

Polar Awareness Sponsorship Opportunity

To coincide with North South Solo Expedition we would like to offer your company the opportunity to be a part of this [World First Attempt](#).

The solo journey aims to highlight the effect climate change is having on the polar regions and part of the sponsorship package is to take you into the arctic circle to show how the melting polar ice caps are having an effect on the rest of the planet.

As a supporter of the expedition your trip will also link up with Mark's return from the North Pole where he will deliver an account of the journey and the problems he faced crossing the two most unforgiving regions of our planet.

For your company to invest £6,000 into the [North South Solo Expedition](#) means you will receive the following in return - further details of each item can be seen in this brochure;

- **A 3 day experience of the arctic circle with British polar explorers to the highest - latitude town in the world. Husky dog teams and snowmobiles will be your transport to investigate the island of Svalbard in the Norwegian high arctic. Looking at diminishing glaciers - the effect on the polar wildlife and the breaking sea ice.**
- **Your journey to the arctic circle will co-inside with Marks return from the North Pole where he will give you a firsthand account of his experiences over the five months on ice.**
- **A package designed by expedition partners - Climate Change Solutions to aid your visit to the arctic and to assist in a presentation to your own company on your return.**
- **Your company Logo used on the expedition website with links to your own site to show our association and the contribution you are making to climate awareness.**
- **The expedition blog - photographs and film podcasts used on your own site and within your own publications.**
- **Your company name and logo used in the forward of a possible publication of the expedition.**
- **Your company logo carried throughout the South and North pole trek on the expedition Flag.**
- **An invitation to the pre- North South Solo expedition talk and lunch - exclusive only to polar awareness sponsors.**
- **Limited addition commemorative North South Solo framed photograph of your company logo at both the North and South pole.**



A message from polar explorer - Mark Wood

This year I will be attempting to be the first person in history to ski solo - unsupported and unaided to both the South Geographic and then the North Geographic Pole's consecutively. A journey of discovery and global awareness.

Classed by the patron Sir Ranulph Fiennes as "the toughest journey on the planet" the expedition will begin in November 2011 from Antarctica. This is where I will take my first step - five months later after covering over two thousand KM my journey will end in April 2012 on the other side of the world at the North Pole.

My arrival will be just before the Olympic games in the UK and will also be one hundred years after the historic "race to the pole" expedition between Roald Amundsen and Sir Robert F. Scott.

For me this is more than just a long walk on ice. To date I have led over twenty five major expeditions in the extremes of our planet working in Alaska - the Canadian and Norwegian high Arctic and with in the mountains of the Himalayas.

My role as an explorer has been to communicate my experiences to students and stimulate interest about their own planet. With this I have set up an educational schools programme for the expedition so students can link with me on ice and experience every breath step and emotion along the way.

The North South Solo expedition will only happen if people like yourself believe in the significance of it and also believe in person involved.

Mark Wood - explorer / educator / speaker

Further details of the Sponsorship offer

Discover the Arctic Experience

As an incredible part of this package we are offering one free place on a trek to the Norwegian High Arctic to see firsthand how global warming is effecting the polar regions. The trek will co-inside with Mark's arrival at the Geographic North pole where he will give you a firsthand account of his experiences over the 5 month period.

This is a once in a life time opportunity to see the true arctic and experience all the areas that have inspired him to make polar exploring his lifelong passion.

Your experience will be half way between Northern Norway and the North Pole. In the town of Longyearbyen set on the island of Svalbard. Longyearbyen is the highest town in the world by latitude and has great accommodation and restaurants making it a perfect setting for reaching out in to the wilds of the arctic. The trek is run by local Norwegian guides and British polar explorers.

The dates for Discover the Arctic trek are; May 3rd to May 7th 2012. All flights and logistics are handled by the expedition team.

A polar awareness package designed by Climate Change Solutions

This has been put together to help your company understand the issues surrounding Global warming and how it is effecting the polar regions. It also outlines how we can make a difference with in our own lives.

We have collaborated with Climate Change Solutions on this to inspire others to understand the real issues we face today - the booklet gives guidelines on how you can present your first hand experiences to your own company on your return from the arctic.





An invitation to the pre- North South Solo expedition talk and lunch

As a sponsor you would be invited to an afternoon talk where Mark will deliver a presentation on the expedition along with run through of your sponsorship package.

Part of the talk will be about your own journey to the polar region on the [Discover The Arctic Experience](#). The British explorer's who will be on the trek with you will be there to answer any questions you may have.

During the interval, food and drink will be served and there will be some expedition food also available to taste - if you dare! Displayed through the afternoon will be the expedition sledges - tent - clothing and equipment along with the flag that will carry your logo throughout the world first attempt.

The North South Solo expedition talk and lunch will be held in November 2011 prior to Mark's departure to Antarctica.

The North South Solo Expedition Flag

During Mark's five months in the extremes of the planet he will carry the expedition flag displaying your company logo. A photograph will be taken at both poles of him holding the flag itself. As a company that has helped him reach these historic landmarks you will be presented with a limited edition commemorative framed photographs on his return.

Limited addition commemorative North South Solo photograph - only forty will be printed.

Taken at the top and bottom of the world these framed limited addition commemorative photographs will also display the expedition logo along with your own company logo. In addition there will be a written account of the expedition along with a letter of thanks from myself for your association.

All framed photographs will be signed by the team involved. The presentation to your company will be made at the gala evening.



Company Logo

Your own company logo will be displayed on the official North South Solo website under the expedition sponsors section with a link through to your own site. The North South Solo web site at the moment receives over two thousand hits a week. As the expedition progresses we expect this to increase considerable - especially when the national and international media report on Mark reaching the South pole - this would mean with only the North Pole to go the world record is on.

Expedition Blog / photographs and film podcasts

You will have access to the North South Solo blog including the photographs and film podcasts that will be posted throughout the expedition. As a sponsor you can embed the blog within your own company's website so your clients can see the support you are giving towards the expedition.

Company name used in a possible forward section in a publication of the expedition

After the expedition Mark will have the opportunity to write a book about his journey to both poles as well as his past adventures in Alaska - Himalayas and the Arctic. In the forward section of the book he will mention your companies support for the expedition and the work achieved through climate change awareness.

In addition to the sponsorship proposal;

North South Solo Gala evening event

After the expedition you will receive an invitation to the North South Solo gala meal. Mark will give an account of his journey and then will present your company with the limited addition North South Solo commemorative framed photographs. The evening will also include sporting personalities - members of the expedition support team and the polar guides from the Discover the Arctic experience.

Money raised on the night through your attendance and a raffle will be donated to the expedition charity. The details and cost of this evening will be given at a later date and is not part of the sponsorship proposal.

Expedition Patron - Sir Ranulph Fiennes

"The North South Solo expedition is the toughest journey on the planet covering two of the most hostile and unforgiving regions on earth.

It is not only a test of both physical and mental endurance but most importantly the expedition will link schools around the globe - giving people a real insight into our ever changing world.

I wish Mark every success in his endeavour and encourage others to follow his journey"

Sir Ranulph Fiennes O.B.E





Biography of Mark Wood – *explorer / educator / speaker*

Expeditions to date

- 2011** North South Solo training expedition - High Arctic Norway
- 2010** Island Peak expedition - 6184m - Himalayas
- 2010** Global Schools Project to the Himalayas - Warwick University
- 2010** Himalayan expedition for the Global Schools project
- 2010** A solo 30 day training expedition in Svalbard
- 2009** Led 3 expeditions involving over 60 people to Everest BC – Snowball Exp; schools project.
- 2009** Led a British first expedition from Resolute Bay to Gris Fiord in the Canadian High Arctic
- 2009** Alaskan dog sledding expedition – filming for an educational films programme.
- 2008** Led a team through the Himalayas as part of an educational schools programme.
- 2008** Led an expedition linking the two highest Inuit settlements in the Canadian high arctic.
- 2008** Filming for a documentary on how global warming is affecting the Inuit people.
- 2008** Led a dog sledding expedition in North America.
- 2007** Set up an expedition guiding company and educational programmes
- 2007** Arctic guide and operational support for the BBC Top Gear programme - 'race to the pole'.
- 2007** Arctic expedition technical support for the Magnetic North Pole Race (1996 pole position).
- 2006** Cycled across the USA – 3500 miles from Seattle to New York.
- 2006** Led an 8 person team on a successful Geomagnetic North Pole expedition.
- 2006** Instructor on an Arctic training expedition – Northern Canada.
- 2005** Instructor on an Arctic training program – Norway.
- 2005** Instructor on an Arctic training expedition – Northern Canada.
- 2004** A successful Geomagnetic North Pole expedition.
- 2003** 70 day expedition and research for Cancer Research UK (CRUK) - Canadian high arctic.



Expedition timings

Geographic South Pole Expedition

Start date: November 22nd 2011

Estimated finish date: January 5th 2012

Time on ice: 45 days

Transitional period

Flight from the Antarctica continent to the Arctic Circle

Estimated time in transitional period: 20 days

Geographic North Pole Expedition

Start date: February 25th 2012

Estimated finish date: April 29th 2012

Time on ice: 65 days

Total amount of time on the North South Pole expedition

130 days



Contact details for the North South Solo expedition;

telephone: +44(0) 7792 376 361

email: mark@markwoodexplorer.com

skype: snowballexpeditions

Follow the expedition on;

expedition blog / web: www.markwoodexplorer.com

twitter: [markwoodexplore](https://twitter.com/markwoodexplore)

facebook: [@North South Solo](https://www.facebook.com/NorthSouthSolo)