

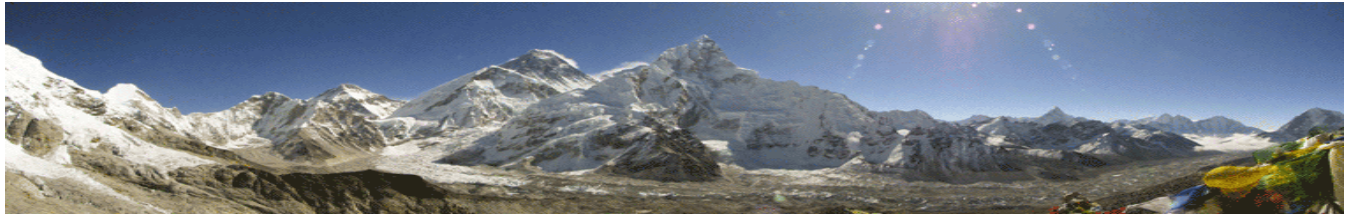
EVEREST EXPEDITION

www.ExtremeEverest8850.com



NEPAL HIMALAYA 2013





EVEREST EXPEDITION 2013 - The Ultimate Challenge

The Project:

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

The Everest Expedition is a two-year project. Spanning the expedition over a two-year period provides many benefits for our sponsors and us. This schedule will allow us to thoroughly test all our equipment at altitude in several mountains and summits and to prepare physically and mentally for this exceptional challenge. Thusly, our primary mission goals can be attained and we can continually foster long-term relationships with our sponsors and long-term promotion of their products. In preparation for Everest we will be climbing peaks in North and South America and Europe and the products and brands from our sponsors can be displayed in those expeditions.



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 internet on multiple websites
- ✓ 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
- ✓ Help raise awareness of the environmental impact on our planet's most fragile environments
- ✓ 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, we are 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.

Eco-Everest: Protecting the Environment

Our focus will be on climbing in an eco-sensitive manner, bringing all garbage and all human waste produced on the mountain down to base camp for proper disposal. We will be using highly successful alternative energy solutions like the parabolic solar cookers and the SteriPENS for water purification as well as solar panels to recharge batteries for radios, cameras, satellite phones, GPS's and other electronic equipment. In all our climbs we adopt "Leave No Trace®" practices.

Our goal is to bring 400 lbs of existing garbage back (old ropes, tents, abandoned climbing material, cans and organic waste) and 50 used and rusted oxygen bottles (they lay at 8,000 meters!) back for recycling. The cost of that cleaning is around \$70,000. Also we plan to spend a few days in several Nepali villages distributing brochures with information about good environmental practices, the importance of clean, safe water and basic information about food related illnesses. The Doctor of the Extreme Everest Team will provide information and educational materials at the village's schools.

To participate in support of this Everest Expedition, you may choose one of the following:

- A - Direct financial support at any level you may choose
- B - Sponsor a Camp or The Summit
- C - Gear and equipment sponsorship

Your contributions will help local people in Nepal to improve their quality of life and to create environmental awareness in their own mountains and country.



Having climbed high peaks like this is a pre-requisite for an Everest attempt ...



Mt Aconcagua 7,000 m – Argentina (near Base Camp)



Mt Aconcagua 7,000 m – Argentina (from the Summit)

A - Sponsorship benefits

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

Individual \$ 5 - \$ 200

- **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 Web www.ExtremeEverest8850.com

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

- Company name, logo and link will be displayed as Silver Sponsor on a highly visible spot on the Expedition Website
- 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 \$ 15,000

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

Platinum Sponsor \$ 30,000

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")
- 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
- Medium-sized logo displayed at the end of public speaking presentations and Expedition Final Slideshow and all promotional materials and press releases

Diamond Sponsor \$ 50,000

The Extreme Everest Expedition will accept only 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")
- Motivational 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, all dispatches, press releases and promotional materials
- 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



B - Sponsor a Camp:



Photo Courtesy of Alan Arnette (www.alanarnette.com)©

Base Camp: \$ 5,000
 Camp 1: \$ 7,000
 Camp 2: \$ 8,000
 Camp 3: \$ 10,000
 Camp 4: \$ 15,000
 Summit: \$ 20,000

Sponsor:
 Sponsor:
 Sponsor:
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Website:
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Sponsor Benefits: Still photos and video of the company flag and logo with the sponsored camp landscape, tents, climbing equipment and the spectacular background showing the countless Himalayan peaks and valleys in different directions. The Company's name and a link to the company's website will be included besides the Camp tag on the photo above and on all slides belonging to the sponsored camp presented in slideshows and media presentations. This photo will be posted on the Expedition Website www.ExtremeEverest8850.com before, during and after the Everest Expedition

The climbers

Horacio and Laura have been climbing together for more than 15 years, with multiple ascents to high mountains in South America, North America, Europe and Africa.

Among many expeditions and summits we can mention 5 summits on Mount Aconcagua (7,000 meters in Argentina - highest peak outside Asia), for different routes, Mt Plata (6,300 m), Mt Lanin (4,000 m), Mt Tronador (4,000 – technical ice climb), Mt Famatina (6,100 m), Mt Vallecitos (5,900 m), Mt Huayna Potosi (6,200 m – Bolivia), Mt Illimani (6,500 m), Mt Kilimanjaro (5,900 m – Tanzania, Africa), Mt McKinley (6,200 m – Alaska), Mt Elbrus (6,000 m – Russia) and peaks in the European Alps like Mt Blanc, several technical ice routes in the Cascades on Mt Rainier, Mt Baker and Mt Adams, as well as enduring a 12-day traverse on the Continental Ice Fields in Patagonia with rock and ice climbing on Fitz Roy and Cerro Torre.



On many expeditions, often battling against strong winds and whiteouts, the climbers have developed a powerful passion and motivation, stamina and mental endurance to stay focused and alert of the risks associated with high altitude mountaineering while enjoying the whole experience and adventure ...



As high altitude climbers with developed skills on rock and ice ascents, glacier travelling, a powerful drive for adventure and a healthy and sporty lifestyle, Horacio and Laura are ready to reach the Top of the World. While living at lower altitudes and not climbing mountains Horacio is a Civil Engineer and Laura a Medical Doctor.

Preparing for the Everest Expedition is a serious business regarding physical and mental preparation and they devote long hours improving aerobic capacity, strength and stamina. The altitude of Mt Everest is 8,850 meters or 29,035 feet (commercial airplanes travel at 30,000 feet!)

The training is performed year round and during this 2-year period they will be climbing several peaks to test equipment, promote sponsors and get prepared in the best way possible for this ultimate challenge: the summit of Mt Everest at 8,850 meters!



Preparing for Everest takes many years and peaks



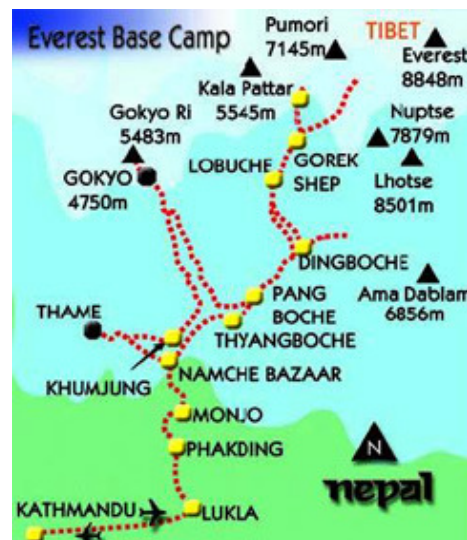
And some extreme climbs ...





Climbing Route Description - Southeast Ridge - Nepal

The ascent via the southeast ridge begins with a trek to Base Camp at 5,380 m (17,600 ft) on the south side of Everest in Nepal. The Expeditions will fly into Lukla (2,860 m) from Kathmandu and pass through Namche Bazaar. Climbers then hike to Base Camp, which usually takes six to eight days, allowing for proper altitude acclimatization in order to prevent altitude sickness. Climbing equipment and supplies are carried by yaks and human porters to Base Camp on the Khumbu Glacier.



Climbers will spend a couple of weeks in Base Camp, acclimatizing to the altitude. During that time, Sherpas and expedition climbers will set up ropes and ladders in the treacherous Khumbu Icefall. Seracs, crevasses and shifting blocks of ice make the icefall one of the most dangerous sections of the route. Many climbers and Sherpas have been killed in this section. To reduce the hazard, climbers will usually begin their ascent well before dawn when the freezing temperatures glue ice blocks in place. Above the icefall is Camp I or Advanced Base Camp (ABC) at 6,065 m (19,900 ft).

From Camp I, climbers make their way up the Western Cwm to the base of the Lhotse face, where Camp II is established at 6,500 m (21,300 ft). The Western Cwm is a relatively flat, gently rising glacial valley, marked by huge lateral crevasses in the centre which prevent direct access to the upper reaches of the Cwm. Climbers are forced to cross on the far right near the base of Nuptse to a small passageway known as the "Nuptse corner". The Western Cwm is also called the "Valley of Silence" as the topography of the area generally cuts off wind from the climbing route. The high altitude and a clear, windless day can make the Western Cwm unbearably hot for climbers.

From Camp II, climbers ascend the Lhotse face on fixed ropes up to Camp III, located on a small ledge at 7,470 m (24,500 ft). From there, it is another 500 metres to Camp IV on the South Col of Everest at 7,920 m (26,000 ft). From Camp III to Camp IV, climbers are faced with two additional challenges: The Geneva Spur and The Yellow Band. The Geneva Spur is an anvil shaped rib of black rock named by a 1952 Swiss expedition. Fixed ropes assist climbers in scrambling over this snow covered rock band. The Yellow Band is a section of sedimentary sandstone which also requires about 100 metres of rope for traversing it.

On the South Col, climbers enter the Death Zone. Climbers typically only have a maximum of two or three days they can endure at this altitude for making summit bids. Clear weather and low winds are critical factors in deciding whether to make a summit attempt. If weather does not cooperate within these short few days, climbers are forced to descend, many all the way back down to Base Camp.

From Camp IV, climbers will begin their summit push around midnight with hopes of reaching the summit (still another 1,000 metres above) within 10 to 12 hours. Climbers will first reach "The Balcony" at 8,400 m (27,700 ft), a small platform where they can rest and gaze at peaks to the south and east in the early dawn light. Continuing up the ridge, climbers are then faced with a series of imposing rock steps which usually forces them to the east into waist deep snow, a serious avalanche hazard. At 8,750 m (28,700 ft), a small table-sized dome of ice and snow marks the South Summit.

From the South Summit, climbers follow the knife-edge southeast ridge along what is known as the "Cornice traverse" where snow clings to intermittent rock. This is the most exposed section of the climb as a misstep to the left would send one 2,400 m (8,000 ft) down the southwest face while to the immediate right is the 3,050 m (10,000 ft) Kangshung face. At the end of this traverse is an imposing 12 m (40 ft) rock wall called the "Hillary Step" at 8,760 m (28,750 ft).

Sir Edmund Hillary and Sherpa Tenzing were the first climbers to ascend this step. Once above the step, it is a comparatively easy climb to the top on moderately angled snow slopes - though the exposure on the ridge is extreme especially while traversing very large cornices of snow. After the Hillary Step, climbers also must traverse a very loose and rocky section that has a very large entanglement of fixed ropes that can be troublesome in bad weather. Climbers will typically spend less than a half-hour on "top of the world" as they realize the need to descend to Camp IV before darkness sets in, afternoon weather becomes a serious problem, or supplemental oxygen tanks run out.

On the frequent clear days in April and May, the possibilities of spectacular photography and video recording are endless and they make exceptional marketing and promotion material for sponsors who support this adventure to the Ultimate Challenge: Climbing Mt Everest to the Top of the World!



C - List of Equipment needed (per climber)

<u>Product</u>	<u>Make</u>	<u>Price</u>	<u>Sponsored by</u>
High Altitude boots	Millet Everest	\$850.00	
Expedition pile pants	Mountain Equipment	\$120.00	
Crampons	Petzel	\$200.00	
Ice Axes	Charlet Moser	\$500.00	
Heavy Weight Fleece	Patagonia	\$200.00	
Down jacket	Mountain Hard Wear	\$600.00	
Down suit	Mountain Hard Wear	\$1,100.00	
Wind Suit	Mountain Hard Wear	\$800.00	
Sleeping Bag -40°C rated	MEC	\$600.00	
Over bag - 12°C rated	MEC	\$200.00	
Climbing Harness	Black Diamond	\$120.00	
Oxygen Mask	Top Out	\$350.00	
Oxygen (above 8,000 m)	Poisk	\$4,000.00	
Sleeping Mats x 2	Thermarest	\$170.00	
Down Boots	MEC	\$120.00	
Down Mittens x 2 pairs	Outdoor Research	\$250.00	
Backpack 90 litre +	Lowe Alpine	\$350.00	
Snow Goggles	Bolle	\$150.00	
Glacier Glasses x 2 pair	Julbo	\$350.00	
Head Torch	Black Diamond	\$120.00	
Trekking Poles	Black Diamond	\$140.00	
Base Layer top x 3	Patagonia	\$250.00	
Base Layer bottom x 3	Patagonia	\$200.00	
Light Weight fleece	The North Face	\$110.00	
Ascender Jumar	Petzel	\$80.00	
Figure 8 Device	Black Diamond	\$60.00	
Shell Pants Gore-Tex	The North Face	\$180.00	
Shell Jacket Gore-Tex	Mountain Hard Wear	\$300.00	
Trekking Boots	Salomon	\$220.00	
High Altitude Tent	Mountain Hard Wear	\$800.00	
Liner gloves x 3	MSR or OR	\$120.00	
Windstopper gloves x 2	Black Diamond	\$140.00	
Socks Liner x 3	Patagonia	\$80.00	
Socks medium weight	Patagonia	\$80.00	
Socks heavy weight	40 Below	\$120.00	
Carabiners x 6	Black Diamond	\$70.00	
Slings x 3	Wild Country	\$50.00	
Kitbag 80 litre x 2	The North Face	\$120.00	
Expedition Shirts x2	The North Face	\$70.00	
Balaclava	Lowe Alpine	\$15.00	
Woolly Hat	Mountain Hard Wear	\$15.00	
Woolly Hat	Patagonia	\$25.00	
Camel Bags x 2	Camel Bag	\$80.00	
Solar Panel	Solar Film	\$350.00	
Satellite Phone	Thuraya	\$1,000.00	
Phone Credits (dispatches)	Thuraya	\$1,000.00	



THANKS FOR YOUR SUPPORT !
WE HOPE TO SEE YOU AS PART OF THE TEAM !

Contact us at:
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