



INSPIRATIONAL ATHLETES

EXTRAORDINARY PEOPLE WITH INSPIRATIONAL STORIES

# ICELANDIC CHALLENGE

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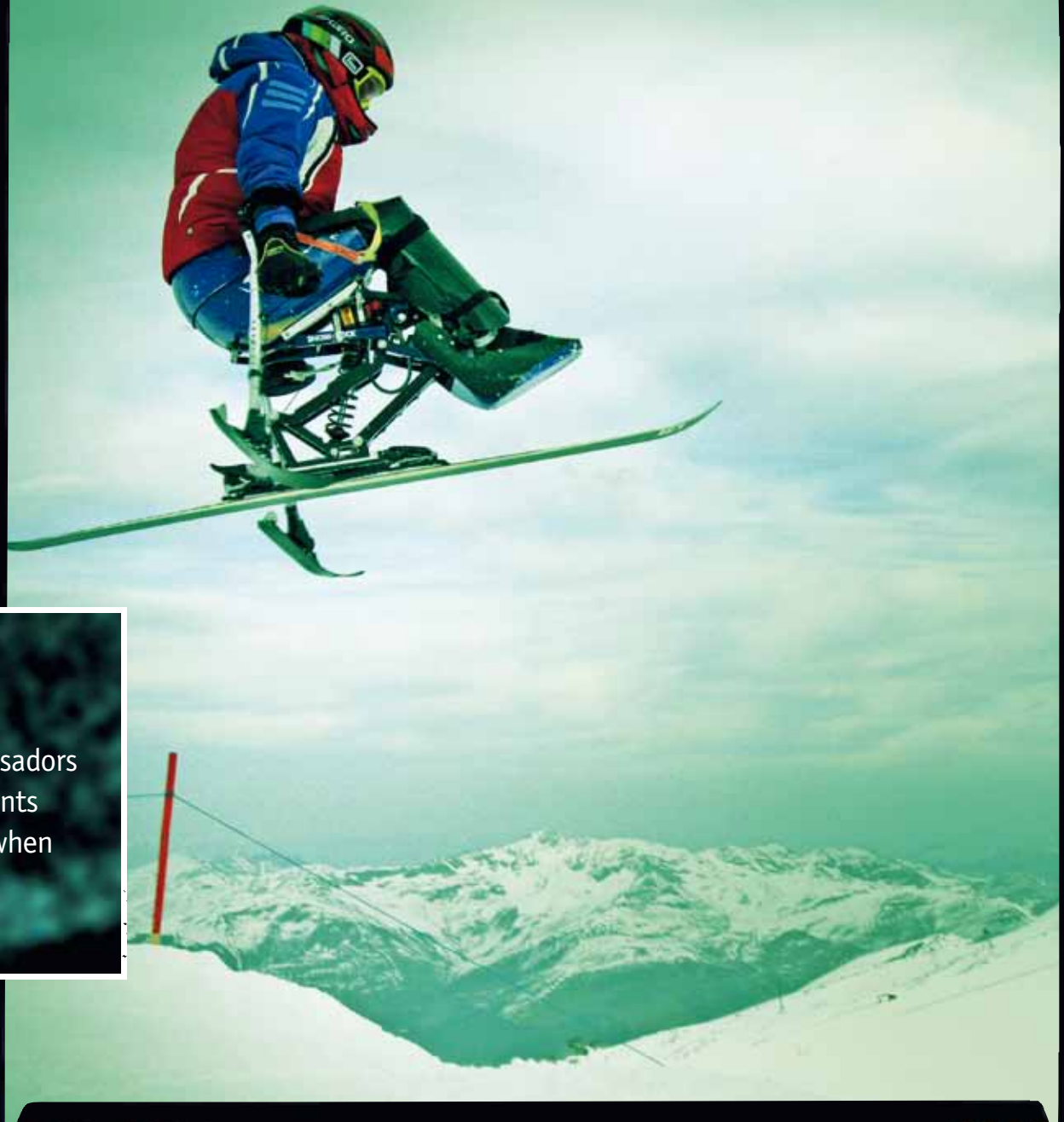
BRITISH DISABLED  
KI TEAM



Above & Beyond

National Trust





## THE BACKGROUND

Inspirational athletes have unique qualities. Quite simply, they are incredible athletes and ambassadors for their sport. Due to their commitment, achievements and attitude to life, they are true role models even when the odds seem to be stacked against them.

# THE ATHLETES

Tim Farr, Sean Rose and Ben Hooper are all paralympic athletes.

## TIM FARR

*His attitude to life is Just do it!* Tim's accident in 2004 put paid to his plans to enter the world of finance in the City. Within twelve months he was back on the slopes, this time using a sit ski.

- ➔ 2005/2006 joined the GB paralympic skidevelopment squad
- ➔ 2008 joined the disabled World Cup circuit
- ➔ 2010 represented GB at the Vancouver Paralympic Games



## SEAN ROSE

*Adrenaline junkie with a great sense of humour!*

Sean's an x-RAF physical training instructor, who broke his back in a freak Skiing accident back in Feb 2000. Being in a wheelchair has not slowed him down, setting goals and reaching dreams are a way of life.

- ➔ World and European Disabled Water Ski Champion 2006/07
- ➔ British No.1 Disabled Alpine Ski Racer (2xWinter Paralympian)
- ➔ First ever British World Cup Gold medallist (Downhill 2010)
- ➔ X Games - Mono Skier X Bronze 2011



## BEN HOOPER

*Having survived a six storey fall, he's still determined to fly!* Part of the IT team supporting the (19xx) Athens Olympics, Ben fell out of a sixth floor hotel window and found himself a week later in hospital paralysed from the waist down. He had to rethink his life very quickly.

- ➔ 2008 whilst in rehabilitation, the Charity Backup offered him the chance to ski, this provided him with a new direction
- ➔ 2010 joined the GB ski development squad.
- ➔ 2010 invited by the GB World Cup Squad to participate in the Iceland Challenge





## THE CHALLENGE

The challenge is to cross the Vatnajokull glacier by snowkite. Vatnajokull is the largest glacier in Europe by landmass. Seven volcanoes are situated underneath its ice-cap, most of them are active. Under the glacier is an ice cavern system several km long. Crossing it at all is a daunting task.

Our route across Vatnajokull starts at the glacier's most easterly town, Hofn. Thereafter we have a trek west across 100km of glacial ice to Jokulheim.

It is imperative that the team avoid a number of treacherous crevasses en route. They will also be at the mercy of the elements, including unpredictable winds and blazing sun. We anticipate that with a fair and constant wind blowing, the journey is likely to take approximately 5 days with up to 8 hours kiting a day. There is nowhere to shelter en route so they will be dragging survival equipment with them.

## THE SUPPORT TEAM

Each athlete will be in expert hands and will be partnered with an able bodied buddy. Whilst our disabled participants are used to preparing both physically and mentally for a world-class skiing event, none are expert kite skiers and none have faced the challenge of surviving in glacial conditions. Add to this the complications posed by each team member's physical disability and we anticipate a real test of endurance.

### Key support team members include:

**Iceland Expedition Leader:** Robert Brown MD Snow kiter

**UK Expedition leader:** Kieron Jansch

**Buddies:** Dominic McBride Wilson, James Bateman, Becca Todd & Rob Snuggs.



# SPIKED MANAGEMENT TEAM

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## MIRANDA QUINNEY

Miranda started off life as a lawyer working with a large City Law Firm dealing with all aspects of employment law. Having achieved a high level of success spanning recruitment, International marketing and business development, it was time for a complete change in direction. This bold change of direction resulted in a new and exciting career as a writer and storyteller. In this capacity Miranda has worked with a range of individuals, ghosting biographies and helping people to write their own histories, whilst also writing and publishing her own short stories.

Miranda's storytelling involves regular performances before a diverse range of audiences in a mix of environments – from schools, libraries and museums to festivals and most recently in a forest clearing!

Most recently Miranda has co-produced the Tell Tale Festival 2010, which combines cutting edge, award winning theatre with a storybook café, biographical storytelling and a creative writing room.

## MELANIA MCBRIDE WILSON

Melania's early career was in dance – performance and choreography across the UK and in the West End. In 1984 she moved into the music industry working as Managing Director for record producer Tony Visconti, whose credits include No. 1 hits for David Bowie, Marc Bolan, Paul McCartney and U2.

In six years she turned a small business into a profitable group of five companies, and in doing so discovered her flair for business management and – most importantly – staff training and motivation.

At the start of the 90s, Melania was invited to bring the skills she had developed to a new challenge as Managing Director of the first Wall Street International Language School in London. Working with the Spanish CEO she developed a successful interactive programme which combined theatrical presentations, classroom style study and teacher guide application. Since then she has worked as a management consultant coaching celebrities and business speakers.

## MATT WALTON

Matt is the Managing Director of SPIKED Action Sports, who are a lifestyle brand promoting healthy living through participation in sport. SPIKED have delivered a number of products for the sports/lifestyle market, including a global action sports magazine focused on healthy living, inspirational stories and sporting role models and more recently an ECO friendly clothing range, made from recycled plastic bottles.

Matt began his career within web development and in 1999 became IT director within the Virgin Group. In 2001, Matt went onto become CEO of Business Logic Corporation and provided expertise to large corporations within new media and telecoms.

Matt has been heavily involved with sport from an early age, actively involved with surfing, wakeboarding, mountain biking and Thai Boxing. More recently Matt has put together a UK wide anti bullying campaign in partnership with Kidscape. The campaign is to enable bullied children to build self confidence through sport.



## THE END GOAL

To deliver a documentary that inspires and motivates others demonstrating that all things are possible with Dedication, Determination and Drive.

**The documentary will be split into 2 episodes**

**Episode 1:** The planning , preparation, kit development and training

**Episode 2:** The expedition

### EPISODE 1

Episode 1 will be packaged as 10 x 3 minute webisodes and a full feature 30 minute documentary. Delivered through IPTV and online video/media channels, including YOUTUBE, MPORA, SPIKED and dedicated IPTV. The documentary will be filmed by some of the top action sports videographers in the business. Episode 1 will capture the hearts of the athletes, clearly describing their life changing situation and clearly communicating how they have rebuilt their lives and achieved such incredible feats. This documentary will capture the training for the expedition, the making of the specialist equipment and the preparation each athlete is going through to enable the fine tuning and building of this incredible skill set for such an incredible challenge.

### EPISODE 2

Will be delivered through IPTV and online video/media channels, including YOUTUBE, MPORA, SPIKED and dedicated IPTV. We are also finalising a terrestrial TV production deal. Episode 2 will focus on the challenge itself. We will be following the athletes and the support team through the incredible visual spectacle of the Vatnajokull glacier. Capturing each and every moment of the challenge, from the athletes flying the kites through to the setting up of the camp. This will be an inspirational documentary highlighting the huge challenges the team will have to face and demonstrating what can be done when you put your mind to it, no matter what your physical condition.



# SPONSORSHIP OPPORTUNITIES – EPISODE 1

## HEADLINE SPONSORSHIP £10,000

- Event name = SPIKED 'Sponsor Name' Icelandic Challenge
- All event logos will include Headline Sponsor branding
- All written text will include Headline Sponsor branding
- All advertising will include Headline Sponsor branding
- All promotional material will include Headline Sponsor branding
- All event branding will include Headline Sponsor branding
- All video footage will include Headline Sponsor pre roll and post branding
- Headline sponsor can actively promote its products on the SPIKED website
- Logo on all official tour merchandise (T shirts etc)
- Logo as banner heading on Facebook page and all social media

## CO SPONSORSHIP £2,500

- All written text will include Co Sponsor branding
- All advertising will include Co Sponsor branding
- All promotional material will include Co Sponsor branding
- All event branding will include Co Sponsor branding
- All video footage will include Co Sponsor post roll branding
- Headline sponsor can actively promote its products on the SPIKED website
- Logo will be included on Facebook page and all social media





# CONTACT

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## SPIKED MANAGEMENT TEAM

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INSPIRATIONAL ATHLETES

INSPIRATIONAL STORIES BY EXTRAORDINARY PEOPLE