

GREENLAND EXPEDITION

2027

Sponsorship Partnership Opportunity

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THE THREE-EXPEDITION ARC

A deliberate progression in difficulty, stakes, and story — each expedition builds on the last.

PHASE 1

Svalbard

2026

COMPLETE

6-day pulking expedition in the Arctic.
Proof of concept completed — aerial
and ground footage captured.

PHASE 2

Greenland Crossing

2027

THIS EXPEDITION

Ski crossing of the Greenland ice cap.
The expedition this sponsorship
supports. Departs 25 April 2027.

PHASE 3

South Pole + Vinson

2028

PLANNED

Ski to the South Pole and summit
Mount Vinson, Antarctica's highest
peak. The culmination of the arc.

WHY THIS STORY MATTERS

5,900

calories burned per day

More extreme than any Ironman triathlon

560 km

crossing distance

Self-supported on the Greenland ice cap

3 years

sustained narrative arc

Building audience and sponsor value over time

THE CONTENT OPPORTUNITIES

- **Pre-Expedition Content**- Sponsor product integration during the preparation phase.
- **Real-time physiological data** - A compelling data story for fitness, nutrition, and technology brands.
- **Cinematic footage from the ice cap** - Available for brand use across digital, social, and broadcast channels.
- **Post-Expedition Content** - Written case studies for each sponsor with reach and engagement metrics. Long-form content for editorial placement.
- **Three-year audience growth** - Each expedition builds on the last. Partners joining at Greenland get in early — before the South Pole expedition drives peak audience attention.

PROOF OF CONCEPT

Svalbard 2026 — Completed

Footage Captured

DJI Mini Pro 5 aerial footage, Insta360 ground-level and POV, high-resolution stills. Content library ready for use.

Physical Proof

6-day pulking expedition completed. The physiological demands — calorie burn, cold exposure, endurance — are documented and real.

Speaking & Media

Existing speaking experience, podcast appearances, and on-camera delivery. Corporate keynote-ready.

Business Credibility

Principal of A & R Sanderson Holdings. Industrial and real estate background. A serious, self-funded operator — not manufactured adventure tourism.

▶ [Watch the sizzle reel](#)

PARTNERSHIP TIERS

Greenland Expedition 2027 — 12-month campaign (now through post-expedition content delivery)

GOLD

Headline Sponsor

\$10,000

1 available

- Category exclusivity
- Kit logo (primary)
- 1 keynotes
- 12 branded posts
- Raw footage in perpetuity
- Monthly updates
- Case study
- Website logo and backlink
- Press coverage credit
- First refusal on South Pole

SILVER

Expedition Partner

\$5,000

2 available

- Category exclusivity (within tier)
- Kit logo (secondary)
- 6 branded posts
- Edited footage (3-year licence)
- Case study
- Website logo and backlink
- Press coverage credit

BRONZE

Expedition Supporter

\$2,500

3 available

- Website logo and backlink
- 3 branded posts
- Edited footage (12-month licence)
- Case study
- Press coverage credit

GOLD — HEADLINE SPONSOR

\$10,000 • 1 available

Category Exclusivity

No competing brand at any sponsorship tier. Your category is yours alone across the entire expedition.

Prominent Kit Placement

Logo on all expedition clothing, equipment, and sled. Visible in all expedition footage and photography. Will fly brand logo flag at every camp site.

1 Corporate Keynote Appearances

One pre/post-expedition. 45–60 minute keynotes tailored to your audience — leadership, resilience, performance.

12 Branded Social Media Posts

Monthly brand-integrated posts across the 12-month campaign. Content co-developed with your marketing team. Pre, during and post expedition.

5 Minutes of Branded Footage

Professionally edited expedition footage for use in your own marketing channels. Delivered within 60 days of expedition completion.

Raw Footage — Perpetual Licence

Full access to all raw expedition footage for your own editing and use, in perpetuity. No time limit, no additional fees.

Monthly Campaign Updates

Regular content packages — photos, short clips, written updates — for your internal or external communications.

Post-Expedition Case Study

Written case study documenting the partnership, content delivered, and audience engagement. Usable in your own marketing.

First Right of Refusal — South Pole 2028

Priority option to continue as headline sponsor for the South Pole and Mount Vinson expedition at a pre-agreed rate.

SILVER — EXPEDITION PARTNER

\$5,000 • 2 available

Category Exclusivity (Within Tier)

No competing silver-tier sponsor in your product category. Gold sponsor's category is reserved separately.

Secondary Kit Placement

Logo on expedition clothing and equipment in a secondary position. Visible in expedition content.

Website Logo and Backlink

Sponsorship page on Expedition website with detailed description about the sponsor's business and backlink to their page for SEO value.

6 Branded Social Media Posts

Bi-monthly brand-integrated posts over the 12-month campaign. Content aligned with your marketing objectives.

2 Minutes of Branded Footage

Edited expedition footage for your marketing channels. Delivered within 60 days of expedition completion.

Edited Footage — 3-Year Licence

Use the delivered footage across your channels for three years from delivery date.

Post-Expedition Case Study

Written case study documenting partnership outcomes and audience reach.

BRONZE — EXPEDITION SUPPORTER

\$2,500 • 3 available

Website Logo Placement

Your logo on the expedition website with a link to your chosen landing page.

3 Branded Social Media Posts

Quarterly brand mentions across the campaign period. Content aligned with your messaging.

1 Minute of Branded Footage

Short-form edited expedition footage for your social or marketing channels.

Edited Footage — 12-Month Licence

Use the delivered footage for 12 months from delivery date.

Press Coverage Credit

Named as Expedition Supporter in all media coverage and press releases.

Post-Expedition Event Invitation

Invitation to a private post-expedition screening and networking event.

BEYOND GREENLAND

South Pole + Mount Vinson — 2028

Greenland is the beginning, not the destination. Partners who join now are investing in a three-year content arc that builds toward one of the most dramatic expeditions on Earth.

The South Pole expedition represents a significant step up in scale, media interest, and audience reach. Partners who have built a track record through Greenland will be positioned to maximise that opportunity.

CONTINUATION TERMS

Gold sponsors

First right of refusal on headline sponsorship for the South Pole expedition at a pre-agreed rate.

Silver sponsors

Priority consideration for upgraded or continued partnership on the South Pole expedition.

Bronze sponsors

Invitation to continue at the same or elevated tier for the South Pole expedition.

ABOUT ALASTAIR SANDERSON

Alastair is the principal of A & R Sanderson Holdings, a family office with interests in industrial operations and real estate. He brings a rigorous, data-driven approach to expedition planning — the same discipline that runs a portfolio of businesses applied to some of the most physically demanding environments on Earth.

When not running his business, Alastair enjoys exploring the world and has visited over 103 countries. He is a keen endurance athlete and outdoorsman.

OTHER EXPEDITIONS

- sailed across the Atlantic
- cycled the length of England
- driven around the world
- climbed Mount Kilimanjaro
- ran the Chicago Marathon

SPEAKING EXPERIENCE

- Corporate keynote
- podcast appearances
- On-camera delivery
- University Guest Lecturing

TERMS & CONDITIONS

Campaign Period

Sponsorship runs for 12 months from signing through to post-expedition content delivery, including preparation, the expedition itself (departing 25 April 2027), and all post-expedition deliverables.

Content Delivery

All branded footage, case studies, and final content packages delivered within 60 days of expedition completion.

Footage Rights (Gold)

Gold sponsors receive perpetual rights to all raw and edited expedition footage for unrestricted use in their own channels.

Footage Rights (Silver)

Silver sponsors receive a 3-year licence for edited branded footage from the date of delivery.

Footage Rights (Bronze)

Bronze sponsors receive a 12-month licence for edited branded footage from the date of delivery.

Postponement

If the expedition is postponed, all sponsorship commitments and deliverables roll forward to the rescheduled date.

Cancellation

If the expedition is cancelled entirely, sponsorship funds are returned minus any documented costs already incurred. The expedition is covered by a dedicated insurance policy.

Exclusivity

Category exclusivity is guaranteed for Gold sponsors across all tiers, and within tier for Silver sponsors. Categories are agreed in writing at the time of signing.

LET'S TALK

I'd welcome a conversation about how this partnership could work for your brand. Every package is a starting point — I'm happy to tailor deliverables to fit your objectives.

Alastair Sanderson

alastair@operiogroup.com

Greenland departure: 25 April 2027