

2009 – 2011

Sponsorship Program (Overview)

The Cycle Strongman Expedition



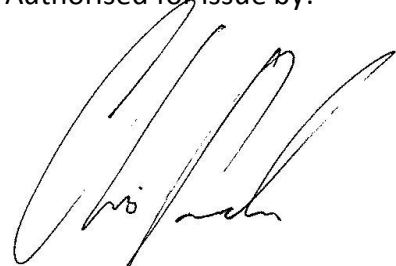
The Cycle Strongman Expedition

<http://www.cyclestrongman.com>

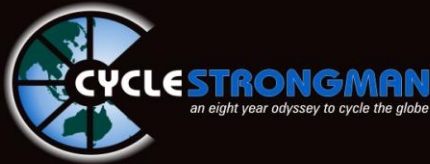
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Authorised for issue by:



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8 Years
75,000 km
6 Continents
50+ Countries
8 Seas
6 Deserts
7 Mountain Ranges
One Continuous Ride

Overview - The Cycle Strongman Expedition

The Cycle Strongman Expedition (CSX) is a monumental attempt to traverse the globe using human power and the elements in an effort to push the frontiers of human capabilities, challenge environmental values and promote cross cultural understanding. Having commenced in early 2009, the CSX is a unique undertaking. With every continent explored, every coastline chartered and every river mapped, the Cycle Strongman Expedition is truly one of the last great adventures.

The Expedition will involve cycling across each of the six major inhabited continents. The route will cover approximately 75,000 kilometres, travel through more than 50 countries, cross eight seas, two oceans, six deserts and pass over seven mountain ranges. Unlike most adventures the outcome is not known, uncertainties must be dealt with on a daily basis and unforeseen obstacles must be overcome everyday – the true essence of the ultimate journey of discovery.

Australian Cyclist magazine described the CSX as “The adventure of a lifetime”. Patrons of the expedition include: **Cadel Evans**, **David Suzuki**, **Senator Bob Brown** and **John Butler** who have each thrown their support behind the expedition.

Sponsorship

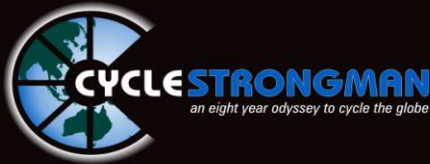
The CSX is a unique opportunity to provide a high profile and focused platform to engage staff/clients/suppliers and customers. As a sponsor/supporter of the CSX you will be part of a professional, unique and extraordinary adventure at the forefront of modern expeditions.

The versatility and capability of gear will be showcased throughout the expedition in some of the harshest environments and remotest parts of the world. No other expeditions traverse such a variety of extreme landscapes, isolated situations and continuing sets of challenges. Expedition sponsors gain access to a powerful medium to use for a wide variety of purposes. Expedition material has been used in for cross promotional branding, inspiring imagery, thought provoking posts/blogs, magazines, gear reviews (you tube embedded) and business/community presentations.

Sponsors receive dedicated advertising on the CSX website (the focal point for the expedition) and direct association with the Expedition. The sponsorship package includes associated access to an expanding subscription base, regular expedition updates, access to the bi-annual RE-Cycle sponsorship newsletter, media releases and direct RSS feeds. In addition the CSX is committed and dedicated to work with current and potential sponsors to achieve the maximum possible promotional benefit from their involvement with the CSX.

High Value Media Interest/Exposure

The expedition provides a stable and consistent media platform for products and affiliate brand labels. This platform provides a launching point for media and brand exposure directly at thousands of website visitors/subscribers and followers in the adventure orientated market.



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The entire journey will be documented on the CSX website (www.cyclestrongman.com) which serves as the focal point of the expedition. The expedition has a dedicated RSS feed, subscription base, facebook group and twitter account utilising modern communication mediums to reach a wider audience.

To date a substantial media interest and exposure has been generated throughout the expedition. Media outlets throughout the world are constantly and continually being actively and enthusiastically pursued. Examples of existing media coverage can be found in the media section of the CSX website and include BBC London, Australian Cyclist Magazine (front cover), Intrepid Magazine (USA), regular radio interviews (ABC and commercial) as well as various Australian and international News publications.

Sponsorship Rights

The CSX will span over a number of years. While I would welcome and encourage your commitment and involvement for the entire duration, in some circumstances it may be mutually beneficial to support the expedition for an initial agreeable period. For such circumstances, I would invite your support for a set period of time (subject to discussion) and welcome the opportunity after this period to potentially continue your involvement in the CSX should you choose. The CSX sponsorship program also includes comprehensive rights and benefits programme inclusive of activation and media distribution over minimum 1 year term designed to drive ROI.

Potential Synergies

As part of any potential support I would also like to explore opportunities to expand and develop the products and their use. Gear reviews will be directly linked to the website outlining the product(s), experiences and advantages of the items used. Regular product feedback will also be sent direct to sponsors throughout the expedition. In addition sponsors/supporters will be sent the bi-annual RE-Cycle Newsletter which is intended to give a snapshot of the expedition progress, sponsorship news, future developments and updates directly to sponsors to use for internal publication to motivate and enthuse staff and clients.

The CSX is also certified carbon neutral. The expedition is audited on a yearly basis with carbon offsets purchased for emissions generated as a direct result of the expedition. This provides a seed to form relationships with other companies particularly on eco friendly products and services.

The Expedition is also aiming to raise \$100,000 (AUD) to support Oxfam over the approx 8 year duration. This provides an opportunity to align with a socially responsible, secular, international not for profit organisation.

Feeling the potential?

Enquiries for potential sponsorship of the CSX should be sent directly to Chris Roach (Expedition Leader) via email at cyclestrongman@gmail.com.