



WALK THE CONGO

**A WORLD-FIRST 3,000-MILE EXPEDITION TO
CONQUER THE CONGO RIVER**

Sponsor Deck

AN EPIC WORLD FIRST

In a world-first journey, the Walk The Congo team will walk over 3,000 miles in 12 months, descending from the source of the Congo River to its mouth at the Atlantic Ocean. The team is on a mission; in realizing their objective they will:

- Amplify stories of Congolese women's leadership
- Organize a global community supporting Congolese peace and development
- Shift the global narrative from death and despair, toward strength and solutions.

Sponsorship

The expedition is currently seeking sponsorship with tiers available ranging from £150k to £25k. Further details of these tiers are detailed in the following pages. Please contact Richard Harrison, Director of Partnerships (richard@walkthecongo.com) to discuss how we may be able to tailor an activation to your precise requirements.

In partnership with UN Women





**LET HIM SPEAK WHO HAS
SEEN WITH HIS EYES**

Congolese Proverb

ONE INCREDIBLE SOCIAL MISSION

1. Amplify Stories

The Walk The Congo team will invite Congolese women and girls they meet to share their stories, to describe how they overcome challenges and to explain what they need to make their communities safer. Team member Aline Mugisho, a Congolese researcher, will kick things off with her story of courage in Congo's war-torn eastern provinces. Throughout the journey, Aline will inspire the expedition, the women and girls they meet, and the world by becoming the first Congolese woman to undertake the physically grueling walk along the Congo River.

2. Organize a Community

Walk The Congo aims to share the stories of women and girls to a huge global audience. The excitement around, and historic nature of, the expedition will be used as the hook to deliver socially transformative content about the Congo. The groundbreaking series will also enable viewers to engage with its team and subject matter in a way that no other expedition documentary has: by joining a global community dedicated to supporting lasting peace in Congo.

3. Shift the Narrative

Ultimately, Walk The Congo aims to inspire hope for Congo's future, with a focus on the social promise, potential, and progress already embodied in Congolese women and girls. This hope can lead to a greater focus on female-driven solutions to Congo's current challenges, as well as greater engagement and support for these solutions by governments, aid organizations and concerned individuals around the world.





**“I Felt A Personal Responsibility
To Step Up And Take Action By
Accompanying This Team On Their
Incredible Journey”**

**ROBIN WRIGHT
CONGO ACTIVIST &
WALK THE CONGO TEAM MEMBER**

BROADCAST

Under the leadership of experienced film producer Beki Henderson and filmmaker Simone Bazos, the expedition will be filmed in its entirety. The synopsis is currently being presented to major broadcast channels.

Actor Robin Wright has graciously joined the Walk the Congo team. She will act as the film's Executive Producer. She will also providing voiceover to the production. Robin first visited the Congo in 2010.

For any broadcast enquires please contact Beki Henderson at beki@walkthecongo.com.



THE TEAM

Toby Storie-Pugh Expedition Leader

- Circumnavigated Africa by motorbike.
- Led Kenya's first Everest summit attempt.
- Co-founded the Flying Kites Orphanage and Leadership Academy in Kenya.
- Founded 'The Tiger's Tale' - a hospitality company in London - to underwrite the costs of the expedition.

Aline Mugisho Researcher and Journalist

- Researcher on Politics of Reconstruction in Post-Conflict settings; Research Methods in Conflict; and Migration and Integration.
- Written extensively on the Democratic Republic of Congo, post-genocide Rwanda and post-conflict Burundi.
- Born in the eastern Congolese city of Bukavu.

Robin Wright Actor, Director and Advocate

- Founder of socially conscious sleepwear company, Pour Les Femmes
- Golden Globe Winner, House of Cards Producer and Narrator, When Elephants Fight, a documentary addressing the conflict in Congo.

Boston Ndoole Expedition Guide

- Leading expedition guide since 2006
- Guided Channel 4's 'Walk the Nile' and fixed Redbull's Project Inga on the Congo
- Dedicated Congolese-born conservationist

Simone Bazos Filmmaker and Journalist

- Documented African conflict zones for Agence France Presse
- Produced a documentary on the Congo for Vice News
- African Studies graduate from Columbia University in New York

The Walk the Congo expedition proves that the very best spirit of British exploration lives on. The expedition team is attempting an audacious and daunting world first in one of the world's most remote regions. The commitment required by the team to succeed in this expedition ensures that the completion of the challenge will rank it among the world's great overland adventures.

Sir Ranulph Fiennes

PARTNERS



WHY SPONSOR?

We are determined to show the human side of a country that is too often recognized because of its association with war, disease and humanitarian crisis. That being said, given that those are the issues seen to be prevalent in the region, the characteristics needed to succeed in such a daunting place are immediately understood by the audience. The courage, commitment and vision shown by the team – not to mention the compassion implicit in their social commitment – will be reflected onto the corporate sponsors who have backed the team.

We are on an uncompromising search for excellence. We know that only in this way can we fulfill our mission to the cause that we serve, and to those who have given us their support. The expedition was expressly developed as a means to create mass awareness of the incredible potential that exists in Africa, and therefore presents an ideal opportunity to take advantage of a proposition that will be highly attractive to the media.

Walk The Congo clearly understands this motivation for companies to participate in high-visibility initiatives and we will ensure that we deliver real value to our sponsors. We are determined to ensure that you receive a powerful return on your sponsorship investment.

A handwritten signature in black ink, appearing to read 'Toby Storie-Pugh', written in a cursive style.

Toby Storie-Pugh
Expedition Leader

SPONSORSHIP OPPORTUNITY

WALK THE CONGO PRESENTS YOUR BRAND WITH A UNIQUE OPPORTUNITY

Involve your brand in a unique opportunity to combine adventure and social impact in one ground-breaking project.



Globally align your brand with a world-first that requires exploration, determination, tenacity and people skills

Provide a bank of rich media assets for use across multiple media and digital platforms

Globally align your brand with a cause and a mission that is of utmost importance and pertinence today

Significantly raise brand awareness within the adventure sector

SPONSORSHIP TIERS

Title Sponsor	£150k
Expedition Sponsor	£100k
Team Sponsor	£50k
Support Sponsor	£25k

Please note that the sponsorship tiers presented over the coming pages represent a starting point for discussions. To ensure that your brand receives the recognition it deserves, we will customize every sponsorship package to appeal to your targeted demographic and integrate sponsorship promotions with existing initiatives.

Note: all associated costs for personal appearances and/or motivational speaking engagements including travel, accommodation and transportation will be the responsibility of the sponsor and will be agreed upon by both parties.

TITLE SPONSOR

- **Title Sponsorship – Expedition naming rights. Name to which the Expedition will be referred in all public and private communications.**
- Tailored Expedition messaging/ campaign for particular market, demographic or product.
- Invitation for two sponsor representatives to join the Expedition for the final miles of the trek and/ or the departure of the team at the source of the river.
- Expedition team available for public appearances/ company events/ team–building events after the expedition.
- Company logo in prime position on Expedition gear.
- Use and endorsement of company product or service, where relevant.
- Real time communication and updates to sponsor representative from the Expedition.
- Unlimited use of Expedition photography and videography in corporate marketing and advertising.
- Unlimited use of Expedition name and logo in corporate marketing and advertising.
- Industry/ category exclusivity.

EXPEDITION SPONSOR

- Homepage placement of company logo.
- Invitation for one sponsor representative to join the Expedition for the final 50 miles of the trek.
- Expedition team available for public appearances/ company events/ team–building events after the expedition.
- Company logo in prominent position on expedition gear.
- Use and endorsement of company product or service, where relevant.
- Industry/ category exclusivity.
- Real time communication and updates to sponsor representative from the expedition.
- Unlimited use of Expedition photography and videography in corporate marketing and advertising.
- Unlimited use of Expedition name and logo in corporate marketing and advertising.

TEAM SPONSOR

- Sponsor name and/or logo on promotional materials, press releases and select gear.
- One post-expedition presentation by members of the Expedition team.
- Unlimited use of Expedition photography and videography in corporate marketing and advertising.
- Unlimited use of Expedition name and logo in corporate marketing and advertising.
- Use and endorsement of company product or service, where relevant.
- Industry/ category exclusivity.
- Logo on Expedition website.

SUPPORT SPONSOR

- Sponsor name and/or logo on promotional materials and select team gear.
- One post-expedition presentation by members of Expedition team.
- Use of Expedition name and logo in corporate advertising and marketing.
- Use and endorsement of company product or service, where relevant.
- Industry/ category exclusivity.
- Logo on expedition website

THE EXPEDITION ROUTE

The expedition begins at the headwater of the Chambeshi River in northeastern Zambia. The river descends 300 miles into the Bangweulu Swamp. The Luapula heads north from the swamp, becoming, in turn, the Luvua and the Lualaba.

Finally, just before the town of Kisangani, the waterway officially becomes the Congo River. In terms of distance, Kisangani marks the approximate halfway point, although the hardest section is yet to come.

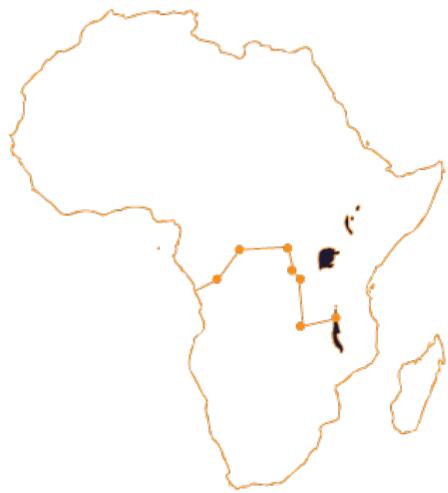
It will give the team the chance to reprovise and recover before heading out on the toughest leg of the journey. The following 800 miles is the crux of the expedition.

Incredibly dense jungle and flooded forest will ensure progress is torturously slow. Between Kisangani and Mbandaka, the river loops up and over the equator; the heat and humidity will be desperately oppressive.

Emerging from the deep forest, the expedition will close in on Kinshasa, the capital of the Democratic Republic of Congo. At this point the Atlantic beckons, just a few hundred miles away. At last the finish line draws close.

Timeline: the expedition is likely to take between 12 and 14 months to complete.

atlantic ocean





CONTACT

Toby Storie-Pugh
Expedition Leader

 +44 (0)7835 849434

 toby@walkthecongo.com

 @NilTiment

Richard Harrison
Director of Partnerships

 +44 (0)7901 751 815

 richard@walkthecongo.com

 @expeditioncongo

