

The Andes, the Altiplano & the Atacama

Executive Summary

Dr. Kate Leeming



Kate at Machu Picchu, Peru

Explorer and expedition cyclist, Dr. Kate Leeming immerses herself in the spirit of the Andes as she sets off on an epic 5000km high-altitude journey. She tests her physical and mental limits by cycling up the tallest volcanoes on Earth, across the high plains of the Altiplano and through the inhospitable Atacama Desert.

Trailer video: [CLICK HERE](#)



Dr. Kate Leeming

Cycled a distance greater than twice the Earth's circumference and on every continent (except Antarctica - that's next)

Expeditions that contain world firsts:

- The Trans-Siberian Cycle Expedition - 13,400km, St Petersburg to Vladivostok
- The Great Australian Cycle Expedition - 25,000km; 7000km off-road
- Breaking the Cycle in Africa - 22,040km, Senegal to Somalia
- Breaking the Cycle Skeleton Coast - 1621km, sand cycling down Namibia's entire coastline

Films and books

- *Diamonds in the Sand* - Global TV series, feature documentary (Namibia, 2021, 25M viewers)
- *The Lights of Ladakh* - documentary (India, 2021, streaming on Adventure Plus)
- *Njinga* - book, award-winning feature documentary (Africa, 2014)
- *Out There and Back* - book (Australia, 2007)

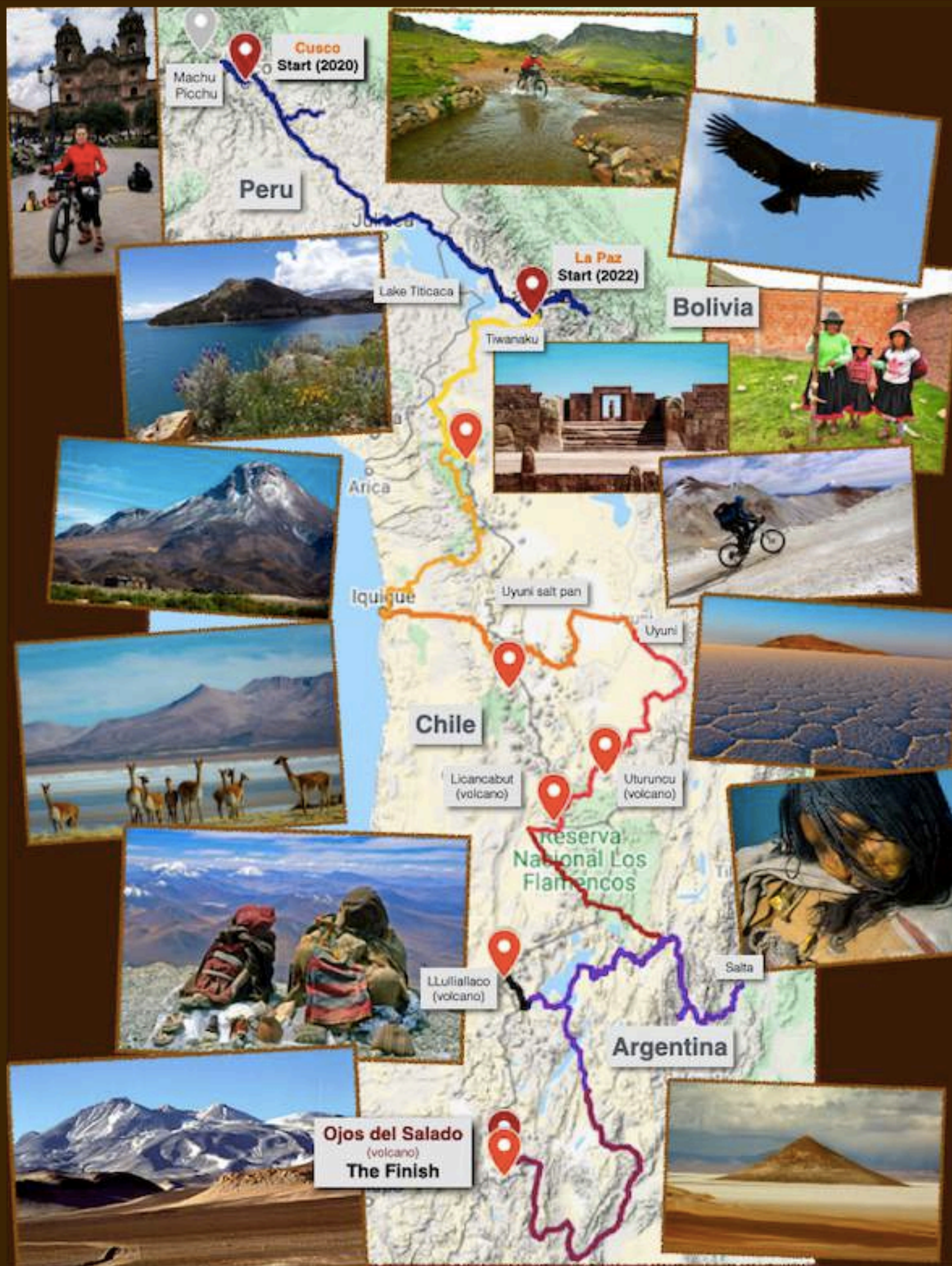
Awards and achievements

- Honorary Doctor of Education degree (The University of Western Australia, 2016)
- Fellow of the Royal Geographic Society (UK)
- Member of The Explorers Club (New York)
- Honorary Advisor for The Duke of Edinburgh's International Award
- Scout Ambassador (Scouts Victoria)
- Real Tennis professional - Reached World No.2 woman; 5 Australian Open singles titles



Ready to set off from Tilali
Peru

The Journey





A filmmaker's paradise
Puna de Atacama

Media Outcomes

Broadcast, digital marketing, PR and education.

- A **TV series** of the epic journey
- A virtual cycling event for **FulGaz**, an app that brings realistic, inspirational rides to indoor training sessions
- Quality content for marketing and PR
- Regular branded blog posts on KateLeeming.com
- A series of **short educational videos** and **lessons** (the story of the expedition and the lessons learnt from Andean cultures that relate to some of the issues confronting our global community today, such as climate change, sustainable consumption and the need to preserve and work *with* our environment, not against it.)



Desertio del Diablo
Salta Region, Argentina

Broadcast

TV series

International distribution to 500 million households worldwide
50 million actual viewing

Benefits to sponsors

Product placement

Advertisement inventory

2-minute advertising inventory per episode; your advert in the prime spot with key broadcasters.

Break bumpers

“Brought to you by...”

Global TV distribution

At least 20 broadcasters [500 million household worldwide]

End credits

Appearance in the end credits - prime spot



Digital Distribution

Digital release of the series on multiple on-demand platforms

Benefits to sponsors

Digital release - VOD

Multi-platform on-demand: audience of 65 million

Digital campaign

Short branded clips delivered to 20+ targeted video platforms

Banner Adverts

On key travel and adventure websites, national magazines and newspapers and business titles.

Broadcaster website and digital platforms

FulGaz

Kate will share her experiences of cycling through some of the region's most spectacular and challenging landscapes by creating a virtual cycling event for <https://fulgaz.com/>, an app that brings realistic, inspirational rides to indoor training sessions.

FULGAZ

Branding opportunities with the event and individual rides; multiple opportunities to access an **80K+ well-targeted audience**.

Adventure Entertainment

The feature film will also be screened on SVOD platform, Adventure Plus, offering a separate platform for sponsors to access it's 100K-strong adventure-mad audience.





PR

In order to maximise the viewing numbers, we plan to launch a dedicated PR campaign in the run-up to the premiere of the show. Kate makes regular appearances in the Australian and global media - TV, radio, podcasts, presentations, magazine features and educational media.

Benefits to sponsors

PR Campaign (Show focused)

2 months dedicated PR with Kate's established media relations in the lead up to the series release

PR Campaign (Expedition focused)

Before and throughout the expedition

Special feature

Special feature in travel-related publications (e.g.Nat Geo Traveller, Wanderlust, etc) - in the magazine and digital

London and Australian Premiere and press around it for the feature-length. This includes working with University College London.

Film Festivals

Screening at various adventure and travel film festival worldwide for the feature-length



Death Road
Bolivia

Production

AOK Media House

Series production



A UK production company specialising in factual television, will be producing a documentary series. AOK's critically acclaimed TV series have been watched by millions and aired at prime time by leading international broadcasters.
www.aokmediahouse.com



Global Distribution

Boulder Creek International

A well-established and innovative distribution company based in central London. Through strategic relationships with international broadcasters in the areas of expertise, travel and sport, BCI delivers high-end programmes to networks worldwide as well as helping tourism bodies and specialised TV production and sports presentation companies to deliver their stories to millions of viewers.
www.bouldercreekinternational.com



Practicing indigenous Traditions
Salta Region, Argentina

BROADCAST PLATFORM

Globosat Brazil

- 15.000.000 Households
- Brasil

GLOBOSAT

Nova Sports Greece

- 350.000 Households
- Greece

NOVA SPORT

Orbit Showtime Network

- 272.000.000 Households
- 14 Different Countries

osn
ORBIT SHOWTIME NETWORK

Inflight

- Airlines
- Trapped audiences

inflight VIDEO

Outdoor Channel Asia

- 5.000.000 Households
- 16 Different Countries

OUTDOOR CHANNEL

Eleven sports

- 70.000.000 Households
- 6 Different Countries

ELEVEN SPORTS

Bloomberg

- 200.000.000 Households
- 100 Different Countries

Bloomberg

Sports TV Turkey

- 25.000.000 Households
- Turkey

sportstv

Sportklub Eastern Europe

- 4.000.000 Households
- 7 Different Countries

SKB HD

Sportsmax

- 25.000.000 Households
- 21 Different Countries

SPORTS MAX

Fox Channels

- 500.000.000 Households
- Worldwide

FOX

Sport 5 Israel

- 5.000.000 Households
- Israel

sp5rt

Teleclub Switzerland

- 2.300.000 Households
- Switzerland

TELECLUB

Telered Argentina

- 20.000.000 Households
- Argentina

TeleRed

AB Groupe

- 100.000.000 Households
- 12 Different Countries

AB

NENT Scandinavia

- 8.400.000 Households
- 170 Different Countries

NENT

Extreme channels

- 100.000.000 video views
- 60 countries

EXTREME SPORTS CHANNEL

Sky Sports Germany

- 400.000 Households
- Germany

sky SPORT

COMCAST

- 27.600.000 Households
- North America

COMCAST

Direct TV Sports USA

- 6.100.000 Households
- USA

DIRECTV

Eurosport Asia Pacific

- 4.000.000 Households
- 14 Different Countries

EUROSPORT ASIA

PCTV Mexico

- 5.000.000 Households
- Mexico

PCTV

BT Sport

- 4.500.00 Households
- 4 Different Countries

BT Sport

Eurosport

- 104.000.000 Households
- 54 countries

EUROSPORT

SPI International

- 36 channels on 6 continents

SPI INTERNATIONAL

Flow Sports

- 400.000 Households
- Caribbean

FLOW SPORTS

Channel 82 Bermuda

- 2.300.000 Households
- Australia

channel 82 TWO

Melita Cable Malta

- 290.000 Households
- Malta

melita BUSINESS

PBS Washington

- 700.000 Households
- Washington

PBS

DTH Italy

- 2.230.000 Households
- Italy

DTH MEDIA

TVA 2DF TREK ATRESMEDIA

CBS SPORTS NETWORK CJ E&M astro CBC

RTS ServusTV UNISATCOM SILKNET

SRF 1 StarHub CCTV WOWOW

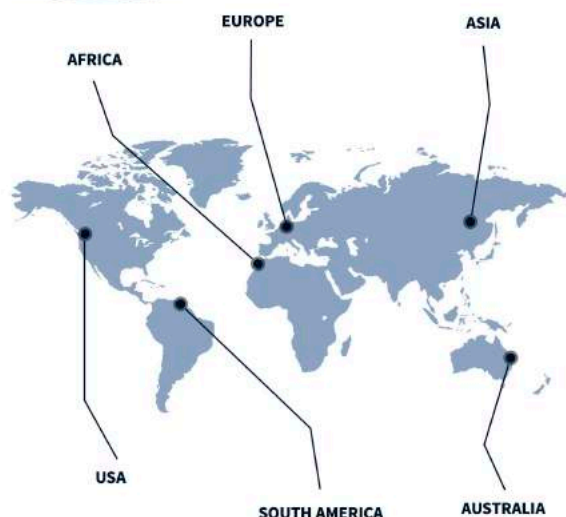
RMC DECOUVERTE Euronews ROGERS 腾讯 Tencent

mbc ACTION elisa N N K Red Bull TV

BTV SONY MTV zone-tv

NATIONAL GEOGRAPHIC Singtel StarTimes

PLATFORM



Sky Sports

- 9.000.000 Households
- United Kingdom

sky

Bein Sports

- 60.000.000 Households
- US

bein SPORTS

Sky New Zealand

- 2.300.000 Households
- New Zealand

sky sport

Netflix

- 150.000.000 Subscribers
- 190 countries

NETFLIX

ESPN Brazil

- 10.000.000 Households
- Brazil

ESPN BRASIL

ESPN Latin America

- 39.500.000 Households
- Latin America, 19 countries and territories

ESPN Latin America

Foxtel Australia

- 2.300.000 Households
- Australia

foxtel

Amazon

- 80.000.000 Households
- Germany, Japan
- US & UK

amazon

TV Asahi

- 19.000.000 Households
- Japan

tv asahi

TSN Canada

- 31.000.000 Households
- Canada

TSN

Eclat

- 9.000.000 Households
- Korea

Eclat MEDIA GROUP

CNBC

- 93.623.000 Households
- Europe, Middle East,
- North Africa, Asia Pacific
- & Latin America

CNBC



Case Study

This team has a proven track record having produced and distributed a global 4-part TV series:

Diamonds in the Sand

<https://vimeo.com/462048683>

PRODUCER: AOK Media House

DISTRIBUTOR: Boulder Creek International

IN PARTNERSHIP WITH: OMDis (Namibian Tourism organisation)

BROADCAST: Primetime

OUTSIDE TV (US): 4.5million

NATIONAL GEOGRAPHIC ASIA: 20million

NETWORKS (so far): CNBC, Globosat Brazil, Sky Sports NZ, TV Catalunya, A Bola Portugal, PX TV, CBC Canada, Action 24, Spiegel Germany, BNT Bulgaria, RTI Mediaset Italy, Sport 1 Germany

PRESS: National, Cycling and Outdoors press (UK and US)



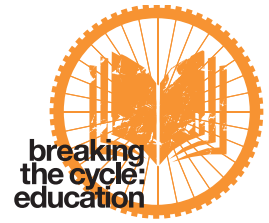
Outreach

Breaking the Cycle will serve to build on Kate's commitment to contribute towards ending extreme poverty, achieving equality and protecting the environment through education. (especially Sustainable Development Goals 1,4, 5 and 13)

- **Breaking the Cycle Education** aims to help prepare our future leaders to make informed decisions to create a better world.
- **A role model inspiring girls and women** demonstrating resilience, determination and commitment to aim high to achieve their full potential
- **Supporting the environment** by collecting research-grade climate data for not-for-profit organisation **2 Degrees C** during the journey.
- **Carbon Positive Australia** to ensure this is a carbon positive project while also supporting biodiversity in one of the world's Biodiversity Hotspots.



Breaking the Cycle Education



During the expedition, students and educators will be able to engage in the journey while taking part in customised lessons and activities.

Post expedition, in consultation with academics from UCL (a top 10 ranked university), Toby and Kate will create a series of educational videos and learning resources that explore ways to become a #GoodAncestor; combat climate change, reduce consumption, etc. Through the lens of behavioural psychology, the unique focus will be on how to implement solutions presented in the films.

Kate, a qualified teacher, has partnered with Belouga, an interactive learning platform present in over 110 countries. She's an Honorary Advisor for The Duke of Edinburgh's International Award and a Scout Ambassador. Kate has a big network of education connections



Proud to support



With Year 6,
Ivanhoe Grammar School



Further Details

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Paso Sico
Chile-Argentine border



A vicuna near Llulliallaco Volcano
Salta Region, Argentina