



SPONSORSHIP PROPOSAL



DEAF
MOUNTAINEER

MICHAEL WOODS



michaelssummits.com



hello@michaelssummits.com

SPONSORSHIP LETTER

Date _____

Michael, the Deaf mountaineer
Founder and CEO of Michaels Summits
hello@michaelssummits.com
www.michaelssummits.com

Dear Potential Sponsor,

We proudly invite you to sponsor Michaels Summits to promote your valuable products and services. Sponsoring Michaels Summits is a great way to get involved with the diverse community and an amazing form of marketing for your business. Michaels Everest will provide you with an incredible opportunity to have your brand associated with a truly inspirational and record-breaking endeavor.

Michael, the deaf mountaineer, will be the first deaf person to summit Everest in the UK and Europe. He has over 13 years of rich mountaineering experience and has recently gotten an Everest climbing permit. Despite his silence, his achievements resonate powerfully, inspiring many to believe that limitations only exist if we acknowledge them. Truly, Michael reaches peaks beyond mountains.

This amazing event will be covered on all social media platforms, with live vlogs and videos, sponsor branding on the down suit, and a logo on the flag. That means your business will have branding in front of thousands of people and generate millions of impressions globally. With that exposure, everyone will remember that your business supported us.

Therefore, we ask for a sponsorship amount of £10,000 or more and in-kind donations to help support our mission. We understand you have several choices when considering different marketing opportunities, but this is a great fit. If you want something more customised in return for your sponsorship, we are very open to your ideas.

If you have any questions, please get in touch with the Michael Woods team at hello@michaelssummits.com.

Sincerely, Michael Woods

Michel's next challenge is to become the first deaf British person to climb Mount Everest in the UK and Europe.

Michael Woods was born profoundly deaf. He uses British Sign Language (BSL) as a primary language. He grew up facing daily challenges but had a dream of his own. He is deeply passionate about climbing mountains, and he has been doing so for over 13 years. He had always aspired to summit Mount Everest because it was his dream, and he was determined to make it happen. He won't let his deafness stand in his way.

He is here to make a difference in the deaf community and prove that he is capable of achieving just as much as hearing people. His goal is to inspire others, both in the UK and across Europe, by showing them that no matter how big the dream is, we should never give up. We can keep going, even in the face of daily challenges, as there is always a way to overcome them. That's exactly what he is doing.

He is now one step away from reaching the summit of Everest because he recently obtained an Everest climbing permit. However, the main obstacle he faces now is the financial cost of duning his Summit Everest.

This is where he needs help raising funds to cover the expenses. He aims to make history for the deaf community by becoming the first deaf person from the UK and Europe to summit Everest. Additionally, he plans to travel across the UK and possibly other countries to share his experiences, knowledge, and inspire others. He will do this through his role as an Inspirational Speaker and by showcasing his gear at clubs, schools, and within the deaf community.

WHY SHOULD YOU SPONSOR US?

Michaels Summits will provide you with an opportunity to get your business in front of your target audience. Serving as a sponsor for Michaels Summits will provide the following benefits to your organisation:

- The opportunity to promote your name and to maintain a high profile among key stakeholders in the deaf community.
- Offer a fantastic opportunity to benefit from the associated publicity around Michael's climb.
- Maximize results with less ads and wider reach to customer segments.
- Through sponsorship your organization will strengthen its reputation through association with the first deaf to summit Everest in UK and Europe.
- Showcase sponsor branding on downsuit, flag, and climbing gear.
- Sponsor branding through TikTok, Instagram, LinkedIn, YouTube, and Facebook Page.
- Provide a point of difference between you and your competitors through supporting the deaf community.
- Your company name will be included in the press release that we'll publish on our website.
- Increased brand exposure through vlogs, video ads, the event itself, advertising, and media coverage.

SPONSORSHIP PACKAGES

BASE CAMP
£500

HIGH CAMP
£2000

SUMMIT
£5000+

Prominently display your logo on the downsuit, flag, or any other visible area during the climbing of Everest.



We will share the experience through various media channels, including social media, blogs, and vlogs.



We will include your logo in after-events training sessions and invite you to the workshops.



We will create exclusively for you, such as videos or behind-the-scenes footage that you can use for your marketing efforts or internal communication.



Sponsor's logo on our website and blog.



SPONSORSHIP PACKAGES

VIP SPONSOR
£10,000+

IN-KIND
DONATIONS

Access to all of Michael's recorded video content. This would be great documentary footage.

Prominently display your logo on the downsuit, flag, or any other visible area during the climbing of Everest.

We will share the experience through various media channels, including social media, blogs, and vlogs.

We will include your logo in after-events training sessions and invite you to the workshops.

We will create exclusively for you, such as videos or behind-the-scenes footage that you can use for your marketing efforts or internal communication.

Sponsor's Logo on the website and blog

*Inkind donations can include mountaineering gear: Items such as mountaineering boots, crampons, a climbing helmet and an ice axe.

MARKETING AND PROMOTION

Michaels Summits will be promoted through an extensive marketing campaign that generates widespread event awareness locally, nationally, and internationally, bolstering our event reputation. This broad-based marketing campaign features comprehensive digital and offline marketing and communication strategies.

Our major marketing and communication channels include Facebook, TikTok, Instagram, YouTube, email marketing, press releases, media coverage, video ads, newsletters and magazines, and other effective promotional channels.

We will generate a higher marketing ROI by crafting a tailored marketing strategy for our sponsors and donors. From building brand awareness, increasing sales, and improving your brand image, our strategy will help you boost your market share overall. Furthermore, our marketing and promotional activities will include the following:

- Mention sponsors on our website and in all social media campaigns about the Michaels Summits.
- Print sponsor logos on down suits, flags, and mountaineering gear.
- Include sponsor names or logos in our newsletter articles and blog posts.
- Acknowledge the sponsors in all media materials, like media advisories and press releases.
- Make sponsor contributions to our programme the focus of our news release.
- Circulate an email among existing subscribers with the logos of our sponsors.
- Exposure through our marketing and promotional efforts during the climb.
- Display our sponsors' logos on screen during the training and workshops after the Everest expedition.
- Mention our key sponsors when sharing experiences and stories about the Everest expedition with a larger audience.

SPONSOR AGREEMENT FORM

We would like to become a sponsor of the "Michaels Summits"

- £10,000+ VIP Sponsorship
- £5000+ Summit Sponsorship
- £2000 High Camp Sponsorship
- £500 Base Camp Sponsorship
- In-kind donations

I would like to contribute in an other way

Contact _____ Email _____ City _____

Address _____

State _____

My check is enclosed, made payable to: Michael Woods

Please charge my credit card; Card number _____
_____ CVV _____ Exp ___ / ___

Please charge my credit card on _____ day of the month

Please contact me about charging my bank account.

Signature _____

CONTACT INFORMATION

Our Sponsorship team will work with you to customize these sponsorship packages to fit your company objectives and marketing goals.



For more information contact us at:



hello@michaelssummits.com



www.michaelssummits.com