



**breaking
the cycle:
south pole**

Kate Leeming

**The first person to cycle
across the Antarctic continent
via the South Pole**

A Sponsorship Opportunity

The Importance of Exploring



Exploration is the driving force behind humankind. We have been exploring since the dawn of time, because it is at the centre of everything we do. From birth, we learn through experience and we can make better decisions tomorrow from the information we have unearthed today.

Everything we know today has been the result of explorers who have gone before us. Exploring is to travel through the unknown to learn or discover new information. Discoveries in geography, medicine, space, flora and fauna, that have changed the world for the better, are but a few of the riches of exploration.

Today, society seeks riches of other kinds. Equality of race and gender, alleviation of poverty, advances in health and education, tolerance and peace and preservation of the environment among them. Discoveries in the modern world will come; but only if we seek them and we are prepared to embark on uncovering the source of today's unknowns.

Real exploration cannot be done through a screen or second-hand; true perspective must be obtained first-hand as primary evidence. The great explorers and creators of history have known this and it remains the same today.

If the leaders of tomorrow are inspired to explore, understand how the world fits together and how they fit within it, our global community will be all the richer for the decisions they will make toward a better world.

Kate Leeming



In the spirit of Douglas Mawson's heroic feat of survival more than a century ago, *Breaking the Cycle South Pole* will be a world first achievement of the 21st Century utilising cutting edge technology, clever innovation and contemporary risk management expertise



- The world's first all-wheel-drive fatbike
- Custom-designed clothing, equipment
- High quality content with regular communications



- Leverett Glacier - South Pole – Hercules Inlet
- Distance: 1850km
- 45 days (approx.)
- Altitude: 0-3000m
- Temperature Range: -10 to -40C

(McMurdo start - 2800km, 60 days+)





Kate Leeming



Cycled a distance greater than twice around the world at the Equator and is considered one of Australia's most accomplished women explorers

Major expeditions containing world firsts

- *Trans-Siberian Cycle Expedition* – 13,400km, St Petersburg to Vladivostok in aid of the children of Chernobyl
- *Great Australian Cycle Expedition* – 25,000km through Australia, 7000km on remote desert tracks including the Canning Stock Route; an official activity for the United Nations Decade of Education for Sustainable Development
- *Breaking the Cycle in Africa* – 22,000km from Senegal to Somalia exploring the causes and effects of extreme poverty. Also an official activity for the UN DESD.
- *Breaking the Cycle Skeleton Coast* – A 1621km sand cycling expedition along the entire Namibian coastline; Kunene River mouth to the Orange River mouth.



Books and films

- *NJINGA* – book, multi-award winning feature documentary and TV series (Africa, 2014-19)
- *Out There and Back* (Australia, 2007)
- Honorary Doctor of Education (University of Western Australia)
- Fellow of the Royal Geographic Society, UK
- Member of The Explorers' Club, New York
- Bachelor of Physical Education, Graduate Dip. Ed (UWA)
- Honorary advisor for the Duke of Edinburgh's International Award
- Scout Ambassador (Victoria, Australia)
- Real tennis professional – Reached World No.2;
Won 5 Australian Open singles titles



Breaking the Cycle South Pole Team



Kate has surrounded herself with a team of world class experts to give her the best chance of success and to ensure the highest possible quality of content is delivered.

Claudio von Planta: Documentary filmmaker

Filmmaker for the acclaimed motorcycle journeys *Long Way Round*, *Long Way Down* and *Long Way Up*, Claudio is recognised as one of today's most committed current affairs directors, never failing to deliver the story no matter what the conditions. He has won many prestigious awards.



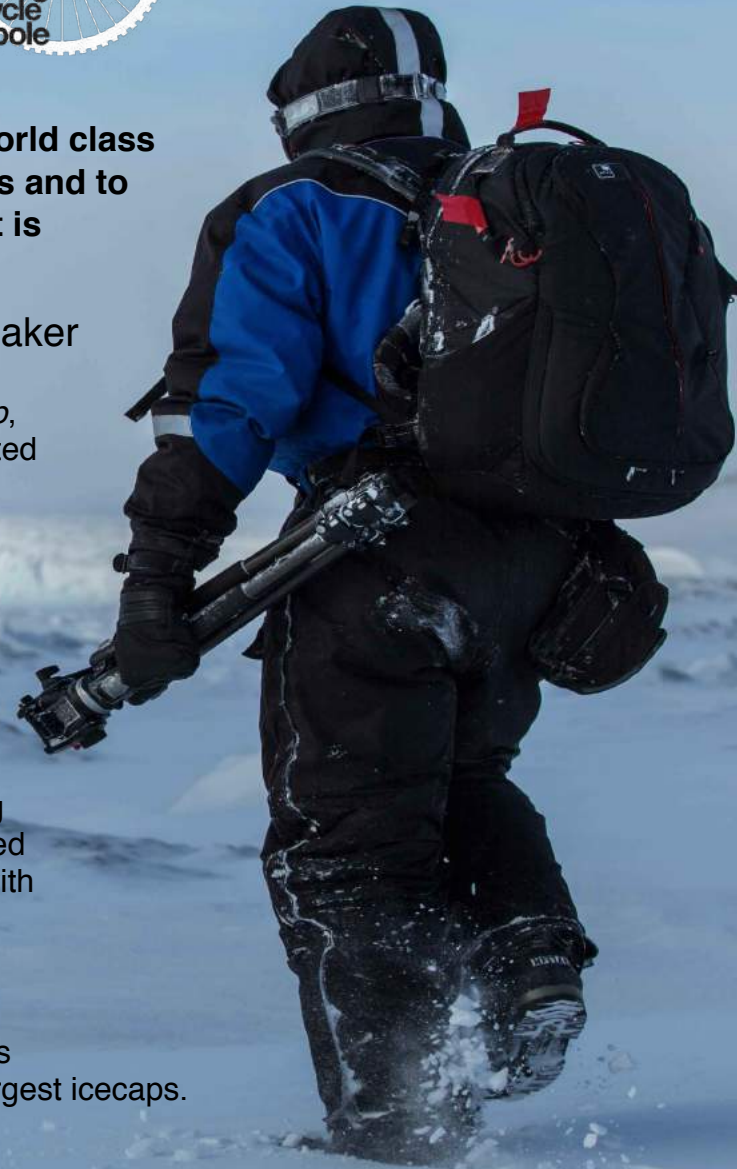
Stuart Kershaw: Filmmaker, comms, photographer

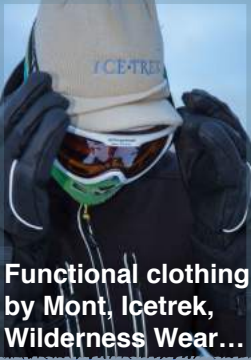
Award-winning, multi-skilled adventure cameraman, editor and director. Stuart is himself an accomplished adventurer having taken part in world record breaking team rows across the Atlantic and Indian oceans, skied and filmed in Greenland and Antarctica. He worked with Kate in Africa.



Eric Philips, OAM: Expedition advisor

The first Australian to ski to the North and South poles (with Jon Muir), Eric has traversed the world's four largest icecaps. Eric is one of the most experienced and trusted polar guides on the planet.





Functional clothing
by Mont, Icetrek,
Wilderness Wear...



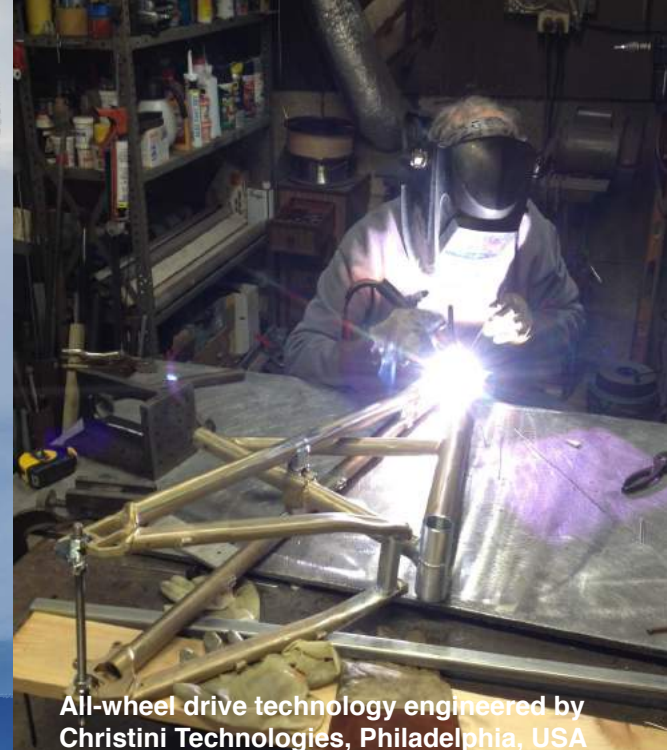
Strength and altitude training, medical support,
Melbourne



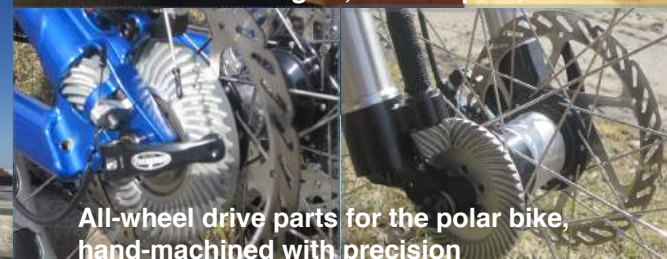
Breaking the Cycle South Pole:

a global collaboration of
expertise and experience,
passion and perseverance

Cutting edge technology,
clever innovation and risk
mitigation will define the
success of Kate and her team



All-wheel drive technology engineered by
Christini Technologies, Philadelphia, USA



All-wheel drive parts for the polar bike,
hand-machined with precision





Breaking the Cycle South Pole Outcome

Outreach

Breaking the Cycle will serve to build on Kate's commitment to contribute towards ending extreme poverty and education. (Sustainable Development Goals 1,4 and 5)

Breaking the Cycle Education aims to help prepare our future leaders to make informed decisions to create a better world. Partners include: the Duke of Edinburgh's International Award, Footprints on the Globe, Ivanhoe Grammar School, Victorian Department of Education and Training, Scouts Vic/Australia/WOSM & more.

Kate has **partnered with Y Generation Against Poverty (YGAP)**.

YGAP is on a mission to significantly improve the lives of one million people living in poverty by 2021. It finds, accelerates, supports and grows early stage entrepreneurial ventures run by local leaders with solutions to poverty in their communities.

Money raised by the Breaking the Cycle project will go towards ventures in Kenya and South Africa that **support access to education**.

A role model inspiring girls and women that demonstrates resilience, determination and commitment to aim high to achieve their full potential

Broadcast

BBC World News TV (84 million weekly viewers), has interest to show a series, however this needs to be re-negotiated and may lead us to bring on board several broadcast partners.

PR and marketing campaign

- Opportunities for a broadcaster to promote and follow the expedition in real time;
- Comprehensive web-based campaign, mobile app, social media platforms
- Option to involve global marketing specialists, Captive Minds, who has always added between £3M and £35M worth of PR value to an expedition.

Branding opportunities on clothing, website, watermarks on broadcast coverage, streaming and app.

Kate's availability for PR and advertising
Unique film and photo assets supplied en route



Breaking the Cycle South Pole

Capital needs



Expedition logistics _____ \$570,000

(50 day expedition, insurance, flights, vehicle support, mechanic, fuel, emergency response, food)

Training + testing of new equipment _____ \$260,000

(Svalbard, Greenland, Canada, Iceland, Australia, 2018-20 preparatory expeditions; one on each continent)

Web/Communications _____ \$30,000

(Communications, web design)

Education programme _____ \$20,000

(e-Learning content, materials)

PR and marketing _____ \$35,000

(Promotion, social media campaign, publicists, etc.)

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Total _____ \$915,000

Sponsorship earned so far _____ \$260,000

Total required _____ **\$US655,000**

Documentary and Education Modules

We are also seeking partners to cover the costs of filming and production of a feature documentary and a series of education modules from several international and Australian sources. Estimated cost **\$250K**



Timeline

breaking
the cycle
south pole

March 2013

Svalbard, Norway - First training expedition

August 2013 – March 2016

Development and testing of equipment in Australia, USA

April – May 2016

Greenland: Kate and Claudio travelled to Northeast Greenland where Kate made the first bicycle journey through Jameson Land and Liverpool Land.

March - April 2017

Arctic Yukon: An extended winter training expedition of almost 1000km in the Canadian Arctic. It included the first ever journey by bike from Aklavik, across the Beaufort Sea to Shingle Point. (Dempster Highway, Fort McPherson, Aklavik, Shingle Point, Inuvik, Tuktoyaktuk).

February 2018 to June 2020

A series of challenging 3-8 week preparatory expeditions to build physical and mental strength and stamina and further develop polar skills; one on each continent (Mexico, Iceland, Australia, India, Namibia, Peru/Bolivia/Argentina/Chile). These journeys are integral with the Breaking the Cycle: Education programme.

July - November 2020

Final preparations and training in Melbourne and the Victorian Alps

November/December/January 2020-21

ANTARCTICA: THE FINAL JOURNEY
1850km from coast to coast





Invitation to Sponsor Partners

*Kate embodies the spirit of exploration at it's best
She invites partners to become involved in her ground-breaking
expedition cycling across the Antarctic continent*

World first – inspiration – innovation

Nov-Dec-Jan (2020-21)

Breaking the Cycle South Pole

***“If the leaders of tomorrow are inspired to explore, understand
how the world fits together and how they fit within it, our global
community will be all the richer for the decisions they will make
toward a better world.”***

- ✓ Motivating the next generation to explore through adventure, leadership education, teamwork and community service;
- ✓ Encouraging communities – especially women and girls – to aim high and achieve their full potential;
- ✓ Stimulating a CSR culture that alleviates poverty, supports education and protects the environment (a carbon neutral project);
- ✓ Supporting the Sustainable Development Goals, in particular:
1(No poverty), 4(Quality education), 5(Gender equality).

Kate's multi-award winning support team has a phenomenal track record in expedition management and world-class media production.

- * Emotionally engaging stories and professional content using the latest camera and satellite communication technology;
- Collaborate with brands and broadcasters to produce the very best documentaries, social media, videos and images;
- Work with sponsors to design the most effective media campaigns before, during and after the expedition.

