

# Challenge Everest 2009 Sponsorship Pack

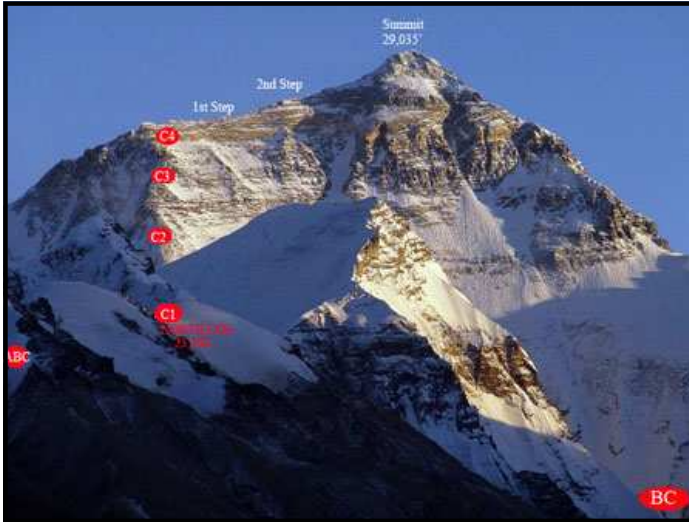
In the footsteps of heroes  
Mallory and Irvine



The attempt by Lee Farmer 'the ordinary guy doing extraordinary things' to summit Everest by the North/North East ridge.

  
[www.leefarmer.co.uk](http://www.leefarmer.co.uk)

# Challenge Everest 2009 Sponsorship Pack



## In the footsteps of heroes Mallory and Irvine

Lee Farmer 'the ordinary guy doing extraordinary things' summited Everest via the South East ridge in May 2008. The same route as **Hillary and Tenzing** in 1953, who were the first to summit the highest mountain in the World

Lee continues walking in the footsteps of heroes by attempting to also summit via the North East ridge in 2009. **Mallory and Irvine** were last seen in 1924 on this ridge. If successful he will become the **fifth Briton ever** to have summited from both sides..

- Lee summited Everest at 05.37 24th May 2008, via the South East Ridge.
- He was the only team member to summit.
- He wrote live dispatches which were read by over 3,000 people Worldwide.
- Lee will enter the 'Death Zone' at 8,000m, above which there is not enough oxygen to support human life.
- Lee's entry to the 2009 expedition team is by invitation only and the attempt is unguided.
- For a more detailed description of the attempt visit [www.leefarmer.co.uk](http://www.leefarmer.co.uk)



**Contact: Lee Farmer on sponsorship hotline:**

**01635 253929 or 07760 153677**

**Or email: [leefarmer@leefarmer.co.uk](mailto:leefarmer@leefarmer.co.uk)**

  
**[www.leefarmer.co.uk](http://www.leefarmer.co.uk)**

# Challenge Everest 2009

## Why sponsor Lee Farmer?



Presentation to sponsors Cannons Health Club

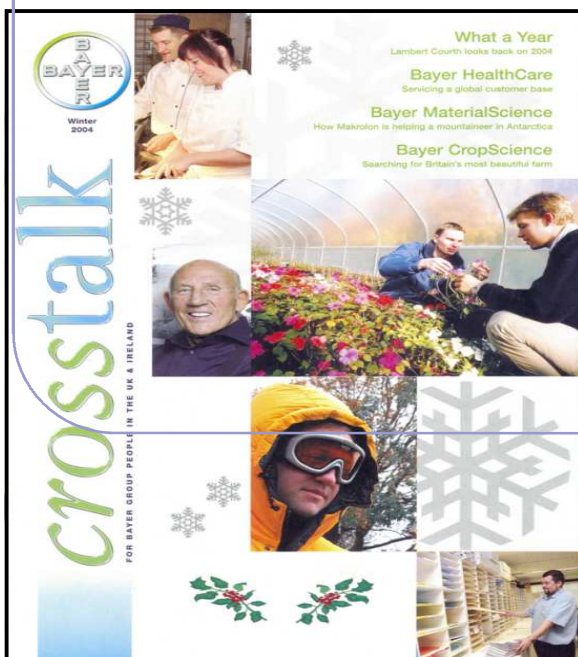
### Sponsorship Benefits

**Lee Farmer** has a proven track record with media exposure and sponsors of previous mountain expeditions. Benefits of sponsoring include:

- The expedition can provide a perfect environment for testing of equipment, clothing and technology.
- Your company can benefit from brand and product placement on equipment and clothing.
- Sponsorship can bring company and product endorsements.
- Sponsorship can be a tax liability benefit.
- Participative sponsorship by involving employees, who become stakeholders in the attempt. This enhances a sense of team membership and improves satisfaction amongst employees.
- Opportunity to be involved with a charitable cause.
- Potential PR and media coverage throughout. All mediums are approached; TV, Radio, Press and Internet.
- Lee participates in an alternative endeavor that attracts regional, national and international coverage.
- Everest conjures up strong word and image association such as 'highest, valor, endeavor, determination, team, risk, danger, safety, etc. Your product or service can be associated with these images.
- Inspirational and expedition talks to sponsor.



Product testing 'Makrolon' in association with Bayer



Lee featured in Bayer's UK and Ireland Magazine

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# Challenge Everest 2009 Sponsorship Packages



## Exclusive Sponsorship Opportunities

Lee Farmer is making available several exclusive and highly desirable packages available to corporate sponsors.

These packages represent great value for money, with added benefits for sponsors.

### Sample Gold Package (£10,000)

Only two gold packages are available. Sponsors will become 'lead sponsors'.

- Premium logo position on front of down and wind suits.
- Exclusive pictures of company banner/logo at highest point attained.
- Signed, personalised 'money can't buy' poster and presentation ceremony. At sponsor's offices. Poster is ideal for reception areas or board rooms.
- Tailored motivational talk at sponsor's offices.
- Sponsor's name and logo listed on [www.leefarmer.co.uk](http://www.leefarmer.co.uk) website and live dispatch page with links to sponsor's own website.
- Product/service endorsement

**Makrolon helps businessman achieve sky high ambition**

Lee Farmer achieved the next stage in a lifetime's ambition to climb the highest mountains on all seven continents when he reached the top of 16,000ft Mount Vinson Massif in Antarctica. He has already conquered Kilimanjaro (Tanzania) and Elbrus (Russia).

Climbing in temperatures as low as minus 30 degrees centigrade or more depending on the wind chill, Lee had to rely on the best equipment money can buy, including Uvex goggles made with Makrolon from Bayer MaterialScience.

Lee explained: "My safety was paramount which is why I chose goggles which benefited from Makrolon.

"I knew they would withstand extreme weather conditions, have high transparency and also block out harmful UV rays which can bring on the start of snow-blindness in as little as 15 minutes. They also had to be anti-fog so they are not affected by perspiration. If you take your goggles off, perspiration freezes your face within seconds.

"Goggles made from Makrolon have high impact strength and are anti-scratch, so they survived being kicked around in the bottom of my rucksack during the journey there!"

Martin Sixsmith, head of Bayer MaterialScience for the UK and Ireland added: "We all commend Lee on his adventure and are proud he decided to choose a product produced from Makrolon to help him in his quest to scale the Vinson Massif."

A businessman and mountain climber from Newbury has scaled new heights – with a little help from Bayer MaterialScience.

Material Matters | 2005 5

- A 'money can't buy' session for up to six members of staff to try out extreme altitude clothing and equipment at local climbing wall or at sponsor's offices.
- An exclusive 'money can't buy' adventure team mountain weekend for up to four people with qualified mountain leader Lee. Fulfill your own summit ambition!

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# Challenge Everest 2009

## Sponsorship Packages



### Exclusive Sponsorship Opportunities

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### Sample Silver Package (£5,000)

Only four silver packages are available.

- Superior logo position on arm of down suit.
- Exclusive pictures of company banner/logo at highest point attained.
- Signed personalised 'money can't buy' poster and presentation ceremony. At sponsor's offices. Poster is ideal for reception areas or board rooms.
- Tailored motivational talk at sponsor's offices.
- Sponsor's name and logo listed on [www.leefarmer.co.uk](http://www.leefarmer.co.uk) website and links to sponsor's own website.

**Mountaineer's vision is crystallised with help from Makrolon**

A businessman and mountain climber from Liverpool is visualising a journey through the most inhospitable terrain in the world - with a little help from Bayer MaterialScience.

While most of us will be sitting down to enjoy a mouthful of turkey on Christmas Day, mountaineer Lee Farmer should be reaching the top of the highest mountain in Antarctica.

Lee's bid to scale the frozen 16,000 ft Vinson Massif is part of a long term goal to summit the highest peaks of all seven continents. He has already conquered Kilimanjaro (Africa) and Mount Everest.

Climbing in temperatures as low as minus 30 degrees centigrade or more depending on the wind chill, he is relying on the best equipment money can buy, including sleek goggles which benefit from Bayer's famous polycarbonate, Makrolon.

Lee explains: "Specialised goggles are utterly essential because they have to withstand extreme weather conditions. They must have high transparency but also block out harmful UV rays which can bring on the onset of snow blindness in as little as 48 minutes. They have to be anti-fog as they are not affected by perspiration. If you take your goggles off, perspiration freezes your face within seconds.

"Goggles must have high impact strength and be anti-scratch. They are pulled around all over the world in the bottom of the rucksack before I get to Antarctica. During climbs they must withstand snowstorms, as well as snow and ice being kicked in your face by the climber immediately above you.

"Every ounce of the equipment I carry and the clothing I wear is the very best. My choice is paramount which is why I chose goggles which I know benefited from Makrolon."

Markie Swainth, head of Bayer MaterialScience for the UK and Ireland adds: "We wish Lee much success with his endeavour and we are proud that he has chosen a product produced from Makrolon to help him in his quest to scale the Vinson Massif."

Lee's four week Antarctica trip should reach its climax on an annual Christmas Day at the top of Vinson.

**"If you take your goggles off, perspiration freezes your face within seconds"**

- Product/service endorsement
- A 'money can't buy' session for up to six members of staff to try out extreme altitude clothing and equipment at local climbing wall or at sponsors offices.

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# Challenge Everest 2009 Sponsorship Packages



## Exclusive Sponsorship Opportunities

Lee Farmer is making available several exclusive and highly desirable packages available to corporate sponsors.

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### Sample Bronze Package (£2,500)

Only four packages are available.

- Exclusive pictures of company banner/logo at highest point attained.
- Signed personalised 'money can't buy' poster and presentation ceremony. At sponsor's offices. Poster is ideal for reception areas or board rooms.
- Tailored motivational talk at sponsor's offices.
- Sponsor's name and logo listed on [www.leefarmer.co.uk](http://www.leefarmer.co.uk) website and links to
- Sponsor's own website.
- Product/service endorsement.

PRODUCTS - APPLICATIONS

### Mountaineer maintains crystal-clear vision thanks to Makrolon®



Mountaineer climber Lee Farmer smiling at 35 degrees below zero on the highest peak in Antarctica. Along for the journey: his Oves goggles made of Makrolon®.

A businessman and mountain climber from Newbury, UK, maintains crystal-clear vision on his journey across the most forbidding continent in the world – Antarctica – thanks in part to Bayer MaterialScience.

In December 2004, Lee Farmer was making his way to the top of the highest mountain in Antarctica. His bid to scale the fearsome Vinson Massif is part of a long-term goal to climb the highest peaks on all seven continents.

He has already conquered Kilimanjaro (5,892 meters) in Kenya and Eborus (5,600 meters) in Caucasus. Climbing in temperatures as low as minus 30 degrees Celsius or less, Farmer relies on the best equipment money can buy, including Oves goggles, which contain Makrolon® polycarbonate from Bayer MaterialScience. Lee Farmer: "Special goggles are absolutely essential because they have to withstand extreme weather conditions."

The goggles must have high transparency but also block out harmful UV rays, which can bring on the start of snowblindness in as little as 45 minutes; they also have to offer anti-fog protection so they are not affected by perspiration. "If you take off your goggles, perspiration freezes your face within seconds," explains Lee Farmer.

Furthermore, the goggles must have high impact strength and resist scratching. "After all, they'll be traveling all over the world in my backpack before I get to

Antarctica," Farmer explains. During climbs they must withstand snowstorms, as well as snow and ice being kicked in your face by the climber immediately above you.

"Every ounce of the equipment I carry and the clothing I wear is the very best. My safety is paramount, and that's why I chose goggles which I knew were simply ideal, thanks to Makrolon®," he says.

Martin Sikemith, head of Bayer MaterialScience for the UK and Ireland added: "We wish Lee much success with his endeavor and we are proud that he has chosen a product made from Makrolon®."

After seven grueling days, the expedition team reached its destination on Christmas Eve: the summit of the Vinson Massif, some 4,900 meters above sea level. Lee Farmer: "We're very happy to have such fantastic weather up here, with sunshine and a breathtaking view of the landscape." ■■■

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ParTech 27/04/05 23



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# Challenge Everest 2009

## Media Pages



### Everest Facts and Figures

'Here are some facts and figures about Everest, you may be interested in'.

If you want to know more please contact Lee Farmer.

- Mt Everest was originally known as "Peak H", and then "Peak XV", before assuming the name Mt Everest. It was named after Sir George Everest, Surveyor General of India. He never actually laid eyes on the mountain.
- All pre-World War II attempts (1922, 1924, 1933, 1936, and 1938) were approached from the north, or Tibetan, side of Everest because Nepal was closed to foreigners during this time. However, the first ascent in 1953 was from the south, the Nepalese side; Nepal had opened its borders in 1949. The first successful ascent was on 29th May, 1953 by Sir Edmund Hillary and Sherpa Tenzing Norgay.
- The altitude of Mt Everest is 8850 m. or 29,038 feet (commercial airplanes travel at 30,000 feet!). Atmospheric pressure on the summit of Everest has been recorded at 253 mmHg. This is one-third of the atmospheric pressure found at sea level. The human body is unable to acclimatise above 8,000m and at this height the body ceases to function properly and begins to deteriorate instead. Therefore, the amount of time spent beyond 8,000m the height level known amongst as the 'death zone' must be kept to a minimum.
- Once in the Death Zone supplemental oxygen is required . Approximately 5 three litre bottles to stay alive and make a summit attempt.
- Most likely cause of Death is from avalanches. You are about twice as likely to die in an Avalanche as from a fall or by slipping.
- The country with most deaths is Nepal with about 46 deaths. The most dangerous area is Khumbu Ice Fall, where 19 deaths have occurred. There are about 210 corpses on Everest.

**Lee's climb to heights of Antarctic**  
**Success for local explorer**  
 By GINNY WARR

A FORMER Torquay Kings Grammar School pupil battled against howling winds and temperatures in his bid to 'climb' Antarctica's highest mountain.

Lee Farmer achieved his ambition to summit the 4800 foot Vinson Massif last before Christmas Day. Climbing across steep ice and snow, he achieved a first as he was the only person to do so.

Having been a member of the Torquay Mountaineering Club since 1980, Lee Farmer has spent his life climbing. He first went to Antarctica in 1980 and has since then been involved in a number of expeditions.

Lee Farmer is a local hero in Torquay. He has been a member of the Torquay Mountaineering Club since 1980 and has since then been involved in a number of expeditions.

**AMBITION ACHIEVED: Lee Farmer at the summit of Antarctica's highest mountain - Vinson Massif.**

PHOTO: H2020001

It was described as one of the most difficult climbs ever undertaken. Lee's expedition was part of a team during the summer after long term lead to establish the changing ice pack composition. Higher peaks of all the world's highest mountains are now being explored.

Lee has also completed three expeditions to Antarctica and is currently a member of the Torquay Mountaineering Club.

Lee Farmer is a local hero in Torquay. He has been a member of the Torquay Mountaineering Club since 1980 and has since then been involved in a number of expeditions.

- Other 'special' health issues include, hypoxia, frostbite, hypothermia, snow blindness, Acute Mountain Sickness (AMS), pulmonary edema, cerebral edema.
- Climbers burn up to 6,000 calories per day whilst on the mountain. The average 'boil in the bag' meal contains only approximately 500 calories. As climbers increase altitude, their appetite decreases. It is not unusual to lose 20 per cent body weight during an expedition.
- Because of the dry rarified air, climbers must drink 4-6 litres of water a day. It can take up to one hour to melt enough snow for a litre of water at high altitude. Remember what goes in must come out so a 'pee' bottle is an essential piece of kit!

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# Challenge Everest 2009

## Media Pages



### Lee Farmer Media and Climbing Biography

Lee Farmer has been featured on television, radio, in print and on the web.

He is media aware, and knows what is required for a good story.

A full media pack including photos, radio interview, video footage is available from Lee.

- Lee is a media 'regular' and his media work includes:
- **TV:** BBC2's The Challenge, BBC2's Murder in the Snow, BBC1 South Today News, ITV Meridian News.
- **Radio:** BBC Radio Berkshire Henry Kelly Show, BBC 2CR Alison Fern Show, 2Ten FM, Kick FM West Berkshire People, Kick FM Marc Curtis Show, Radio Hampshire John Ellery Show, Gemini FM Rick Edwards Show, Original 106 FM Iain Meadows Show, Original 106 FM Tommy Boyd Show and Kestrel FM.
- **Print:** Over twenty five articles can be found in Media and Press Releases section of his web site [www.leefarmer.co.uk](http://www.leefarmer.co.uk).
- He regularly writes climbing articles for Peterborough Mountaineering Club, the Mountain Bothies Association and has had photographs published in Adventure Travel Company Magazines and climbing club magazines.

## Lee aims to be on top of the world

By GINNY WARE  
gware@tharadepress.co.uk

FORMER Torquay Boys Grammar School pupil Lee Farmer is aiming to be on top of the world in the spring as he prepares for his biggest ever challenge -- an attempt to scale Mount Everest.

Lee's quest to summit the 8,850-metre monster will start in March, when he leaves for Nepal.

The expedition begins in Kathmandu and then continues into Tibet, returning to Kathmandu after the summit attempt in May.

By the time he returns to his home in Hampshire in June, Lee hopes to have raised the height of Everest in charity funds for the National Society for Epilepsy.

Lee's Everest expedition is part of his long-term ambition to scale the highest peaks in all seven continents.

An experienced climber and qualified mountain leader, he has already made bursts into his dream having scaled Mount Kenya and Kilimanjaro in Africa, Aconcagua in South America, Cho Oyu in Asia, Vinson in Antarctica and Kosciuszko in Australia.

But the lure of Everest is surely his greatest challenge so he is taking time out from his career in the land and development industry to give himself the best chance of success.

Lee, 35, who is appealing to local companies for sponsorship, said: "Everest is a huge undertaking not just because of the time and preparation it demands, but also the cost.

During the expedition, which is expected to take 60 days, Lee will be part of a group which will trek to the south side of Everest before making their way to base camp on the north side.

From there Lee will complete the

### Challenge to plant Devon flag at Everest summit

The human body is unable to function properly above 8,000 metres, so we will need supplementary oxygen by then.

We will have to choose our weather window very carefully and must spend the minimum amount of time possible up there.

Along with having to endure temperatures of minus 25 degrees centigrade, Lee risks hypothermia, frostbite, acute mountain sickness and the build-up in the lungs and brain.

He added: "The risks are certainly high and it demands very arduous physical training.

But Everest is every mountaineer's dream, and with the right support a realistic attempt is possible, even for an ordinary bloke like me.

To find out more about Challenge Everest and to read Lee's regular blog to keep track of his progress, log on to

FLASHBACK: Lee Farmer at the summit of Antarctica's highest mountain Vinson Massif

## Lee's summit special

By Lucia Richards

A CLIMBER has returned to his north Hampshire home triumphant after summiting the tallest mountain in the world.

Lee Farmer spent his winter and spring in Wharfedale, Yorkshire, with his ambitious plan to climb Everest. It was a long and arduous journey, but he was determined to reach the summit of the world's highest peak.

The experienced climber, who has scaled peaks including Mount Kilimanjaro, the Andes and Mount Vinson, in Antarctica, said: "It's a huge challenge, but I'm determined to reach the summit of the world's highest peak and I'll be back in my home in Hampshire in June."

Lee's Everest expedition is part of his long-term ambition to scale the highest peaks in all seven continents.

An experienced climber and qualified mountain leader, he has already made bursts into his dream having scaled Mount Kenya and Kilimanjaro in Africa, Aconcagua in South America, Cho Oyu in Asia, Vinson in Antarctica and Kosciuszko in Australia.

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# Challenge Everest 2009

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He is media aware, and knows what is required for a good story.

A full media pack including photos, radio interview, video footage is available from Lee.

- He is a regular motivational speaker, delivering articulate amusing and evocative talks to audiences at all levels.
- He wrote over 35,000 words in 39 live 'Challenge Everest' dispatches. Sent via a PDA and satellite phone directly from Everest. The dispatches had over 3,000 subscribers Worldwide. Including subscribers in UK, Eire, USA, Canada, Germany, Denmark, Finland, and Korea. Each dispatch displayed all sponsors logos and direct links to their own web sites. Go to [www.humanedgetech.com/expedition/leefarmer](http://www.humanedgetech.com/expedition/leefarmer) to read any of the dispatches.
- Lee has made several public appearances and helped open charity events, fetes, hotels and new business premises for sponsors.
- He is a regular rock climber and extreme altitude mountaineer. He is well known in the global mountaineering community.
- He is a Fellow of the Royal Geographical Society. He was shortlisted for the 'Race to the South Pole 2008' with James Cracknell and Ben Fogle.

**High hopes for Lee's mountainous challenge**

NEWSHURY man Lee Farmer is keen to prove he has not peaked too soon after climbing the highest mountain in Antarctica.

Land agent Lee, 32, who lives in Woolton Hill with wife Nicola, is aiming to climb the highest mountain in each continent.

After successfully ascending Antarctica's 16,000-foot Vinson Massif, Lee can now tick three continents off his list. He has already conquered Elbrus in Russia and Kilimanjaro in Tanzania.

He climbed Vinson with three companions and they braved temperatures of minus 35 degrees Celsius, and loads of 20 kilograms each, during the seven-day expedition.

But the intrepid team was reduced to three when one colleague fell down a 20-foot crevasse, and decided to turn back after being rescued.

Lee suffered a slightly more unusual complaint – when he discovered his tongue was sunburned.

He said: "There was certainly no time I felt warm when we were not climbing, but I'm pleased that my equipment and clothing otherwise protected me so well from the elements."

"I'm lucky that Nicola is so supportive, and she's never said, 'No, you can't go'. I really love

**Antarctic heights:** Lee Farm on the Vinson Massif.

mountaineering, because I'm outside and exploring all the time."

Lee, who is training to become a qualified trek leader, says nobody should fear the elements, and hopes to share his experience with schools and businesses in the area. He said: "Although I have to train, I'm not an athlete – I'm just a normal bloke on the street. There isn't very much focus on hiking in the area, because kayaking is much more popular."

"But I'd love to raise the profile of climbing and hiking, and with a little bit of research, anyone can do it."

● Contact 01635 254213



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# Challenge Everest 2009

## Equipment List



Listed below is just some of the specialist equipment and clothing I will have to source, try out and buy, both in the UK and in Nepal.

Your sponsorship enables me to purchase the right equipment, and give me the best chance of success'.

'Thank you for your support'. Lee

<i>Equipment</i>	<i>Make</i>	<i>Price</i>	<i>Already purchased</i>
<b>High Altitude boots</b>	La Sportiva	£550.00	
<b>Expedition pile pants</b>	Mountain Equipment	£50.00	
<b>Crampons</b>	Petzel	£85.00	
<b>Heavy Weight Fleece</b>	Monticola	£75.00	
<b>Down jacket</b>	Monticola	£250.00	
<b>Down suit</b>	Rab or Monticola	£700.00	
<b>Wind Suit</b>	Rab	£225.00	√
<b>Sleeping Bag -40oC rating</b>	Rab	£450.00	
<b>Sleeping Bag -20oC rating</b>	Monticola	£200.00	√
<b>Climbing Harness</b>	Black Diamond	£65.00	√
<b>Oxygen Mask</b>	Poisk	£275.00	
<b>Oxygen</b>	Poisk	£2,000.00	
<b>Sleeping Mats x 2</b>	Thermarest	£125.00	
<b>Down Boots</b>	Rab	£80.00	√
<b>Down Mittens x 2 pairs</b>	Rab and other	£160.00	
<b>Rucksack 75 litre +</b>	Mac Pac or Pod	£145.00	
<b>Snow Goggles</b>	Bolle	£100.00	
<b>Glacier Glasses x 2 pair</b>	Cebe	£300.00	
<b>Head Torch</b>	Black Diamond	£60.00	
<b>Trekking Poles</b>	Black Diamond	£75.00	
<b>Base Layer top x 3</b>	Ice Breaker	£125.00	
<b>Base Layer bottom x 3</b>	Ice Breaker	£125.00	
<b>Light Weight fleece</b>	The North Face	£75.00	
<b>Ascender</b>	Petzel	£40.00	√
<b>Abseil Device</b>	Black Diamond	£30.00	

# Challenge Everest 2009

## Equipment List



Please don't forget to sponsor my charity, the NSE.

I am trying to raise **£8,850**, the height of Everest in pounds Sterling.

In 2008 I raised just under £4,000 a great start to the target figure.

If you would like to donate go to :

[www.justgiving.com/challengeeverest2009](http://www.justgiving.com/challengeeverest2009).

<i>Equipment</i>	<i>Make</i>	<i>Price</i>	<i>Already purchased</i>
<b>Down Gilet</b>	The North Face	£120.00	√
<b>Shell Pants</b>	Rab or The North Face	£75.00	
<b>Shell Jacket</b>	Rab	£125.00	√
<b>Walking Boots</b>	Salomon	£99.00	
<b>Trainers</b>	Salomon	£50.00	√
<b>Liner gloves x 3</b>	MSR or OR	£60.00	
<b>Windstopper gloves</b>	OR	£20.00	
<b>Socks Liner x 3</b>	Bridgedale	£35.00	
<b>Socks medium weight</b>	Bridgedale	£20.00	√
<b>Socks heavy weight</b>	Bridgedale	£40.00	
<b>Carabiners x 4</b>	DMM	£35.00	√
<b>Slings x 3</b>	Wild Country	£24.00	√
<b>Kitbag 80 litre x 2</b>	The North Face	£120.00	√
<b>Expedition Shirts x2</b>	The North Face	£70.00	
<b>Balaclava</b>	Lowe Alpine	£15.00	√
<b>Woolly Hat</b>	Mountain Hardwear	£15.00	√
<b>Woolly Hat</b>	Patagonia	£25.00	
<b>Water bottle x 2</b>	Nalgene	£25.00	
<b>Solar Panel</b>	Coleman	£350.00	
<b>Satellite Phone</b>	Thuryia	£1,000.00	
<b>Phone Credits</b>	Thuryia	£1,000.00	
<b>Satin Suit</b>	Mountain Harwear	£150.00	