



# POLAR DOGS ANTARCTICA EXPEDITION 2027

2,000 km. 4 Months. 2 Explorers. South Pole. Then to the  
other side of Antarctica. **Your Brand. Are you in?**

[polar dogs.uk](http://polar dogs.uk)





## UP TO 120 DAYS OF CONTINUOUS BRAND EXPOSURE

Up to 120 days of active brand placement (and product testing), 24 months of brand exposure and content creation — plus training trips and mini expeditions.

Whiteouts. Snowstorms. Sastrugi. Crevasses.

down to

**-50°C**

Cold that kills batteries.

up to

**8,000**

calories / day

up to

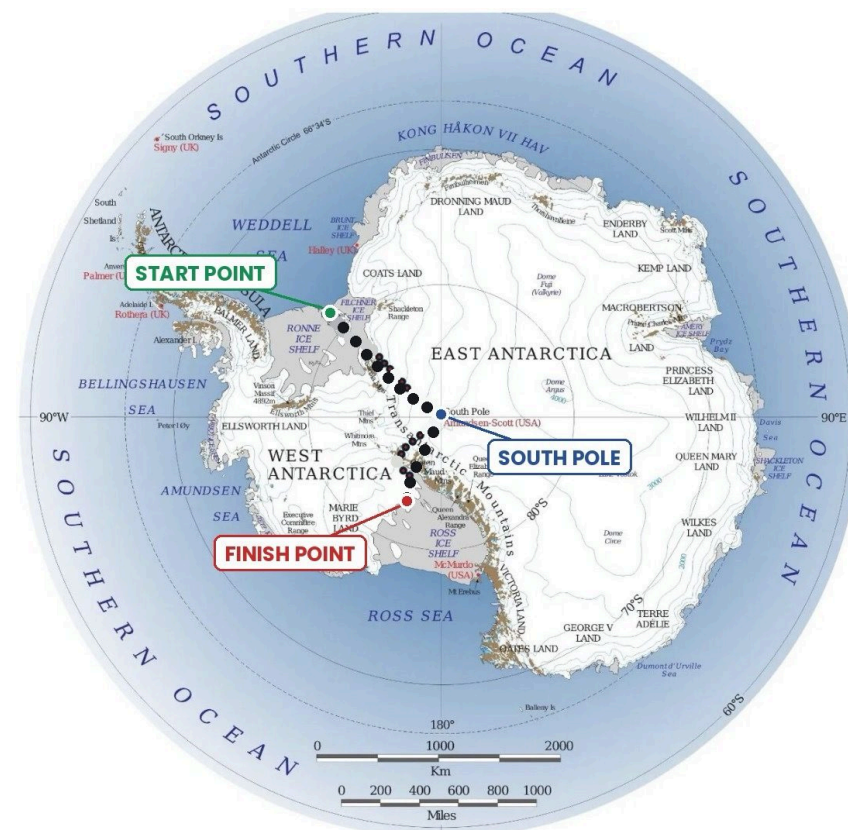
**3,100M**

Altitude.

up to

**12 HOURS**

skiing / day



The dotted line: our 2,000 km route.

# THE ULTIMATE STRESS TEST OF HUMAN PLANNING, STRATEGY, AND ENDURANCE

We know that both halves of this route have been independently travelled. As far as we can establish they have not been travelled as one continuous journey - a crossing from the outer coast of North Berkner Island, via Wujek Ridge and the South Pole, to the Leverett Glacier grounding zone on the Ross Ice Shelf.



# THE TEAM



**Ben Weber**

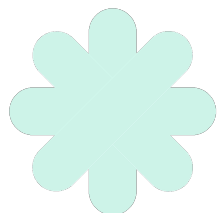
- Polar veteran: 58-day solo to South Pole
- Experienced Greenland, Arctic, Inuit survival training
- Expedition logistics and survival expert
- Doing a PhD in corporate sustainability, St Andrews
- Environmental advocate, educator and motivational speaker



**Erica Stanford**

- First long polar expedition — after week-long training trips
- Endurance athlete: cycling and hiking — NC500, LEJOG, Camino de Santiago
- International keynote and TEDx speaker
- Enjoys testing limits
- Plant-based





# TRAINING SO FAR

Every technique we'll need in Antarctica — learned, drilled and tested with the best in the world.



**Until 2023**

## **Ben's polar foundations**

Solo unsupported to the South Pole (58 days), a Greenland icecap crossing (30 days), and a winter crossing of Arctic Canada (120 days).



**Dec 2025**

## **Backcountry ski training (Erica)**

6 days hut-to-hut through Halti National Park, Finland, pulling a pulk — Erica learning to cross-country ski.



**Feb 2026**

## **Polar survival training — Finse, Norway (Erica)**

2 weeks at the classic polar training ground with Guinness record holder Hannah McKeand, including a 7-day expedition.



**Apr 2026**

## **Hardangervidda training expedition + Oslo ski coaching**

Ben and Erica's first training expedition together — 8 unguided days, including through a blizzard and whiteout, hauling 40 kg pulks, then ski coaching and VO<sub>2</sub>/strength testing in Oslo.



**May 2026**

## **Crevasse rescue training**

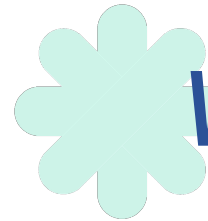
3 days at ~4,000 m in the mountains just beneath Mont Blanc with ALE crevasse expert Simon Abrahams — plus route planning to avoid the main crevasses on our route.



**Ongoing**

## **Strength training (both)**

Gym, weights, sled pulling, tyre pulling, and running — building the strength and endurance to pull the sleds for 12-hour days.



# WHAT'S AHEAD?

2 years of brand collaboration and campaigns, 6 months of extreme polar testing



## Now until we leave

Physical training ramps up: gym, weights, sled and tyre drags building to 8-hour days twice a week — plus runs and ski-erg cardio



## Jan 2027

Medical training: 10-day Wilderness First Responder course in Svalbard with Crossing Latitudes and PolarX, supported by the Wilderness Medical Society



## Mar 2027

4-week training expedition, Erica and Ben — probably northern Sweden



## May 2027

Greenland crossing training — we hope! Subject to funds and timing



## Sep 2027

Crevasse rescue refresher and more practice — building the skill and confidence to climb out of a crevasse without warning, if we ever have to



## Oct 2027

Leave for Punta Arenas, Chile



## Est 1 Nov 2027

Start the crossing from Berkner Island



## Feb 2028

Reach the Ross Ice Shelf — crossing complete



## Feb 2028

Refuel. Recover. Then fly home



## 2028

Documentary (both) and photography book (Erica)

# THE ROUTE

**Berkner Island** Outer coastal start at Gould Bay. We'll be dropped ~10 km inland of the outer coastal margin, and first ski north to the ice edge to log our GPS position so that our route counts as an 'Antarctica crossing' under PECS terminology. Then we ski across the island and the Filchner-Ronne Ice Shelf.

**Wujek Ridge** Climbing through crevassed zones, from the ice shelf at near sea level to 1,050 m.

**To the South Pole** Near continual climbing to 2,835 m, in deep cold and wind on the plateau. Food and fuel resupplies before and at the Pole keep our sleds to ~80 kg at their heaviest instead of nearer 200 kg, making the crossing far more manageable and greatly increasing our chances of success.

The distance from Berkner Island to the South Pole is about 1,350 km.

**The Titan Dome** The high point: climbing to ~3,100 m beyond the Pole — thin air, deep cold, and a higher risk of whiteouts.

**Leverett Glacier** We altered our route from descending the Reedy Glacier to the Leverett, to avoid most of the crevasse risks found on the Reedy and drastically decreasing our time in crevassed areas, after consultation with ALE crevasse expert Simon Abrahams.

**The Ross Ice Shelf** Finish on the ice of the Ross Ice Shelf, past the boundary where the continent's grounded glacier ice becomes floating shelf ice — so the crossing of Antarctica is complete.

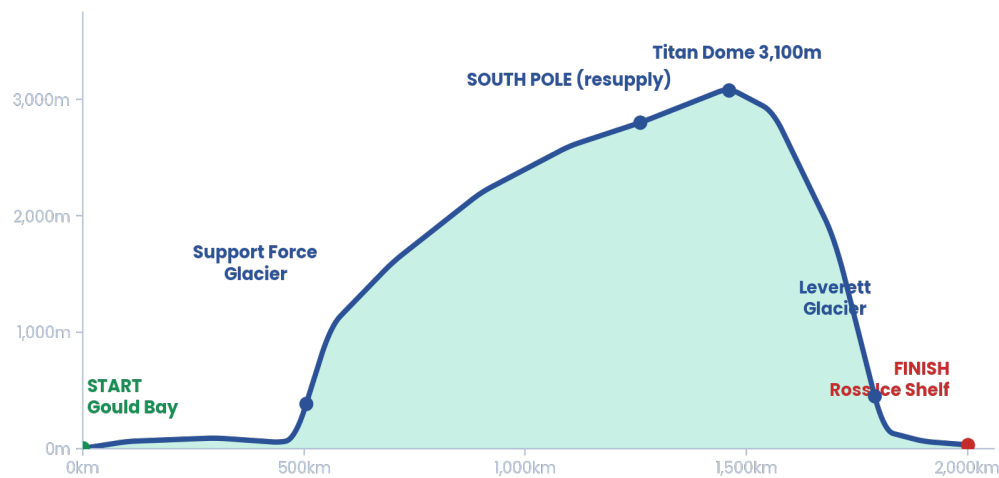
Approximately 120 days and 2,000 km from the start.

## ROUTE PLANNED AND REDESIGNED WITH ALE'S EXPERTS

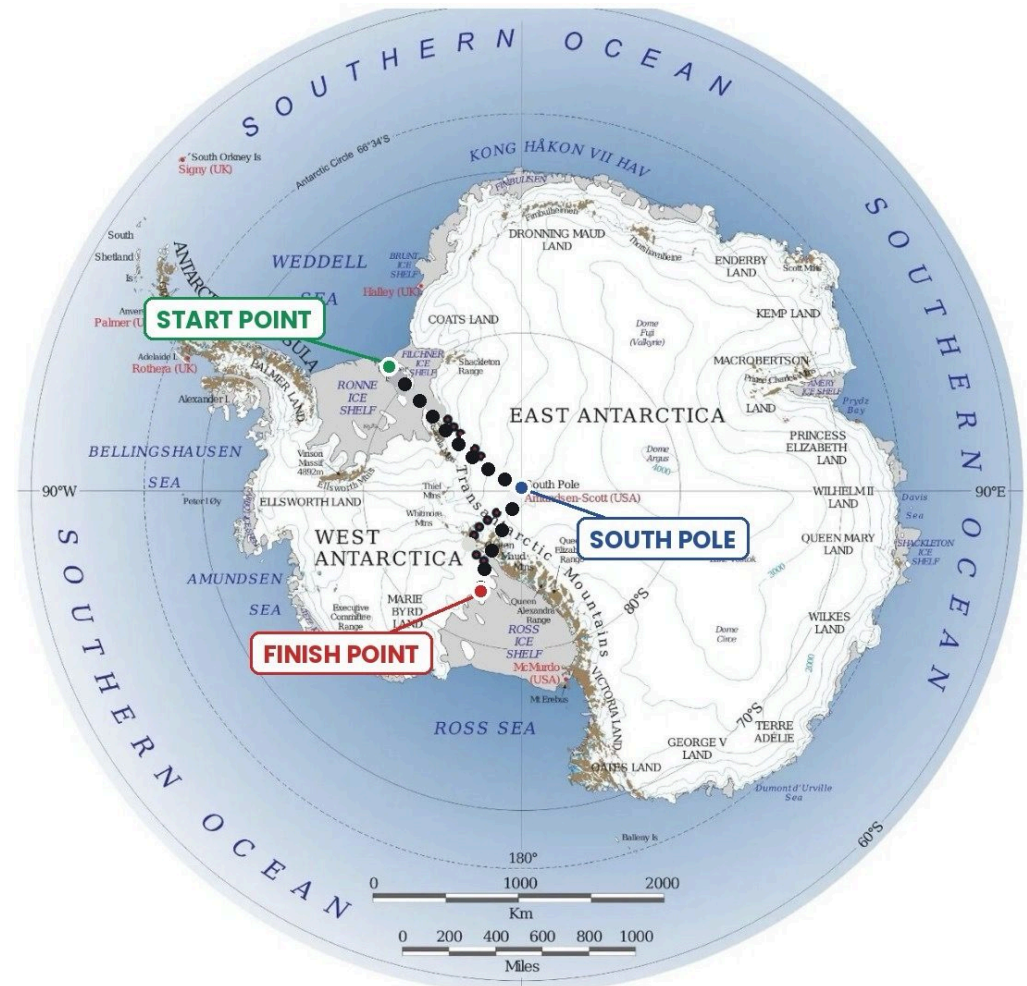
After metre-by-metre crevasse mapping with ALE crevasse specialist Simon Abrahams, we moved our descent from the Reedy to the Leverett Glacier — cutting time on or near crevasses by ~90%.

*Full route map: [polardogs.uk/the-route](https://polardogs.uk/the-route)*

# THE ROUTE, MAPPED



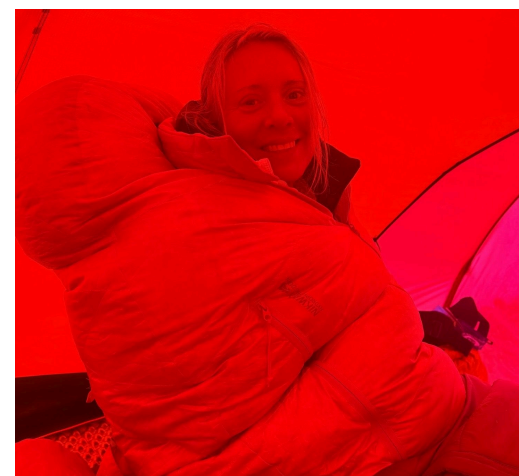
The profile: sea level to 3,100 m and back — with resupplies before and at the South Pole.







Finland at  $-40^{\circ}\text{C}$  on Erica's first polar training — and camp with the pulks on Norway's Hardangervidda



*Warming up after a hard day in a whiteout blizzard on a training expedition in Norway*

8 unguided days across Norway's Hardangervidda plateau— our first expedition as a team (April 2026)



# GETTING 2 HUMANS ACROSS ANTARCTICA

**1. Leave home** Erica flies from London, Ben from Edinburgh — to Punta Arenas, Chile — along with all our kit, food and sleds.

**2. Punta Arenas** Kit checks, packing the sleds, and waiting for a weather window to fly to ALE's base at Union Glacier, Antarctica.

**3. Union Glacier** Final kit and medical checks for ALE approval; pick up fuel; wait for a weather window to fly to Berkner Island.

**4. The start line** Aircraft can only drop us ~10 km inland of the ice edge — so for a full crossing we first ski north to the coast, log our position, then turn south past the drop-off.

**5. The crossing** ~120 days on skis. GPS + compass on ALE-recommended routes; roped through crevasse zones; food and fuel resupplies before and at the South Pole.

**6. The safety net** Two Iridium satellite phones, ALE-monitored inReach tracking, a scheduled daily check-in call, SAR aircraft cover, and WFR medical training, medical evacuation as a last resort.

**7. Extraction** Ski-aircraft pickup at the base of the Leverett Glacier on the Ross Ice Shelf. Home via ALE's base in Antarctica at Union Glacier, and Chile.



# THE EXPEDITION COST: \$650K (~£485K)

*This is separate to the training costs so far.*

## ALE and full logistical support in and out of Antarctica

This includes flights from Chile to ALE's base on Antarctica at Union Glacier and flights to and from our start and end points from Union Glacier, as well as monitoring, Search and Rescue standby, comms and medical monitoring, and our 2 resupplies. By far the main part of the cost is the flight return from the far side of Antarctica.

**\$500K, PAID TO ALE**

## Expedition food and high-calorie rations

240 person-days of dehydrated meals, snacks and drinks — all tested in training.

**\$20K (~£15K)**

## Training trips and rehearsal expeditions

Svalbard, northern Sweden, Greenland — still to come. We've already paid for our training so far. The most expensive training trip is Greenland due to expensive license and permit requirements, but a training Greenland crossing is said to be the best possible training for an Antarctica crossing so we would like to do this if possible.

**\$60K (~£45K)**

## Kit and equipment

Pulks, tent, clothing systems, sleeping systems. We've bought a lot already for our training trips but still need specialist pulks, tent, salopettes and windproof jackets, jackets for when it is below -50C.

**\$25K (~£19K)**

## Flights and equipment transfers to Chile and back

Flights for both of us to and from Punta Arenas, plus freight and transfers for over 200kg of pulks, skis, tent and kit.

**\$20K (~£15K)**

## Communication, navigation, power and content capture tech

Satellite phones and airtime; Garmin GPS/inReach navigation, tracking and SOS devices, with full backups; public live-tracker integration; Starlink; solar panels, battery storage and cold-protection systems; and a cold-tested drone for aerial photography and video and LiDAR integration.

**\$12K (~£9K)**

## Insurance and contingency

Expedition insurance and reserve.

**\$13K (~£10K)**

*The budget is a little over \$650k, any difference will be covered by us. Excludes all previous training trips and the kit we've already bought.*



The view south as Ben was dropped off at the start of his 2022-2023 South Pole expedition — an epic white expanse





Ben's last views of any other people as he started his 58-day journey to the Pole

# THE OPPORTUNITY

A multi-year platform including the build-up to departure in October 2027, approximately 120 days and 2,000 km on the ice, followed by a documentary, photography book and ongoing content and speaking programme.

Total cost of expedition: \$650,000 across one or more sponsors and partners.

**We can offer any combination of these opportunities:**

🐶 **Expedition naming rights** : "The [Your Brand] Polar Dogs Expedition" / "Polar Dogs Antarctica crossing powered by [Your Brand]" — or category exclusivity.

🐶 **Brand integration on gear**: prominent logo on outer gear, sleds/pulks, duffel bags, tent, equipment (stove/batteries/solar/tech/ comms).

🐶 **Your flag/banner at the South Pole**: start-line and finish-line + photos/videos — or your flag/small mascot carried the whole way, with photo moments at the Pole and every key stage.

🐶 **Bespoke milestone videos**: from our trainings, before we go, from the start line, from the South Pole, from the end point or on our way home

🐶 **Joint PR campaign and communications**: a co-branded multi-year story spanning training, departure, the crossing and the return. You can use our content for your external communications, client campaigns, internal channels and recruitment, we can promote your brand in ours, or we can co-create and share content

🐶 **Or – More options on the next page!**





# EVERYTHING YOUR ORGANISATION CAN GET, CONTINUED

🐧 **Content:** a curated library of 120 days of expedition photo, video, audio and drone content, 17 months of training left (but also previous training content), post-expedition content, behind-the-scenes vlogs/day-in-the-life + live-to-air updates – use our content for your socials, or embed your brand in our live tracking, field demonstrations, daily content.

🐧 **Events and client, partner or team engagement:** keynotes, panels, podcasts, private briefings, roundtables, visits, team or client dinners, Q&As, graduate/early careers talks – before and/or after the expedition.

🐧 **Co-branded editorial:** social media content, articles, podcasts, interviews and speak at your or your partners' or clients' events around planning, risk, decision-making, teamwork and operating under pressure.

🐧 **Team, talent and graduate engagement:** a genuinely distinctive story to own, live-tracker follow or 'race' us team challenge

🐧 **Branded or co-branded live tracker:** with route visualisation and regular annotated updates for all to follow.

🐧 **Co-branded merchandise:** clothing, bottles, photography, books

🐧 **Post-expedition documentary credits/interviews in the documentary.**

🐧 **Post-expedition photography book credits/inclusions.**

🐧 **Signed prints** of our photography.

🐧 **Optional immersive content or VR experience:** video footage for a trek/cycle/run to the Pole for you to share with your team or clients, to 'race' or match us for client or team or public engagement or charity fundraising. Some extra work and possible cost would be needed to create this, but it is possible.

🐧 **Polar "street view":** we carry a 360-degree camera to capture the first immersive footage of this specific route – for VR, interactive and mapping experiences. Likewise, this would involve some extra work and possible cost but is possible.

🐧 **Fly your executives/media teams/camera crew/clients/ prize winners out to the South Pole:** ALE-facilitated visits to the South Pole or selected expedition locations may be possible for executives, media teams, clients or competition winners, subject to additional cost and scheduling and coordinating with unknown arrival dates

**Don't see what you want? We're flexible. Let's design a partnership 😊**  
Every partnership can include an agreed activation plan covering deliverables, content usage, exclusivity, timings and campaign reporting.



# YOUR LOGO, EVERY METRE OF THE 2,000 KM

Our tent, our pulks, our clothing. Your brand travels the whole way across Antarctica.



OUR TENT



OUR PULKS



OUR CLOTHING



*Logo positions shown for illustration. Tent, pulk and clothing placements available left and right, front and back.*



# THE ANTARCTICA PRODUCT TESTING LAB

Get us to test your product throughout our remaining training and, where appropriate, for up to 120 days and approximately 2,000 km across Antarctica, in temperatures down to  $-50^{\circ}\text{C}$ , strong winds, and repeated daily use.

## **What we can test:**

Clothing, footwear and shelter

Power, batteries and charging

Watches, navigation and sensors

Safety and communications

Cameras and media equipment

**Get your optional partner badge:**  
**“Tested in Antarctica” or “Survived Antarctica”**



# THE QUESTIONS EVERYONE ASKS

## What qualifies as an 'Antarctica crossing'?

A crossing runs from the continent's outer coastal margin to the far coast. Because the aircraft drops us around 10 km inland, we first ski north to the ice edge and log our GPS start before turning south. We then cross the Filchner-Ronne Ice Shelf, the continent and the South Pole, finishing on the Ross Ice Shelf approximately 2,000 km later.

## Is it supported or unsupported?

Supported. We are planning two food-and-fuel drops, one before the Pole and one at the Pole, flown by ALE. There will be no kites or vehicle assistance: we travel under our own power, mainly on skis, using crampons only where that is safer. We won't be guided, It'll just be Erica and Ben.

## How will it be tracked and verified?

Our route will appear on a public live tracker. We will retain the complete GPS track, log our true coastal start and finish positions, complete daily ALE check-ins and provide timestamped photographs and video from the route.

## Why don't more expeditions cross to the Ross Ice Shelf?

Getting picked up from (or dropped off at) the far side of Antarctica is disproportionately more expensive than from the South Pole or the coast nearer to Chile. Some similar expeditions have taken much heavier sleds and have struggled or not finished.

## Why is it so much more to get picked up from the far side of Antarctica?

During the Antarctic summer season, there are regular flights to the South Pole for researchers and expeditions, so flight and fuel costs will be shared. We will likely be only two people on or near the Ross Ice Shelf when we need extraction, meaning we cannot share costs. Fuel has to be specially flown to Antarctica and repositioned there, making fuel a multiple of the cost that it is elsewhere. The Ross Ice Shelf is also a lot further from the Union Glacier and the South Pole where the ALE planes more regularly fly from.

## What happens if we don't succeed?

Antarctica carries unavoidable risks, and no expedition can guarantee completion.

Sponsorship funds are committed in advance to ALE flights and logistical support, training, food, equipment, communications and insurance. Once those funds have been committed, they cannot be refunded if weather, injury, illness or other circumstances beyond our control prevent or shorten the crossing.

If the expedition has to finish early, we will still deliver everything reasonably possible, including photography, video, written content, partner reporting, events and post-expedition activity.

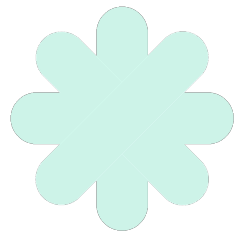
The precise deliverables, payment schedule, usage rights and treatment of cancellation or curtailment will be set out in each partnership agreement.





Ben approaching the South Pole





# WANT TO BE A PART OF THIS?

We'll carry your brand to the South Pole. Literally :)

[partner@polardogs.uk](mailto:partner@polardogs.uk)

[polardogs.uk](http://polardogs.uk)

