

An application for sponsored equipment from OutdoorKitCo

Around the World by Bike

Tim & Laura Moss

Overview

On 18th August 2013, Tim and Laura Moss will be setting off from the UK to cycle to 15,000 miles to Australia and home via North America, over a period of 12 months.

They will be living simply, camping wild, cooking on a stove and carrying all their equipment.

Contents

The following five pages give details about the trip, us and what we can offer OutdoorKitCo.

1. **Details of the trip**
2. **Top five reasons** (*why OutdoorKitCo would benefit from working with us*)
3. **Team experience**
4. **What we are asking for**
5. **What The Next Challenge can offer in return**

Thank you for considering this application.

If you have any questions, please do not hesitate to contact us.

Tim

07734 xxx xxx

tim@thenextchallenge.org

Laura

07849 xxx xxx

laura@thenextchallenge.org

References from the Royal Geographical Society are available on request.

Details of the trip

The Story

On the day we first got together, we made a pact to cycle around the world one day. Several years have passed since this agreement and our lives have changed immeasurably but our commitment has not wavered. This summer, our plan will come to fruition as we begin a 15,000 mile cycle around the world.

The Goal

Our physical goal is straightforward: cycle from England to Australia and back across North America. We aim to do this in a pure and simple style: camping wild, cooking meals by camping stove, and carrying all the equipment we need for whatever the elements throw at us.

More broadly, we want to challenge ourselves in a way that we never have before. We will aim to stay off the beaten track wherever possible, crossing the Turkish mountains in winter, the deserts of central Asia and the Australian outback. By choosing the road less travelled, we hope to challenge and expose ourselves to richer experiences.

The Route



Europe, Turkey, Armenia, Azerbaijan, Turkmenistan, Uzbekistan, Tajikistan, China, Laos, Thailand, Malaysia, Australia, New Zealand, USA.

Top Five Reasons

Why we'd be good for OutdoorKitCo

1. We are a safe bet

We have organised and supported over 100 expeditions across all seven continents so you can rely on us to complete a successful expedition and deliver on our promises.

2. We tell a good story

Tim is a published author, Laura has won a Times Online travel writing competition, we've written for lots of adventure magazines (e.g. Wanderlust, Geographical and BMC Summit) and given plenty of lectures (e.g. at St James's Palace and the Royal Geographical Society). We will use our experience and a range of technologies to relay our story to the world as we go.

3. We want to inspire others

Tim has dedicated the past three years of his life to encouraging other people to live more adventurously and has succeeded in facilitating dozens of others to take their first step. We will use this trip to inspire even more people to start their own adventures.

4. We come with a guaranteed audience

We have 6,000 dedicated followers across a dozen social media platforms and Tim's website, www.thenextchallenge.org, already receives 180,000 visitors a year. This ever-growing adventurous audience will follow us, and OutdoorKitCo, right the way around the world.

5. We're good bang for your buck

In exchange for your investment in us, we will provide at least a year's worth of expedition and a permanent record at The Next Challenge.

Team Experience

TIM MOSS (30)

Profession: Teacher

Expeditions

- Cycled 1000 miles through Scandinavia and between UK's three highest peaks.
- First ascents in Russian Altai mountains (Siberia), Bolivian Quimsa Cruz mountains and (attempted) in Kyrgyz Tien Shan mountains.
- Circumnavigated globe using 80 different methods of transport.

Selected qualifications & training

- CTC Level 3 Cycling qualification
- Bicycle maintenance training
- ITC Level 2 First Aid training
- BS-8848 Standards for Overseas Expedition Compliance training

Other attributes

- Fellow of the Royal Geographical Society London
- Guinness World Record holder for longest distance cycled by rickshaw.
- Researched, wrote and published 'How to Cycle Around the World' guidebook chapter.



LAURA MOSS (30)

Profession: Lawyer

Expeditions

- Swum across Turkish Hellespont, 10 miles along Dorset coast and length of Jubilee River, UK.
- Organised and led Kilimanjaro climb.
- Led groups in Rwanda and Uganda.

Qualifications & Training

- Bicycle wheel building course.
- Bicycle maintenance training



JOINT EXPEDITIONS

- Cycled from Plymouth to Edinburgh (March 2013)
- Walked width of Chilean and Argentinian Patagonia (2012)
- Crossed Wahiba Sands desert on foot carrying own water (2011)
- Ran the length of every London Underground train line (2010)
- Cycle tours in Cornwall, Outer Hebrides, France, Wales and Oman.

What we are asking for

What we have...

We have already obtained the majority of our equipment: two Ridgeback World Panorama bicycles from Ridgeback, panniers from Ortlieb, saddles from Brooks and waterproofs from Berghaus.

We also have almost all of our camping equipment already.

What we need...

What we still need – and would like from OutdoorKitCo – are:

2 x OKC 900 sleeping bags

Why we want them...

We want individual sleeping bags that we can unzip to use as duvets and zip together to form a proper double sleeping bag.

Mummy sleeping bags don't do this properly and most manufacturers don't make rectangular sleeping bags any more (or they do but they're not very good).

Your OKC range are obviously top quality bags and would offer us ideal flexibility.

What 'The Next Challenge' can offer in return

1. Inclusion as a sponsor on The Next Challenge website

This would include:

- Initial announcement about OKC's support;
- Listing on the 'Sponsors' page of the website;
- Inclusion in rotating 'Sponsor Banner' on every page of The Next Challenge;
- Inclusion of affiliate links wherever equipment sold by OKC is mentioned;
- Regular reference to OKC's sponsorship at the bottom of blog posts.

We only have a small, hand-picked selection of sponsors so OKC's support would really stand out.

Some key facts about the website:

- Approximately 180,000 'absolute unique' visitors per year.
- Visitor numbers have increased consistently every year since its inception, so we would anticipate in excess of 250,000 in the 12 months we are away.
- Google Page Rank of 4.
- Analytics: traffic data is collected using Google Analytics, Wordpress Stats, CloudFlare analytics, Google Webmaster Tools and Google AdSense.

2. Promotion via social media platforms

OKC's support of our trip will be promoted to 6,000 or more followers through all of our social media platforms including Twitter, Facebook, Google+, LinkedIn, Tumblr and more.

Our promotion of you would be targeted directly at your potential customers, as our followers tend to be adventurous, active types who are interested in cycling and adventure. We are very well connected in the adventure and cycling world, meaning your name would reach the right kind of people.

3. Blog posts and newsletters

The Next Challenge is an adventure and cycling website with new blog posts published at least once per week (and usually more). Whenever we reference equipment supplied by OKC we will, of course, remind our readers of your support.

We run a popular monthly email newsletter which receives new subscribers every day. This will be maintained throughout our journey and include a list of our sponsors every time, as well as an individual 'Featured Sponsor' selected each month.

4. Equipment reviews

We will gladly review any pieces of equipment provided by OKC on our blog. The last piece of equipment reviewed at The Next Challenge – a new titanium camping stove – has proved incredibly popular with readers and Google rankings, fetching thousands of page views already.

5. Guest blogs, photos and videos for OKC

We have written guest articles for dozens of websites across the internet and would happily provide content for the OKC website.

Our trip will be recorded using a Digital SLR camera for still images and a GoPro Hero HD camera for moving images. This media will feature OeqKC ipment and will be available for your use.