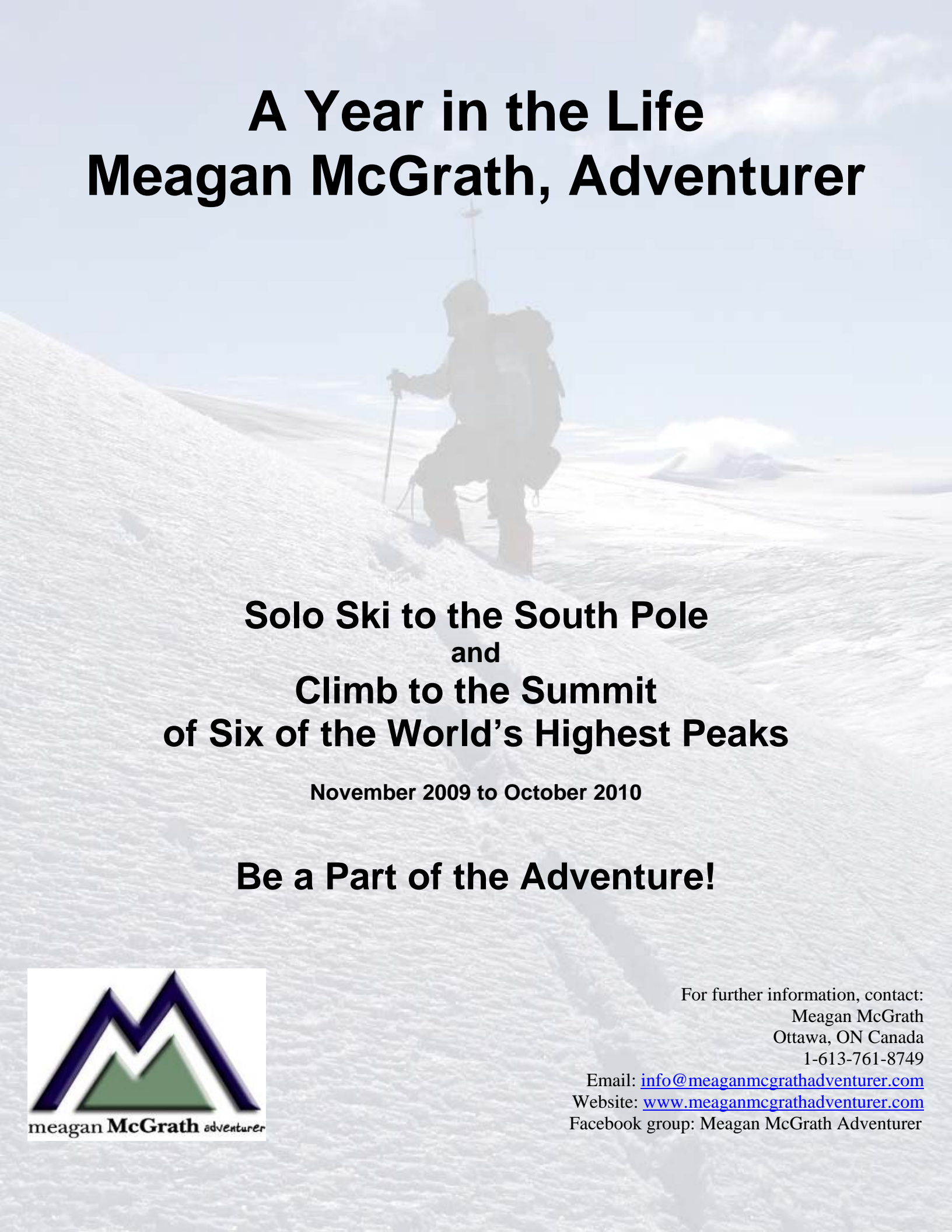


A Year in the Life Meagan McGrath, Adventurer

A person in winter gear is skiing down a snowy mountain slope. The person is wearing a dark jacket, pants, and a backpack. They are holding ski poles and are in a crouched position. The background shows a vast, snowy landscape under a clear sky.

Solo Ski to the South Pole and Climb to the Summit of Six of the World's Highest Peaks

November 2009 to October 2010

Be a Part of the Adventure!



For further information, contact:

Meagan McGrath

Ottawa, ON Canada

1-613-761-8749

Email: info@meaganmcgrathadventurer.com

Website: www.meaganmcgrathadventurer.com

Facebook group: Meagan McGrath Adventurer



Meagan McGrath, renowned Canadian adventurer

An aerospace engineer with the Canadian Air Force and an acclaimed, experienced adventurer, Meagan McGrath is the only Canadian woman to climb all Seven Summits, the highest peaks on each of the world's seven continents.

Meagan is recognized as:

- the first Canadian Forces member to be entered into the Canadian Forces Sports Hall of Fame (Mountaineering);
- an Everest hero, officially acknowledged by both the esteemed Nepal Mountaineering Association and the revered Explorers Club for her heroic efforts in rescuing a Nepali climber from Mount Everest's Death Zone;
- one of Canada's pre-eminent women adventurers, featured in numerous publications, including *National Geographic Adventure*, *Outpost*, *Explore*, *OWL*, and *enRoute* magazines, as well as many newspaper articles, including the *Globe and Mail* and the *Toronto Star*.

In addition to her accomplishments as an adventurer, Meagan is also a successful team leader and project manager who consistently achieves her objectives. She brings years of organizational experience to the task, including a proven ability to assess risks, determine schedules, plan budgets, and coordinate and monitor all aspects of projects in order to meet her goals—skills essential for accomplishing logistically challenging projects.

As well as maintaining her excellent physical condition, Meagan knows the importance of preparing psychologically and emotionally for the gruelling challenges involved in her adventures. Meagan's experience, skills, and passion will now help her accomplish her next challenge.

A Year in the Life

Take part in A Year in the Life by supporting Meagan as she accomplishes her most challenging feat yet. In November 2009, Meagan will embark on a year-long adventure consisting of two major expeditions – a solo ski to the South Pole and a climb to the summit of six of the world's highest peaks. Both expeditions will explore the limits of human potential, with challenges that few have ever attempted.



Antarctic Odyssey – A Solo Ski to the South Pole

Skiing over 1,130 km, Meagan will make this solo journey unassisted and unsupported, from Hercules Inlet on the coast of Antarctica to the South Pole. Over a 60-day period, Meagan will traverse icy glaciers, and encounter whiteouts, fierce storms, and temperatures as low as -50C, all the while dragging 285 lbs. of food, fuel, and equipment in a sled. In doing so, Meagan will become the first Canadian adventurer to achieve this feat.

Mountain Magic – A Climb to the Summit of Six of the World’s Highest Peaks

Without oxygen and unguided, Meagan will climb six of the world’s highest peaks, including Mount Everest. Over an 8-month period in Nepal and Pakistan, Meagan will attempt what few others have attempted. In accomplishing this challenge, Meagan will be one step closer to becoming the first Canadian to summit the world’s 14 highest mountains, all exceeding 8000m.

How you can take part

The success of any adventure depends on the experience, quality, and passion of those involved. Meagan has partnered with the following organizations, in order to help bring awareness to environmental causes and to safe and responsible adventuring:

Impossible2Possible is a non-profit organization dedicated to inspiring, educating, and equipping a generation of global problem solvers to achieve environmental and human sustainability. I2P’s goal is to use adventure to cultivate a generation of young leaders whose direct experience and training prepares them to lead sustainability initiatives.



Eco-Everest highlights the threats Glacial Lake Outburst Floods pose to the local communities and environment in the Khumbu region of Nepal. Eco Everest has also developed and tested an “Eco-Code of Conduct” in close liaison with internationally renowned mountaineers and alpine associations.

**You are invited to join the Year in the Life team
and become part of these significant and history-making expeditions.**

In addition to helping Meagan accomplish her goals as a proud Canadian adventurer, your generous support will:

- Provide your organization with numerous marketing opportunities, enabling strong branding exposure through multiple media contacts
- Raise your corporate profile by supporting a positive Canadian endeavour with widespread appeal
- Ensure recognition of your organization as a believer in the power of human potential
- Help raise awareness of the environmental impact on two of our planet’s most fragile environments—Antarctica and glaciated mountain regions
- Provide product testing and endorsement opportunities for outdoor adventure clothing and accessories
- Provide significant exposure to an audience interested in the fields of exploration, adventure, and physical challenge
- Provide advertising opportunities for your organization, through logo and company name placement in promotional material – before, during, and after the expeditions

Sponsorship benefits

The following table lists a range of sponsorship levels available to your organization for either the Arctic Odyssey or Mountain Magic expeditions. Meagan is happy to speak with you directly to discuss promotional opportunities and to customize a sponsorship package that meets your needs.

Sponsorship Level	Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor
Sponsor Amount	\$60,000	\$30,000	\$15,000	\$5000
Naming rights to the Expedition.	✓	N/A	N/A	N/A
Dinner Engagement and Motivational Presentation to your company.	✓ (included)	+\$5,000	+\$5,000	+\$5,000
Company Logo	Premium-sized logo on sled/clothing, including your flag displayed at the South Pole/on each summit (silk screen banner, 10"x24").	Logo on sled/clothing, including your flag at the South Pole/on each summit (silk screen banner, 10"x24").	Logo displayed at the North and South Pole (via clothing patches).	Logo at presentations.
Media Coverage	Premium-sized logo displayed at all media events and at pre- and post-expedition presentations. Company name mentioned or logo displayed on gear patches in media coverage (where possible).	Logo displayed at all media events and at pre- and post-expedition presentations. Company name mentioned or logo displayed on gear patches in media coverage (where possible).	Company name mentioned or logo displayed on gear patches in media coverage (where possible).	Company name mentioned or logo displayed on gear patches in media coverage (where possible).
Corporate Logo Placement on Equipment and Clothing	(4"x4") Premium-sized logo patches on most equipment, including sled/backpack, Left Chest, and on some clothing.	(3"x3") Logo patch on selected equipment, Right Chest, and on some clothing.	(1.5"x1.5") Logo patch on Right Arm, and on some equipment or clothing.	N/A
Expedition Photography with Corporate Flag or Logo	South Pole/Summit Photos and Expedition photos with Corporate flag.	South Pole/Summit Photos and Expedition photos with Corporate flag.	South Pole/Summit Photos, and Expedition Photos with logo displayed on clothing patches.	N/A
Silk screen banners with company logo placed at camps.	✓ (10"x24")	✓ (10"x24")	✓ (10"x24")	N/A
Logo on slides used at public speaking engagements.	✓ Premium-sized logo display.	✓	✓	✓
Website representation.	✓ Premium-sized logo display.	✓	✓	✓

Trekking Sponsor - \$150

Smaller contributions are welcome. For \$150, your name and website (if applicable) will be added to the Year in the Life website (www.meaganmcgrathadventurer.com).

In addition, you will receive a photo from one of the expeditions, taken at either the South Pole or one of the six peaks: Lhotse, Gasherbrum 1, Gasherbrum 2, Cho Oyu, Shishapangma, or Mount Everest. Additional photos can be purchased for \$50 each.



Contact Meagan to discuss sponsorship opportunities at:

Meagan McGrath
1-613-761-8749

info@meaganmcgrathadventurer.com