

A group of children with their hands raised in a gesture of excitement or participation. The background is blurred, showing more children and a bright, outdoor setting.

EXPEDITION KILIMANJARO

to foster education in Africa and supporting a school
with handicapped children in Arusha, Tanzania.

DISABILITY IS NOT INABILITY.

EXPEDITION KILIMANJARO

WHY.

**Education is something nobody can take away from you. Education has to be available to every CHILD-
Worldwide. Sport has the power to change.**

With this project, our focus is to raise awareness for education in developing countries such as Africa. We want to support the school of Anna Mollel in Arusha, from the tribe of the Maasai, a patriarch governed society, and yet she has overcome all obstacles on her way to building a school that shelters handicapped children and provides food, education, and love.

Further we support Laureus Sport for Good projects for children to find their purpose through sport.



**EXPEDITION
KILIMANJARO
FOR.**

**ENGILANGET PRE AND
PRIMARY SCHOOL**

285 CHILDREN

16 DISABLED

16 MAASAI GIRLS

55 PRE SCHOOL CHILDREN



EXPEDITION

FOR.

LAUREUS SPORT FOR GOOD
“SPORT UNITES US, IT HAS THE
POWER TO CHANGE US”

PROJECT IN AFRICA, GERMANY & AUSTRIA

Laureus™
SPORT FOR GOOD FOUNDATION



EXPEDITION KILIMANJARO

HOW.

We will bike up the Kilimanjaro mountain.

The project conveys the message that you can overcome all obstacles if you have set your goals. Your limitations are your thoughts. Further, you can achieve everything with the support of the right people independent from where you start from.

We need help to be able to reach the summit of Kilimanjaro, the children need support and help to live a self-determined life enabled via education. Allowing them to be and become anyone they want to be.

This journey will be filmed and photographed. The outcome is an emotional story about the success and failure of this adventure.



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BECOME A PART.

Funding to cover project costs of team, permits, guides, flights, video production (film), photography, car rental, bike logistics, accommodation, estimated at EUR 20k*

Confirmed Partners: Leica, Maikai, ergoH2, Leica, Travelbirds, Impact Imagery, Gitzo, Keego, SanDisk.

Confirmed Media: MINT, Bergwelten, SN, Media Stations, Social Media Channels, Streifzug, Salzburgerin, Wienerin, PR Agency Wilde and Partner

Utilization of photo & video content for advertisements, social media, blogs, etc. Brand positioning aligned to key messages „return and give back to local communities“ and „act sustainable and value-driven“ will be omnipresent.



EXPEDITION KILIMANJARO

PRE-KILI-PR.

Mountain

- 4000 mountain meters in one day with Austrian hardest MTB Race.

Trophy:

- We have a team of 10 mountain bikers who will do the entire tour. Special category was created for us: Snail Time (ist not about being the fastest, ist about who is on the trail the longest)

Training

with

Celebrities:

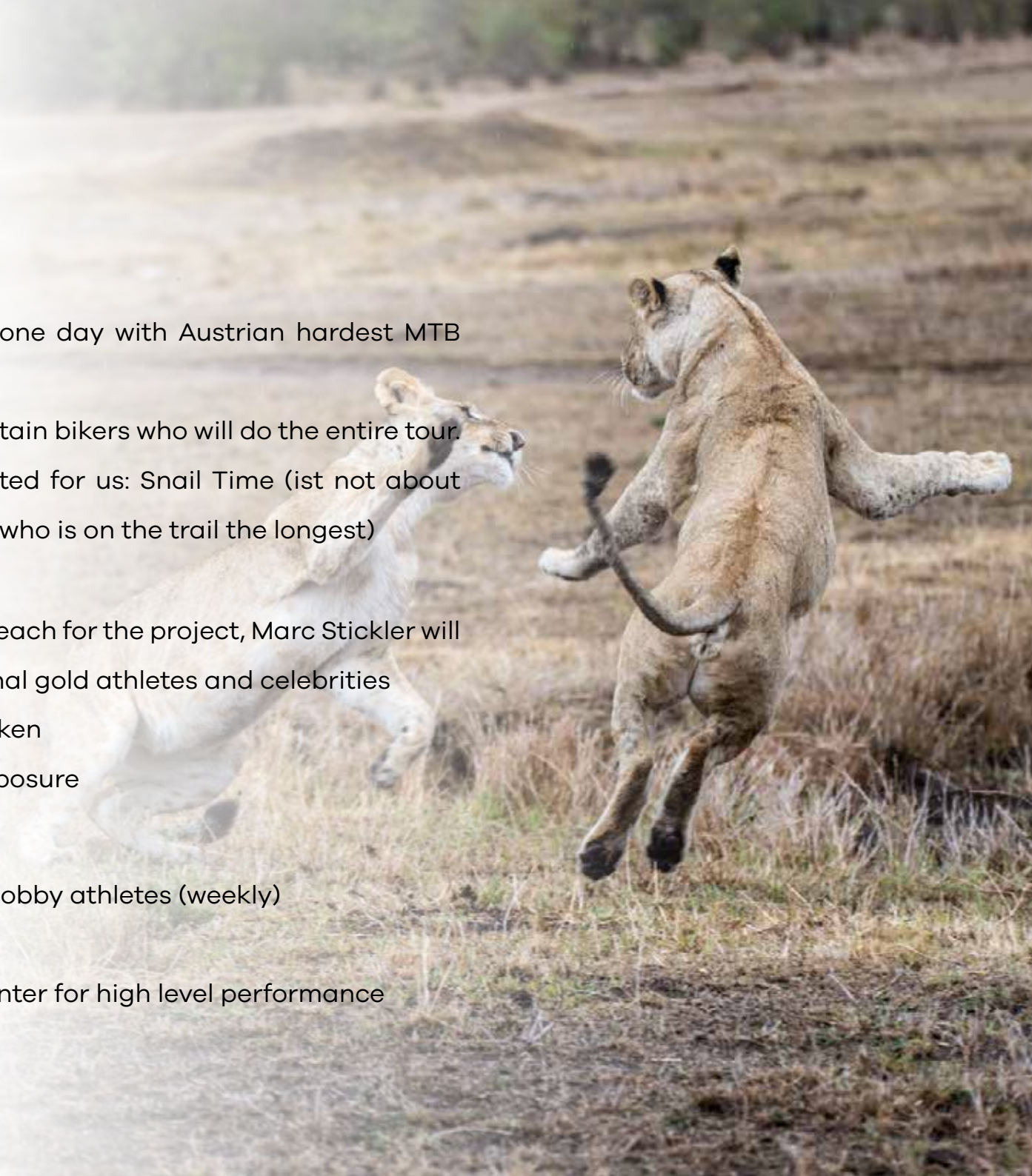
- In order to get the best outreach for the project, Marc Stickler will train with former professional gold athletes and celebrities
- Video and Pictures to be taken
- Social Media, maximum exposure

Training

with

the public:

- Training with friends and hobby athletes (weekly)
- Private training in Maikai
- Training with Zwift over Winter for high level performance



EXPEDITION KILIMANJARO

THE INITIATOR. MARC STICKLER.

A biologist by education, a photographer by profession and a changemaker by heart.

**“My aim is to make the unseen visible. Only what you see
you will love, and only what you love you are
going to protect”.**

Marc's early research were lemon sharks in the Bahamas and mountain gorillas in Uganda. After Uganda he spent one year at the UNESCO World Heritage Okavango Delta in Botswana studying social bonds of female Chacma Baboons. A year he describes as being transcendent because: *“You are confronted with your own thoughts for 24/7 and that really does something to you. Living in a tent, getting in potential fatal situations on a daily basis made me realize what I want to do with my life. I want to use my camera as a tool for conservation.”* In this magnificent place his passion for photography and nature observation was born.



EXPEDITION KILIMANJARO

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**“IF YOU WANT TO WALK FAST, YOU WALK ALONE.
IF YOU WANT TO WALK FURTHER, WE ALL WALK TOGETHER”**

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EXPEDITION KILIMANJARO

THE CORE TEAM.



Chris Perkles

Film Production
Skyline Media



Michael Sowa

weTours MEDIA
Digital Creator



Marc Stickler

Photographer & Explorer
Impact Imagery
Leica Ambassador

“THE WHOLE THING IS MORE THAN THE SUM OF ITS PARTS.”

ARISTOTELES

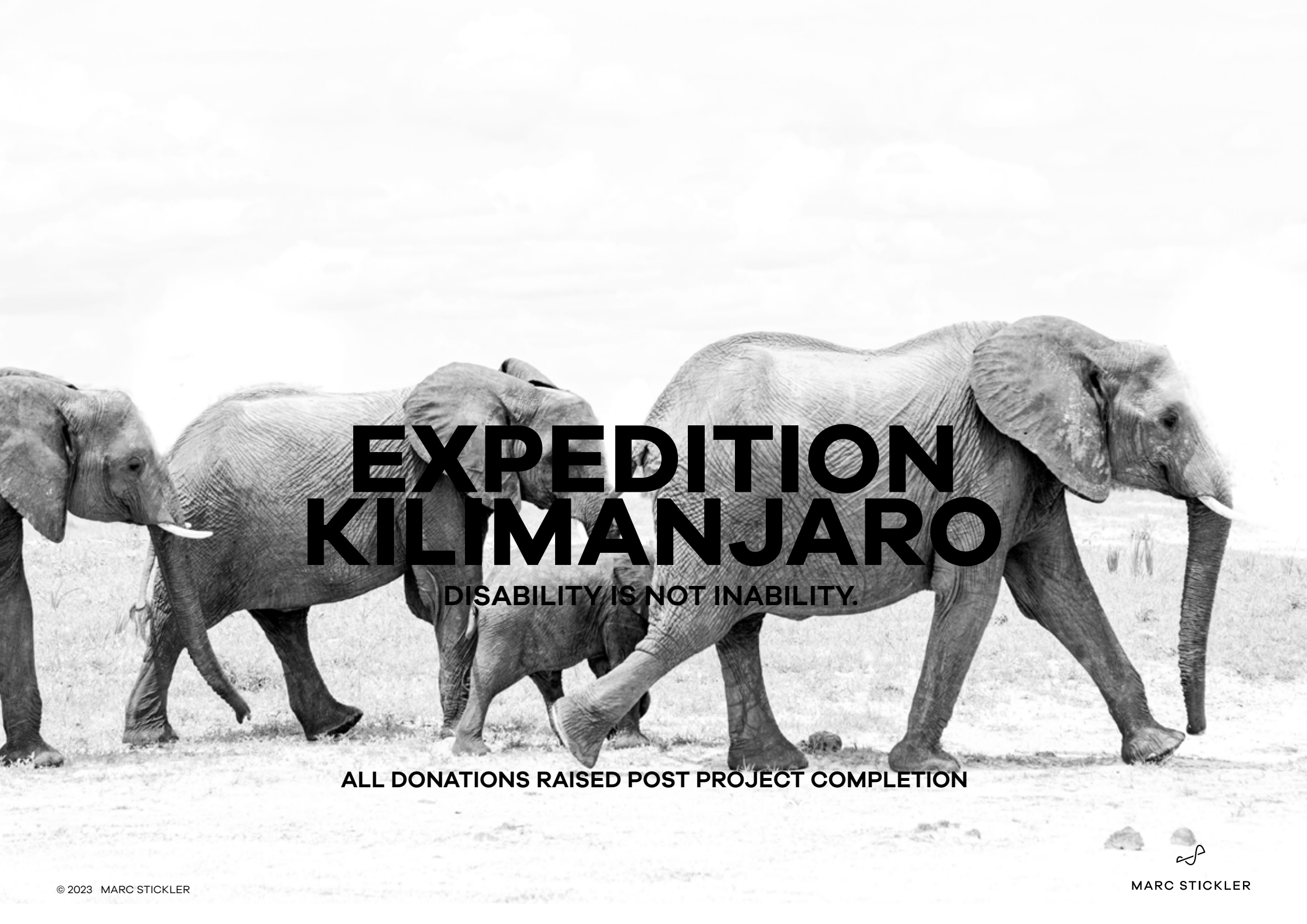
EXPEDITION
KILIMANJARO
CONTACT.

**“EVERY JOURNEY STARTS WITH A SINGLE STEP.
LET’S TAKE IT TOGETHER.”**

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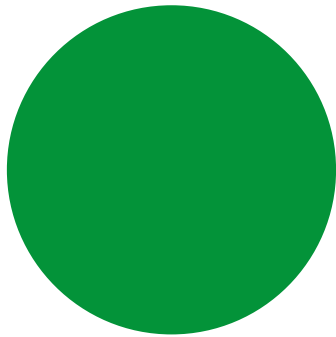
DISABILITY IS NOT INABILITY.

ALL DONATIONS RAISED POST PROJECT COMPLETION

EXPEDITION KILIMANJARO

THE TICKETS.

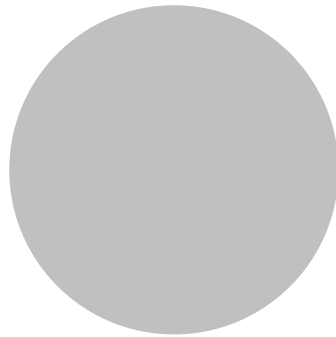
ALL DONATIONS RAISED POST PROJECT COMPLETION



SUPPORTER

1 – 5 K

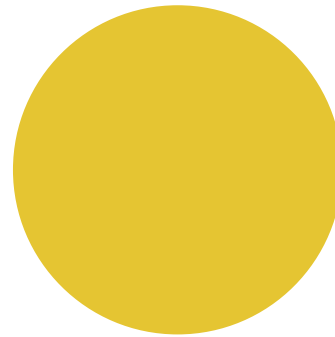
unlimited



SILVER

10 K

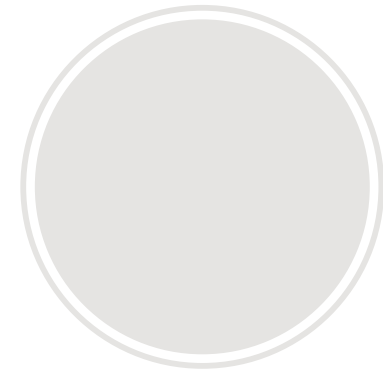
10 Tickets



GOLD

20 K

5 Tickets



PLATIN

40 K

2 Tickets

— all packages contain individual forms of impact through —
BRANDING, DOCUMENTARY, KEY NOTE, CONTENT GENERATION & COMMUNICATION MATERIAL

For detailed package overview contact Marc Stickler @ marc@marcstickler.at