

Breaking the Cycle South Pole



Executive Summary

Dr. Kate Leeming



Explorer and expedition cyclist, Dr. Kate Leeming will make the first bicycle crossing of the Antarctic continent, coast to coast via the South Pole.

The supported journey will be a world first achievement of the 21st Century utilising cutting edge technology, clever innovation and contemporary risk management expertise.

Breaking the Cycle South Pole/Education pitch 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:

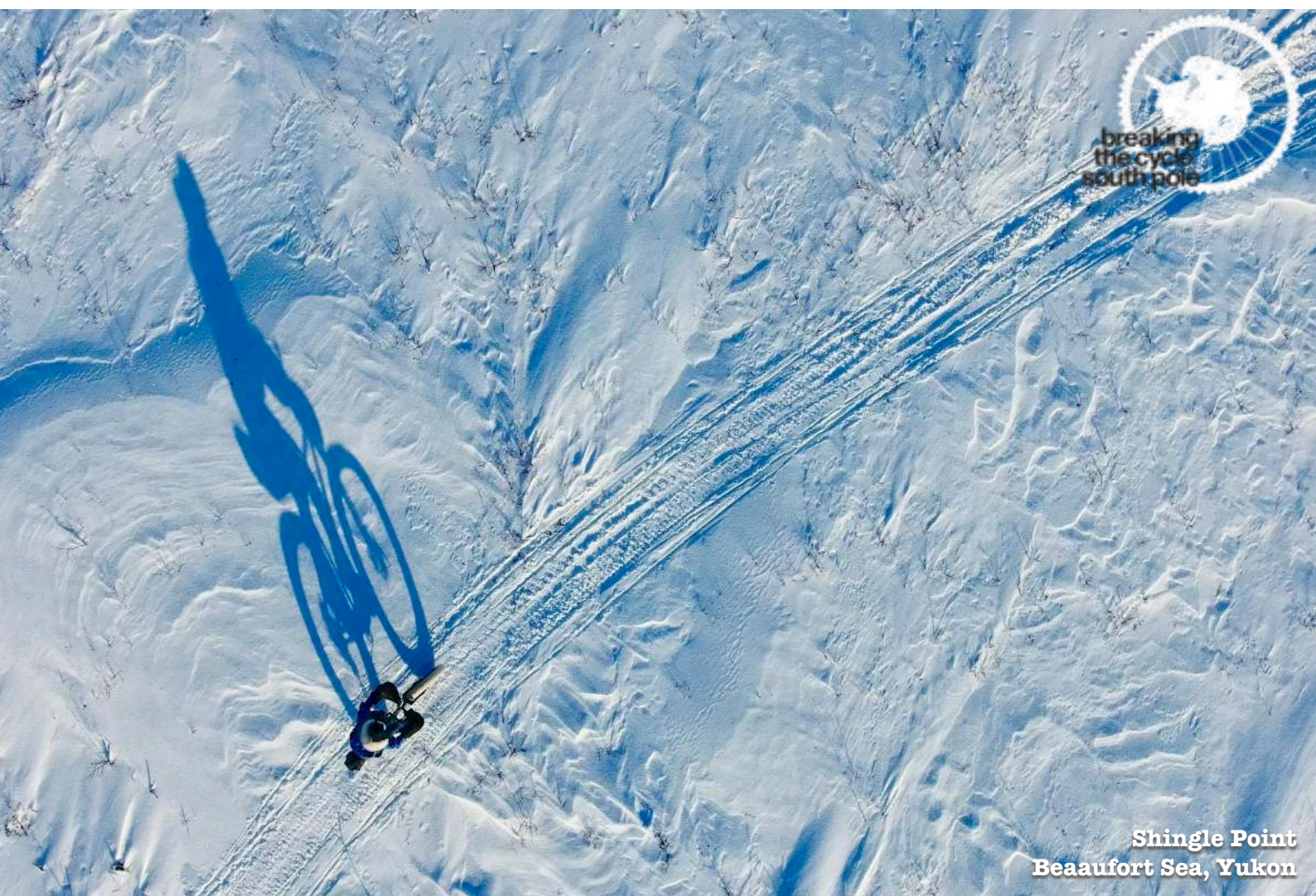
- The Trans-Siberian Cycle Expedition - 13,400km, St Petersburg to Vladivostok
- The Great Australian Cycle Expedition - 25,000km; 7000km off-road
- Breaking the Cycle in Africa - 22,040km, Senegal to Somalia
- Breaking the Cycle Skeleton Coast - 1621km, sand cycling down Namibia's entire coastline

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



The Journey

Route: McMurdo - South Pole - Gould's Bay (Berkner Island)

Distance: 3000km

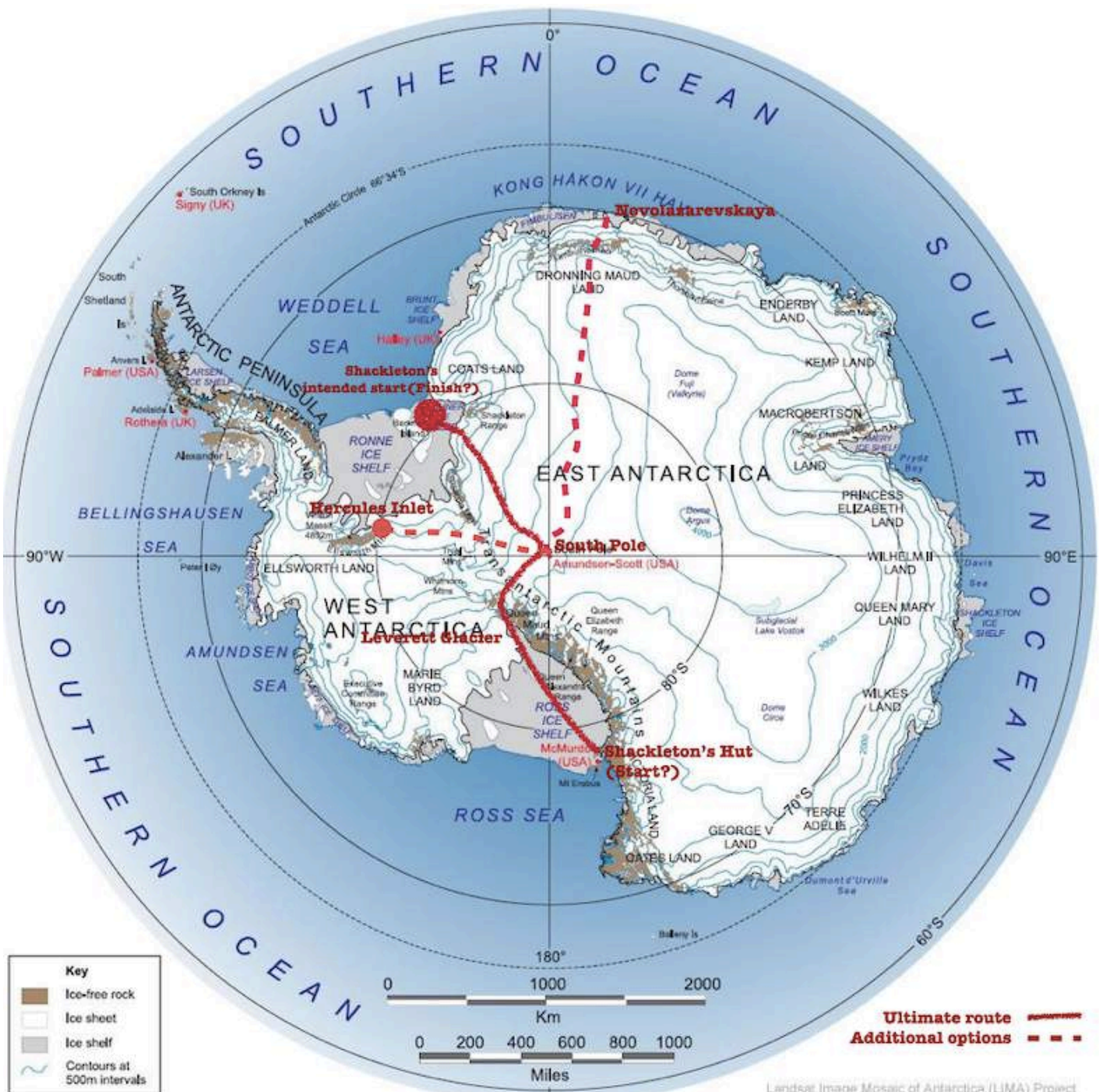
Time: 70 days (approx.)

Altitude: 0-3000m

Temperature Range: -10C to -40C

(McMurdo - South Pole - Hercules Inlet = 2800km, 62 days;

Leverett Glacier - Hercules Inlet = 1800km, 45 days)





Innovation and Planning

To turn this exciting challenge into reality Kate has been facilitating the development of some innovative technology, such as the first all-wheel drive fat-bike, custom-made functional clothing and communications. Collaborating with experts, Kate has learnt how to manage the extreme cold, plan her diet, ensure safety and ultimately, to achieve success.

Risk mitigation is priority at every stage. The logistics are being coordinated by [Antarctic Logistics & Expeditions](#) and [Arctic Trucks](#).



Claudio von Planta
Temple Fjorden
Svalbard

Media Outcomes

Kate has surrounded herself with a world class team to give her the greatest chance of success and to deliver the highest possible quality of content - for broadcast, education, marketing and PR.

The team aims to produce:

- A **TV series** (of the epic world-first journey)
- An **educational documentary** and a series of **short educational videos** (the story of the expedition as a platform to highlight the issues facing Antarctica, the driver of global climate and, uniquely, how to implement the solutions using behavioural psychology)
- **Live streams and Q&A** from the ice
- A website dedicated to the Breaking the Cycle South Pole project
- A virtual cycling event for FulGaz, an app that brings realistic, inspirational rides to indoor training sessions



Sassendalen,
Svalbard

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



**Hurry Fjord
Northeast Greenland**

Digital

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

Social media and newsletter combined reach - 20K (approx.)

FulGaz

Kate will share her experiences of cycling across Antarctica by creating a virtual cycling event for <https://fulgaz.com/>, an app that brings realistic, inspirational rides to indoor training rides. Multiple branding opportunities with the event and individual rides; access to a **100K+ well-targeted audience**.

FULGAZ

Adventure Entertainment

The feature film will also be screened on SVOD platform, Adventure Plus, offering a separate platform for sponsors to access its **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 (Expedition focused)
Before and throughout the expedition

PR Campaign (Show focused)
2 months dedicated PR with Kate's established media relations in the lead up to the series release

Special features

Special features in travel, cycling and geographic related publications (e.g Nat Geo Traveller, Wanderlust, Australian Geographic, etc) - 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

Expedition team



Claudio von Planta

Documentary filmmaker

Filmmaker for the acclaimed series of the 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.



Tobias Nash

Assistant filmmaker, communications, photographer

A videographer and psychology student at University College London (UCL), Toby is passionate about sustainability and solving global issues.

A multi-talented emerging leader, Toby has been an actor in major stage and screen productions, but over the last five years he has turned his attention to storytelling from behind the lens. His passion for behavioural psychology evolved when researching how to eliminate single-use plastics during his IB studies, Dulwich College, Singapore.



Production

AOK Media House

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



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

sportsstv

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

sp5ort

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

- 6.400.000 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

EURO SPORT ASIA

PCTV Mexico

- 5.000.000 Households
- Mexico

PCTV

BT Sport

- 4.500.000 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 EIGHTY-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**

7 **RTS** **ServusTV** **UNIONBORN SILKNET**

SRF **1** **StarHub** **CCTV** **WOWOW**

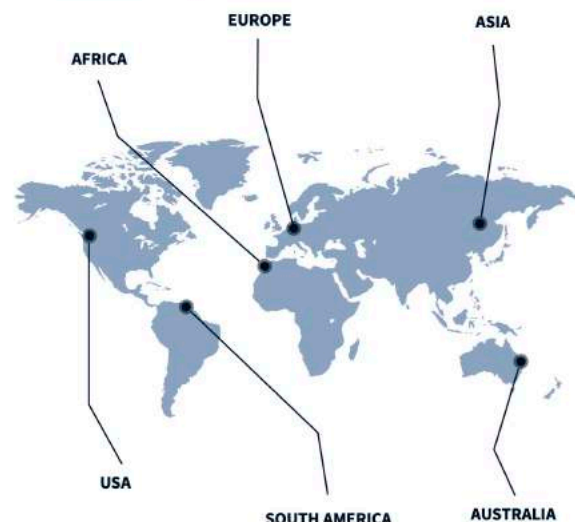
RMC **DECOUVERTE** **DIEN NEWS** **ROGERS** **腾讯** **Tencent**

MBC ACTION **elisa** **NNK** **Red Bull TV**

BTV **SONY** **MATV!** **zone-tv**

NATIONAL GEOGRAPHIC **Singtel** **StarTimes** **rum**

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

skysport

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



DIAMONDS IN THE SAND

PRESENTED BY: **OMDIS** BUILDING FUTURES IN ORANJEMUND

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

CNBC: 385 million households globally

OTHER NETWORKS (so far): 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

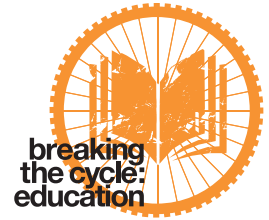


Breaking the Cycle will serve to build on Kate's commitment to contribute towards ending extreme poverty, achieving equality and protecting the environment through education. (Sustainable Development Goals 1,4, 5, 13)

- **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. Being a supported expedition, live streaming is possible.

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

The team will be able to target a considerable education audience. 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

THE DUKE OF EDINBURGH'S
INTERNATIONAL AWARD
AUSTRALIA



Scouts
VICTORIA



THE GLOBAL GOALS



With Year 6,
Ivanhoe Grammar School



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 (2023-24)

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 positive project);
- ✓ Supporting the Sustainable Development Goals, in particular: 1(No poverty), 4(Quality education), 5(Gender equality) 13(Climate action).



Further Details

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