.

The giant crevasses and towering seracs of the Khumbu Icefall make it the most dangerous part of the climb.

In Nepali Everest is known as **Sagarmatha** (Goddess of the Sky)

In Tibetan Everest is called **Chomolungma** (Mother Goddess of the Universe)

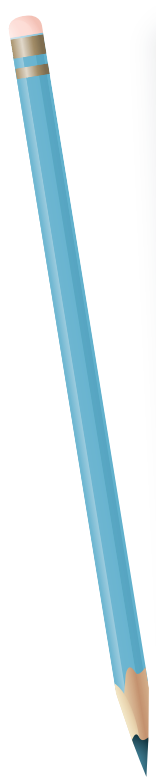
Himalayas

5,330 metres / 17,500 feet



# EXPEDITION BUDGET...

WHY WE NEED YOUR HELP!



The Expedition Budget	
Website Design & Promotional Materials	- £7,000
Equipment	- £21,400
Training	- £9,000
Insurance	- £735
Aconagua Expedition	- £8,835
Everest Expedition	- £74,750
Miscellaneous	- £8,500
<b>Total</b>	<b>= £130,220</b>

(Please contact us to request a more detailed copy of the expedition budget)

The budget required to train for and climb the world's highest mountain is considerable. However, we are very passionate and committed to making this project a success. We have personally contributed to these costs as much as possible through personal savings and a large personal loan. In total, by the end of the expedition, we will have put approximately £20,000 into The Patch Expedition.

Your sponsorship will help to cover the remaining costs of the project. We have a great opportunity to make a huge difference to the lives of hundreds of children in poverty. However, we really need your help to make this expedition happen!

Here is a selection of just some of the equipment we will need on Everest:



High Altitude Mountain Boots - £600 per pair

High Altitude Down Suit - £600 each

-40°C Sleeping Bag - £750 each

Satellite Modem - £2000

Expedition Gloves - £150

Wooly Socks - £25 per pair

# BUSINESS BENEFITS...

## WHY YOU SHOULD SPONSOR THE PATCH EXPEDITION

We understand that due to the current economic climate, it may not be as easy to commit as it once was. However, The Patch Expedition is not simply asking for a charitable donation and we believe that we can offer our corporate sponsors an excellent return for your support.

Here is how we believe your business could benefit from sponsoring The Patch Expedition:

- Raise brand awareness and create brand preference through advertisement opportunities on The Patch Expedition website and our social networking pages including Facebook and Twitter.
- Increase your brand visibility and increase positive publicity through recognition as a Patch Expedition sponsor in the traditional media such as newspapers, television and radio.
- Get exposure to a large diverse audience via a project that transcends age, gender and cultural differences.
- Create positive public relations and an emotional commitment to your brand through association with UNICEF, one of the world's most recognised charities.
- Differentiate your business or product from competitors by supporting a novel project which crosses the boundaries of what is normally considered possible.
- Projection of a positive company image through association with a project that promotes fitness, health, personal drive and achievement.
- Encourage employee personal growth by supporting a project showing ordinary people achieving extraordinary things.
- Increased web based customer traffic and sales via links from The Patch Expedition to your business website.

The Patch Expedition team has designed a number of sponsorship packages to suit a range of businesses objectives and budgets. Where possible The Patch Expedition will endeavour to meet any specific requests which may not be included in the core benefits of your chosen package.

# DIAMOND SPONSOR



£25,000+ (or equivalent in-kind sponsorship)

- ❖ Sponsor's banner carried to and photographed at the summit of Mount Everest and all major training peaks
- ❖ Sponsor's banner flown at Everest Base Camp throughout the expedition
- ❖ Sponsor's logo embroidered in prominent position on The Patch Expedition Everest summit suits, expedition T-shirts and other selected equipment and apparel
- ❖ Sponsor's logo placed in prime position on The Patch Expedition website homepage with a link to a popup window to provide additional information about your business and a link to your website
- ❖ Sponsor's logo included on The Patch Expedition social networking pages including Facebook and Twitter
- ❖ 625 complimentary patches (equivalent to 25x25 patches) on The Patch Expedition summit flag
- ❖ Complimentary team building event for up to 10 people at the Plas y Brenin National Mountain Centre in Snowdonia, North Wales, including two nights accommodation, all meals, equipment hire and instruction. A choice of activities are available including mountaineering, rock climbing, kayaking, raft making and gorge ascent
- ❖ Framed presentation including photographs of sponsor's banner at the summit of Mount Everest
- ❖ Sponsors logo featured in a prominent position in The Patch Expedition press pack and all subsequent press releases
- ❖ Steve and Sarah from The Patch Expedition team available for lecture and/or motivational speech at sponsor's site or corporate event
- ❖ Electronic copies of selected photographs taken during the expedition and the rights to use the photographs for in-house and promotional materials
- ❖ Product endorsements from The Patch Expedition team
- ❖ Opportunity for sponsor representative(s) to join The Patch Expedition team and trek to Everest Base Camp - £2,500 per person (Airlines to Kathmandu and equipment not included)

# PLATINUM SPONSOR



£10,000+ (or equivalent in-kind sponsorship)

- Sponsor's banner carried to and photographed at the summit of all major training peaks
- Sponsor's banner flown at Everest Base Camp throughout the expedition
- Sponsor's logo embroidered in prominent position on The Patch Expedition Everest summit suits, expedition T-shirts and other selected equipment and apparel
- Sponsor's logo placed on The Patch Expedition website homepage with a link to a popup window to provide additional information about your business and a link to your website
- Sponsor's logo included on The Patch Expedition social networking pages including Facebook and Twitter
- 400 complimentary patches (equivalent to 20x20 patches) on The Patch Expedition summit flag
- Framed presentation including photographs of sponsor's banner at Everest Base Camp
- Sponsors logo featured in The Patch Expedition press pack and all subsequent press releases
- Steve and Sarah from The Patch Expedition team available for lecture and/or motivational speech at sponsor's site or corporate event
- Electronic copies of selected photographs taken during the expedition and the rights to use the photographs for in-house and promotional materials
- Product endorsements from The Patch Expedition team
- Opportunity for sponsor representative(s) to join The Patch Expedition team and trek to Everest Base Camp - £2,500 per person (Airlines to Kathmandu and equipment not included)

# GOLD SPONSOR



£2,500+ (or equivalent in-kind sponsorship)

- Sponsor's banner flown at Everest Base Camp throughout the expedition
- Sponsor's logo embroidered on The Patch Expedition T-shirts and selected equipment and apparel
- Sponsor's logo placed on The Patch Expedition website homepage with a link to a popup window to provide additional information about your business and a link to your website
- Sponsor's logo included on The Patch Expedition social networking pages including Facebook and Twitter
- 225 complimentary patches (equivalent to 15x15 patches) on The Patch Expedition summit flag
- Framed presentation including photographs of sponsor's banner at Everest Base Camp
- Sponsors listed in The Patch Expedition press pack and all subsequent press releases
- Steve and Sarah from The Patch Expedition team available for lecture and/or motivational speech at sponsor's site or corporate event
- Electronic copies of selected photographs taken during the expedition and the rights to use the photographs for in-house and promotional materials
- Product endorsements from The Patch Expedition team
- Opportunity for sponsor representative(s) to join The Patch Expedition team and trek to Everest Base Camp - £2,500 per person (Airlines to Kathmandu and equipment not included)

# SILVER SPONSOR

£500+ (or equivalent in-kind sponsorship)



- Sponsor's logo placed on The Patch Expedition website homepage with a link to a popup window to provide additional information about your business and a link to your website
- Sponsor's listed on The Patch Expedition T-shirts and selected equipment and apparel
- 100 complimentary patches (equivalent to 10x10 patches) on The Patch Expedition summit flag
- Sponsors listed in The Patch Expedition press pack and all subsequent press releases
- Electronic copies of selected photographs taken during the expedition and the rights to use the photographs for in-house and promotional materials
- Product endorsements from The Patch Expedition team
- Opportunity for sponsor representative(s) to join The Patch Expedition team and trek to Everest Base Camp - £2,500 per person (Airlines to Kathmandu and equipment not included)

# BRONZE SPONSOR

£100+ (or equivalent in-kind sponsorship)



- Sponsor's logo placed on The Patch Expedition website homepage with a link to a popup window to provide additional information about your business and a link to your website
- Sponsor's listed on The Patch Expedition T-shirts
- 25 complimentary patches (equivalent to 5x5 patches) on The Patch Expedition summit flag
- Electronic copies of selected photographs taken during the expedition and the rights to use the photographs for in-house and promotional materials

# THE PATCH EXPEDITION

## CONTACT DETAILS...

If you have any questions regarding The Patch Expedition or would like to discuss any of the corporate sponsorship packages in more detail, please don't hesitate to contact us.

WEBSITE: [www.patchexpedition.com](http://www.patchexpedition.com)

EMAIL: [sponsor@patchexpedition.com](mailto:sponsor@patchexpedition.com)

TELEPHONE: Steve Rogers +44 779 3275 168  
Sarah Hart +44 773 7471 982

POST: The Patch Expedition, The School House,  
Ysceifog, CH8 8NJ, United Kingdom

# SPONSORSHIP AGREEMENT FORM...

To secure your sponsorship, please complete this form in full and return to:

Post: The Patch Expedition, The School House, Ysceifiog, CH8 8NJ, United Kingdom

Email: [sponsor@patchexpedition.com](mailto:sponsor@patchexpedition.com)

## COMPANY INFORMATION AND CONTACT DETAILS

Company Name:

(Exactly as you wish it to appear in promotional materials)

Title: (Mr/Mrs/Ms)

Name:

Email:

Telephone:

Address:

Website:

## DETAILS OF SPONSORSHIP

Please select your sponsorship level:

- Diamond  Platinum  Gold  
 Silver  Bronze

Type of Sponsorship:

- Financial  Goods  Service

If goods or service please provide details:

## PAYMENT METHOD

Applicable only to financial sponsorship

Please select payment method:

- BACS  Cheque  PayPal

If paying by BACS please send to:

**Bank:** HSBC (Flint Branch)

**Account Name:** The Patch Expedition

**Account Number:** 31380613

**Sort Code:** 40-21-13

If paying by cheque please make it payable to 'The Patch Expedition'

If you wish to pay via PayPal please follow the Just Give link on The Patch Expedition website

## DECLARATION OF SPONSORSHIP AGREEMENT

- The Patch Expedition has your permission to use your company / product logo on The Patch Expedition website and promotional materials including but not limited to t-shirts, expedition apparel, press releases, banners and leaflets.
- The Patch Expedition may, through consultation with you, amend any information provided should it not be considered appropriate for use.
- The Patch Expedition shall not be held responsible for the exclusion of your logo and / or company information from The Patch Expedition website or other promotional materials should you fail to provide them in the requested format or in line with print guidelines.
- The Patch Expedition has the right to delay the inclusion or the removal of your logo and / or company information from The Patch Expedition website and promotional materials should the payment, goods or services outlined in this agreement not be received.

Company Name:

Authorised Persons Name:

I have read The Patch Expedition Sponsorship Brochure and agree to the conditions outlined in the document. I declare that I am authorised to make this commitment on behalf of my organisation.

Authorised Signature:

Date:

## CHECK LIST

- Signed Sponsorship Agreement Form completed in full
- Promotional materials  
Please send all promotional materials to [sponsor@patchexpedition.com](mailto:sponsor@patchexpedition.com)
  - Company logo - please send high resolution logo in JPG, AI, EPS, PSD format
  - Company Information for inclusion on corporate sponsor popup - please send in Microsoft Word format:
- Payment (If applicable)



THANK YOU FOR YOUR KIND SUPPORT  
TOGETHER WE CAN MAKE A DIFFERENCE