

# THE BLUE PLANET

## expedition

In partnership with BIOGLOBE

# THE EXPEDITION

During the last four years we have been developing The Blue Planet Expedition.

A unique trip around the world in two Bali Catamarans, with a crew made up of internationally renowned professionals who are experts in Oceanography, Marine Biodiversity, Climatology, Biology with a focus on Renewable Resources (mainly water), Social Anthropology and audio-visual production.

# THE MISSION

Our objective is to gather comprehensive data regarding the condition of water in oceans and seas, encompassing both its quality and the dynamics of surface and deep-seated marine currents. We aim to document the biodiversity of marine life across islands and continents globally, while also studying the patterns of permanent and seasonal winds. This includes understanding the impact of these winds on specific land areas and the societies that have adapted to seasonal climate variations over centuries. Furthermore, we are investigating how climate fluctuations influence the well-being of these communities.

Our focus extends to assessing the freshwater resources that flow into the oceans, particularly those suitable for drinking purposes. We are also delving into the intricate relationship between various economic activities and their impact on the preservation of renewable resources. In essence, our mission culminates in drawing conclusions from the extensive dataset we amass. These insights will guide the world in determining the necessary approach to ensure the sustained continuity of our planet's conditions, which have been cherished from the dawn of humanity to the present day.

# THE GOALS

Our work, its analysis and its conclusion will reach a global audience of millions. Each of the 40 episodes will be translated into multiple languages to ensure that they reach a global audience giving them full access and understanding into this vital research and data collection project.

We believe that education is the first step to reversing the hard situation we are living in worldwide, stopping the destruction of the natural resources and biodiversity and understanding the fragile balance of our incredible world. Information is Education.

# THE CHALLENGE



An ambitious documentary series that plans to show amazing places all around the globe in a four year ocean trip and inspire people to be more active in saving our environment.

## What is The Blue Planet Expedition

THE BLUE PLANET
expedition













"1440 Days living on board

36180 Nautical miles to sail

32400 Minutes to film

87300 Hours of scientific research

2012 Species of Flora and Fauna to be studied

67 Countries to be documented worldwide

Broadcasting to a global audience

One planet to be saved……"

A scientific documentary series that will show the entire adventures and hardships that our crew and cast will be facing in order to take on this amazing expedition.

# BRAND PARTNERSHIPS

**BLUE PLANET EXPEDITION PARTNER BENEFITS WILL INCLUDE:**

- 400 sqm of hull and sail on two catamarans will be available for branding
- Partner brand on each one of the nautical elements used in the expedition including…….
  Support boats, life-rafts, surfboards and sails, jet-ski, Kite-surf sail, Drones, ROV Systems, Diving equipment and nautical clothing, etc.
- Partner brand will be featured in each of the 40 episodes, that will be shown no only during the initial documentary, but will be also be shown for years to come.
- 200 tickets to each season launch show.
- The opportunity of brand guests to meet celebrities targeted for involvement with the documentary.
- Brand inclusion in video shorts of up to 30 seconds across all social media platforms.
- Opportunity to distribute brand partner marketing and advertising material through associates dealing with our products/services across all our scheduled events and in each of the ports visited as listed in the expedition schedule.

**LIMITLESS OPPORTUNITIES TO PROMOTE PARTNER BRAND THROUGH;**

- Services/products, on the days of the events.
- Logos in all videos and promotional material.
- The potential for exposure through the Programme, billboards, bus billboards, magazines, newspapers.

**GLOBAL EXPOSURE IMMORTALISED IN PRODUCTION VIDEOS**

- All 40 episodes will be narrated in multiple languages and distributed worldwide to reach a global audience.
- Brand partners will seize a unique opportunity to align themselves with one of the most important scientific expedition in decades, if not the most important in history.

# OUR PARTNERS

CMAS

BALI CATAMARANS

THE WORLD BANK

UNIVALI Escola do Mar, Ciência & Tecnologia

LF PR CREATIVE STUDIO

FICTS
FEDERATION INTERNATIONALE CINEMA TELEVISION SPORTIFS
Organisation recognised by the
INTERNATIONAL OLYMPIC COMMITTEE