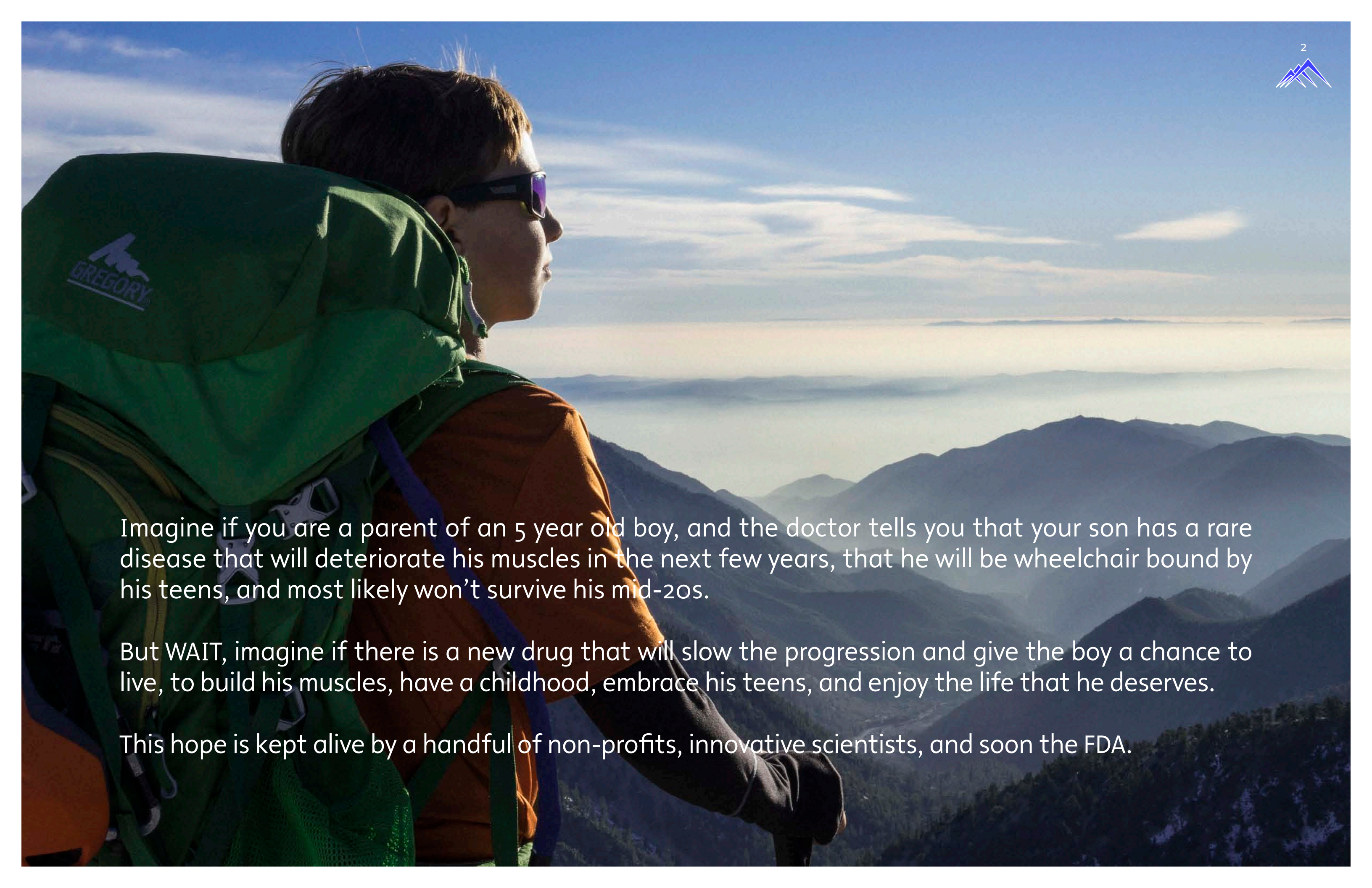




Climb to Cure Duchenne

Conquering Mountains for Those with Duchenne Muscular Dystrophy.

Seven Summits — One Mission.

A person with a large green backpack is shown in profile, looking out over a vast mountain range under a clear blue sky. The backpack has the brand name 'GREGORY' visible on it. The person is wearing sunglasses and an orange shirt. The landscape consists of rolling mountains and valleys, with a hazy horizon line.

Imagine if you are a parent of an 5 year old boy, and the doctor tells you that your son has a rare disease that will deteriorate his muscles in the next few years, that he will be wheelchair bound by his teens, and most likely won't survive his mid-20s.

But WAIT, imagine if there is a new drug that will slow the progression and give the boy a chance to live, to build his muscles, have a childhood, embrace his teens, and enjoy the life that he deserves.

This hope is kept alive by a handful of non-profits, innovative scientists, and soon the FDA.

Debra and Paul Miller got this very news about their son, Hawken, that he had Duchenne – a lethal form of muscular dystrophy. They grieved, and then changed the course of history.

They built CureDuchenne, raised capital, invested in the smartest scientists and pharmaceutical companies; and those companies have now created drugs that are on the verge of FDA approval. They brought this story to celebrities, pro-athletes, climbers, and inspired them to help create a world without this disease.

One of those people is Tyler Armstrong. A boy more capable than most, climbing mountains and setting records all before age 11. Tyler's friend Hawken has Duchenne.

As part of Climb to Cure Duchenne, Tyler will be climbing Mount Everest this spring in his quest to be the youngest person to climb the world's seven summits to raise awareness and funds to cure Duchenne. His training and climbs will be captured and televised.

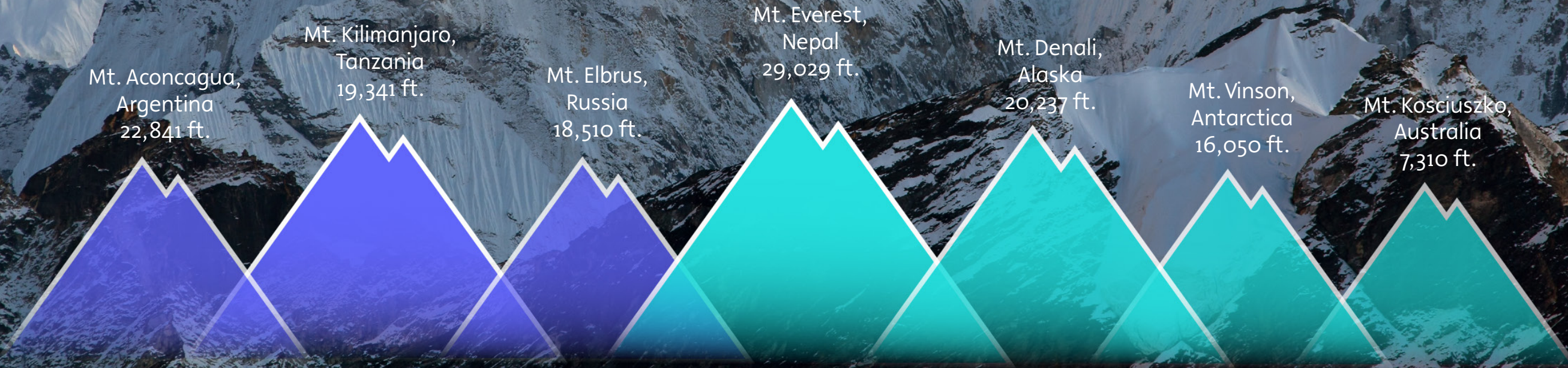
He is surrounded by the best climbers in the world, including Robert Link and Lhawang Dhondup ... the best brands—Gregory Mountain Products, High Sierra Mountain Products, Intuition Liners, SlingFin tents, and GCI Outdoor.





The Seven Summits to Cure Duchenne.

Mountains Climbed   Mountains Yet To Climb

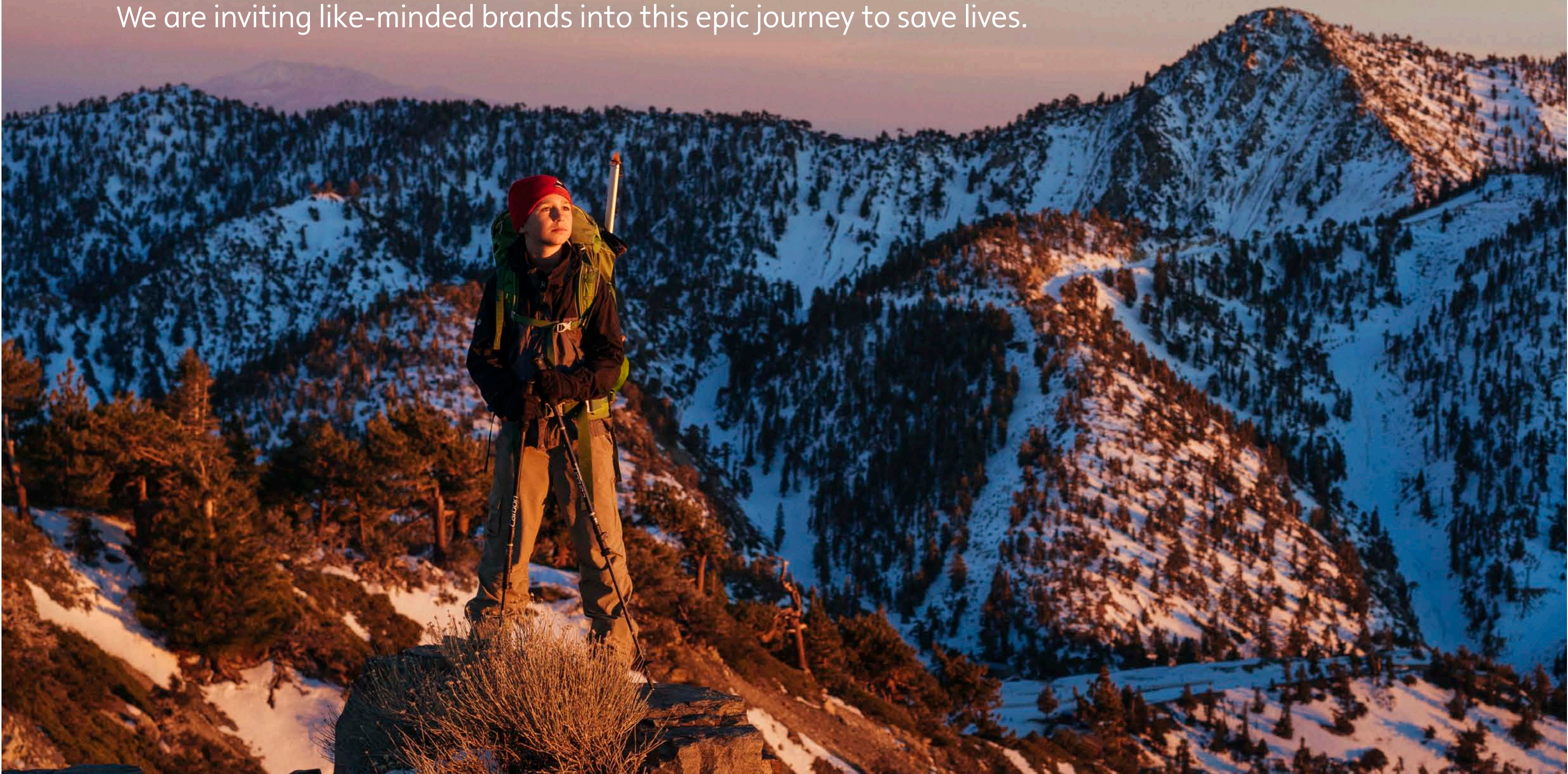


Climb to CureDuchenne – 7 Summits

Tyler will climb the world's tallest summits in an act of virtue and perseverance for those children and young adults with Duchenne that may never climb a mountain.

The Climb to Cure Duchenne campaign not only creates an incredible platform and voice for Tyler and the 300,000 boys with Duchenne, but a unique opportunity for a brand to gain the exposure and to align with a pro-social story and generation.

We are inviting like-minded brands into this epic journey to save lives.



Content



Adventure Storytelling

Several of Tyler’s climbs will be captured from start to finish to produce the storytelling assets for internal communications, and external distribution.

Before: Training, Motivation, Products

During: Travel, Guided, Filming

After: Personal, team, and social impact

Training & Motivation



Adventure



Learning & Impact

Community

“Pick Your Peak”

Tyler Armstong’s climb will break through the clutter of mass coverage and engagement, but Climb to Cure Duchenne has laid the foundation through a grassroots initiative that inspired people all over the country to participate in local climbs that were unique to them. In it’s fifth year, Pick Your Peak has been a galvanizing campaign to unite climbers of all levels to join in the Climb to Cure Duchenne campaign.

CureDuchenne has created a groundswell of support throughout local communities in the US leading up to Tyler’s climbs. Uniting this community provides a larger audience to spread the message, elevate Tyler’s campaign, and spread the word.

CureDuchenne is hosting a hub for fundraising and communications on Crowdrise to visually display the community and amplify the impact. Campaign partners will have access and exposure throughout all Climb to Cure properties.



Reach

Earned Media

The media has already taken notice of Tyler and his determination. Over the past month, there have been more than 80 TV news stories about Tyler including ABC's World News Tonight and numerous magazine, newspaper and radio stories, including People Magazine and ABC Radio's Sports Call. Tyler's message of hope for those with Duchenne has reached more than 3 million people so far, and is anticipated to exceed 100 million media impressions in 2016.



Non-Profit Channels

The non-profit's donor base and media channels amplify the reach for all CureDuchenne and climb communications to an engaged audience. The primary channels include the websites (CureDuchenne.org, ClimbtoCureDuchenne.org, TopwithTyler.com and crowdrise page), email list and newsletter, and social media accounts.



Added Distribution

In addition to the owned and earned channels, Climb to Cure Duchenne content may be featured, distributed, and promoted through strategic partner channels, guaranteeing 500,000+ views. Through an exclusive Vimeo partnership, the stories may be distributed and promoted to a highly engaged, active, and creative millennial audience.

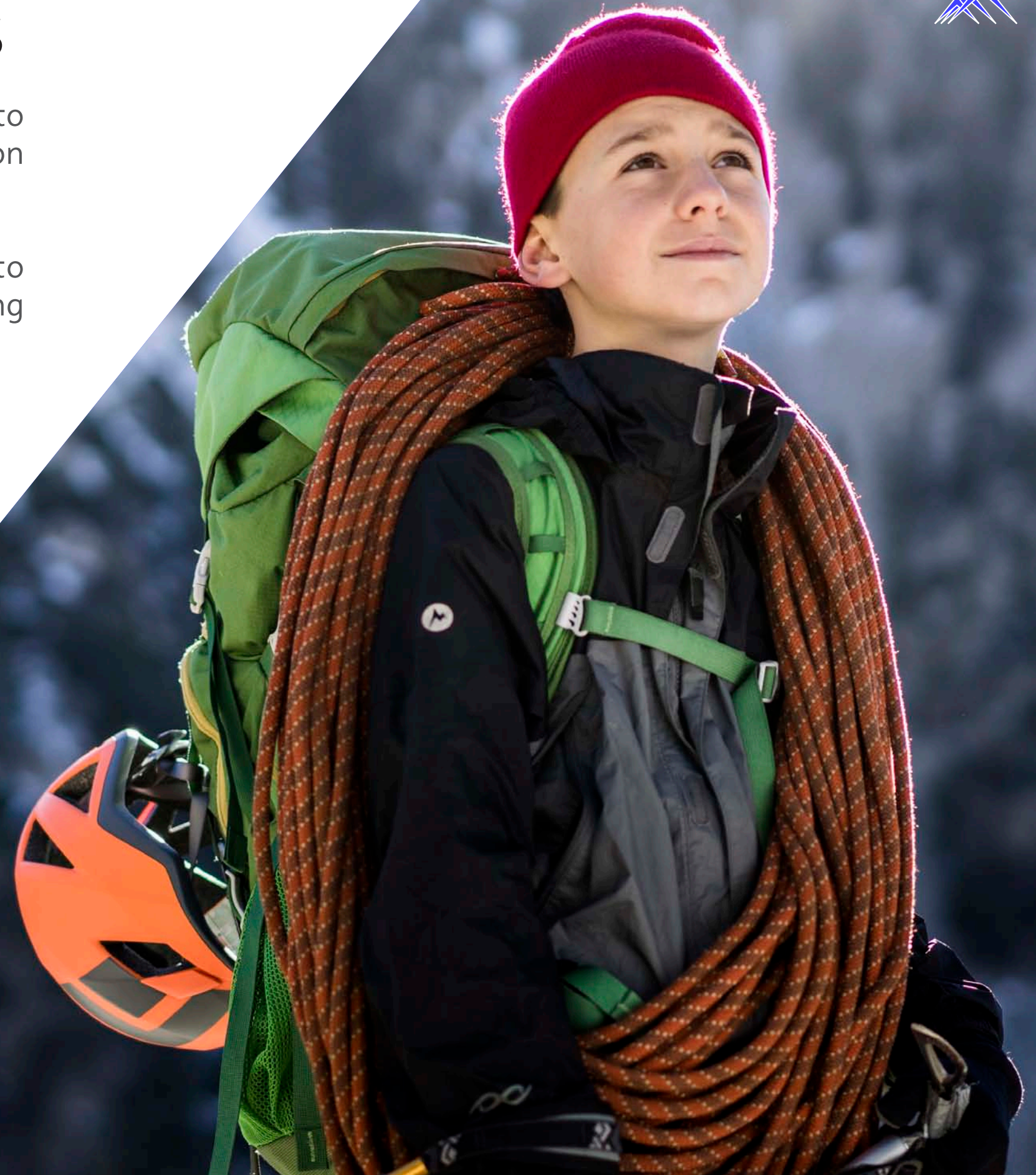


Partnership Opportunities

By partnering with Climb to Cure Duchenne, brands are able to tell an authentic story of purpose, adventure, and inspiration to a broad and highly engaged audience.

Partnerships come in all shapes and sizes, and are built to drive joint exposure, engagement, and revenues for partnering brands. Current brand partners include:

- Gregory Mountain Products
- High Sierra Mountain Products
- Intuition Liners
- SlingFin tents
- GCI Outdoor



Sponsorship Output

Sponsor opportunities include the following points of exposure and engagement. We will shape the program to meet your brands strategic objectives and budgets.

Display & Mention

- Logo printed with the Climb to Cure Duchenne logo and represented as a sponsor at Tyler's Guinness World Record Presentation
- Opportunities to be the official host at press gatherings
- Inclusion in the Guinness Book recording
- 21 day Base Camp support climb for employees
- Brand and products showcased in each climb for priority placement
- Logo featured at the press conference announcing Tyler's climb up Mt. Everest in 2016
- Logo printed onto the official summit flag
- Logo priority on the home page and each page of the website
- Star-billing in the sponsors section of the official website
- Logo integrated into the masthead of Tyler's CrowdRise page
- Logo integrated into the masthead of Facebook, Instagram and Twitter social media pages (Logo on the banner ads)
- Logo prominently displayed on Climb to Cure Duchenne apparel
- Brand acknowledgment in all press releases



Sponsorship Output

Hospitality

- Display, mention, and tickets to Tyler's World Record ceremony
- 21 day Everest base camp tickets, and associated press junket
- Mt. Kosciuszko tickets, exposure, entertaining

Content

- Access to photographs and promotional videos from Tyler's climbs
- Climb, training, and adventure b-roll
- Sponsorship featured in blog posts and additional media
- Blog posts written for brand digital and social channels
- Social media content (video & photos)
- On mountain branded content



Sponsorship Add-ons

Expanded Opportunities

Employee Engagement - Partnering with Climb to Cure Duchenne provides incredible content and reach that aligns like-minded brands with the enthusiasm and loyalty of supporters and socially conscious consumers. To generate sustainable brand affinity, the campaign has partnered with organizations to package solutions for the workplace, empowering positive culture and employee engagement.

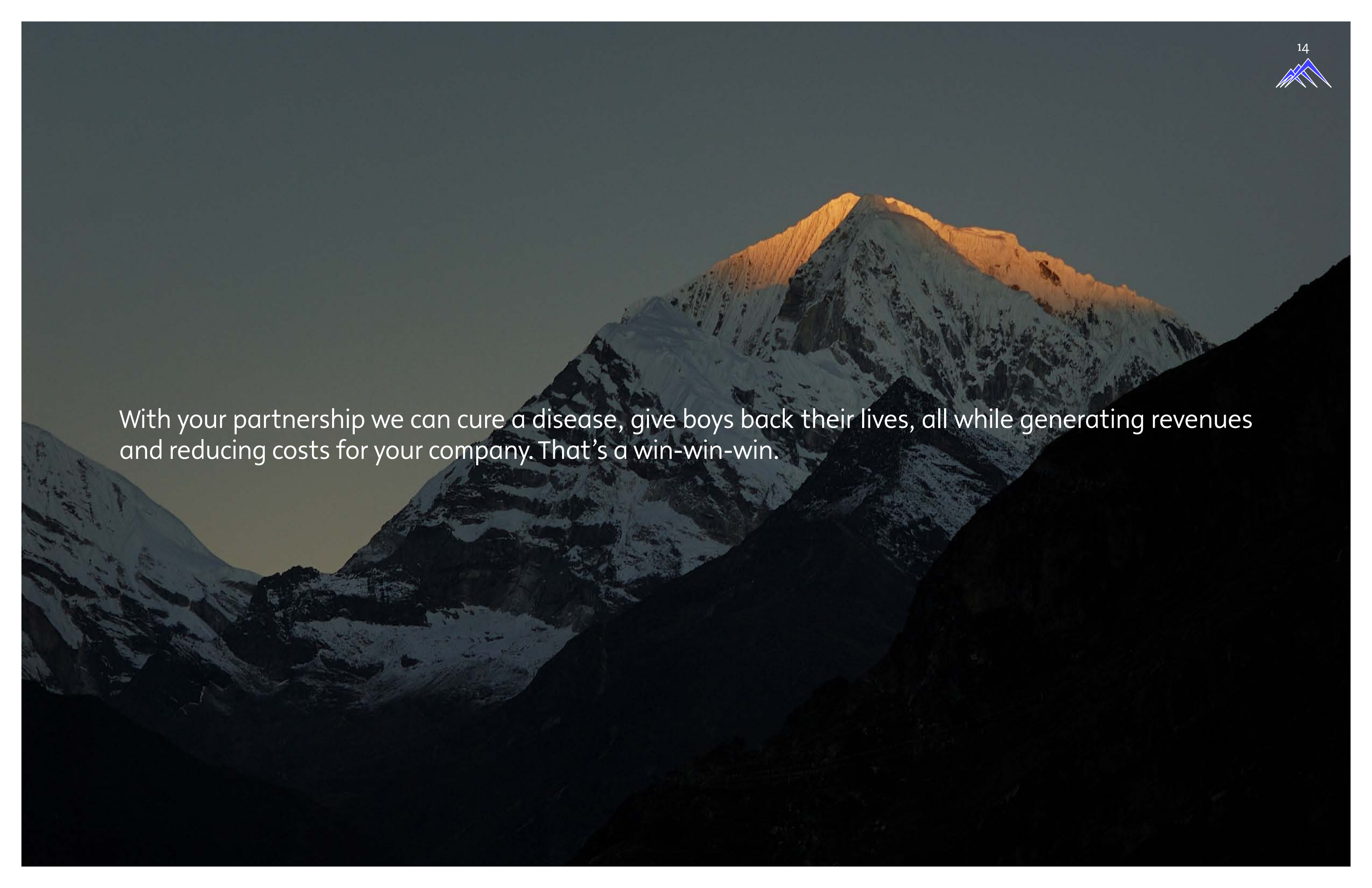
The engagement activities may include Tyler speaking at an internal sales meeting; digital cause activations and social recognition for employees; chance to win a spot on the Everest support team for employees and leadership; content captured for HR recruiting and internal communications; impact reporting for stakeholder engagement.

Experience - CureDuchenne will be hosting on-mountain events that make the mission and adventure accessible to leadership, employees, customers, and vendors.

Everest Base Camp – CureDuchenne will bring a team to Everest base camp to send Tyler off on his adventure, and show support to the local efforts to cure Duchenne. CureDuchenne will be opening a Duchenne patient center in Kathmandu, then driving a caravan to base camp to meet Tyler and his team as they prepare to make history.

Mt. Kosciuszko Climb - Join an easy climb with Tyler in Australia. Access to an all-inclusive party on Mt. Kosciuszko in Australia with VIP transportation and private guide.

World Record Ceremony – Join Guinness Book of World Records, A-list entertainment, and CureDuchenne leadership to celebrate the accomplishment in style, experience exclusive content, and celebrate the impact and advancements against Duchenne.



With your partnership we can cure a disease, give boys back their lives, all while generating revenues and reducing costs for your company. That's a win-win-win.



Join The Climb to Cure Duchenne.

Contact Drew Hoyer at drew@CureDuchenne.org or 949-872-2552
www.ClimbtoCureDuchenne.org