



THE FIRST ETHIOPIAN TO CLIMB THE HIGHEST PEAK ON EARTH



EVEREST

EXPEDITION

April - June 2019

SPONSORSHIP PROPOSAL

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SUMMARY

Mount Everest - located in Nepal, is the highest mountain on planet earth standing at 8,848 meters above sea level,

and commanding the ultimate mountaineering challenge. Climbing the legendary mountain is an extreme adventure demanding from its explorers the highest forms of commitment, as it presents with some of the most difficult physical and mental challenges.

The Climber - As a professional engineer and an elite high altitude climber, no one is more informed and prepared to face this challenge than Sirak Seyoum of Ethiopia, who looks forward to sharing the lasting feel of standing at the pinnacle of earth with the Ethiopian flag, his charity and his supporters. He is the only Ethiopian who has already conquered so many mountain peaks in some of the remotest parts of the world, where the Ethiopian flag was quietly raised at the highest points of continental regions. He is ready to take 11 years worth of extreme mountain climbing experience, to the top of the world this **April 2019**.

The Cause – Ethiopian Street Children - To raise awareness and funds for street children in Ethiopia. Sirak has aligned his ascent to hope in "The New Ethiopia" and pledges to donate portion of funds raised to the new Ethiopian trust fund to rehabilitate street children.

Looking to raise \$24,600 = Total Budget for climb \$65,300 - \$40,700 Sirak's self donation.

Sponsorship - Sirak is raising funds both to support his climbing of Mt. Everest through sponsorship (corporate and individual) as well as for the new Ethiopian trust fund to rehabilitate street children (2865 as of March 1, 2019).



RISK & SUCCESS FACTORS

UNPREPAREDNESS, NOVICE & EXPERIENCE, SKILL, PASSION

Yes, the push of self to the limit is such that any one misstep could mean death or failure to reach the top; part of its grandeur. However, there are plenty factors within the control of the climber that effectively mitigate risk. Here's a brief overview:

RISK FACTORS - Inexperience climbing, altitude sickness, cold exposure, fall, kilometers deep crevasses, avalanches and unexpected weather events represent the totality of risk:

- **Death Rate** is at 3.4%, and **Non Completion rate** is at 50%.
- **Why it did not happen in 2009** – Sirak initially planned to climb Everest in 2009 and had received publicity for it. But due to inadequate finances and readiness, it did not work out at the time. But while the dream was building even bigger momentum, the right moment to act on this time-and-self consuming effort did not come till 10 years later. The message here is you do not give up on dreams!

SUCCESS FACTORS - Average rate of success reaching the top is 50% of attempts.

- **Elite High Altitude Climber** - Plenty images will show decade + of preparation for this moment and extensive experience that mitigates risk. Sirak has climbed more high altitude peaks than the average attempt on Everest.
- **Personal Steak – 60% Out of Pocket** - Sirak has covered 60% of cost out of pocket.
- **Naturally acclimated for High Altitude** - While altitude sickness plays a major role in many aborted efforts, Sirak's upbringing in Addis Abeba and Gondar offer natural acclimatization at 2300 and 2100 meters already.



Nepal Mountaineering Association
certificate awarded for summit on Island Peak.



Mountaineering Expedition Skills Course
completion certificate - RMI, WA 2012

THE CLIMBER - SIRAK'S STORY



Sirak Seyoum, an electrical engineer living in San Francisco, has taken months off his professional position at Cargill Corp., to be the first Ethiopian to conquer the highest mountain in the world. Sirak discovered his passion for climbing more than 11 years ago and has since been climbing actively countless mountain ranges around the world nonstop.

As a young boy, Sirak grew up in Gondar idolizing sports legends like Pele and Abebe Bikila, which continued to inspire his love for the outdoors and engage in college sports while excelling academically at Michigan Tech University MTU, where he travelled to with his parents, both PhD holders. His father, Dr. Seyoum Tatichef passed away in 2011, proud and

supportive of his son's mountain climbing ambitions. While a little anxious, his mother Dr. Fantaye Mekbebe is also Sirak's number one fan, thankful to see her son's passion coming to fruition in 2019. She is confident in his ability to reason and his mental/physical strengths, as are all his friends.

Sirak's conquest of some of the most challenging mountains around the world is testament to his level of fitness that is beyond compare. As if climbing mountains is not challenging enough, Sirak is known to wear weighted vests to "enhance" his experience. Plenty pics on his Facebook page <https://www.facebook.com/sseyoum>

EXPERIENCE – MOUNTAINS CLIMBED

NORTH AMERICA, SOUTH AMERICA, ASIA



Mt. Chopicalqui, Peru (21,000 ft., 6354 meters) 2015



Mt Pisco, Peru 18,871ft (5752meters) 2015

Love for country is clear. Listed below are the notable mountain tops Sirak has conquered on three continents, all of which were a first for Ethiopian flags. Sirak has climbed many mountains in the US, mentioned here are the ones he scaled often.

United States - (2008 -2019)

Mt. Rainier WA
Mt. Whitney CA - several times,
Mt Shasta CA - several times
Mt. Wilson NV – several times,
Mt Charleston NV - several times
Griffith Peak, NV – several times
Black Mountain, NV – several times,
Bridge Mountain, NV – several times
Mummy Mountain NV – several times,
Rainbow Wall, Red Rock Canyon, NV - several times

Mexico - 2014

Nevado de Toluca, 4680 meters

Nepal –2016

Mt Kalapathar, 5644 meters
Island peak, 6189 meters

Peru - 2015

Mt. Chopicalqui, 6345 meters
Mt. Pisco, 5752 meters
Mt. Urus, 5423 meters
Mt. Ishinca, 5530 meters

Ecuador - 2014

Mt Cotopaxi, 5897 meters
Mt Chimborazo, 6263 meters
Mt Antisana, 5704 meters

THE CAUSE - STREET CHILDREN IN ETHIOPIA

As part of the socio-political change breezing through Ethiopia currently, Addis Abeba City Administration has launched a trust fund that began the work by caring for 2865 street children (as of March 1, 2019) who flood in from regional states with no means for survival. Reports indicate many of these children are orphans who lost their parents to illnesses. The aim for this fund is to provide shelter and basic needs to eventually 50,000 street children from all corners of Ethiopia. Evidence is clear that there is direct link between intervention efforts during childhood and emotional / intellectual development that improve capacity to becoming productive members of society later in life.

As a passionate supporter of "The New Ethiopia", Sirak feels deeply the need to focus on solutions that are inclusive of the most vulnerable in our Ethiopian family.

The plight of street children in Ethiopia is a desperate one and Sirak has made arrangements with Addis Abeba City Administration to donate 10% of funds raised to the new Ethiopian trust fund to rehabilitate street children, 100% transparent.

The letter of acknowledgement from Addis Abeba City Administration, inclusive of instructions for deposit into trust fund, is available upon request. You may elect to donate there directly.

THE EXPEDITION TEAM

Satori Expeditions is an American company considered one of the best in the world for a boutique style organization of expeditions to climb Mount Everest. Their mastery of logistics in the climb and the close working relationship with local partners has gained them recognition from Nepal Mountaineering Association (2016) and as a Top 5 Tour Operator in the region.

<https://satoriexpeditions.com/>

Below is a copy/paste letter from Satori Founder/President re: agreement with Sirak. Letter is available upon request (sorry for the tiny font).

Dear Sirs,

February 19, 2019

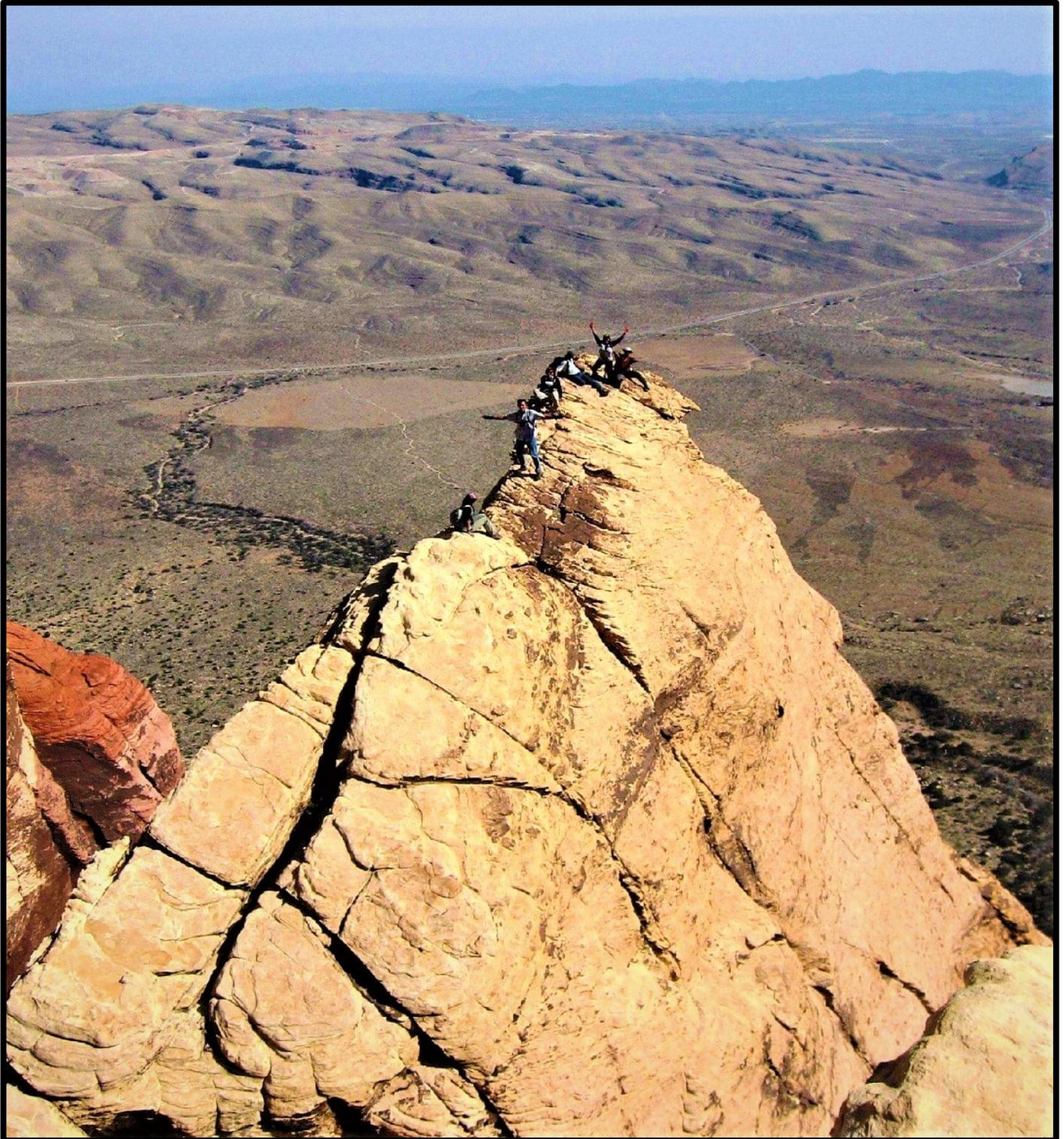
Our Mt. Everest 2019 South Side Expedition will be getting under way on April 3, 2019 and Sirak Seyoum of Ethiopia will be part of our expedition team. Seyoum has paid his deposit for the trip and is currently in the process of obtaining his adventure travel insurance. He will be making another payment on February 22, 2019 and pay the remaining in full on March 11, 2019.

As you know, since an expedition to climb Mt. Everest lasts around 60 days and due to the logistical, weather and altitude challenges, this type of trip is a serious endeavor both financially, mentally and physically. The cost that we charge for this expedition is \$39,000.00 USD, which includes the guides, porters, food on the mountain, transportation to and from Lukla, hotel, permits and associated climbing expenses. These associated costs can be daunting for any climber and unfortunately keep some climbers from ever being able to pursue their dream of standing on the Top of the World.

Over the next 6-7 weeks, we will be doing our best to prepare Sirak, mentally, physically and emotionally for what is about to come during the months of April and May. We have a refined program and feel that with some good weather and a little bit of luck, Sirak will reach a pinnacle in the climbing community, the summit of Mt. Everest.

If I can answer any further questions, please do not hesitate to contact me.

Daniel F. Nash
Founder/President
Satori Adventures and Expeditions



Sirak in red shirt - White Pinnacle Peak, NV

EXPEDITION TIMELINE

GPS SPOT TRACKER - we will be able to follow exactly where Sirak is by further reconciling with maps and dates in this section.



CHINA SOUTHERN AIRLINES – (Ticket Purchased)

CZ 0658 DEPARTURE SFO: MONDAY 01 APR – ARRIVAL CAN WEDNESDAY 03 APR

CZ 6067 DEPARTURE CAN: WEDNESDAY 03 APR– ARRIVAL KTM WEDNESDAY 03 APR

Passenger Name » SEYOUM/SIRAK

Seats: Confirmed

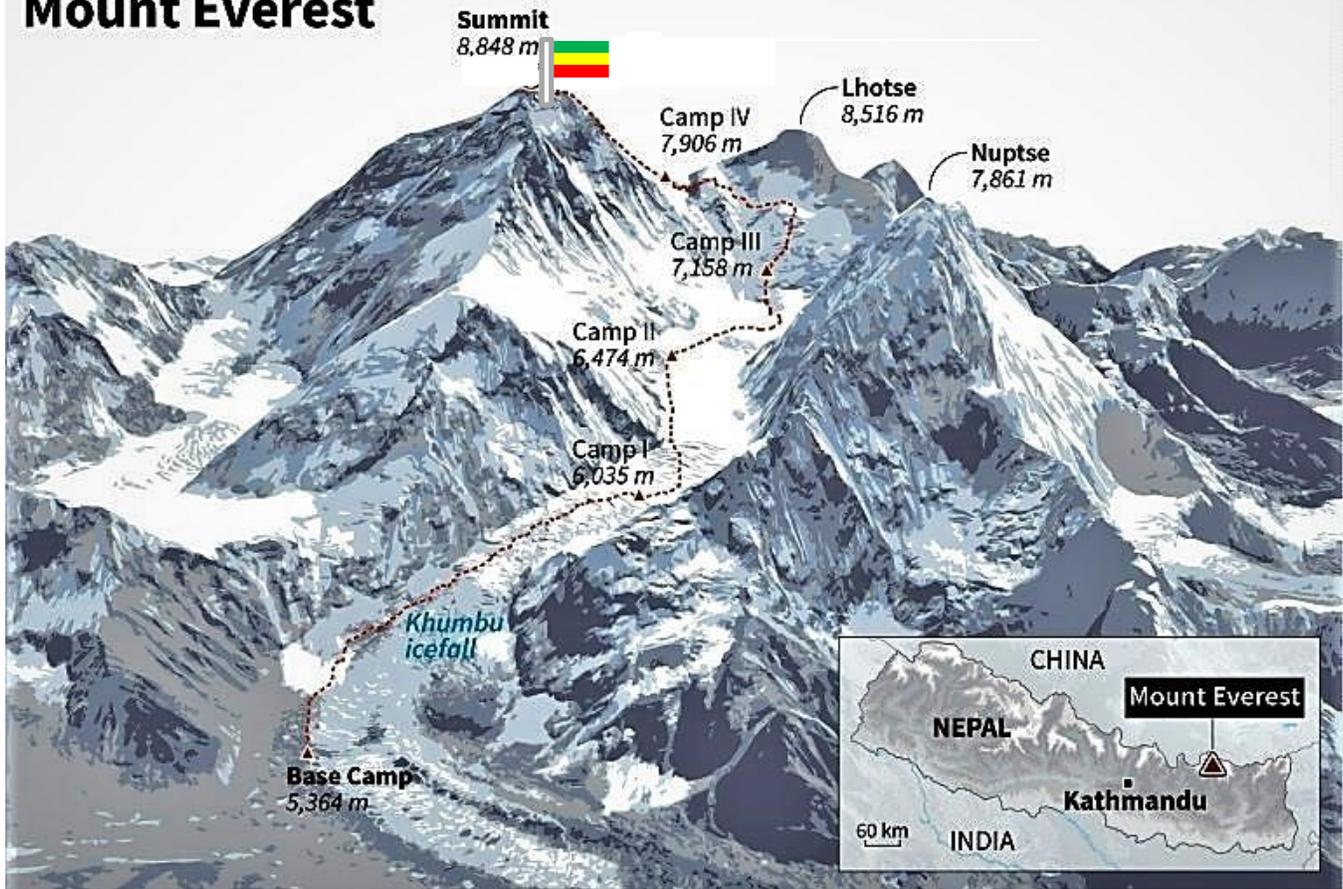
THANK YOU FOR CALLING VETERANS TRAVEL SERVICE AND HAVE A NICE TRIP.

1-800-325-9377 MONDAY -FRIDAY 830A-530P CENTRAL TIME

- ❖ **03 April / Day 01:** Arrival in Kathmandu Airport and transfer to hotel Yak and Yeti or similar hotel accommodation in Kathmandu (1350M/4430ft).
- ❖ **04-05 April / Day 2-3:** Preparation, Briefings at Nepal Department of tourism, shopping.

- ❖ **06 April / Day 04:** Flight from Kathmandu to Lukla; Trek to Phakding (2650m/8694ft, 04 hrs); lodge accommodation.
- ❖ **07 April / Day 05:** Trek from Phakding to Namche Bazaar through colorful Khumbu villages (3440m/11286ft, 06hrs); Lodge accommodation.
- ❖ **08 April / Day 06:** Rest day for acclimatization; you will be hike to famous Everest View Hotel (3800m/12487ft, 3hrs) to catch a glimpse of Everest; explore Hilary and Sherpa museum at Namche in the evening with slide show program.
- ❖ **09 April / Day 07:** Trek from Namche Bazaar to Tengboche (3850m/12631ft, 05-06 hrs); visit significant Buddhist monastery; lodge accommodation
- ❖ **10 April / Day 08:** Trek from Tyangboche to Dingboche (4350m/14271ft, 4hrs) about 4-5hrs; catch glimpses of Ama Dablam and Lhotse; lodge accommodation.
- ❖ **11 April / Day 09:** Acclimatization in Dingboche (4350M/14271ft) hiking to chhukung-re.
- ❖ **12 April / Day 10:** Trek from Dingboche to Lobuche (5018m/16463ft, 4-5hrs); lodge accommodation.
- ❖ **13 April / Day 11:** Trek from Lobuche to Gorakshep (5170m/16962ft, 3hrs); lodge accommodation.
- ❖ **14 April / Day 12:** Morning acclimatize to Kalapathar (5554m/18,222ft) after breakfast Trek from Gorakshep to Everest Base camp (5200m/17060, 2hrs).
- ❖ **15 April -30 May / Day 13-58:** Climbing period Summit Everest (8,848m/ 29029ft).
- ❖ **31 May / Day 59:** Preparation for return, trek from Everest base camp to Dingboche (4350m/14271ft, 4hrs) , lodge accommodation.
- ❖ **01 June May / Day 60:** Trek from Dingboche to Tengboche (3860m/12631ft, 04 hours) lodge accommodation.
- ❖ **02 June / Day 61:** Trek from Tengboche to Namche Bazaar (3440m/11286ft, 04hrs) lodge accommodation.
- ❖ **03 June / Day 62:** Trek from Namche Bazaar to Lukla(2840m/9317ft,7hrs) lodge accommodation.
- ❖ **04 June / Day 63:** Fly from Lukla to Kathmandu (1350M/4430ft); 35minutes, transfer to hotel.
- ❖ **05 June / Day 64:** Leisure day & shopping in Kathmandu; Fair well-Celebration dinner with culture program in the Evening.
- ❖ **06 June / Day 65:** Transfer to the airport for final departure.

Mount Everest



Sources: 8000ers, RichardSallsbury, HimalayanDatabase

© AFP

COST ESTIMATE

Ref #	Expense Item	Description	Amount (USD)
1	Air Fare – Economy	San Francisco-Katmandu-San Fransico - Excess Baggage	\$950 (Covered by Sirak)
2	China Southern Airlines – Excess Baggage	~50kg each way (\$450x2)	\$900
3	Clothing & Equipment	High Altitude Mountaineering Gear	\$14,000
4	Medical Rescue Insurance - Global Rescue	Emergency Evacuation, Critical Care	\$750 (Covered by Sirak)

5	Travel Insurance	AIG Travel Guard Plus	\$2200
6	Expedition Cost –	Includes the guides, porters, food on the mountain, transportation to and from Lukla, hotel and permits.	\$39,000 (Covered by Sirak)
7	Communication	GPS Spot Tracker, Satelite Phone	\$1500
8	Miscellaneous	Full medical Kit, Additional Personal Gear, Cooks	\$2000
9	Tips and Support – Sherpas	Sherpas who aid in local logistics, climber support, carry additional load up/down mountain.	\$4000
Total		Total budget for Climb minus Sirak's self donation	\$65,300 - \$40,700 \$24,600

Details on equipment and receipts for purchases available upon request.

BENEFITS to SPONSORSHIP



Island Peak, Nepal (20,305 ft) 2016

Reaching the top of Mt. Everest represents achievement on many levels; mind and body. Climbing Everest through the “death zone” is a bonafide challenge for the human - but effort in alignment of inner will and strength we ALL possess, can be directed for results at such epic levels. **This event celebrates passion and discipline**, and that when acted upon, lead to unimaginable but desirable places; triumph by any definition. And when the Ethiopian flag and caring for street children is part of such an event, it may be beneficial to associated brands.

Beyond Goodwill - our sponsorship partnership can involve identifying and leveraging a set of benefits from the relationship - which in this case may range from brand definition and visibility to building relationships and results.

TOP FIVE BENEFITS

TO SPONSORING THE FIRST ETHIOPIAN

1. HIGH PROFILE EVENT - VISIBILITY AND EXPOSURE Brand visuals will be in front of tens of millions in both Ethiopia and the diaspora, boosting brand awareness. We believe this is an event that will get significant attention and that sponsors will get press and social media mentions before, during and after the event boosting brand recognition.

- **Media Channels - digital media, TV, print, radio.** Such spectacular feat as to plant the flag representing “The New Ethiopia” at the highest point on the planet for the 1st time, will yield compelling photographs and video clips that may be subject of articles/broadcast and lasting engagement.
- **GPS Spot Tracker** - live coverage, including live HD video streaming from base camp (5364 meters).
- **Documentaries** - Sirak will take plenty films/images of day-to-day interactions, scenic path to/from base camp, etc. for narrated documentaries later, which offers lasting exposure and brand association.

2. BRAND BUILDING - Such aspirational event that we believe will excite the public, presents with a unique opportunity for brand positioning and associative imagery.

- **Alignment with National Pride** - Ethiopians love brands that elevate national identity and honor image.
- **Pioneering / Leadership / Different-** Sirak will be the 1st Ethiopian, The 1st East African and The 2nd Sub-Saharan African and probably the only one for decades to come. This association to sport uncharacteristic to Ethiopian may help differentiate brand from others and present a stronger recognition. The first and only black African Sibusiso Vilane (SA) summited in 2003, and the first and only black woman (American) Sophia Danenberg was in 2006. A Kenyan team attempt in 2014 (sponsored by Chase Bank) failed due to avalanche.
- **Multiple Demographic Segments (Ethiopian)** – We believe the adventure and experience orientation of “The First Ethiopian” appeals to Millennials (18 to 34 years), and the authenticity (reaching to the top the old-fashioned way), national pride and positive social impact to Generation X (35 to 51 years).

- **Key Messages to Tailor** - Climbing Everest (magnificence of nature) presents with the ultimate metaphor for success merging organizational goals and individual dreams:
 - You may not see the top but believe its there,
 - Rebel – Not ruled by risks or comfort zones,
 - Clearly defined goal where preparation is key,
 - The need for the right tools/skills in triumph,
 - Mind focused on presence and fun along the path,
 - Push hard till you get to the top... never give up on dream,
 - Conquerer – Its spectacular at the top - Reap the rewards.
 - Flag atop Mt. Everest - Ascent of “The New Ethiopia”.



Sirak in the Lead - Mt. Chopicalqui, Peru - 2015

3. EMOTIONAL CONNECTION ADVERTISING CAN'T BUY – Evidence is abundant that sponsorship of people actually doing great things is more effective in creating internal emotional commitment to the brand than even the most expensive TV advertisements /actors. Linking your business to this event can draw lasting support.

- **Consumer Perception** – Such associative imagery may help your ideas resonate better with Ethiopian nationals wherever they may be. Meaningful and sustained contact between the event and your brand's specific interests can be tailored creatively as necessary.

4. DEVELOP NEW CLIENTS & BUSINESSES - As a sponsor your name and logo will potentially be used in the multitude of media channels the event may be mentioned in, increasing your reach for potential business, boosting authority in industry.

- **Content Strategy** - This sponsorship may help provide fresh material to expand your content strategy, create content themes or promote your own hashtags. Popular events such as this command higher levels of engagement - shares, quotes, videos, tags and comments. User-generated content further offers exposure to much larger networks and greater reach to potential customers.

5. GREATER RETURN ON INVESTMENT ROI – Considering the exposure potential and the unique branding opportunity, sponsoring The First Ethiopian is cheaper than a standard TV commercial.

SPONSORSHIP LEVELS

SUMMIT, EXPEDITION, HIGH CAMP, BASE CAMP

I. EVEREST SUMMIT SPONSOR - \$18,000 – Headline Sponsors -

(Only 3 at this level as there are strict safety limits as to how long one remains on summit).

Sirak will work with the sponsors at this level to create a personally designed benefit package, including but not limited to of all levels below:

- **Images/Videos of Your Logo / Flag hoisted on top of the world by Sirak** - You will be able to follow Sirak's progress from base camp to the top of Everest and watch as your company's flag planted / waving or logo displayed on top of Mt. Everest by Sirak, to promote your brand / products / services.
- **Naming Rights** – when aspects of the event are named after you, media will use this name too. The more your brand name is associated with positive experiences and emotions, the stronger your brand awareness will be among Ethiopians.
- **Merchandising rights** – per discussions as necessary.

II. EVEREST EXPEDITION SPONSOR - \$ 10,000 (benefit package includes all below).

- **Logo/Name clearly visible during climb & summit** - on equipment & clothing.
- **Image/Video of Logo/Name with Sirak** - on the slopes of Everest.
- **Prominent sponsor recognition at all events** – in all related marketing and promotional communications, emails, social media posts, posters, print, TV, radio, interviews, documentary, etc.

III. EVEREST HIGH CAMP SPONSOR - \$ 5,000

- **Image/Video of Logo/Name with Sirak** - on the slopes of Everest.
- **Prominent sponsor recognition at events** - emails, social media posts, posters, print, TV, radio, interviews, documentary, etc.

IV. EVEREST BASE CAMP SPONSOR - \$ 1,000 to \$ 2,500.

- Image/Video of Logo with Sirak at Base Camp.
- Prominent sponsor recognition on emails, social media posts, posters, print.

Sirak is open to sponsors building packages within the levels to match budget and goals.

SPONSORSHIP DEADLINE

WE HOPE FOR AGREEMENTS TO BE SIGNED BY MARCH 24, 2019



Contact Info -

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(whose dissertation topic was on link between childhood development and economic growth in Ethiopia).

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