

HIKE JORDAN

275KM ALL-FEMALE DESERT CROSSING



THE EXPEDITION

In March 2018, 3 female UK adventurers will attempt to cross the Jordan desert. The 275km crossing will start in Dana and finish in the coastal town of Aqaba. Along the way, the team will pass Petra and Wadi Rum.

The women will be completely self-supported, They will navigate via traditional Bedouin routes and wild camp each night covering distances of up to 34km a day.

The expedition will take 12 days to complete.

CHALLENGES

This expedition will throw all sorts of challenges at them. As well as coping with the relentless heat and the hostile and remote location, the team will be carrying heavy packs with all their camping gear and supplies. Water sources will need to be well planned in advance and each member will be carrying up to 6 litres a day.

WOMEN IN ADVENTURE

Although the team are all professional adventurers - leading expeditions, speaking at events and writing - they work in an industry that is predominantly male, with ongoing equality battles. The Hike Jordan expedition is an opportunity to promote women in adventure in a positive light. A team of capable and inspiring women taking on a huge physical feat.

JORDAN

Jordan remains a place that is often seen as not safe, particularly for female travellers. The team hope to challenge stereotypes of the Middle East. Sharing stories of warmth and kindness, showing the beautiful landscapes and the variety that Jordan has to offer.



MEET THE TEAM



MOLLIE HUGHES

Mollie is the youngest woman in the world and the first English woman to summit Mount Everest from both sides. Mollie is a mountaineer, adventurer and motivational speaker based in Edinburgh, Scotland.

www.molliehughes.co.uk



BEX BAND

Bex is an adventure blogger and founder of the women's adventure community, Love Her Wild. Her expeditions include thru-hiking 1000km, kayaking the full width of the UK and sailing across the North Sea.

www.theordinaryadventurer.com



CAL MAJOR

Cal is a stand-up paddle boarder, surfer, ocean lover, vet and founder of Paddle Against Plastic. She has stand up paddle boarded the entire Cornish coast and became the first woman to circumnavigate the Isle of Skye, solo.

www.paddleagainstplastic.com

SOCIAL MEDIA

Combined the teams' websites receive over **10,000** unique monthly visitors.



8k+



4.5k+



5.5k+

WORK WITH US

We are providing a unique opportunity for your company to become a sponsor of the Hike Jordan expedition. Your commitment will not only be essential to making this unique expedition possible, but you will also benefit from some incredible publicity opportunities from 5 well-established adventurers.



GOLD LEVEL - £3,500

- Named sole sponsor of expedition
- Exclusive image and video content for your company
- 3 X company personalised blogs for use on own website/social media
- Company logo as exclusive film sponsor
- PR opportunities - This expedition is already receiving interest from the media and this is expected to increase dramatically, your company can benefit from being named as sole sponsor in press releases and interviews regarding the expedition.

SILVER LEVEL - £1,000

- Company exposure via social media platforms
- Company logo to appear in film credits
- Access to expedition video content and imagery
- Blog post from expedition team for use on companies own website/social media.

BRONZE LEVEL - £500

- Company exposure via social media platforms
- Company logo to appear in film credits

*Bespoke packages available to tailor deliverables to your company's needs.

**THANK YOU FOR TAKING THE TIME TO
READ OUR SPONSORSHIP PROPOSAL**

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