



EXPÉDITION RÊVE BLANC

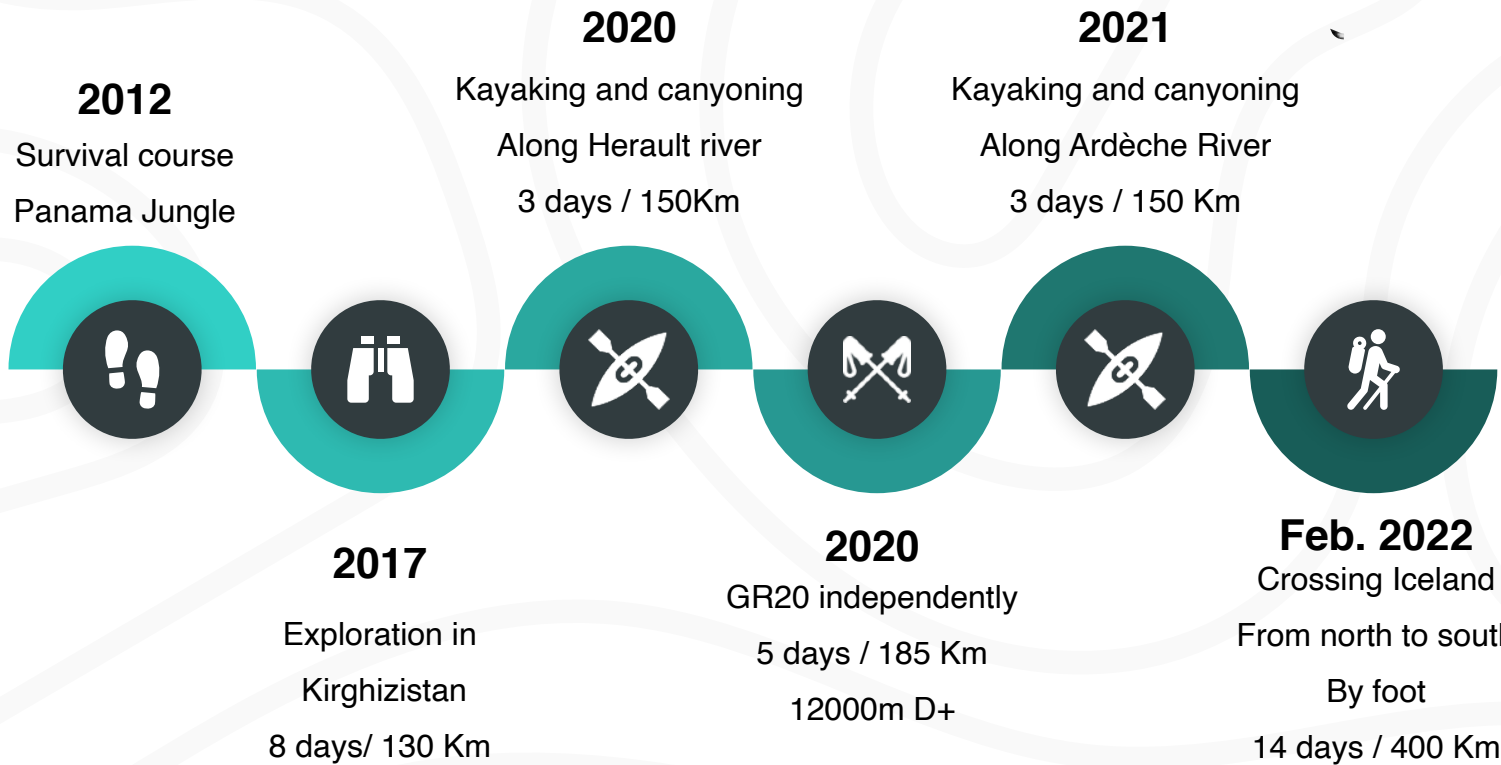
Iceland From north to south

Alone, without assistance

Presentation

The explorer

John Tasa is an automotive entrepreneur, handball player and seasoned athlete when, in 2012, he decided to change his life and reconnect with nature in a quest to surpass himself. He follows his passion, becomes a scuba diving instructor and realizes his first adventures. Crossing Iceland will be his biggest challenge for which he is preparing alongside renowned explorers like Alban Michon.



The itinerary

400km from North to South through wild and preserved nature, hostile weather conditions with temperatures close to -30° supported by strong winds. A walk off the marked paths in the heart of unexplored territory. This is what awaits John on his journey. Iceland, land of ice and fire, is full of natural treasures. Volcano, glaciers, geysers, waterfalls and northern lights will give us an extraordinary visual and emotional experience.






Rêves

« Rêves » Association

concerned about long-term hospitalizations problematic and the impact that this ordeal represents, more particularly when it affects children, I wanted to share my adventure into the wild white with

those affected through the Association  Rêves.

Rêves is a national non-profit association recognized as being of public utility. Since its creation in 1994, its mission has been to fulfill the dreams of ill children and adolescents.

To offer them an enchanted break to forget the illness, that is the objective of the association. More than anything, sick children need to dream about projects that stimulate them and give them the strength to fight against illness. By making their Dreams come true, the association allows them to escape from everyday life, helps them regain confidence in the future.

- 800 volunteers in all the county
- 300 Dreams fulfilled a year
- 6200 children's who were able to make a dream come true

Before expedition



National Video conference for childrens broadcast in hospitals

- Expedition presentation
- Q & A session
- Connect with childrens

During expedition

Daily report

- Q & A session
- GPS location in reel time
- Broadcast live with hospital
- Sharing pictures
- Blog
- Fundraising

After expedition

Sharing experience

- National video conference
- Visiting children in hospital
- Documentary film projection



Logistic

To complete this journey of more than 400km, I will travel in total autonomy by stages of 30km / day. This requires taking all the necessary food and equipment with me for more than 14 days. My trip will be done mainly by cross-country ski with the equipment towed using a pulka *.



credit : Mathieu Tordeur



* The pulka is a sled used for sports or transport.

Movements



pulka



Cross-country ski

-
- Harness
 - Pulling rope
 - Walking poles
 - Sealskin
 - Repair kit
 - Trolley

Bivouac



17 Kg



Tent Hilleberg Tarra



Igloo



Sleeping bag
-40 T° confort

- Snow anchor
- Ice screw
- Mattress / under bag
- Sleeping bag liner
- Camping stove
- Repair kit
- Fuel
- Tableware kit

Nourriture



27 Kg



Lyophilized food



Cereal bar

Orientation / Communication



3 Kg



GPS Beacon



Satelit phone
Crosscall phone



Weather station



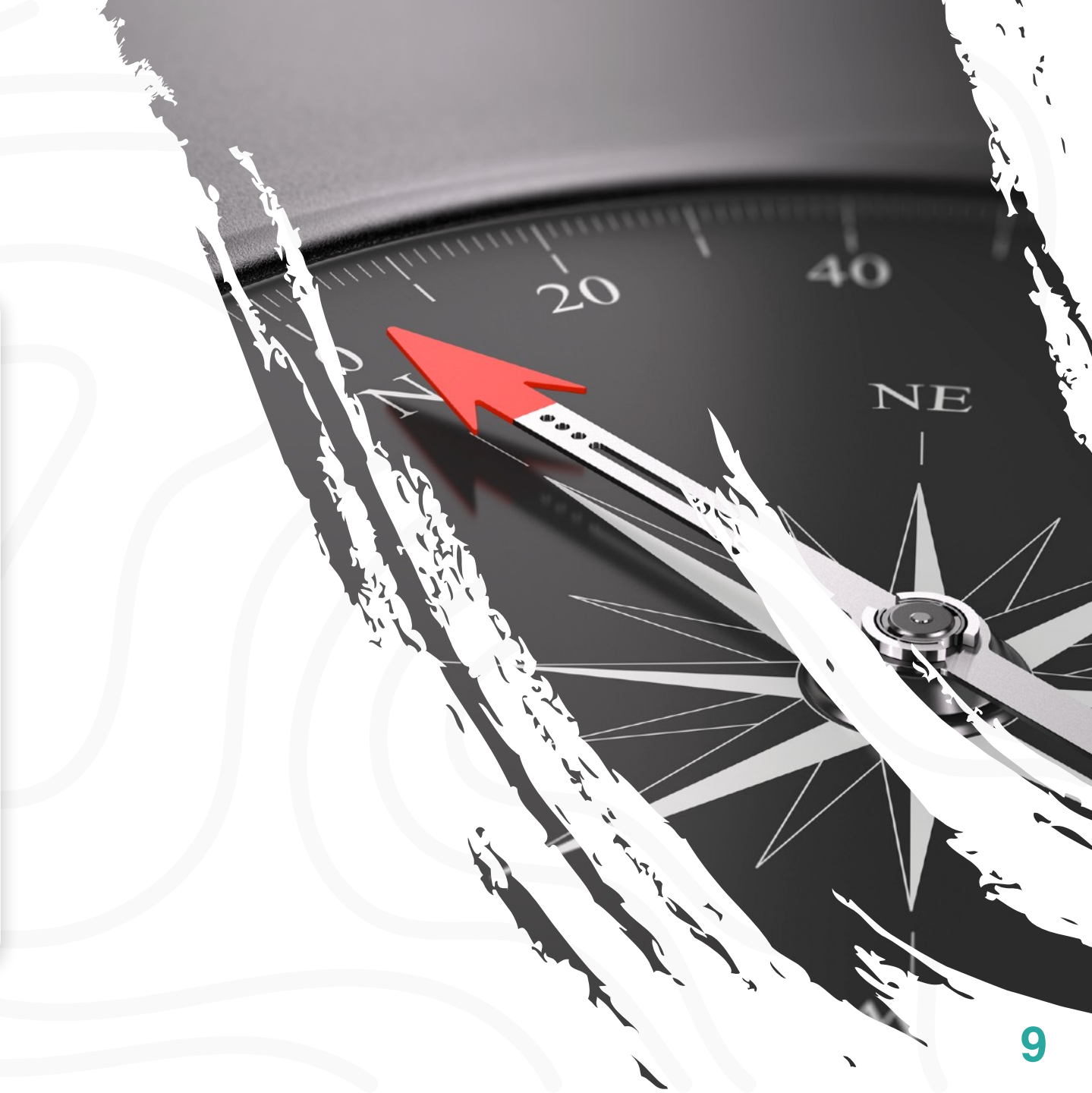
Smartwatch



Compass



Solar charger



Technical outfit

Upper body

- Lagging underwear
- Fleece jacket
- Winter jacket
- Gortex jacket
- Polar parka

Feet

- Merinos socks
- Mountain boots
- Ski boots
- Hiking shoes
- Waterproof gaiter

14 Kg



Head

- Woolly hat
- Mask
- Chapka
- Ski glasses
- Sun glasses
- Cap

Hands

- Under-gloves
- Ski gloves
- Mittens

Legs

- Lagging short
- Lagging legging
- Gortex Trouser

My training

Polar environnement knowledge courses

- Frostbite
- Hypothermia
- Medicine chest
- Medical knowledge

Logistic training

- Itinerary / sens of direction
- Equipment knowledge
- Communication system

Exploration courses



L'ÉCOLE DES EXPLORATEURS
inspired by nature

- Technical training
- Adaptation to cold
- Bivouac

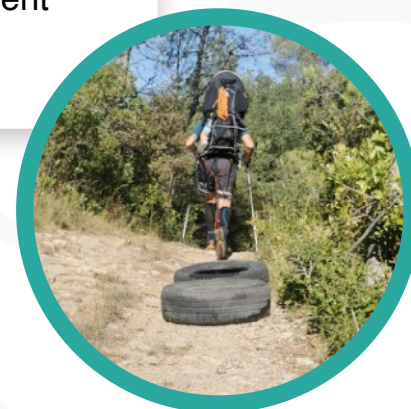
Physical training

- Towing training
- Muscular reinforcement
- Cardio training



Crédit photo : Andy Parant

With Alban Michon



Communication



Website

www.expeland.wixsite.com

Project presentation
Reel-time monitoring
Blog



Social Media

Facebook
Instagram



Press relation

Press Release
Radio / TV

Documentary film

The project will be the subject of a documentary, product by the VisionR Agency and Black Pepper Production.



Feature Film

TV broadcast 56 min

Documentary festivals and adventure films competition



360° Immersive experience

Immersive film for Virtual Reality



Making off



Why become a partner?

- Give visibility to your business
- Associate the values of this expedition with your business (solidarity, environment, go above and beyond)
- Media coverage
- Follow an exceptional adventure and Help children achieve their dreams
- Tax deduction



Geyser Offer



Visibility of your company in the documentary film.



Your logo on the expedition equipment (M size)



10 royalty-free pictures



Special communication about your company on social media / website



Your logo on website and presentation file

**Value
1000 €**

Northern lights Offer



Visibility of your company in the documentary film.



Your logo on the training and expedition equipment (L size)



20 royalty-free pictures



Private conference with your team



Special communication about your company on social media / website



Your logo on website and presentation file

Value
3000 €

Volcano Offer



Visibility of your company in the documentary film.



Documentary projection preview showing



Your logo on the training and expedition equipment (XL size)



Preview showing conference



30 royalty-free pictures



Special communication about your company on social media / website



Your logo on website and presentation file

**Value
15000 €**

Logo spot



Flag

- 2 faces

Tent

- Front
- Back

Apse

- Left
- Right



Cap

- Sides
- Front

Upper body

- Chest
- Sleeves
- Back



Bag

- Top
- Sides
- Back pocket

Cover

- Front

Legs

- Sides



Cover

- Sides

Pulka Hull

- Sides

Planning

Oct. 2021

- Physical training
- Logistic planning
- Medical training

IFREMMONT



January 2022

- Training course **Explorer School Tignes**
- Work for Rêve Association
- Technical training



March - April. 2022

- Experience sharing
- Conference / communication



Nov - Dec 2021

- Logistique planning
- Physical training
- Communication
- Partner and sponsor search
- Budgeting



February 2022

Expedition



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