



**BECOME PART  
OF HISTORY**

## **TJ'S TRUE SOUTH - ADVENTURE TO ANTARCTICA**

### **BE PART OF THAI HISTORY**

In November 2018, the most ambitious Thai polar expedition of all time will attempt the first ever on foot crossing from the edge of Antarctica to the South Pole - TJ's TRUE SOUTH.

TJ'S TRUE SOUTH opens a new chapter in Thai history with the expeditionary team of ten Thai nationals planting the Thai flag at the South Pole.

The 45-day, 1200 kilometre adventure in temperatures reaching under  $-50^{\circ}\text{C}$  is led by Mr. Ake - Thanathorn Juangroongruangkit (TJ) who is seeking nine others to join his group of ten on this great journey along one of the most notable expeditionary routes in the world that has only been completed by a mere 19 countries!

### **QUICK FACTS**

- APPLICATIONS TO BE PART OF THE TEAM CLOSE IN MARCH 2017 AT [WWW.TRUESOUTH.ORG](http://WWW.TRUESOUTH.ORG)
- ONLY THE MOST-HARDY ADVENTURERS WILL JOIN THE EXPEDITIONARY TEAM - APPLICANTS WILL BE PUT THROUGH ARDUOUS TESTS AND CHALLENGES OVER A 20-MONTH PERIOD
- SELECTION PROCESS WILL BE AIRED ON THAI TV
- NINE FINALISTS WILL BE CHOSEN TO JOIN TJ IN A TEAM OF TEN ADVENTURERS THAT WILL HAVE THE PRIVILEGE OF EMBARKING ON THIS ONCE IN A LIFETIME EXPERIENCE
- 1200 KILOMETRE, 45-DAY ADVENTURE WILL BEGIN IN THE LAST QUARTER OF 2018, WITH THE PARTICIPANTS DIVIDED INTO TWO GROUPS
- THE JOURNEY WILL START FROM UNION GLACIER IN ANTARCTICA - WALKING IN SKI BOOTS ALONG THE ICY ROUTE
- THE TEAM WILL REACH THE SOUTH POLE IN JANUARY 2019
- EACH OF THE TEN TEAM MEMBERS REACHING THE SOUTH POLE WILL RECEIVE THB1 MILLION TO DONATE TO THE CHARITY OF THEIR CHOICE

### **EXPEDITION MISSION**

TJ'S TRUE SOUTH will inspire Thai people to achieve their dreams.

The charity Thai Inspire, will invest in people's dreams & reward those that contribute so people can have a chance to achieve their own.

TJ'S TRUE SOUTH will invest in the future of Thailand, by seeking out those who want to make a difference in the beautiful Kingdom of Thailand.

**BE PART OF THAI HISTORY – PLACING THE THAI FLAG AMONG ONLY 19 NATIONS IN THE SOUTH POLE**







## BECOME PART OF HISTORY

## MAIN PACKAGES

TJ'S TRUE SOUTH has a comprehensive commercial sponsorship and partnership marketing programme, offering a number of packages, which appeal to many different levels of supporter.

### TITLE & PRESENTING SPONSORS

One Title Sponsor and one Presenting Sponsor with naming rights to TJ'S TRUE SOUTH Main branding on expedition promotional literature, athletes and equipment

### CO-SPONSORS - TRUE SOUTH CLUB

Up to six Co-sponsors from non-competing categories. Branding on promotional literature, athletes and equipment and naming rights to an Award for special achievers in areas of:

'ARTS & CULTURE' 'ENVIRONMENTAL CONSERVATION' 'RIGHTS & EQUALITY'  
'BRAVERY & VALOUR' 'INNOVATION & DEVELOPMENT' 'SOCIAL IMPACT'

### OFFICIAL SUPPLIERS

Providing goods & services essential to the success of TJ's TRUE SOUTH. Major categories include:

ADVENTURE	AUTO	HEALTH & BEAUTY	MEDICAL
AIRLINE	BANKS & FINANCIAL	HOTEL	MOBILE COMMUNICATION
ALCOHOL	ELECTRONICS	INSURANCE	TECHNOLOGY
APPAREL	FOOD & BEVERAGE	LOGISTICS	TIMING

### OFFICIAL MEDIA PARTNERS

Up to 10 Official Media Partners providing advertising and editorial support

### CHARITY PARTNERS

TJ'S TRUE SOUTH is also seeking charity partnerships with organisations like: Thai Summit Pattana Foundation; WWF (World Wildlife Fund); and United Nations Thailand



1200KM EXPEDITION ON FOOT TO THE SOUTH POLE

## OTHER OPPORTUNITIES

Other opportunities to get involved include:

### 1200KM CLUB - EXPEDITION SUPPORT TEAM

Up to 1200 x 1KM packages  
Packages of 10KM or more receive a photo of company branded flag at the South Pole



As a sponsor or partner you and your employees will be united in following the team and tracking its progress every step of the way through TJ'S TRUE SOUTH Live! TJ'S TRUE SOUTH will demonstrate the epitome in teamwork & outstanding leadership. Your teams can use & join in the experience as a "live" case study & real life example of what's possible when a group of people get together to do something amazing!

### BROADCAST SPONSORSHIP OPPORTUNITIES

Title Sponsor, Presenting Sponsor and Co-sponsors will be given first right of refusal on 1st screen (Terrestrial and Satellite TV) broadcast sponsorship opportunities

Second screen packages available covering mobile, tablet and desktop

### LICENSING

Title Sponsor, Presenting Sponsor and Co-sponsors will be given first right of refusal to produce limited edition TJ'S TRUE SOUTH product and merchandise. For example: TJ'S TRUE SOUTH Beer; TJ'S TRUE SOUTH Watches; TJ'S TRUE SOUTH Whisky

*These opportunities will be managed in line with TJ'S TRUE SOUTH Official Licensing Strategy.*



## BECOME PART OF HISTORY

## WHY GET INVOLVED?

There are many benefits of an association including:

**BE PART OF HISTORY** - associate with a premium opportunity the most ambitious Thai polar expedition of all time planting the Thai flag at the South Pole

**BRANDING** - a huge opportunity to promote a brand through broadcast TV coverage, news PR, advertising, direct marketing and sales promotion activity. Rights to use footage, still photographs and official mark logo of TJ'S TRUE SOUTH in promotions

**ATHLETE ENDORSEMENT** - use of the ten athletes' name/fame and imagery in advertising and PR

**PERSONAL APPEARANCES (PAS) & LEADERSHIP TRAINING** - talks by the athletes at venues of your choice

**HOT TICKET HOSPITALITY EVENTS** - a plethora of hospitality opportunities including Meet The Team Events; Launch, Build Up & Send Off / Leaving Party Events; Home Coming Party; Post Expedition Events

**NETWORKING** - formal introductions; networking with stakeholders including TJ'S TRUE SOUTH Ambassador Programme

**SUSTAINABILITY** - Antarctica is the last untouched continent and can be used to promote many sustainability issues such as: climate change; sustainable technology - solar power technology with 24 hour sunlight; and bio diversity - Save The Penguins!

**CSR** - opportunity to link in with TJ'S TRUE SOUTH Awards for special achievers in categories such as: Arts & Culture; Bravery & Valour; Environmental Conservation; Innovation & Development; Rights & Equality; and Social Impact

**TRAINING PROGRAMME** - the opportunity to be part of the training program, including a series of Workshops preparing the athletes for Antarctica. E.g. joining them for memorable team building events

**MERCHANDISING** - the opportunity to produce premium items of this historic event with TJ's TRUE SOUTH image in line with the Official Licensing Strategy

**SPORTS SCIENCE** - TJ'S TRUE SOUTH will undertake research into how extreme energy use affects the human body

**ENGAGEMENT** - with very specific target audiences





**BECOME PART  
OF HISTORY**



Chile

Union Glacier

South Pole

## THE ROUTE

Union Glacier to the South Pole.

The group will set out from what's known as Union Glacier on foot & snow skis completely unsupported. Carrying everything for the entire expedition on a sled over the 1200KM ice trek to the South Pole.

The expedition will take an estimated 45 days, in which the team will camp, eat and live on the ice, where average temperatures can drop as low as -50°C.

RAISING THB10 MILLION, THE FINAL 10 EXPLORERS WILL DONATE THB1 MILLION EACH TO A CAUSE OF THEIR CHOOSING





## BECOME PART OF HISTORY



# HOW TJ'S TRUE SOUTH CAN WORK FOR YOU?

## In Antarctica

### PR & BROADCAST COVERAGE

A huge story, which will dominate the press, TV and social media over 45 days as the team attempt the assault on the South Pole.

### SOUTH POLE FLAG

Reaching the South Pole will be the climax of the expedition - an historic memorable moment literally frozen in Thai and polar history

- The team will take a photograph of your Company Flag at South Pole
- Feature alongside the famous beacon
- Represents a massive achievement which your company can be proud for years to come

### TEAM BRANDING

Our Title, Presenting, Co-sponsors and Official Suppliers / Media Partners will have their logos on Team Kit & Clothing & Equipment - Skis, Tents, Sledges - ensuring they are fully integrated with this historic event.

### TJ'S TRUE SOUTH LIVE!

Sponsors will have the opportunity to reach millions via the TJ'S TRUE SOUTH website & social networks broadcasting daily from Antarctica as the expedition unfolds

TJ'S TRUE SOUTH Live! will be run by expedition support staff in Thailand.

### TJ'S TRUE SOUTH LIVE! INCLUDES:

- Live Journal On Location - real-time updates are available during the expedition
- Published Blog - regular feature updates
- Daily News Updates - all the breaking news
- Training Updates - pre Expedition news from our training camps
- Active Social Media - follow The Expedition on Twitter and Facebook
- Expedition Filming - filming before, during & after the event

### SUSTAINABILITY & CSR

There is a natural link between TJ'S TRUE SOUTH and Sustainability. Antarctica is the last untouched content and can be used to promote issues such as: climate change; sustainable technology - battery power; solar power technology with 24 hour sunlight; bio diversity - Save The Penguins!

### LINKING WITH TOPICS RELEVANT TO YOUR BUSINESS. FOR EXAMPLE...

Diversity - It is expected that TJ'S TRUE SOUTH team will comprise both men and women and is an excellent opportunity to associate with and support both men and women going to the South Pole.

Sports Science - TJ'S TRUE SOUTH will undertake research into how extreme energy use affects the human body.







## BECOME PART OF HISTORY

# HOW TJ'S TRUE SOUTH CAN WORK FOR YOU?

## Pre & Post Antarctica

### PROMOTIONAL MATERIALS

All partners and sponsors will receive regular email bulletins with training / activity updates, advance notice of fundraising / media events and direct access to the post-expedition legacy programme.

### SPECIAL EVENTS - HOSPITALITY & NETWORKING OPPORTUNITIES

Sponsors and Partners have the opportunity to get involved with the launch, the training and the preparation. This includes:

- Meet The Team Events
- Launch Event / Build Up Events
- Leaving Party / Home Coming Party

TJ'S TRUE SOUTH can make formal Introductions and assist with networking with stakeholders.

### ATHLETE RIGHTS

All members of the final TJ'S TRUE SOUTH Team will work with sponsors where possible to achieve their objectives, including:

- Personal Appearances & talks at venues of your choice
- Product and service endorsements

### TJ'S TRUE SOUTH TRAINING

Sponsors and Partners have the opportunity to be part of the training program, preparing the athletes for Antarctica. Including:

- Join us for memorable team building events
- Learn alongside TJ'S TRUE SOUTH team
- Get an idea of what the team will tackle in Antarctica

### LEADERSHIP & TEAM BUILDING SEMINARS

TJ'S TRUE SOUTH team is available to speak at conferences on Leadership and Team Building. This includes; Sales Conferences; After Dinner Speaking; Fund Raising Events.

### DATA CAPTURE

Where possible, TJ'S TRUE SOUTH will share with Sponsors and Partners mailing lists of individuals captured as part of the marketing campaign.

### EDUCATION PROGRAMME

The Expedition offers an excellent opportunity to associate with TJ'S TRUE SOUTH Education Programme" targeting all school across Thailand. Currently under development it will:

- Offer a web-based education programme that will be tailored for each specific school/college age group - championed, developed and built by government education agencies
- Use the web-based nature of the programme to enable schools/colleges to participate on an international basis pre, during and post event

### MERCHANDISING & LICENSING RIGHTS

Sponsors and Partners will have the opportunity to be part of TJ'S TRUE SOUTH Official merchandise programme. Rights will be available to license the TJ'S TRUE SOUTH brand to produce Limited Edition products - in line with the Official Licensing Strategy.





## BECOME PART OF HISTORY

### THE LAUNCH

Registration is open from 1st December 2016 to March 2017. Everyone is encouraged to apply and have the chance to compete in the first Survival Challenge! If applicants don't meet the safety requirements, they will still be encouraged to subscribe and be part of the activity that will take place and join the first challenge!

TJ says, "We wish to give Thai people the chance to participate in this historical journey, regardless of who they are, what they do or where they come from. After the applicants have passed the first Survival Challenge, all expenses, including the cost of equipment, transportation, facilities, meals, etc., will all be taken care of by 'TJ's TRUE SOUTH - Adventure to Antarctica'."

Moreover, the organisers are aware that each individual will have commitments and responsibilities. All participants will be taken care of as best as possible by TJ'S TRUE SOUTH. For example, in cases where participants may need to take time off work for over two months, the project will be responsible for working together with the employers of the nine finalists, in order to find the best solution for both employer and participant.

### WHO WILL MAKE THE FINAL 10?

- Thai public 25-45 yrs Men/Women (+ followers all ages)
- Demonstrate high level of fitness
- Strive for this incredible opportunity
- Have an incredibly strong mind with will power and determination
- Adventure & outdoors lifestyle - taking part in serious, extreme adventures
- Able to dedicate the time to the training programme & travel for two years
- Interested in - sport, fitness and recreation
- Extreme adventure & exploration
- Health and wellness
- Environment & conservation
- Global traveller





## BECOME PART OF HISTORY

## THE CHALLENGES

A series of challenges will need to be overcome to make it to the final team! The first Survival Challenge, is open for all applicants.

TJ'S TRUE SOUTH contestants will face elimination at each challenge - the experienced adventure selection panel will decide the best for the job!

All applicants will be put through arduous tests and challenges, including a workshop on how to deal with extreme climate, how to live together, how to survive and behave, the science of nutrition, how to adapt internally and externally, EQ and IQ, basic first aid, the usage of important equipment and technology, as well as the required communication equipment for the entire journey to the South Pole.

## TRAINING & WORKSHOP SUMMARY

The final 30 applicants will undergo rigorous training intended to push each and every individual outside of their comfort zone and to see how they perform.

From learning how to skate on ice, to camping & survival in the wilderness through to international expeditions to some of the most incredible landscapes on our Blue Planet.

The final 15 will then participate in the final training, which will take them around the world including:

- Japan - training in the snow, for skiing, camping and hiking
- Nepal Glacier - all of the skills from the challenges will be tested in one of the world's most beautiful backdrops
- Canada Skiing - cross country skiing in a long endurance competition



10 people will remain by the end, with an additional 2 guarantors in case any individual of the final 10 may drop out. This will be the team that heads off on the final journey to Chile and on to Antarctica - to achieve history for Thailand in January 2019!

**BE PART OF THAI HISTORY – PLACING THE THAI FLAG AMONG ONLY 19 NATIONS IN THE SOUTH POLE**







## BECOME PART OF HISTORY

## KEY MILESTONES

### THE EXPEDITION

20th January 2019	Expedition Fulfilled - Return To Thailand
5th December 2018	Expedition Commences
November 2018	Arrive Antarctica Camp
November 2018	Arrive In Chile

### THE FINAL TRAINING

October 2018	Workshop 11
September 2018	Workshop 10
August 2018	Workshop 9
July 2018	Workshop 8
June 2018	Nepal Glacier Trip
May 2018	Workshop 7
April 2018	Workshop 6
March 2018	Workshop 5
28th February 2018	Final 10 Contestants Announced
18th – 28th February	Canada Trip – Skiing
January 2017	Columbia 50KM Trail Run
12th – 15th January 2018	Workshop 4
22nd December 2017	Final 12 Contestants Announced
1st – 11th December 2017	Japan Trip - Camping / Skiing

17th – 20th November 2017	Workshop 3
31st October 2017	Final 15 Contestants Announced
22nd – 25th September 2017	Workshop 2
11th – 14th August 2017	Workshop 1

### INITIAL SELECTION PROCESS / CHALLENGES

31st July 2017	Final 20 Contestants Announced
23rd July 2017	Rock Climbing Test
22nd July 2017	Ice Skating Test
29th May – 19th June 2017	Camping Skills
14th May 2017	Ice Skating Skills
13th May 2017	Rock Climbing Skills
29th April – 1st May 2017	Boot Camp & Final 30 Contestants Present Their Chosen Charities
15th April 2017	Final 30 Contestants Announced
8th April 2017	Interview Panel for Final 300 @ Thai Summit Tower
25th March 2017	Survival Challenge At Khao Yao, All Applicants To Take Part

### LAUNCH

15th March 2017	Registration Closes - 15,000 Applicants Expected To Register
25th November 2016	Announcement

All Workshops take place at Pattana Golf & Sports Resort and include: Mental & Medical; Team Building; Strength & Endurance; Safety & Emergency; Technology & Film; and Gear.





# BECOME PART OF HISTORY

## CHARITY & DONATIONS

TJ'S TRUE SOUTH is owned by Thai Summit Pattana Foundation, whose mission is to raise over THB50 Million from the project's sponsors, other private enterprises and the general public.

Everybody can donate, publicly or privately to reach the minimum target of THB10 Million - THB1 Million for each of the final 10 expedition team to select a charity to donate to.

TJ'S TRUE SOUTH wants to invest in the future of Thailand, to seek out special individuals and recognise them with rewards for their efforts - to further invest in sustainable development projects which contribute to a better Thailand for our future generations.

Under the Thai Summit Pattana Foundation, the organisers appeal for everyone to contribute to the cause and help efforts to raise the awareness of global warming and environmental conservation.

All additional proceeds raised will be distributed at the Thai Summit Pattana Foundation's discretion.

### 'STAR PROGRAMME' BY THAI SUMMIT PATTANA FOUNDATION

The Star Programme for rising 'Thai Stars', will benefit from funds raised. Targeting bright individuals with ambition, ideas and determination who can benefit from funding to further their projects.



### CHARITY EVENT AND LAUNCH GALA DINNER

TJ's TRUE SOUTH will hold a number of charity events during the build up to the Expedition including a Launch Gala Dinner in April 2017.

10 LIVES ARE GOING TO BE CHANGED FOREVER







## BECOME PART OF HISTORY

## BROADCAST

### TV

The selection process for TJ'S TRUE SOUTH will be aired on Thai TV\*

The Initial Selection Process and Final Training will make excellent programming with huge audiences tuning in to watch the Expedition develop and unfold.

### SECOND SCREEN

As well as terrestrial and satellite coverage, there are plans to stream content onto second screens in the build-up and during the attempt at the South Pole itself.

The participants will also provide unique footage.

**TJ'S TRUE SOUTH WILL BE A HUGE BROADCAST OPPORTUNITY FOR ALL PARTNERS.**

\* Currently in negotiations with broadcasters

**true**  
visions

RAISING THB10 MILLION, THE FINAL 10 EXPLORERS WILL DONATE THB1 MILLION EACH TO A CAUSE OF THEIR CHOOSING



INVENTORY OF RIGHTS & BENEFITS	TITLE & PRESENTING SPONSORS	CO-SPONSORS TJ'S TRUE SOUTH CLUB	OFFICIAL SUPPLIERS & MEDIA PARTNERS
<b>CATEGORY EXCLUSIVITY &amp; TITLE RIGHTS</b>			
Rights to title "[Title Sponsor Name] TJ'S TRUE SOUTH in association with [Presenting Sponsor Name]" for PR & advertising use	Yes		
Rights to title "Co-Sponsor [Title Sponsor Name] TJ'S TRUE SOUTH in association with [Presenting Sponsor Name]" for PR & advertising use		Yes	
Rights to title "Official Supplier / Media Partner [Title Sponsor Name] TJ'S TRUE SOUTH in association with [Presenting Sponsor Name]" for PR & advertising use			Yes
Category Exclusivity	Yes	Yes	Yes
The identity of the space in connection with the Title Sponsor, Presenting Sponsor & Co-Sponsors must always predominate and take precedence over others	Total 35%	Total Divided by up to 6	Total 25%. Not > 5% per Supplier
<b>BRANDING &amp; INTELLECTUAL PROPERTY RIGHTS</b>			
<b>LOGOS &amp; IMAGES</b>			
Right to generate & use TJ'S TRUE SOUTH images (still and moving) in all Sponsor advertising & promotional materials	Yes	Yes	Yes
Development of composite TJ'S TRUE SOUTH composite logo	Yes	Yes	Yes
<b>BRANDING – EVENT, TRAINING, WORKSHOPS &amp; HOSPITALITY</b>			
At Event - People & Equipment - Team Kit & Clothing & Equipment - Skis, Tents, Sledges, Kites	Yes	Yes	Yes
At Training & Workshop Events	Yes	Yes	Yes
At Hospitality Functions - Launch, Build Up Events, Charity Dinners; Training Camps; Education Programme; Public Speaking Programme	Yes	Yes	Yes
Branding on a South Pole Flag	Yes	Yes	Yes
<b>BROADCAST RIGHTS - PRIMARY</b>			
Main TV Show broadcast sponsorship	1st right of refusal	2nd right of refusal	3rd right of refusal
Inclusion in TV coverage	Yes	Yes	Yes
<b>BROADCAST RIGHTS - SECONDARY</b>			
Branding / Advertisements as part of any internet stream (for example Livestream feed)	Share of 50% of branded area	Share of 40% of branded area - no greater than 20%	Share of 10% of branded area - no greater than 5%
Promotions as part of internet stream coverage	Yes	Yes	Yes
<b>MEDIA &amp; PR RIGHTS</b>			
Right to use TJ'S TRUE SOUTH association in any PR and advertising	Yes	Yes	Yes
Logo inclusion in any print, radio, online or social media PR activity to promote TJ'S TRUE SOUTH produced by the organisers	Yes	Yes	Yes
A press conference to launch the Sponsorship	Yes	Yes	
Logo on all press interview Stage Backdrops	50%	Share 40%	Share 10%

INVENTORY OF RIGHTS & BENEFITS	TITLE & PRESENTING SPONSORS	CO-SPONSORS TJ'S TRUE SOUTH CLUB	OFFICIAL SUPPLIERS & MEDIA PARTNERS
<b>PROMOTIONAL RIGHTS</b>			
TJ'S TRUE SOUTH Live! Inclusion in.... - Live Journal On Location - real-time updates are available during the Expedition - Published Blog – regular feature updates - Daily News Updates – all the breaking news - Training Updates – pre Expedition news from our training camps - Active Social Media - follow the Expedition on Twitter Facebook, Instagram	Yes	Yes	Yes
Promotional Campaign. Inclusion in... - Press Materials; Press Conferences - Social Media & Websites - Email Newsletters - Souvenir Programme - Photo Story Book & Event DVD	Yes	Yes	Yes
TJ'S TRUE SOUTH Activities Link to activities and issues such as Awards: Arts & Culture; Bravery & Valour; Environmental Conservation; Innovation & Development; Rights & Equality; and Social Impact	Yes	Naming Rights To An Award	
Link to other activities such as: Education Programme; Sustainability; Sport Science; Diversity	Yes	Yes	Yes
Opportunity to run promotions with other Partners	Yes	Yes	Yes
<b>ATHLETE PROGRAMME</b>			
Personal Appearances & Leadership Training talks at venues of your choice	X5	X2	X1
Product and service endorsement by team and athletes	Yes	Yes	Yes
Use Of athlete name/fame and imagery in advertising and PR	Yes	Yes	Yes
<b>HOSPITALITY &amp; NETWORKING RIGHTS</b>			
Branding & Presence At: Meet The Team Events; Launch Event; Build Up Event; Leaving Party; Home Coming Party; Formal introductions; Networking With Stakeholders	Yes	Yes	Yes
<b>TRAINING PROGRAMME RIGHTS</b>			
Sponsors and Partners have the opportunity to be part of the training program, preparing the athletes for Antarctica	10 guests	5 guests	2 guests
<b>DIGITAL &amp; SOCIAL PROGRAMME</b>			
Mail list forwarding service access	Yes	Yes	Yes
Branding on TJ'S TRUE SOUTH emails, website, and all site communications including e newsletters	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Part of digital engagement programme including access to any live video blogging, interviews, Twitter Q&As, Tweets & FB posts	Yes	Yes	
Logo inclusion in any APP produced by TJ'S TRUE SOUTH	Yes Prominent	Yes Less Prominent	Yes Less Prominent
<b>MERCHANDISING &amp; LICENSING PROGRAMME</b>			
Access to official merchandise and rights to produce premium items the opportunity to produce premium items of this historic event with TJ's TRUE SOUTH image in line with the Official Licensing Strategy	Yes	Yes	Yes





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# 1200<sup>KM</sup> CLUB

## - EXPEDITION SUPPORT TEAM

TJ'S TRUE SOUTH has created a package for both personal supporters - individuals who would like to be an essential part of this history-making event as well as companies and institutions.

Individuals have the opportunity to own 1200 x 1 kilometre sections of this journey.

The 1200KM Club will join an elite group of people who will be part of the Expedition Support Team - they will receive:

### 1 KILOMETRE

- Rights to title "1200KM Club Member / TJ'S True SOUTH Expedition Support Team" for PR & advertising use
- Name going into the history books with accreditation in the book 'TJ'S TRUE SOUTH - Be Part Of Thai History!'
- Official Expedition Support Team Membership with framed Certificate
- Signed Official TJ'S TRUE SOUTH Poster

### 10 KILOMETRES OR MORE

- 1KM benefits plus
- Framed photograph of company branded flag at the South Pole
- Official Limited Edition TJ'S TRUE SOUTH Jacket

### 50 KILOMETRES OR MORE

- 10KM benefits plus
- Limited Edition TJ'S TRUE SOUTH Watch

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***These opportunities will be managed in line with  
TJ'S TRUE SOUTH Official Licensing Strategy***





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## ABOUT ANTARCTICA

Antarctica is the fifth-largest continent in area - nearly twice the size of Australia. About 98% of Antarctica is covered by ice that averages at least 1.9 kilometres (1.2 mi) in thickness, which extends to all but the northernmost reaches of the Antarctic Peninsula.

Antarctica, on average, is the coldest, driest, and windiest continent, and has the highest average elevation of all the continents. The temperature in Antarctica has reached  $-89^{\circ}\text{C}$  ( $-129^{\circ}\text{F}$ ). There are no permanent human residents, but anywhere from 1,000 to 5,000 people reside throughout the year at the research stations scattered across the continent. Only certain animals survive, such as mites, nematodes, penguins, seals and tardigrades.

The Antarctic Treaty was signed in 1959 by 12 countries; to date, 49 countries have signed the treaty, which: prohibits military activities and mineral mining, nuclear explosions and nuclear waste disposal; supports scientific research; and protects the continent's ecozone.

The continent of Antarctica is a very harsh, unforgiving land - covered in ice and at the southern most tip of the world very little life can survive in the sub zero temperatures, but surprisingly so there are still many arctic species found inhabiting it's surrounds.

After it's known discovery in the late 1700's and early 1800's - the Heroic Age of Antarctic Exploration began at the end of the 19th century and closed with Ernest Shackleton's Imperial Trans-Antarctic Expedition in 1917.

The history of Antarctica emerges from early Western theories of a vast continent, known as Terra Australis, believed to exist in the far south of the globe. The term Antarctic, referring to the opposite of the Arctic Circle, was coined by Marinus of Tyre in the 2nd century AD.

Several expeditions attempted to reach the South Pole in the early 20th century, during the 'Heroic Age of Antarctic Exploration'.

The first successful trip to the South Pole was by Norwegian Roald Amundsen and his party on December 14, 1911. However, unaware of this trip, the British party of Robert Falcon Scott & 4 men reached the South Pole on January 17, 1912, thirty-four days after Amundsen - all sadly died on the return trip.

The next successful trip was by New Zealander Edmund Hillary (January 4, 1958) and Vivian Fuchs (January 19, 1958) and their respective parties, during the Commonwealth Trans-Antarctic Expedition.

### SHORT FACTS

- The 19 countries which have successfully reached the South Pole on foot include: Australia, Canada, Denmark, Finland, France, Germany, Lebanon, New Zealand, Norway, Poland, Russia, South Africa, South Korea, Spain, Sweden, Switzerland, UK and USA.
- Expected December temperatures - average high  $-26.5^{\circ}\text{C}$  / Average low  $-29.3^{\circ}\text{C}$
- No native flora or fauna occur naturally in Antarctica
- There have been 118 of 123 successful unsupported attempts
- 22 of these attempts were solo, with the last completed in 13/01/2015
- 13 successful unsupported North & South Pole attempts
- The fastest South Pole attempt on foot was 23 days 5 hours

### ATTEMPTS TO THE SOUTH POLE IN RECENT YEARS

- 2006** - Christian Eide, Norwegian holds the fastest unsupported trip of 24 days from near 'Hercules Inlet'
- 2012** - Norwegian Aleksander Gamme (solo) and Australians James Castrission and Justin Jones, achieved the first unsupported trip and back
- 2013** - Maria Leijerstam completed the first tricycle ride from coast to South Pole
- 2014** - Daniel P. Burton completed the first bicycle ride from coast to the South Pole
- 2016** - British Henry Worsley died while attempting to complete the 70 day first solo and unaided crossing of the Antarctic





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## ABOUT TJ

Mr. Thanathorn Juangroongruangkit is Executive Vice President of Thai Summit Group and founder of 'TJ'S TRUE SOUTH'.

TJ loves outdoor active lifestyle. He runs ultra marathons, kayaks open water, dives with his advance PADI degree, skis and snowboards, rock climbs, hikes and mountaineers peaks and trails around the world.

He ran 250KM across the Gobi and Sahara deserts and was the first Asian to complete the 560KM self-supported foot race above the Arctic Circle as well as kayaking along the Ping and Chaopraya rivers for 600KM from Chiang Mai to Signburi!

## CONTACT

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