



A JOURNEY TO ELBRUS

Over 2500 miles of land and sea followed by an ascent of Europe's highest mountain; Scott aims to be the first person in history to complete this incredible SOLO challenge. This adventure is about pushing himself physically and mentally to the limits to inspire others to think differently and to raise money for three remarkable charities.

In this document Scott outlines his plans for the journey in 2015 and his requirements for the belief and support from organisations to make this WORLD FIRST ATTEMPT a reality.

MISSION STATEMENT

BIKE: The journey to Mount Elbrus will begin from Scott's home country in the UK - cycling over 1800 miles across Europe to the coast line of the Black sea.

ROW: The solo row will be one of the most challenging disciplines of the journey covering over 750 miles across the Black Sea to Russia.

CLIMB: Once in Russia Scott will then cycle a few hundred miles inland to Mount Elbrus to begin the final section of the challenge - the summit ascent.

Aside from the 1800 miles of cycling, the incredible significance of this journey is really in the Black Sea row. Scott will become the very first person to officially row across the 750 mile water mass and will make his mark in history.

It has been confirmed with the Ocean Rowing Society who regulates such achievements with the Guinness book of records. This alone is pretty exciting without adding to the mix that Mount Elbrus is the highest peak in Europe.

Finally, this is a SOLO challenge which adds a different dimension to any journey. Scott will require the mental strength to push on through moments of pure weakness - moments when others would give in.

EXPEDITION STATS:

London to The Black Sea - 1800 miles

Black Sea East to West - 750 miles

Mount Elbrus (North Side) – 18510 ft

SCOTT

Scott is a professional serving Fire-fighter with Royal Berkshire Fire and Rescue Service. He lives in Braunton, North Devon with his wife Louise.

Forever an outdoors man, Scott spends his time surfing, kite boarding, playing football, Rock Climbing and competing in adventure races.

His drive in life is to experience new challenges and push the boundaries to inspire others and of course himself. From cycling over 1000 miles across the UK to running in marathons, his main focus is to raise funds for charities and to inspire others to look at life differently.

"The Journey to Elbrus is more than just one man's adventure. This is about stepping out of my own life and comfort zone for just a short period of time to make a real difference. I truly believe this SOLO journey will help to inspire and support others - it's time for me to step it up a gear"

Scott

CHARITIES

Scott is proud to support the following charities:

MS SOCIETY, THE FIRE-FIGHTERS CHARITY and FACING AFRICA, a charity which treats young children that have been affected by the terribly disfiguring disease called NOMA.

For more information on these charities please visit their respective websites below. Each site contains in-depth information on them and will show why Scott is so passionate about raising funds through his challenge.

On a personal note you can ask Scott's incredibly brave father in law about how he manages to keep a smile on his face every day despite being blighted by MS for years. One of the main reasons why Scott knows that when the challenge gets tough and the reasons to give in are easy to take - he will dig deep and think of his family and charities to go just a little further.

VISIT THE CHARITIES

FIRE-FIGHTERS CHARITY www.firefighterscharity.org.uk

MS SOCIETY www.mssociety.org.uk

FACING AFRICA www.facingafrica.org

SUPPORT

To make this adventure a reality Scott requires your belief in what he is trying to achieve both in the challenge and in raising funds for the charities that lay close to his heart. As someone who is a grounded, hardworking and conscientious individual he understands the commitment you will make. So with this he can offer the following - however, he is also open to ideas from yourself. If you are unsure, then we have created a selection of packages that may suit your requirements. This is at the end of this proposal.

FILM: Scott intends to capture the journey with every breath, step and emotion along the way, bringing to light this incredible SOLO adventure. The film will be made into a short documentary of which you can use within your own organisation and can be premiered at a company talks program.

TALK: The JOURNEY TO ELBRUS film will be premiered at a talk organised by your own company to highlight the support you have given to Scott on his challenge. Scott is open to any media attention during the evening to highlight your support.

COMPANY LOGO: Your company logo can go with Scott across Europe, over the Black sea and high into the mountain of Elbrus. It will be shown on photographs and films depicting the different stages of the challenge with the final signed photograph from Elbrus itself he will then present it to your company on his return.

ADVENTURE WEBSITE: Your company logo will be on the website and the association with the challenge will be highlighted throughout Scott's diary blog updates.

www.journeytoelbrus.com

BOOK: The book of the journey will be penned by Scott himself. Writing is a private passion of his anyway but who else could capture how he feels and why he set out on this challenge in the first place. Your association, logo and possible quotes can be a part of this book.

WORLD FIRST: The association with a world first means this is an everlasting support. Your company logo can be strongly displayed on the boat, cycle jersey, helmet and of course a flag at the top of Mount Elbrus which will be displayed on film, photographs and in within talks.

SNOWBALL: This is one of the journeys in life that will gain media momentum as it progresses. Through Scott's own social media sites and word of mouth this will turn into an historic journey - one man's challenge!

Scott's occupation as a fire-fighter requires team work to make things happen - it's ironic that he now requires a good team around him to make this challenge a reality. To be a part of this adventure and to seal your own mark on this world first contact Scott personally.

THE CRUX

The bulk of the £20,000 Scott needs to complete this never before attempted journey has been brought together. What this expedition needs now is £12,000 for the major part of the solo adventure: The Boat.

These purpose built ocean crossing boats are fully kitted out and ready to embark on an epic crossing. All they lack is the name and logo of a title sponsor or sponsors. This could be your company. Wherever this world first is mentioned, photographed or written about, your company will be mentioned too.

The chance to be synonymous with personal endeavour, courage, strength of body and mind AND a WORLD FIRST is here!

Thank you for taking the time to read this document.

CONNECT

Please don't hesitate to contact Scott through any of the links below. Sponsorship doesn't just have to mean money - support can come in many forms ranging from logistics, vehicle maintenance, equipment and publicity. Give Scott a call:

CALL: 07961907641

EMAIL: Bullitbutler@hotmail.com

WEBSITE: www.Journeytoelbrus.com

TWITTER: @bullitbutler

FACEBOOK: facebook.com/journeytoelbrus



THE BOAT

This is the type of boat that Scott will be using. Fully kitted out and specifically designed for ocean rowing, they are almost unsinkable and include everything needed for a solo crossing of the Black Sea. They just need those logo's!



THE JOURNEY TO ELBRUS

"Over the past few years I have faced many challenges in the cold regions of the planet so I can completely relate to Scott's solo journey. Solo is the key to this world first attempt - the going will get tough and Scott will have to dig deep. As an ex fire-fighter myself I know Scott has it in him to succeed and I wish him all the best on the journey.

This is one man's challenge to make a difference..."

MARK WOOD - POLAR EXPLORER



"Cycling, rowing and climbing is an inspired man-powered journey to Mt Elbrus. I wish Scott my very best wishes for a safe adventure and can imagine how great it will feel to be on Europe's highest peak having completed every inch of the path that leads there. Chapeau!"

Mark Beaumont - Record-breaking long-distance Scottish cyclist, adventurer, broadcaster, documentary maker and author



Sponsorship Packages

To be a part of this exciting expedition please see the packages listed below and help Scott raise valuable money for three fantastic charities! Use the link below or contact me directly.

Platinum - Sponsorship worth £2501 - £5000+

As the ultimate sponsor of the expedition you will receive:-

- **Prime location livery on the boat, trailer and cycle jersey**
- **Signed photo from the top of Mt Elbrus with your flag and logo**
- **Large and significant coverage across the website**
- **Company name will be mentioned and used throughout media coverage before, during and after the event – including the short documentary to be shot by myself and in the book also written by myself.**
- **I will attend a function organised by you to talk about the expedition, the experiences and the support you gave – including the premiere of the documentary.**

Gold - Sponsorship worth £1001 - £2500

This prestigious level of support will guarantee a logo roughly 1m square on the hull of the boat. A large logo on my cycle jersey, significant mentions on the website and regular email updates. You will receive a Signed photo of me and a flag with your logo atop Mount Elbrus and a copy of the documentary. This level of support will also garner mentions in the book penned by me at the end of the expedition.

Silver - Sponsorship worth £501 - £1000

With this level of sponsorship you will have your name or company logo emblazoned upon the hull of the boat (roughly 1/3m squared), on my cycle jersey and on a flag with other Silver sponsors to be positioned atop Mt Elbrus with me and a photo of this moment. Email updates and mentions on the website are also included. You will also be mentioned in the book penned by me at the end of the expedition.

Bronze - Sponsorship worth £100 - £500

This level of support will get you or your company mentioned on the website and a small logo on the outside of the boat. You will also receive regular email updates from me as I make my way across Europe. You will also be listed in the book at the end of the expedition.

Crewmate - Sponsorship of £25

It costs £25 to become a crewmate and to become part of the challenge. In return you will have your name on the inside of the boat, crossing the Black Sea with me as a 'crewmate' and receive regular email updates from me as I make my way across Europe. Your name will also be listed in the book after the event.