

Elbrus 2019

Sponsorship Proposal



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1. SUMMARY

I have a dream to do Seven Summit. It means, climb the highest mountain of each of the seven continents.(Asia-Mount Everest, Africa-Mount Kilimanjaro, Europe-Mount Elbrus, Australia-Mount Kosciuszko, North America-Mount Denali, South America- Mount Aconcagua, Antarctica-Mount Vinson) For that, this is my first step. Through Sri Lankan Scout and Duke of Edinburgh's award unit I gain many things. As an opportunity to thank them, I'm going to take their flags to the highest mountain of each of the seven continents.

By providing a sponsorship to myself, you will have a unique opportunity to promote your company's brand and goodwill. You will be able to follow my progress from my departure to the top of Elbrus and watch with pride as I plant your company's flag on the top of the highest mountain of the Europe. Other benefits for the sponsor are described in section 3.

I'm raising funds both to support my climb of Mt. Elbrus through sponsorship and get a social impact. Charitable efforts promote a positive corporate image for sponsors among the business community and general public.

MOUNTAIN: Mt. Elbrus (18,510 ft), Southern side, from Russia.

ROUTE: Mineralnye Vody – Terskol – Azau Glade – Terskol - Mineralnye Vody

DATES: September 18 - September 26, 2019

TOTAL BUDGET: \$ 2,250

2. Brief Biography about myself

I born in 02nd of January, 2001. Now I'm 18 years old. I'm studying my Advance Level at St. Michael's College National School, Batticaloa. I got the President's Award in Scout. (The highest award of Sri Lankan Scout) I'm a Duke of Edinburgh's Bronze Awardee and now I'm doing my Gold Award. And also I'm a Social Activist. I have a dream to make a **"Beggars Free Sri Lanka"**.

As a Scout, last year I went to South Korea, for the Olympic World Youth Camp. There I met Anish. He climbed Mt. Everest twice. Because of him only I get to know about mountain climbing. Then I started researching on it. Through the researches I get to know that, many climbers are climbing to make awareness for Social Impacts. Then, I also decided to climb mountains. Through this I can be able to spread my thoughts to others. Also, in Sri Lanka many of us are don't have knowledge about mountain climbing. I want to make an awareness and help those who are willing to climb mountains.

3. BENEFITS FOR SPONSORS

In order to complete the Elbrus climb funding, I need to raise a minimum of \$ 2,250 for the climb expenses.

ELBRUS SUMMIT SPONSOR: In the event that sponsor will offer to cover these costs, I will work with that sponsor to create a significant benefit package, including but not limited to Branding: What a branding opportunity! Use of Mt. Elbrus expedition pictures! Your corporate flag planted on top of Mt. Elbrus by myself, and photographed for your promotional use. Acknowledgement of the sponsor company's name/logo in all printed and internet marketing, publicity materials, presentations and interviews about the climb. I will wear climbing gear clearly marked with your corporate logo for the entire ascent. Opportunity to communicate with me as I'm making the climb, and to follow my progress from the departure to the top of Elbrus and watch with pride as I plants your company's flag on the top of the highest mountain of the Europe. Just the thought of it is extraordinary! Upon completion of the climb I will visit your company and give a presentation for the company employees/clients.

4. MEDIA OPTIONS

I'll collaborate with Sri Lanka Scout association and Duke of Edinburgh's Award unit. That why we will have a strong media interest in my climb. Global and local TV stations, and newspapers and magazines will publish my summit. With your company as my primary sponsor, climbing Mt Elbrus, the highest mountain on Europe, provides a unique opportunity to promote the company's brand, values, and goodwill.

Using social media today provides fast and efficient world wide networking. By focusing our social media efforts to Facebook, Twitter, YouTube, and Linked In, we will be able to optimize our reach. Once the Trek has begun, the updates through Facebook will keep the sponsors engaged. Share options on social media will allow the word to spread - we're going viral!

5. BUDGET

#	Expenses	price
1	Airfare (Colombo- Mineralny Vody- Colombo)	\$ 1250
2	Accommodation, Food and group climbing equipment	\$ 500
3	Rental fee for Personal clothing and equipment	\$ 80
4	Snow cat on the Summit day	\$ 120
5	National park and cable car fees	\$ 25
6	Alpine insurance	\$ 100
7	Local traveling and other expenses, including: medical, visa, excess baggage fees; airport fee	\$ 175

Total: \$ 2, 250USD

6. GET AN AWARENESS FOR A SOCIAL IMPACT

If I climbed Mt. Elbrus, as I said early many youngsters will be motivated because of me. They will get to know about climbing mountains. Also I have many plans to make "Beggars Free Sri Lanka". We can't make it zero but we can reduce the number of them. Mt. Elbrus climb is a great opportunity to get to know many people who have the same thought like me. If I get to know about many people, then we can make a change in our country. Please consider supporting myself.