

PARTNERSHIP PLAN




AKOR

The 1<sup>st</sup> 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 four 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.

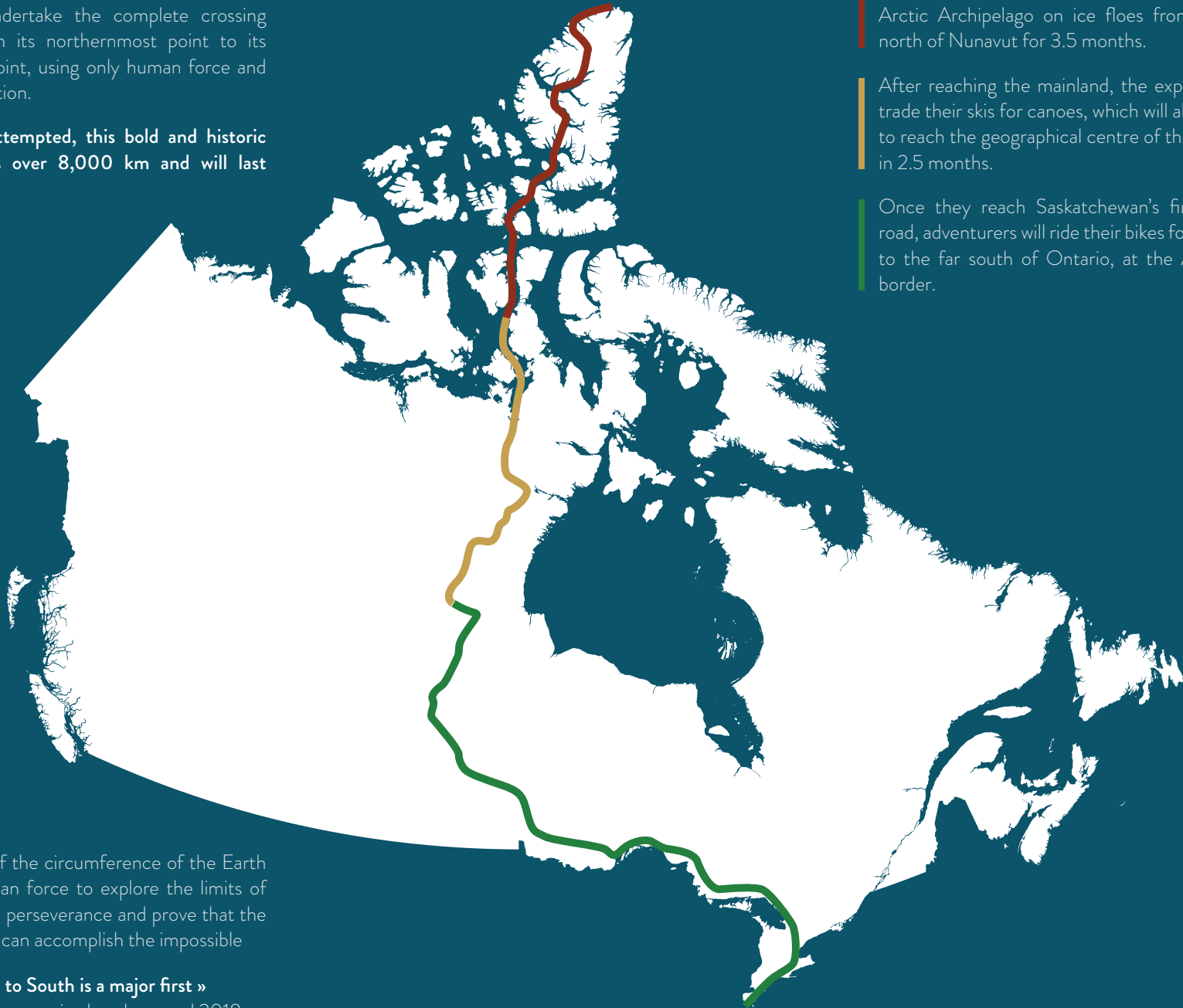
After reaching the mainland, the explorers will trade their skis for canoes, which will allow them to reach the geographical centre of the country in 2.5 months.

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.

### **Stimulating social action to fight global warming**

During the whole expedition, the team will be vegetarian and will advance without a motor. We will mobilize a symbolic achievement to show, on a large scale, that it is possible to live an everyday life in active transportation while reducing meat consumption.



## 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.



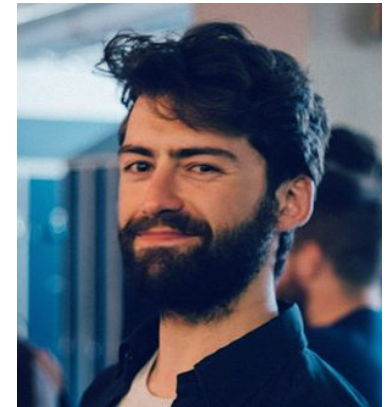
**JULIEN BILODEAU**

Julien holds a Bachelor's degree in scholar and social adaptation from the Université de Sherbrooke. He has been teaching in the Estrie region for the past five years. Combining the jobs of teacher and swimming coach, Julien leads dozens of young people to persevere and surpass themselves by inspiring them with his extraordinary adventures.



**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.



**FRANÇOIS BRASSARD**

After graduating as an adventure guide in British Columbia, this high-calibre kayaker reoriented himself towards science. This passion led him to complete a Master's degree in biology, after which he worked in Hong Kong as a research professional. Simultaneously, over the past decade François has developed a professional talent in photography.



## 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.







### ≈ The Blue Gold Paths

From April to October 2015, the Blue Gold Paths team traveled more than 7,000 km across Canada, from Montreal to Inuvik, 100 km from the Arctic Ocean. The goal of this project was to follow the path of the Voyageurs, ancestors of the modern canoeist. With dozens of conferences and thousands of people involved, Blue Gold Paths has inspired students across Canada, from Québec City to Fort McMurray.





≈ 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.

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### ***Expedition of the Year***

for The Blue Gold Paths Expedition

Awarded by the Royal Canadian Geographical Society, 2015

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### ***Major Grant***

for Expedition AKOR

Granted by the Royal Canadian Geographical Society, 2018

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### 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 2015, 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 forty media appearances on prime time television, in national newspapers, on the radio, in several magazines and web blogs.



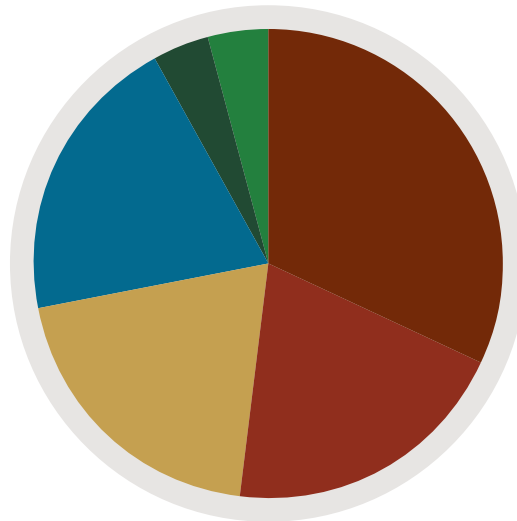




## OUR NEEDS

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

## CONTACT

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