



## TOPtoTOP – “YOUR COMPANY” Sponsorship proposal

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Dario Schwörer  
Head Coordinator  
dario@toptotop.org  
00871 7625 689 33

Peter Storm  
TOPtoTOP Board  
peter@toptotop.org  
0041 (0)79 248 2146



## TOPTOTOP Global Climate Expedition

A United Nations Environment Program (UNEP) supported initiative

### **Invitation for Sponsorship**

TOPTOTOP has taken on the ultimate challenge-*Global Climate Change* by motivating people to engage environmental issues through sports. The Global Climate Expedition is underway non-stop to the top of the highest mountain in each of the 7 continents of the world. This unique challenge will be done only by human muscle power and nature's force in walking, climbing, cycling and sailing and the support of its members, sponsors and partners.

Following the success of Swiss TOPTOTOP and the first two years of the expedition, we are continuing to expand our successful network of communication between sports associations, the public and the private sector. Our key focus is to work together in partnerships to promote solutions and actions to deal with the causes and impacts of climate change. TOPTOTOP is inspired and supported by the UNEP, Proclim and private sponsors who enable the success of this global challenge.

Organisations and companies are increasingly embracing the principles of environmental sustainability in their planning, reporting and decision-making. TOPTOTOP aims to align itself with sponsors who are incorporating sustainability in the foundation of their company principles. In this way, we can work together successfully to benefit from the positive energy and actions of people working towards a sustainable future. TOPTOTOP invites your company to sponsor our project.

We would like to propose a combination of financial and materials sponsorship including national and international media coverage, advertising on the expedition sailboat, website logos and links [www.toptotop.org](http://www.toptotop.org) and employee or business-partner expedition participation programs. We would like to propose that we meet to discuss your expectations and requirements as well as further details.

Yours Sincerely,

Dario & Sabine Schwörer  
Core Expedition Team and Head Coordinators  
TOPTOTOP Global Climate Expedition



Why "YOUR COMPANY" and TOPTO TOP?

We are both Swiss, Global and Multifunctional!

As an expedition that fully depends on its expedition sailing ship Pachamama and its equipment; TOPTO TOP has to be able to rely 100% on its partner.

TOPTO TOP can be both a very credible reference as well as public friendly and appealing ambassador of the "YOUR COMPANY" brand and company philosophy. From its start in 2002 we have delivered a consistent strong track record in media coverage in print, radio and TV. TOPTO TOP receives great support from local authorities and the public. In return we organize presentations, which are always well attended and highly regarded. This presents another good ambassador opportunity for "YOUR COMPANY". We are currently planning for the first time ever Antarctica – Mount Vinson expedition by sailing ship and human power only.

TOPTO TOP is a non-profit initiative that has proven to be able to operate with minimal budget. Never the less, the TOPTO TOP expedition cannot exist without the ongoing support of its sponsors, donors and members. Therefore, we hope that "YOUR COMPANY" would like to consider working a possible sponsoring or support arrangement with TOPTO TOP. In this document we would like to give some examples of what value such an arrangement could bring to "YOUR COMPANY".



## About TOPtoTOP

A unique challenge from TOP to TOP and SCHOOL to SCHOOL:  
Sportsmen share the joy of sport + environmental conservation  
with young people all over the world.

### From TOP to TOP



The first expedition to the highest TOP in each of the 7 continents only by human power (sailing, climbing, biking) and nature's force (wind, solar):

We set an example that great goals can be achieved in balance with nature.



We clean up the world and care about our climate:

We motivate people to experience the joy of sport + environmental action and challenge the biggest environmental issue we are faced with: - global climate change.

### From SCHOOL to SCHOOL



We visit schools throughout the expedition:

We teach young people about the importance of sport + environmental action and do fun activities with them to learn all about sustainability.

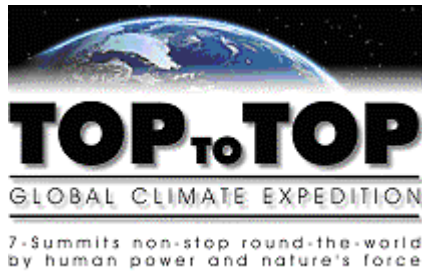


Children express their ideas in the TOPtoTOP-International-Drawing-Contest:

We bring nature's beauty and positive initiatives into classrooms to stimulate young people to develop their own solutions for our environment and climate.

### Act Now!

- Make TOPtoTOP possible – become a sponsor!



## Media Strategy

The international media are updated on the expedition in an annual press release and through press releases following a major summit climb or initiative. These press releases are sent to newspapers, magazines, radio and television centres on our growing media list. Our media track record already covers Switzerland, Germany, France, Croatia, Italy, Tunisia, Spain, the Canary Islands, the Caribbean Islands, Galapagos Islands, Easter Islands and Chilli. TOPtoTOP has a core network in Switzerland and continually contributes to international, national and local publications.

Local and regional media journalists cover the expedition on an ongoing basis in each country visited by the team. The media are proactively targeted prior to the arrival of the expedition whenever possible. On sailing trips, journalists are invited to visit the sailboat and interviews are conducted with the core expedition team. Journalists are invited to participate in school and environmental projects whenever appropriate on the expedition.

Recent articles and press releases are available on [www.toptotop.org](http://www.toptotop.org)

### **2002 to 2005 TOPtoTOP track record – key metrics**

#### Expedition:

- 800+ days non-stop
- Biking total: 142 days, 6247 km, 29'890 altimeters
- Climbing total: 262 days, 3411 km, 128'847 altimeters
- Sailing total: 400 days, 13'669 nm, 26 altimeters (Panama Channel)
- 10 Tons of waste removed from coastal and protected nature parks
- already more than 10'000 children visited
- 50 public presentations
- 20 presentations in yacht clubs throughout the expedition

#### Media:

- Local and regional newspapers
- & magazines 151
- Radio Interviews 28
- Television Interviews 31
- Boat shows 5
- Schools visited 250
- Environmental project participation 10
- average visitors on our website per day 500

If you have any questions, please contact

Dario Schwörer  
Head Coordinator  
[dario@toptotop.org](mailto:dario@toptotop.org)  
00871 7625 68 933



## TOPtoTOP Sponsorship possibilities

TOPtoTOP can offer a flexible combination of the following components for your sponsorship package. Packages are negotiable depending on the financial donation and can be made exclusive if appropriate. We also offer creative options for Employee or business partner expedition participation programs.

| Sponsorship Components |  |
|------------------------|--|
| 1.                     | Company logo on sails or sailboat.   |
| 2.                     | Company flag on sailboat or used at summits.   |
| 3.                     | Country targeted media strategy  |
| 4.                     | Company logo and link on TOPtoTOP website  |
| 5.                     | Company introduction and statement on TOPtoTOP website   |
| 6.                     | International Media Coverage (newspapers, magazines, TV, radio)  |
| 7.                     | Media coverage Switzerland (newspapers, magazines, TV, radio)  |
| 8.                     | Network coverage Switzerland (presentations, conferences, sponsors, members)   |
| 9.                     | Employee Participation Programme <ul style="list-style-type: none"> <li>- Company presentation</li> <li>- Seminar, Workshop, Quiz,</li> <li>- Opportunities to join expedition</li> <li>- Ongoing updates and communication from TOPtoTOP</li> </ul> |
| 10.                    | Participation in company conferences, contribution to annual environmental, sustainability or corporate social responsibility reports.   |



## Proposed Sponsor Package



| Location                      | description   | max. space   | conditions   |
|-------------------------------|---|--|--|
| <b>Homepage</b>               | name and link   | see <a href="http://www.toptotop.org">www.toptotop.org</a> | Excludes Sponsorship expenses:                               |
| <b>T-shirt</b>                | Logo  | front or back  |  |
| <b>Mainsail</b>               | logo on main + sail cover + bum: all on both sites = 6 logos            | main: 2 x 68,5 m2, cover 2 x 3.5 m2, bum 2 x 3.5 m2        | - Logo production and materials<br>- Travel related expenses |
| <b>Homepage banner</b>        | banner-logo + link on homepage  | see homepage   | - Print and media related expenses                           |
| <b>Promotion materials</b>    | TOPtoTOP provides multi media and digital images featuring sponsor logo | Details to be negotiated                                   |  |
| <b>External presentations</b> | logo on presentation materials  | Details to be negotiated                                   |  |
| <b>Event support</b>          | TOPtoTOP core expedition team member presentation                       | Details to be negotiated                                   |  |
| <b>Etc.</b>                   | See sponsorship components: 1 - 10 ...                                  | Details to be negotiated                                   |  |

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## The TOPtoTOP Sponsoring relationship management team

The coordination of TOPtoTOP is shared between the expedition team and the team in Switzerland. Several volunteers are involved in different aspects of the organisation internationally, however your key sponsorship coordinators are as follows:

Dario Schwörer - Head Coordinator Expedition

Nationality: Swiss

Experience: Full time expedition coordinator: qualified Ski and Mountaineering Guide UIAGM, River rafting Guide, Canyoning Guide, Skipper, Diver, Hanggliding pilot and qualified M.Sc. Climatologist.

Languages: German, English, French, Italian, Spanish, Dutch

Peter Storm - Advisor Swiss Office

Nationality: Dutch


Swiss residence

Experience: Sr. Manager Hewlett Packard (HP) Consulting

Languages: German, English, Dutch.







**TOP To TOP**  
GLOBAL CLIMATE EXPEDITION

7-Summits non-stop round-the-world  
by human power and nature's force



