



X90X EXPEDITION PARTNERSHIP OPPORTUNITY

FALL 2018

THE EXPEDITION

IN TRUE CANADIAN SPIRIT, THE X90X CREW SEEKS TO DO WHAT NO ONE HAS DONE BEFORE. THE TEAM, WHICH CONSISTS OF INDIVIDUALS FROM BOTH NORTH AND SOUTH OF THE BORDER, WILL BE THE FIRST TO ATTEMPT TO TRAVERSE THE UNFORGIVING, REMOTE TERRAIN OF ANTARCTICA USING A HYBRID VEHICLE. THE EXPEDITION WILL LEAD THESE ADVENTURERS THROUGH A GRUELING, UNFORGIVING JOURNEY TO THE MOST INHOSPITABLE PLACE ON THE PLANET, WITHOUT THE SUPPORT OF ADDITIONAL VEHICLES OR A LARGER CREW.

THE POWER OF HYBRID

THE HYBRID SYSTEM POWERING THE X90X CREW'S JOURNEY, WHICH WILL SEE THE TEAM NAVIGATE ACROSS ICE SHELVES, CREVASSES AND PLATEAUS, USES TECHNOLOGY DEVELOPED BY EDMONTON –BASED AIRWORKS COMPRESSORS CORP. DARRYL WEFLIN, PRESIDENT OF AIRWORKS, IS THE LEADER OF THE EXPEDITION – WHICH WILL ULTIMATELY TAKE THE CREW THROUGH CONDITIONS USED BY NASA TO SIMULATE THE HARSH ENVIRONMENT OF MARS.

CANADIAN INNOVATION

IN ADDITION TO BEING THE **FIRST HYBRID VEHICLE** TO ATTEMPT THIS FEAT, THE EXPEDITION IS ALSO PRIMED TO BREAK NEW GROUND BY BEING THE **FIRST CANADIAN-LED DRIVING EXPEDITION TO REACH THE SOUTH POLE.**



PARTNERSHIP OPPORTUNITIES

X90X OFFERS UNPRECEDENTED MARKETING AND PARTNERSHIP OPPORTUNITIES THAT PROVIDE SPONSORS WITH VALUABLE CROSS-COUNTRY BRAND EXPOSURE.



WHY PARTNER WITH X90X

- APPEALS TO AUDIENCES COAST TO COAST, DRAWING ON CANADA'S LEGACY OF BEING A NATION OF TRAILBLAZERS, RISK TAKERS AND INNOVATORS
- STRENGTHENS TIES WITH EXISTING AND NEW CUSTOMER SEGMENTS DUE TO THE LARGE GEOGRAPHIC REACH AND AUDIENCE BY TELLING THIS POWERFUL GREEN STORY
- TELLS YOUR STORY AUTHENTICALLY TO THE WIDE RANGE OF INTERESTED CANADIANS AND ELEVATES YOUR AUDIENCE ENGAGEMENT, INCREASES BRAND AWARENESS AND ENHANCES CUSTOMER LOYALTY

WHY PARTNER

ELEVATE YOUR BRAND

X90X OFFERS UNPRECEDENTED MARKETING AND PARTNERSHIP OPPORTUNITIES THAT PROVIDES VALUABLE CROSS-COUNTRY BRAND EXPOSURE. X90X IS A STORY THAT WILL APPEAL TO AUDIENCES FROM COAST-TO-COAST, DRAWING ON CANADA'S LEGACY OF BEING A NATION OF TRAILBLAZERS, RISK TAKERS, AND INNOVATORS.

WHY PARTNER

CONNECT WITH YOUR AUDIENCE IN A NEW, EXCITING AND AFFORDABLE WAY

THE EXPEDITION WILL BE SUPPORTED BY A LAYERED AWARENESS CAMPAIGN FEATURING BOTH TRADITIONAL AND SOCIAL MEDIA, AND CONTENT-BASED MARKETING INITIATIVES. THROUGH A PARTNERSHIP, INDIVIDUALS AND CORPORATIONS HAVE THE OPPORTUNITY TO ATTACH THEMSELVES TO THE EXISTING PROMOTIONAL CAMPAIGN AND BENEFIT FROM ANY SUCCESSFUL COVERAGE OBTAINED FOR THE EXPEDITION.

WHY PARTNER

CORE VALUES

X90X IS ALL ABOUT COLLABORATION, INNOVATION AND REACHING FOR MORE, AND THESE ARE THE VALUES THAT CANADIANS HOLD CLOSE AND ARE KNOWN FOR. YOUR COMPANY ALSO EMBODIES THESE VALUES. BY PARTNERING WITH THIS EXPEDITION, TARGET AUDIENCES CAN BEGIN ASSOCIATING YOUR BRAND WITH THE SAME OVERARCHING VALUES THAT DEFINE THE EXPEDITION.

WHY PARTNER

COMMUNITY FOCUSED

PARTNERING ON THIS EXPEDITION DEMONSTRATES A GENUINE COMMITMENT TO CANADIAN VALUES, AND THE BROADER COMMUNITY. BY HIGHLIGHTING YOUR INVOLVEMENT TO CORE AUDIENCES, THEY WILL SEE YOUR COMPANY AS A RELIABLE PARTNER THAT IS ABLE AND WILLING TO SUPPORT ALL THINGS LOCAL AND NATIONAL. ALSO THERE IS AN OPPORTUNITY TO CAPITALIZE ON THE CUTTING EDGE, INNOVATIVE THEMES THAT POSITION YOUR COMPANY AS ENGAGED CHANGE MAKERS WITHIN YOUR LOCAL AND NATIONAL COMMUNITIES.

PARTNERSHIP OPPORTUNITY



THERE ARE MANY
DIFFERENT LEVELS OF
PARTNERSHIP
OPPORTUNITIES FROM
PRESENTING PARTNER
TO SUPPLIER.

PRESENTING PARTNER

MEDIA PROMOTION

THE X90X EXPEDITION HAS PARTNERED WITH A REPUTABLE NATIONAL PR FIRM TO LAUNCH A MAJOR AWARENESS CAMPAIGN ACROSS CANADA. MEDIA OPPORTUNITIES WILL BE DEVELOPED AND HIGHLIGHTED WITH A FOCUS ON POSITIONING OUR PARTNERS AS INTEGRAL, COLLABORATIVE PARTNERS. THE CAMPAIGN WILL INCLUDE DIGITAL, TRADITIONAL, INDUSTRY SPECIFIC AND WILL PARTNER WITH INDUSTRY INFLUENCERS.

PRESENTING PARTNER

LOGO AND TITLE INCLUSION

THE X90X EXPEDITION WILL NOW INCLUDE YOUR COMPANY'S NAME IN THE LOGO AND TITLE. THE X90X EXPEDITION PRESENTED BY (YOUR COMPANY'S NAME) WILL BE INCLUDED IN ALL DIGITAL, MEDIA AND COMMUNICATIONS BEFORE AND AFTER THE EXPEDITION.

EXCLUSIVITY

YOUR COMPANY WILL RECEIVE EXCLUSIVITY IN YOUR BUSINESS CATEGORY.

PRESENTING PARTNER

BRANDED CONTENT

CUSTOMIZED CONTENT WILL BE CREATED TO PUT FOCUS ON YOUR SPECIFIC CONTRIBUTION TO THE EXPEDITION. THIS CONTENT WILL BE CREATED FOR MULTI-PLATFORM USE INCLUDING DIGITAL, SOCIAL AND PRINT.

PRESENTING PARTNER

WEBSITE AND SOCIAL CHANNELS

YOUR COMPANY WILL RECEIVE NAME RECOGNITION ON THE X90X EXPEDITION WEBSITE AND ALL SOCIAL CHANNELS. THIS WEBSITE AND CHANNELS WILL BE UPDATED REGULARLY WITH CONTENT AND FEATURES, BOTH LEADING UP TO AND FOLLOWING THE EXPEDITION. ON THE WEBSITE, YOUR COMPANY WILL RECEIVE A DEDICATED PAGE THAT DETAILS YOUR COMPANY'S INVOLVEMENT IN THE EXPEDITION.

PRESENTING PARTNER

EMPLOYEE ENGAGEMENT

YOUR ORGANIZATION WILL HAVE THE OPPORTUNITY TO HAVE A MEMBER OF THE X90X CREW DELIVER A POST EXPEDITION PRESENTATION TO YOUR TEAM.

ON SITE RECOGNITION

YOUR COMPANY WILL RECEIVE BRAND RECOGNITION ALONG THE ROUTE AND AT THE SOUTH POLE WHICH WILL BE INCLUDED IN THE BRANDED CONTENT.

OFFICIAL PARTNER

WE ARE LOOKING FOR
AN OFFICIAL PARTNER IN
SEVERAL CATEGORIES.



OFFICIAL PARTNER

EXCLUSIVITY

YOUR COMPANY WILL RECEIVE EXCLUSIVITY IN YOUR BUSINESS CATEGORY.

BRANDED CONTENT

CUSTOMIZED CONTENT WILL BE CREATED TO PUT FOCUS ON YOUR SPECIFIC CONTRIBUTION TO THE EXPEDITION. THIS CONTENT WILL BE CREATED FOR MULTI-PLATFORM USE INCLUDING DIGITAL, SOCIAL AND PRINT.

OFFICIAL PARTNER

DIGITAL ASSETS

YOUR COMPANY WILL RECEIVE NAME/LOGO RECOGNITION ON THE X90X EXPEDITION WEBSITE AND ON ALL SOCIAL CHANNELS. THIS WEBSITE AND CHANNELS WILL BE UPDATED REGULARLY WITH CONTENT AND FEATURES, BOTH LEADING UP TO, DURING AND FOLLOWING THE EXPEDITION.

EMPLOYEE ENGAGEMENT

YOUR COMPANY WILL RECEIVE INVITATIONS TO ANY EXPEDITION RELATED EVENTS.

OFFICIAL PARTNER

ON SITE RECOGNITION

YOUR COMPANY WILL RECEIVE BRAND RECOGNITION ALONG THE ROUTE AND AT THE SOUTH POLE WHICH WILL BE INCLUDED IN THE BRANDED CONTENT.

PRODUCT ENDORSEMENT

WE WILL PARTNER WITH YOU TO PROVIDE RELEVANT TESTIMONIALS AND ENDORSEMENTS WHICH CAN BE COMBINED WITH THE CURATED CONTENT FROM THE EXPEDITION.



WE ARE LOOKING FOR COMMUNITY PARTNERS TO SUPPORT US ALONG OUR JOURNEY.

COMMUNITY SUPPORTER

DIGITAL ASSETS

YOUR COMPANY WILL RECEIVE NAME/LOGO RECOGNITION ON THE X90X EXPEDITION WEBSITE AND ON ALL SOCIAL CHANNELS. THIS WEBSITE AND CHANNELS WILL BE UPDATED REGULARLY WITH CONTENT AND FEATURES, BOTH LEADING UP TO, DURING AND FOLLOWING THE EXPEDITION.

EMPLOYEE ENGAGEMENT

YOUR COMPANY WILL RECEIVE INVITATIONS TO ALL EXPEDITION RELATED EVENTS.

COMMUNITY SUPPORTER

ON SITE RECOGNITION

YOUR COMPANY WILL RECEIVE BRAND RECOGNITION ALONG THE ROUTE AND AT THE SOUTH POLE WHICH WILL BE INCLUDED IN THE BRANDED CONTENT.

PRODUCT ENDORSEMENT

WE WILL PARTNER WITH YOU TO PROVIDE RELEVANT TESTIMONIALS AND ENDORSEMENTS WHICH CAN BE USED FOR YOUR MARKETING PURPOSES.

SUPPLIER

DIGITAL ASSETS

YOUR COMPANY WILL RECEIVE NAME/LOGO RECOGNITION ON THE X90X EXPEDITION WEBSITE AND ON ALL SOCIAL CHANNELS. THIS WEBSITE AND CHANNELS WILL BE UPDATED REGULARLY WITH CONTENT AND FEATURES, BOTH LEADING UP TO, DURING AND FOLLOWING THE EXPEDITION.

EMPLOYEE ENGAGEMENT

YOUR COMPANY WILL RECEIVE INVITATIONS TO ALL EXPEDITION RELATED EVENTS.

SUPPLIER

ON SITE RECOGNITION

YOUR COMPANY WILL RECEIVE LOGO RECOGNITION ALONG THE ROUTE AND AT THE SOUTH POLE.

YOUR INVESTMENT

PRESENTING PARTNER	\$95,000
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OFFICIAL PARTNER	\$50,000
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COMMUNITY SUPPORTER	\$10,000
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SUPPLIER	VALUE OF PRODUCT
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*GST IS NOT INCLUDED

THANK YOU



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