



**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 104 years ago, *Breaking the Cycle South Pole* will be a world first achievement of the 21<sup>st</sup> Century using cutting edge technology and clever innovation including:

- 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





# Kate Leeming



**Cycled a distance greater than twice around the world at the Equator and is considered in the top 10 Australian women explorers of all time**

## 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.



## Books and films

- *NJINGA* – book, multi-award winning feature documentary and TV series (Africa, 2014-18)
- *Out There and Back* (Australia, 2007)
- Honorary Doctor of Education (University of Western Australia)
- Scout Ambassador (Victoria, Australia)
- Fellow of the Royal Geographic Society, UK
- Member of The Explorers' Club, New York
- Bachelor of Physical Education, Graduate Dip. Ed (UWA)
- Endorsed supporter of the Duke of Edinburgh's International Award
- Real tennis – 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* and *Long Way Down*, 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.



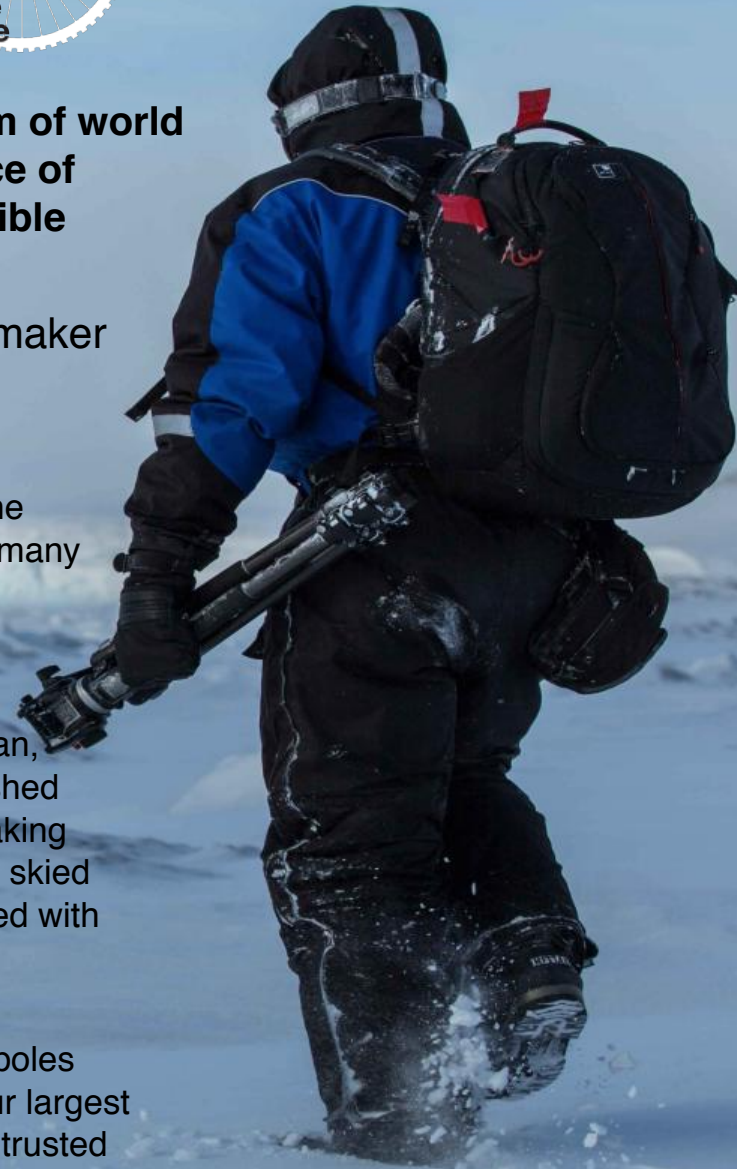
**Stuart Kershaw:** Filmmaker, comms, photographer

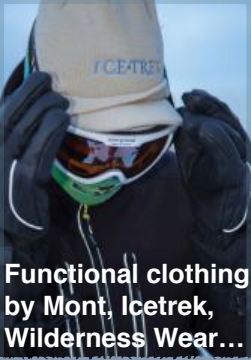
Award-winning, multi-skilled adventure cameraman, editor and director. Stuart is himself an accomplished adventurer having taken part in world record breaking team rows across the Atlantic and Indian oceans, skied and filmed in Greenland and Antarctica. He worked with Kate in Africa.



**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.





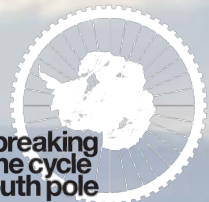
Functional clothing by Mont, Icetrek, Wilderness Wear...



Strength and altitude training, medical support, Melbourne



breaking the cycle south pole



# Breaking the Cycle South Pole:

a global collaboration of expertise and experience, passion and perseverance

Cutting edge technology and clever innovation 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, JUMP! Foundation, Ivanhoe Grammar School, Belouga, Victorian Department of Education and Training, Scouts Victoria/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 2018. 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** to aim high and achieve their full potential

### Broadcast

**BBC World News TV** (84 million weekly viewers), has interest to show a series, however our negotiations may lead us to bring on board several broadcast partners.

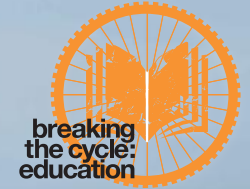
### PR and marketing campaign

- 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.

**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** \_\_\_\_\_ \$560,000

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

**Training + testing of new equipment** \_\_\_\_\_ \$215,000

(Svalbard, Greenland, Canada, Australia, 2018/19 preparatory expeditions; one on each continent )

**Web/Communications** \_\_\_\_\_ \$30,000

(Communications, web design)

**Education programme** \_\_\_\_\_ \$20,000

(e-Learning content, materials)

**PR and marketing** \_\_\_\_\_ \$30,000

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

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**Total** \_\_\_\_\_ \$825,000

**Sponsorship earned so far** \_\_\_\_\_ \$190,000

**Total required** \_\_\_\_\_ \$635,000

### 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 \$350K





# Timeline

**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. This was a challenging, credible expedition in its own right

**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 August 2019**

A series of challenging 3-6 week preparatory expeditions to build physical and mental strength and stamina and further develop polar skills; one on each continent (Mexico, Iceland, Australia, India, Peru/Bolivia/Argentina/Chile, Namibia). These journeys are integral with the Breaking the Cycle: Education programme.

**September - November 2019**

Final preparations and training in Melbourne and the Victorian Alps

**November/December/January 2019-20**

**ANTARCTICA: THE FINAL JOURNEY**  
**1850km from coast to coast**

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# *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 (2019-20)**

## ***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. Supporting Sustainable Development Goals 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, viral films, social media videos and images;
- Work with sponsors to design the most effective media campaigns before, during and after the expedition.

## **CONTACT**

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