


PARTNERSHIP PLAN



AKOR

The 1st North-to-South crossing of Canada





Accore [akor]:

French word referring to a steep and rocky coast along which depths increase quickly and that ships can tighten up close.

In March 2021, a crew of five adventurers from Quebec will undertake the complete crossing of Canada from its northernmost point to its southernmost point, using only human force and without interruption.

Never before attempted, this bold and historic journey extends over 8,000 km and will last 7 months.

The team will ski across the Canadian High Arctic Archipelago on ice floes from the far north of Nunavut for 3.5 months.

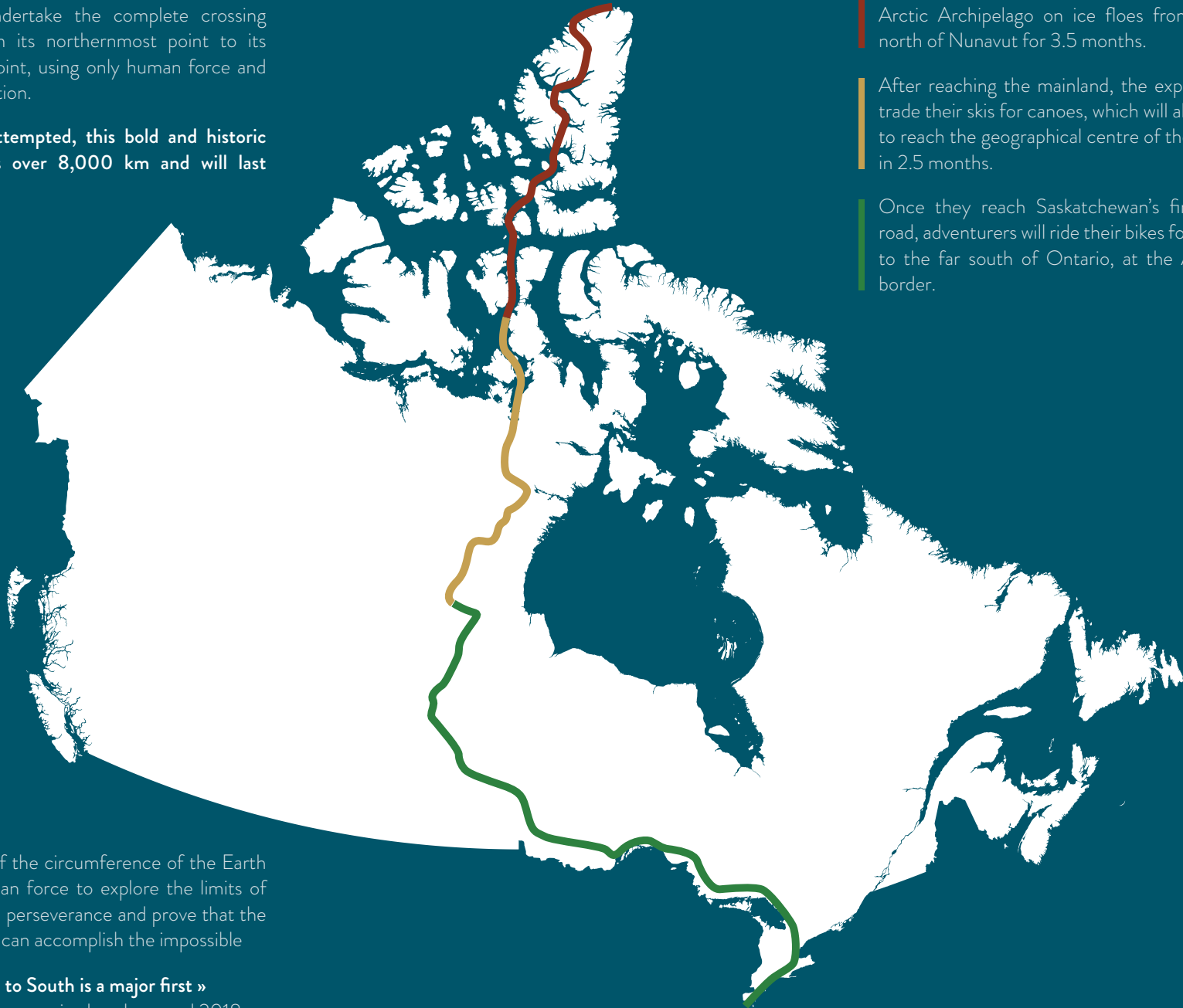
After reaching the mainland, the explorers will trade their skis for canoes, which will allow them to reach the geographical centre of the country in 2.5 months.

Once they reach Saskatchewan's first forest road, adventurers will ride their bikes for 1 month to the far south of Ontario, at the American border.

AKOR is 20% of the circumference of the Earth traveled by human force to explore the limits of the mind, inspire perseverance and prove that the human potential can accomplish the impossible

« Canada North to South is a major first »

Jerry Kobalenko, recognized explorer and 2018 Polar Medal winner



OUR MISSION

Great aspirations can only be achieved with authentic motivations.

Sharing the beauty of Canada's territory

Canada's North is a vast region, among the most isolated on Earth. Thus, through our stories and images, we aim to reveal the majestic and fragile beauty of the North to as wide an audience as possible.

Inspire perseverance, leadership and the realization of dreams

Upon returning from our expedition, we will share our unique experience through a vast series of pan-Canadian conferences. In doing so, we aim to motivate our young fellow Canadians to realize their full potential and overcome their own greatest challenges.

Increase scientific knowledge about northern regions

Driven by an insatiable scientific curiosity, we will conduct research projects in forest ecology and glaciology, with a special focus on documenting climate change.



THE CREW



GUILLAUME MOREAU

A forester by training, Guillaume will soon complete a doctorate in forest sciences (Ph.D.) at Université Laval. For him, large-scale expeditions are a unique opportunity to combine scientific research with wilderness exploration, two passions he enjoys sharing through conferences.



NICOLAS ROULX

Since obtaining his Bachelor's degree in Education, Nicolas has been teaching history, geography and outdoor activities in high school. During his studies in teaching, he accumulated several years of experience as a canoe expedition guide. In addition to his work, he is currently completing a master's degree in geopolitics of Arctic resources.



JACOB RACINE

Jacob has been a professional guide in adventure tourism for 16 years. On several occasions, he has been able to combine his passion for adventure and cinema by working on several film sets, including Destination Nor'Ouest in 2008 and the television series Expédition Extrême from 2016 to today. While his expeditions have taken him to the ice floes of James Bay and Baffin Island, his greatest achievement is the crossing of Quebec on skis from Montreal to Kuujuaq in the winter of 2014: The Karibu Project.

THE CREW



ÉTIENNE DESBOIS

It was while working as an instructor at Camp vacances Kéno that Étienne was introduced to the art of canoeing. In 2015, he took part in the Coeur de Caribou expedition. This adventure took him to paddle more than 1000 km in the Yukon, in the Canadian North. Since then, Etienne has been working in seasonal jobs in reforestation in British Columbia and in the construction of ice and snow scenery.



**PHILIPPE
VOGHEL-ROBERT**

Graduating from adventure tourism in Gaspé in 2010, Philippe has been working outdoors with young people since 2008. First at the Kéno summer camp and for the past 4 years at Mont Saint-Sacrement high school as an outdoor technician. He has introduced several hundred young people to the basics of the outdoors, canoeing, kayaking and expedition.

PREVIOUS ACHIEVEMENTS

≈ Caribou Heart

In the summer of 2015, we traveled more than 1,000 km in Yukon and in the Northwest Territories, before reaching the Arctic Ocean. Along the way, we met with several Indigenous communities to discuss their culture and the importance of preserving the last remaining wilderness areas.



≈ Karibu Project

In 2014, AKOR member Jacob Racine crossed Quebec on skis from Montreal to Kuujuaq. He and 3 of his friends completed the distance of more than 2300 km in 131 days, through the cold, wintery expanses of northern Quebec. Through this journey, the adventurers wanted to bring back to life the history of the pioneers, the *coureurs des bois*, people who left their traces in the snow, like a furrow in the history of Quebec. The legendary route of the Project Karibu expedition stretched over 3 climatic zones, 7 tourist regions and 4 of the largest bodies of water in Quebec.



A man with a large backpack is crossing a rocky stream in a mountain valley. The man is wearing a grey shirt, dark pants, and a hat. He is carrying a large yellow and orange backpack. The stream is flowing over large, smooth, reddish-brown rocks. In the background, there are steep, rocky mountains with patches of snow. The sky is clear and blue.

≈ Expedition AKOR – Live and Share the Torngat

In the summer of 2018, the first AKOR expedition crossed northern Québec and Labrador with an audacious 1600 km route, consisting of 4 rivers and 2 oceans, completed in 65 days. During this journey, we conducted research in forest ecology on the impact of climate change on tree growth up North. Along our travels, we also discovered multiple ancient archaeological sites.



RECOGNITION

After 10 years of experience in expeditions to isolated regions, our expertise is well recognized.

Major Grant for Karibu Project

Awarded by the Royal Canadian Geographical Society, 2014

Major Grant for Expedition AKOR

Awarded by the Royal Canadian Geographical Society, 2018

Scholarship ***Scientific Expedition***
for Expedition AKOR

Granted by the Université Laval, 2018

TALKS AND PRESS

In our opinion, the accomplishment of large-scale expeditions is accompanied by a educational vocation. Since 2014, we have given more than 80 talks in a diversity of backgrounds. More than 8,000 people - mostly young people - have attended AKOR's presentations and this is only the beginning.

For all our combined expeditions, we have more than 55 media appearances on prime time television, in national newspapers, on the radio, in several magazines and web blogs.

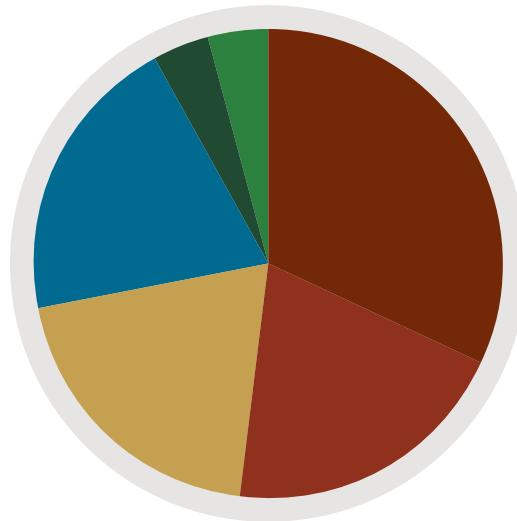




OUR NEEDS

The resources required to carry out the AKOR expedition are of a magnitude equivalent to the snow-covered peaks that will stand on our way. The numbers speak for themselves:

- ≈ Clothing to withstand temperatures from -60 to 30 degrees Celsius
- ≈ Food for 4 people for 200 days
- ≈ Equipment for 3 complex sports
- ≈ 5 resupplies of equipment and food in remote areas
- ≈ The total cost of the expedition is \$250,000.



The budget is distributed as follows:

- 80,000 in transportation and resupplies
- 50,000 in sophisticated sports equipment
- 50,000 in high-end camping clothing and equipment
- 50,000 in high quality food
- 10,000 in electronic and photo/video equipment
- 10,000 in security accessories



WHAT WE OFFER

Considering the media interest and recognition we currently have, we offer you remarkable benefits in terms of visibility.

We propose 3 levels of partnership. Each level includes the benefits of those who come before it.

We are open to any other partnership proposal.

The “Arctic Owl” (\$0 - \$2,500)

- ≈ Placement of your logo on our website
- ≈ Mentions on Facebook and Instagram (30,000 people reached by our Facebook publications only)

The “Narwhal” (\$2,500 - \$7,500)

- ≈ Placement of your logo in our conferences
- ≈ Placement of your logo on our high-end shipping equipment
- ≈ Blog articles and testimonials about your products and services

The “Polar Bear” (\$7,500 +)

- ≈ Official acknowledgements in our conferences
- ≈ Private conferences in your company
- ≈ Presence at your corporate/company events



« They didn't know it was impossible,
so they did it. »

Mark Twain

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