

A group of skiers in winter gear standing on a snowy slope under a clear blue sky. The skiers are wearing various colored jackets, including bright pink, black, and green. They are holding ski poles and standing on skis. The background shows a vast, open snowy landscape.

The Race Partner Raffle

South Pole Race 2014

This kind of endurance challenge is normally reserved for the Norwegian Army, Professional Adventurers & former Olympic Gold Medallists....

www.extremepolarducky.co.uk

The race brief

Organisers : Extreme World Races

Start Date : 1st January 2014

Obstacles : Ice plateau 3,000m altitude
: Mountains
: Crevasses

Distance : +700km on cross country skis

Conditions: 70mph winds & minus 40C!

Key skills : Survival skills
: Mental endurance
: Physical strength

The Plan : Ski pulling 70kg sledges for 16 hours on, 6 hours off for 20 days. With just 1 mandatory 24 hour rest enforced at the ½ way checkpoint for medical checks, this unforgiving plan will mean a finish in around 20-25 days



The team – Harriet Walsh



Harriet “Polar Ducky” Walsh
www.extremepolarducky.co.uk
Burton-Upon-Trent
UK Sales Manager – IRWIN Tools

Born & brought up in the South West, Harriet has made her home with her husband in the National Forest town of Burton. Her passions include competitive long distance trail & cross country running. The extreme psychological & physical challenge of this race will test the competition & endurance she loves to the very limit. Training is well underway and she’s ready to be part of the biggest upset in Polar race history!

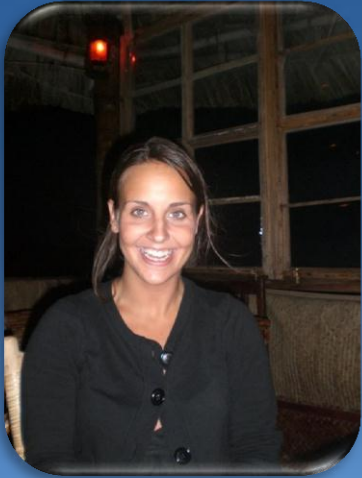
The team – Nia Owens

Nia “Polar Quack” Owens
Cardiff, South Wales
Expedition Medic, NHS - Global

‘Living the dream’ for an outdoors medic and travelling the world working on different expeditions and events.

Over the last 6 months worked, trekked, mountaineered in: Brazil, Arctic Circle, Cambodia, Sahara Desert, Sri Lanka.

Determined to prove what the underdogs can really do, this race will allow her passion of finding the extremes of new places and pushing the body to the limit to be tested to the maximum whilst working as a close knit unit with Harriet.



Extreme World Races credentials

The organisers, Extreme World Races, are pioneers of ultra-endurance, multi-disciplinary and extreme adventure sports in the most hostile environments of sea, land and air on the planet



Chief Executive
Tony Martin

former Royal Engineer, Army Commando, EOD (bomb disposal) serviceman. He is an experienced Arctic survival trainer and has taken part in expeditions in the Sahara, Outer Mongolia, depths of the jungles of Belize, the Aturi Rain Forests in the Congo Basin and many other expeditions to the World's remotest locations



Operations Director
David Martin

former Warrant officer with the Royal Logistics Corps his vast experience with leading operations and logistical support solutions in remote and hostile countries provides EWR with a very experienced Executive Operations Director. He previously worked as a consultant to the UN providing logistical infrastructure supply routes in remote parts of Afghanistan to assist with the Afghan elections



Senior Instructor
Felicity Aston

former scientist for the British Antarctic Survey, based for 3 years on the remote Antarctic Peninsula, her job was to monitor climate and ozone. Felicity is EWR's most senior female instructor. She has vast polar experience and led the Kaspersky Lab Commonwealth Antarctic Expedition, the largest and most international women's team ever to ski to the South Pole

Find the full team behind the race at www.extremeworldraces.com/about-us/our-team

PR & branding partnership opportunities

Behind the training & all the planning, this extreme race is possible with the help of some incredible partners.

You can still join them & be part of this adventure. Here's just some of the exposure the race has generated in the past:

Examples of
Previous Race
Coverage

BBC TV & Radio
(On Thin Ice,
Top Gear)

NZ TV &
Radio New
Zealand

Transworld
Sport

Digital
Branding

Twitter

Team
Website

Facebook

Photo
opportunities

Company
flag at
South Pole

Race
equipment
branding

Training kit
branding

QinetiQ
People Who Know How

KASPERKY

IN AFRICA A CHILD DIES
**keep a child
alive**
http://www.keepachildalive.org.uk
IN YOUR HANDS IS THE PI

**centre
point**

give homeless
young people
a future

These are examples of team sponsors from previous races

extremeworldraces

Charity fundraising.....who do you support?

This challenge creates a fantastic opportunity to raise money for charity & as with any real partnership this can work for both of us!

When you become part of the sponsorship team, you'll also be in control of a share of the charitable donations this challenge accumulates from my fundraising events calendar. This means your chosen charity benefits from your role in this exciting adventure!



BE A MATCH, SAVE A LIFE



These are the charities closest to me, add yours and we can share the benefits to reach even further



WIN! £25,000 branding package!

**Win the right to be my official Race Partner with a full branding package worth £25,000 for just £200 entry!
Take a look at what's included.....**

- Your brand takes ownership of my race name – featuring in all my media & associated race PR**
- Post race plan & legacy access – I exclusively share my race for motivation, inspiration & thanks for your support**
- Web and social media promotion – Polar Ducky Walsh media will feature your brand**
- Guaranteed brand photo gallery – pre & post race photos with your brand to use in your own literature/campaigns**
- EWR website branding – as my official race partner, you will feature on the Extreme World Races website**
- Company flag / brand at Pole – I will carry your brand to the South Pole itself for that ultimate “on location” photo**
- Logo on kit – your logo will be on my race & training kit**
- Email bulletins/training updates – you will receive regular email bulletins on training progress & events activities**
- Proportionate charity fundraising – guaranteed £2,500 minimum donation to your own chosen charity**

How to win Race Partner status!

The ultimate branding package is still up for grabs & to kick start the bigger charity events I'm running an exclusive draw to select my official Race Partner* It's easy to enter the draw, just buy a ticket!

Entry into the draw will automatically qualify you for Challenge Partner status & benefits (see next page for full list of partner benefits & prizes)

The draw will take place in April 2013

Draw terms & conditions

- £200 per entry, no limit to number of entries**
- Closing date 5pm Thursday 28th 2013
- Race Partner status guarantees a minimum charity donation of £2,500
- 2nd prize of "Adventure Partner" worth £10,000 and 3rd prize of "Endurance Partner" worth £5,000 will be drawn on the same date

***Minimum of 100 entries required to trigger Race Partner main prize**

****Guaranteed maximum of 200 total entries will be accepted to maintain fair odds**

Partner status packages



**RACE
PARTNER**

**£25,000
1st prize**



**ADVENTURE
PARTNER**

**£10,000
2nd prize**



**ENDURANCE
PARTNER**

**£5,000
3rd prize**



**CHALLENGE
PARTNER**

£200

Fully branded race name

Post race plan & legacy access

Web and social media promotion

Guaranteed brand photo gallery

EWR website branding

Company flag / brand at Pole

Logo on kit (size varies)

Pre-agreed promo / photo access

Extreme Polar Ducky website branding

Email bulletins/training updates

Proportionate charity fundraising





*I hope you can join
me on this truly
epic adventure!*

To buy draw tickets & for more details:

Website : www.extremepolarducky.co.uk

Email : polarduckywalsh@gmail.com

Mobile : +44 (0) 7738 080725

Twitter : @PolarDuckyWalsh

Skype : harriet.walsh

Full breakdown of costs, training, events calendar & other information is available on request

