




RICHARD PARKS'

**7.37**

**CHALLENGE**

GENUINE WORLD FIRST OPPORTUNITIES  
ARE VERY RARE.





A pioneering 7 month race to climb the highest mountain on each of the world's continents and venture to The South and Geographical North Poles.

A World First.

The clock starts December 2010.

On the 12th December 2010, 100 years after Robert Falcon Scott's 1910 Terra Nova expedition set sail from Cardiff, Richard Parks, the former Welsh International rugby player, will also leave Cardiff to embark on his inspirational and epic journey from a career ending injury to the most hostile places on the planet.

Richard will be joined on parts of his gruelling 7 month expedition by **Sir Ranulph Fiennes**, Olympic rower **Steve Williams OBE** and Marie Curie nurse **Jan Suart**.

When successful Richard will become the first person to have stood on the 3 Poles – The South Pole, The Geographic North Pole and the summit of Everest, in the same calendar year.

The 737 Challenge:  
7 Summits  
3 Poles  
7 Months...



# The 7 Summits.

MT. VINSON	ANTARCTICA	4,897M/15,670FT
ACONCAGUA	SOUTH AMERICA	6,962M/22,267FT
KILIMANJARO	AFRICA	5,895M/18,864FT
CARSTENSZ PYRAMID	INDONESIA	4,884M/15,629FT
MT. EVEREST	ASIA	8,845M/28,320FT
DENALI	NORTH AMERICA	6,194M/20,320FT
MT. ELBRUS	EUROPE	5,642M/18,054FT

# The 3 Poles.

## THE SOUTH POLE

Richard will venture using skis to The South Pole, starting just after 88° Latitude – the point at which Sir Ernest Shackleton’s South Pole expedition failed, battling the last 97 Nautical Miles (170km) to The South Pole.

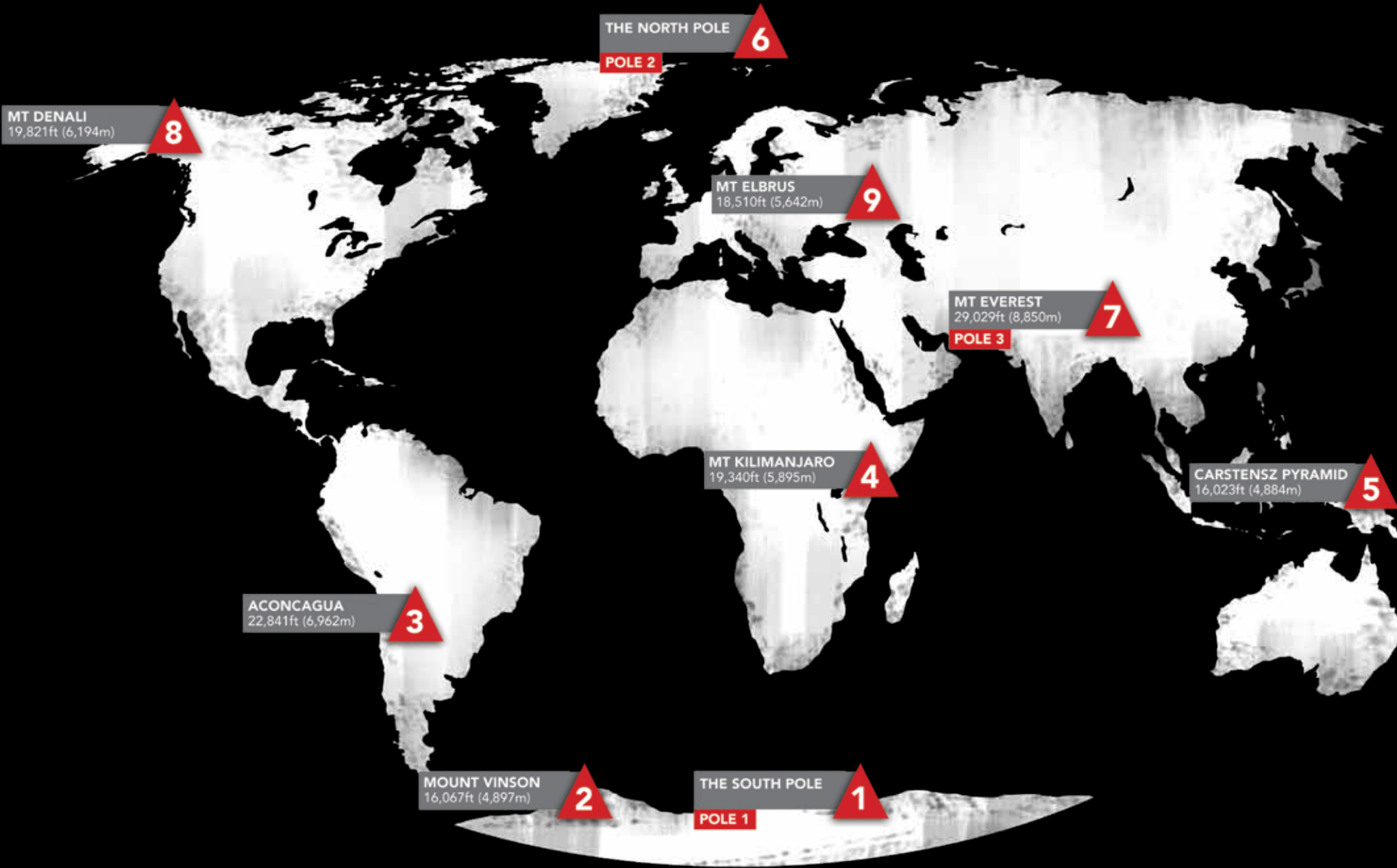
## THE GEOGRAPHIC NORTH POLE

Olympian Steve Williams OBE will team up with Richard to venture the last degree north, 105km to The Geographic North Pole. Combating one of the most hostile environments on earth, they must negotiate the hazardous and changeable polar ice cap and face the prospect of swimming between icebergs.

## THE SUMMIT OF EVEREST

Regarded as the world’s third pole, this will be the crossover point between the 7 Summits.

Steve will also join Richard on his ascent of Mount Everest, the highest mountain on earth, which captures the imagination of every climber across the globe. They will follow Sir Edmund Hillary and Sherpa Tenzing Norgay’s 1953 first ascent route via the South Col from Nepal.



# Richard Parks.

BORN IN PONTYPRIDD, WALES, 14TH AUGUST 1977.

Richard had been a professional rugby player, representing Wales and The Barbarians, winning the Principality Cup with Pontypridd and The Powergen Cup with Leeds.

However, last May he was given the devastating news that he would never play again due to a shoulder injury.

This brutal blow forced Richard to reassess his direction in life. A journey with emotions understood by many due to the recent economic recession.

“Lying in bed following my second operation to repair my shoulder, I was suddenly faced with the reality of life without professional rugby, which had been at the centre of my entire adult life. I became scared of the unknown future that lay ahead. I suffered with a mixture of frustration, despair and even anger dominating my thoughts. I was deeply depressed. It was a dark place for me.

“I happened to be reading Sir Ranulph Fiennes’ book, which somehow became intertwined with a phrase from my Nan’s funeral **The Horizon is only the Limit of our Sight**. It had an immediate effect on me, helping me find the courage and mental strength to face my fears and my future head on. Reading about Sir Ranulph’s experiences had a profound effect on me. The mental, physical and technical challenges of Polar travel and climbing the 7 summits captured my imagination. At the very moment I discovered the 7 summits, I had decided that I was going to climb them!

“I’ve learnt that our lives will always be made up of many chapters. We can never go back and we cannot foresee our future. However, we can take charge of how we choose to live and what we think, right now in the present.

“The support that I received from both Sir Ranulph Fiennes himself and from the organisations that have become closely associated with the early days of the challenge – Jagged Globe, limegreentangerine and Rab has been amazing. So, with their input, my 737 Challenge was born. 7 Summits, 3 Poles in 7 Months. A World First... awesome!”



We can never go back and we cannot foresee our future. However, we can take charge of how we choose to live and what we think, right now in the present.





# Great Britons.

During specific legs of the challenge, Richard will be joined by inspirational Great Britons.

## Sir Ranulph Fiennes

"I am sure Richard's experience will be an incredible journey both for himself and for others to take inspiration from. I hope through this he will also raise a huge amount of money for the wonderful charity Marie Curie Cancer Care and I ask you all to support him in this incredible quest.

"I intend to climb the 7 Summits before I am 80 years old and so when Richard asked me to join him on the challenge, on behalf of Marie Curie, I was delighted."

## Steve Williams OBE

"It is a fantastic opportunity to be able to join Richard on part of his 737 Challenge. His 'World First' adventure will be an epic journey and it is a privilege to be asked to join him on some of the toughest parts of the Challenge. It will be a whole new set of challenges for me but I am relishing the opportunity to test myself to the full in a completely new world."

## Jan Suart Marie Curie Nurse

"I am very excited to be joining Richard on his 737 Challenge, it's an incredible adventure for me to be part of such a challenge.

"Originally I met with Richard at the hospice to just chat about his challenge, I was so inspired by his total commitment, passion and dedication not to mention his bubbly character, I knew this was one challenge I was not going to be able to say no to! I am thrilled to be climbing Kilimanjaro with the team, I know it's not going to be easy but I feel honoured to be part of the 737 Challenge and help raise such a fantastic amount for Marie Curie Cancer Care."



PICTURED, FROM LEFT:  
Sir Ranulph meets Richard for the first time. Olympic Gold medallist Steve Williams OBE and Jan Suart, Marie Curie Nurse.



# The Training.

Until last July, Richard had never stepped foot on a mountain. However this did not deter him from setting himself this monumental challenge.

“The fact that I had never climbed a mountain before was the very reason why I decided to climb the 7 summits. You can teach a man skills, however you can’t teach a man character. Good job really, as I had a lot to learn!

“I’m very serious about the integrity of the challenge and successfully completing it. My ability to perform in the world’s most hostile environments, will not only ensure the success of the challenge but ultimately keep me alive.

“By funding the challenge myself and enlisting Jagged Globe’s expert guidance, I have crammed a life time of mountain and polar skills training into the last 13 months, and undertaken a gruelling fitness programme tailored by Kevin Morgan, former Welsh International fullback and now assistant conditioner for the Ospreys.

“I recently returned from an expedition climbing Denali in Alaska. I will be at my weakest for this leg of the challenge next year so I felt it important to have intimate knowledge of the route. The mountain was in the worst condition it had been for a long time due to a very cold winter and high winds scouring the upper mountain.

“We battled temperatures ranging from +28 to -30 degrees celsius, spent 7 days stuck in our tents in a storm at 4,300m / 14,000ft and endured an 18 hour summit climb in zero visibility and -45 windchill conditions. However, thanks to the strong teamwork of my three man rope team, I successfully reached the summit. That May only 19% of climbers on the mountain summited. It was an awesome experience and really valuable test of my ability to perform in extreme environments.

“As you are reading this I will be on my final training expedition in the Himalayas. The purpose is to prepare for the Everest leg of the 737 Challenge by climbing Cho Oyu, the sixth highest mountain in the world at 8,201m / 26,906ft. The climb will take approximately 7 weeks and will be a vital opportunity for me to further prepare for the challenge.”

## THE TRAINING SCHEDULE:

### JULY 2009

Mt. Blanc, France – 4,807m / 15,771ft

### DECEMBER

Vo2 Max Testing and a full diagnostic medical, University of Glamorgan

### DECEMBER / JANUARY 2010

Cotapaxi, Ecuador – 5,897m / 19,346ft

### JANUARY

Cogne, Italy, ice climbing

### FEBRUARY

Swiss Alps, polar team building

### MARCH

Scotland, technical climbing

### APRIL

Greenland, sea ice North Pole training

### MAY

Denali, Alaska – 6,194m / 20,320ft

### JUNE

Cold Water immersion testing, University of Portsmouth

### AUGUST

Pen y Fan & Snowdon, Wales, deprivation training

### SEPTEMBER / OCTOBER

Cho Oyu, Tibet – 8,201m / 26,906ft





# Marie Curie Cancer Care.

The 737 Challenge is being run on a not-for-profit basis and is proudly raising funds for Marie Curie Cancer Care. Cancer affects each and every one of us, either personally or through someone we know.

Marie Curie Cancer Care provides hands-on nursing care, totally free, to give terminally ill people the choice of being cared for and dying at home, supported by the people they love. Marie Curie is also the largest provider of hospice beds outside the NHS, providing specialist care to the large number of terminally ill people who wish to be cared for in a hospice setting.

Your kind support of the 737 Challenge would therefore have a significant impact on the lives of many terminally ill people and their families.

"Like so many of us, my family has been rocked by cancer and therefore I'm very proud to be raising funds for Marie Curie Cancer Care. I'm sure that at times things will get very tough for me on the challenge. Part of my motivation and strength to carry on moving forward will come from my memories of certain friends and family that I've sadly lost.

"My decision to support Marie Curie Cancer Care was an easy and obvious one. I believe that our £1million fundraising target is fully justified by the global scale of this unique record breaking challenge."

The 737 Challenge aims to raise £1million for Marie Curie Cancer Care

RAISING FUNDS FOR:





## Invest in the 737 Challenge.

Genuine world first opportunities are rare...

By joining us on this inspirational and record-breaking journey, your company will be ingrained into the legacy of a world first endeavour.

The 737 Challenge is like no other and offers a marketing platform like no other. The challenge provides a continued opportunity for your company throughout the 7 month race and beyond to December 2011.

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"I have funded my training and the challenge to date myself. Investing all of my savings, and even moving back home with my parents to reduce my outgoings, however I am still a long way short of budget.

"The reality is that your sponsorship makes the 737 Challenge possible. Quitting is not in my nature. I will not give up on the mountains neither will I in my quest to get to the bottom of them."

*Richard*





# Alignment through Sponsorship.

Partnering Richard Parks’ incredible 737 Challenge and aligning your brand with a ‘World First’ Expedition can provide the following benefits:

## Rewrite history and create a ‘world first’

- Exposure for your company, brand or product as you support the first person to stand on all 3 Poles in the same calendar year, a true world first.
- Set a new climbing standard for the 7 Summits, a benchmark for modern explorers and mountaineering.
- Associate a world-class product with a world-class expedition.

## See yourself on the summit

- Branding opportunities on challenge marketing material, clothing and equipment allows your company to summit the 7 highest mountains, on each of the world’s continents.
- Your brand could be the first to be viewed on all 3 Poles in the same year, a world-first opportunity.

## Promote alongside Great Britons

- Supporting a Great British Expedition, which features Great Britons, provides positive association and excellent PR opportunities.
- Provoke nostalgia, loyalty and inspire the future of tomorrow.
- Associate your company alongside the Expedition’s Great Britons and pioneering personalities; Explorer Sir Ranulph Fiennes, Olympian Steve Williams, Marie Curie Nurse Jan Suart and Richard Parks.

## Connect your brand, product or service to historic significance

- The challenge coincides with the 100th Anniversary of Scott’s Expedition to the South Pole.
- Follow Hillary and Tenzing’s pioneering first route up Everest together with Richard and the completion of Shackleton’s failed South Pole attempt.

## The power of dreams

- Everything is possible. Not only has this never been achieved before but until last July Richard had never climbed a mountain. In his darkest moment, he chose to confront his fears, frustrations and the uncertainty of his future in a positive and inspirational way.
- The strength of ‘human spirit’ is the underlying message in this story and can be utilised by your company who want to demonstrate your own key or inspirational message.

## Inspire others & social contribution

- Your audience or key demographic may have faced changes or direction through the current economic climate, so many people can relate to Richard’s story of an uncertain future – use this powerful message socially.
- Lead the way and inspire escapism, freedom and adventure.

## Charitable fundraising

- Your investment in the 737 Challenge will directly facilitate raising £1million for Marie Curie Cancer Care.
- 1 in 3 people will develop some form of cancer during their lifetime. Your support provides Richard with the opportunity to help some of those people.
- A chance for your company to increase your CSR platform through associating with Marie Curie.

## Flexibility and bespoke campaigns

- Ability to tailor marketing / PR campaigns around Richard and the Challenge to fit your company’s requirements.



# Alignment through Sponsorship.

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## Connect and promote using 737 Challenge media

- Sponsorship of Facebook, Twitter, YouTube, blogs and video diaries, documentary, Apps etc to ensure great online presence, as well as offline.
- Database and Marketing – 737 Challenge fans and followers offer an extended network through family and friends. These users and audiences are a ready database to target or test a product on.

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## Facing the unknown and the extreme

- Your support can help Richard survive and perform in the most hostile environments on earth, where few been before.
- This could either be directly or by association, promoting your own brand /product durability or business ethos of longevity, performance, power or innovation.

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## Community engagement

- Opportunity to run Community Engagement programmes to gain public support for Richard and the 737 Challenge, i.e. sponsored walks/charitable donations in store /opportunity to win chance to join Richard and the team on Kilimanjaro or Everest Base Camp.
- Opportunity to run similar initiatives for Employee Engagement programmes internally or to meet targets. Reward valued clients or customers with a chance to be part of the 737 Challenge.

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## Promote at 737 Challenge events

- Networking and promotional opportunities at key events and dates in the challenge calendar, including a reception at National Museum Wales; dinners at the Mandarin Oriental Hyde Park, appearances, a returning media reception and a special post challenge event.

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## Become an ambassador sponsor... create a legacy

- Support Richard to not only complete his challenge, but also his role beyond the expedition as a mountaineer, ambassador, inspirational and pioneering figure.
- Feature in post challenge literature, i.e. Richard's biography and a photographic journal.
- Be part of a legacy for others to follow. Be part of an iconic moment in the build up to the 2012 Olympic Games, a time when Great Britons can do great things... be part of Richard Parks' 737 Challenge.







## Media & Marketing Exposure.

The 737 Challenge offers integrated marketing opportunities through a growing and demonstrable network of regular blogs, video diaries, TV, film, online, radio, mobile, editorial, newspaper and social media.

There are also opportunities to tailor marketing / PR campaigns around Richard and the 737 Challenge to fit your company's requirements, and geared towards achieving direct return on your investment.

To date Richard and his 737 Challenge has been viewed, listened to and watched by over 3.5 million people.



**BBC SPORT**

**MEDIA  
WALES**



# Partnerships.

The challenge is building an impressive portfolio of media as well as securing regular press partnerships to ensure maximum exposure at global, national and regional level. Aligning with the challenge will result in your brand being visible across all platforms of media.

## BBC SPORT

### BBC SPORT

Richard writes a regular column for BBC Sport Wales which also has a prominent position on the home page of the BBC Sport Rugby Union page. Richard's BBC Sport columns can reach over 3 million unique users a day who visit the BBC Sport site and are viewed by 100,000 users a day whom visit the BBC Sport Rugby Union page. This figure increases massively throughout the 6 nations competition.

## MEDIA WALES

### MEDIA WALES

Richard's Media Wales Online blog reaches up to 760,000 unique users each month. 737 Challenge features are also a regular part of all publications and online news owned by Media Wales including the Western Mail – 'National Newspaper of Wales' and the Wales on Sunday, which together boasts over 226,000 readers. The 737 Challenge is able to reach over 725,000 readers each week through publications. Collectively with online viewers, each month the challenge can reach over 4 million people through Richard's partnership with Media Wales.

## SMS

### SPORTS MEDIA SERVICES

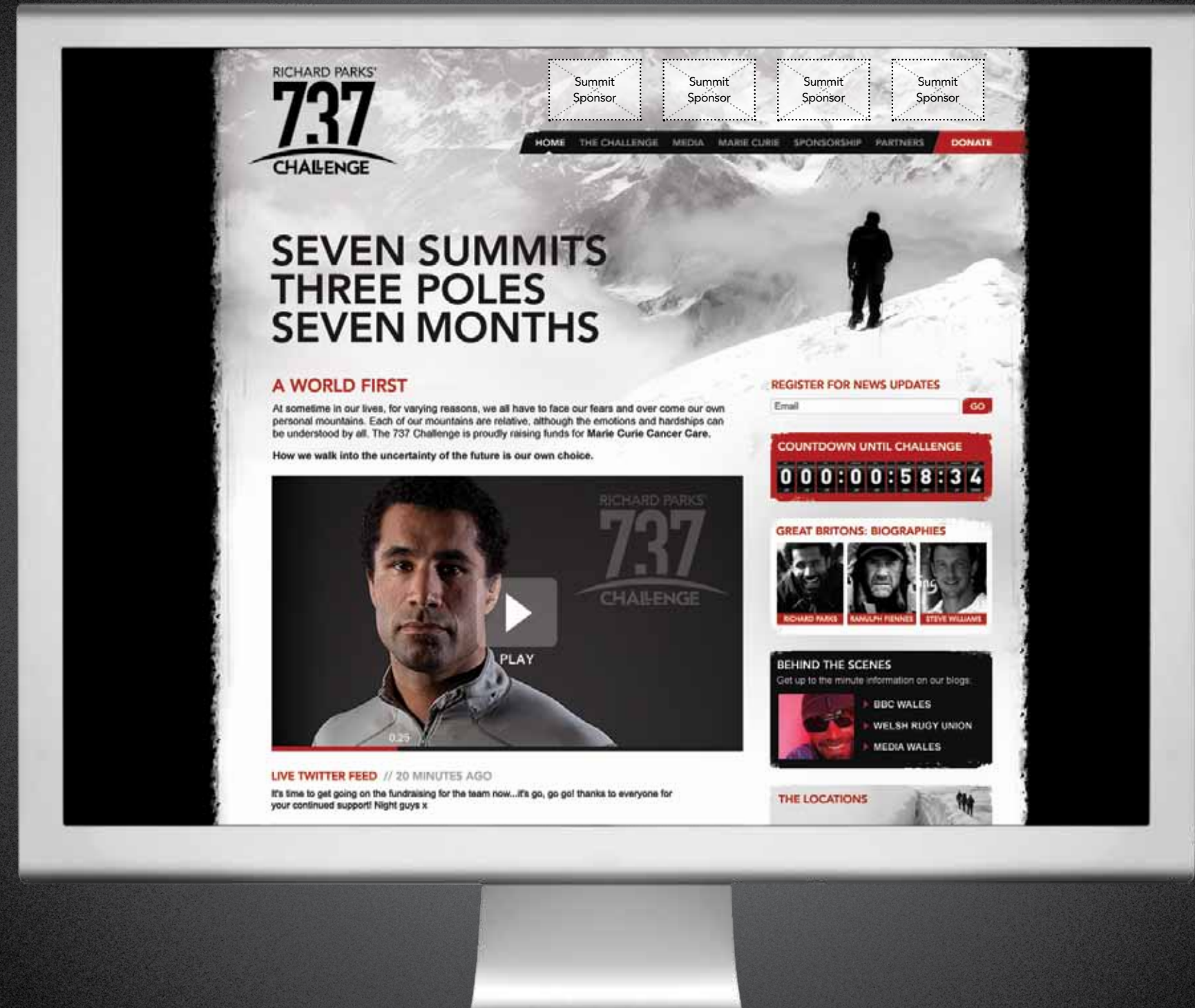
We're excited that the 737 Challenge has secured a filming partner to capture Richard's journey. Sports Media Services broadcast live events globally for Sky Sports, BBC, ITV and S4C. They will be producing a documentary covering Richard's amazing expedition, from his preparations to the challenge itself. Opportunities exist during filming and post production to integrate your brand throughout the documentary.

The filming of Richard's 737 Challenge from around the world ensures constant newsworthy footage is available for press use, providing ongoing branding opportunities over a prolonged period and on a global scale in the world's most inaccessible environments.

Sports Media Services also provide regular challenge video content for the Welsh Rugby Union website. Richard's regular 737 Challenge videos receive 40,000 views per video on WRU.co.uk.





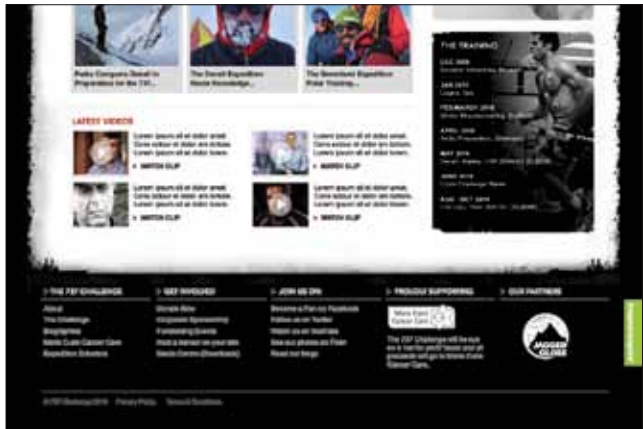


## Media & Marketing.

www.737challenge.com offers myriad of accreditation opportunities including front page placement, dedicated sponsor pages, integrated copy and video idents.

### 737 Website

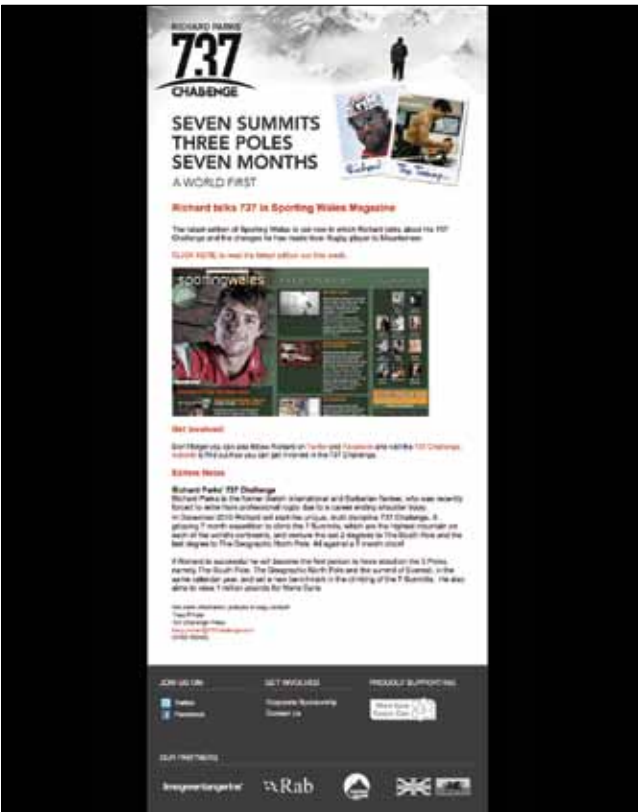
The 737 Challenge's official website 737challenge.com provides strong opportunities to promote your brand. Phase 2 of the website including interactive maps, mountain and pole fact files, video, photo and audio content plus much more will be added and is fully flexible for brand product or service promotion.



Footer of website

### E-Marketing

Press releases are regularly sent out to 737 Challenge followers, national, regional and local press. Challenge sponsors' logos are prominent on all branded e-shots which are also tweeted and added to Facebook.



Rotating Partner logos  
(inc link to site)

Example e-shot



# Social & Mobile Media.

Richard has followers from 20 different countries around the globe with the United Kingdom, United States and countries from the EU as the largest demographic. 65% of frequent social networking users say they are a fan of at least one brand on Facebook and 31% follow a brand on Twitter.

## facebook

### 737 Challenge on Facebook

- Richard's Facebook page is growing rapidly. During the month of July Richard's 737 Challenge Facebook page saw his monthly users rise by 33%, active wall posts rise by 44% and page views rise by 40%.
- The Facebook page is forecast to grow considerably throughout the challenge in terms of demographic and audience.
- 72% of users are male and 28% female. The largest age group (37%) are aged between 25–34, a group with a high disposable level of income.

[facebook.com/737challenge](https://facebook.com/737challenge)

## twitter

### 737 Challenge on Twitter

Richard's 737 Challenge Twitter page is in its early inception, however his first 27 tweets made 4,733 impressions and reached 2,304 people. He aims to have 5,000 followers by the start of the challenge, aiming for 40,000 by the end of his record breaking expedition.

[twitter.com/737challenge](https://twitter.com/737challenge)



### 737 Challenge App

The 737 Challenge technical team are developing unique ways to follow Richard in some of the most hostile environments on earth to ensure Richard's fans and followers can follow his every step on the gruelling challenge.

Through GPS and mobile technology the world first 737 Challenge will be using world first technology, ensuring maximum visibility across all types of media, at the click of a button.







# Sponsorship Opportunities.

The following 737 Challenge packages are available in return for your support. In addition there is flexibility to offer exclusive title rights, product or service integration to promote your company.

## Summit Sponsor – £50k

Maximum of 4 sponsors in this category, guaranteed sector exclusivity.

### BRANDING

- Most prominent logo placement across all media platforms
- Designated sponsor page on website
- Composite 737 Challenge logo creation
- Video idents on web footage
- Exclusive promotional photos
- Ability to tailor marketing / PR campaigns around Richard and the challenge to fit your company's requirements
- Logo on all outer layer clothing – summit down jackets, waterproofs etc.
- Logo inside of tent and on sleeping bags – maximising video diary exposure
- Large logo on 'pulke' / sled for polar legs
- Opportunity to sponsor 737 Challenge television documentary break bumpers
- Opportunity to sponsor the 737 Challenge DVD
- Verbal brand referencing throughout the challenge
- Major branding at challenge dinner events and press conferences

### EMPLOYEE /CLIENT ENGAGEMENT

- 2 spaces to be a part of the 737 Challenge by joining Richard and Steve at Everest Base Camp
- 4 personal appearances or presentations by Richard
- 3 bespoke short videos to use at your discretion
- 1 table of 10 at 737 Challenge dinner events – Mandarin Oriental, London; National Museum Wales, Cardiff; and Headingley Stadium, Leeds

### WORLD FIRST

- Your bespoke summit flag
- Major branding in the 737 Challenge's photographic journal being sold to raise funds for Marie Curie Cancer Care

### TITLE NAMING SPONSORSHIP

In addition to summit sponsorship, title naming sponsorship is also available.

This also offers you the opportunity to have a piece of your own mountain. You could officially name a new ground breaking route on Mount Vinson which Richard is climbing for the very first time. This route could be named after your company meaning your brand could be part of Mount Vinson's history forever.

£POA



# Sponsorship Opportunities.

## High Camp Sponsor – £20k

Maximum of 8 in this category – 5 opportunities remaining at time of print.

BRANDING	EMPLOYEE /CLIENT ENGAGEMENT	WORLD FIRST
<ul style="list-style-type: none"><li>• Logo placement across all media platforms</li><li>• Logo on every page of 737challenge.com and logo positioning and text within designated High Camp sponsor page</li><li>• Promotional photos</li><li>• Opportunity to have your logo on one item of equipment or layer of clothing on a first come first serve basis – thermal layer, rucksack, ice axe etc.</li><li>• Small logo on ‘pulke’ / sled for polar legs</li><li>• Branding at challenge dinner events</li></ul>	<ul style="list-style-type: none"><li>• 2 personal appearances or presentations by Richard</li><li>• 5 places at 737 Challenge dinner events – Mandarin Oriental, London; National Museum Wales, Cardiff; and Headingley Stadium, Leeds</li></ul>	<ul style="list-style-type: none"><li>• Your logo on a generic summit flag</li></ul>

## Base Camp Sponsor – £5k

Unlimited number within this category.

BRANDING	EMPLOYEE /CLIENT ENGAGEMENT
<ul style="list-style-type: none"><li>• Logo and text on the sponsors page of the official website</li><li>• Product used throughout the challenge if applicable</li><li>• Promotional photos</li><li>• Branding at challenge dinner events</li></ul>	<ul style="list-style-type: none"><li>• 1 personal appearance or presentation by Richard</li><li>• 2 places at 737 Challenge dinner events – Mandarin Oriental, London; National Museum Wales, Cardiff; and Headingley Stadium, Leeds</li></ul>







## Contact.

To support the 737 Challenge or  
for further information please contact:

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**facebook**

**twitter**

Follow Richard at the challenge website and on Facebook and Twitter:

[www.737challenge.com](http://www.737challenge.com)

[facebook.com/737challenge](https://facebook.com/737challenge)

[twitter.com/737challenge](https://twitter.com/737challenge)





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RICHARD PARKS'

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CHALLENGE

[WWW.737CHALLENGE.COM](http://WWW.737CHALLENGE.COM)