

2007 Trans-Indian Ocean Row
In support of the Children's Wish Foundation
335 Jay Cres.
Orangeville, ON.
L9W-4Y7
Canada
(519) 941-7086

Jan. 2nd, 2007

Town of Markham
101 Town Centre Blvd.
Markham, ON.
L3R-9W3

Dear Mayor Scarpitti and respected Town Council

As a Fire Fighter with the Markham Fire and Emergency Services, I would like to invite the Town of Markham to join me in a once in a lifetime voyage. Next spring, myself and rowing partner, John Williams, are living our dream by attempting to become the first ocean rowing pair to row across the Indian Ocean... and we are not stopping there. We have dedicated this expedition to Cameron Mattice and to all children who need a little help living their dreams. We have already raised \$30,100 for The Children's Wish Foundation of Canada with our goal being \$64,000 (\$10 for each Kilometer we have to row).

Our world record expedition will start in March and end approximately 100 days later in Mauritius – just east of Madagascar. During this 6400 KM ocean odyssey, we will be completely reliant on our packed supplies and will only have periodic contact with the outside world through our satellite phone. Both John and I are completely prepared for the expedition and are committed to making it a success, not only for our sponsors, but also for The Children's Wish Foundation of Canada.

The reason for this letter is to ascertain if the Town of Markham would like join my crew by becoming a sponsor of the expedition. The expedition budget is over \$100,000 and we are reliant on the generosity of sponsors to make this expedition a reality. Attached to this letter is a sponsorship opportunity that has been specifically designed for the Town of Markham.

Please feel free to refer to the expedition website to answer any questions you may have.

Thank-you, Doh je sin, Toa chie, Shukriya, Sha sha, Merci for your time and consideration of this request.

Respectfully,



Glenn Edwards – "Dream BIG and Plan to succeed."
Fire Fighter
Town of Markham

2007 TRANS-INDIAN OCEAN ROW

In support of the Children's Wish Foundation of Canada

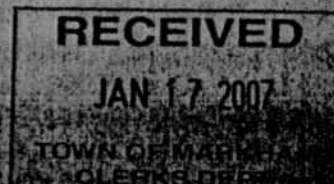
No sails, no engine,
and 6,400 km of open ocean to cross

One Row Boat

Two Men

Four Oars

Three Months at Sea



Glenn Edwards and John Williams are going to attempt what no other team has ever tried . . . to row across the Indian Ocean!

Stories of outstanding human endurance always attract public interest and this expedition will be no exception. Join the team and be part of this historic first and you will benefit from the media and public attention that will be generated.

By reviewing the enclosed package, you will discover the Trans-Indian Ocean rowing team is offering you easy and valuable promotional opportunities.



Tidal waves, typhoons, or monsoon rains won't stop these adventurers.

www.climbyoueverest.com

Sponsorship level 1

In return of a \$4,000 sponsorship, I will:

- ✓ Brand the expedition rowboat with the **TOWN OF MARKHAM** logo in 3 inch high lettering.
- ✓ The **TOWN OF MARKHAM** logo will be posted on the expedition website sponsor's page among the other Level 1 sponsors. (NOTE: Glenn's 2003 Atlas Cold Storage-Everest Expedition website received 100,000 visits).
- ✓ Glenn will conduct a free, multi media presentation to the citizens of Markham or to the staff of the **TOWN OF MARKHAM**. (I.e.; a luncheon presentation at the Civic Centre or Markham Theatre).
- ✓ Two satellite phone calls from mid Indian Ocean to the **TOWN OF MARKHAM**.
- ✓ I have an upcoming interview with the Markham Economist and Sun and would be pleased to promote the Town of Markham as a supporter of the expedition.
- ✓ The Town will receive a selection of digital pictures that can be used for promotional purposes.
- ✓ We are the feature at the 2007 Toronto Outdoor Adventure Show and will promote the Town of Markham at the show (The 2006 Show attracted 29,000 guests).
- ✓ The **TOWN OF MARKHAM** will receive an enlarged, framed picture of the team from aboard the boat.
- ✓ The **TOWN OF MARKHAM** has the right to market and promote your involvement with the expedition.
- ✓ The **TOWN OF MARKHAM** will benefit from the media and public interest associated with this exciting human interest story.

We are flexible, this partnership can be customized to fulfill the Town of Markham's goals and missions.

BUDGET

Boat **\$45,000**

Electrics **\$20,000**

Solar Recharging System
Laptop
GPS
Navigation Equipment
Satellite Phone
Etc.

Misc **\$22,000**

Flights
Cargo Expenses
Customs Charges
Living Expenses (while in Australia and Africa)
Food for 110 Days
Etc.

Safety Equipment **\$19,000**

Immersion Suits
Life Raft
Argos Beacons
Life Jackets
Medical Kit
Flares
Charts
Compass
Binoculars
Barometer
Etc.

TOTAL **\$106,000 (Can.)**

Examples of equipment required for the voyage



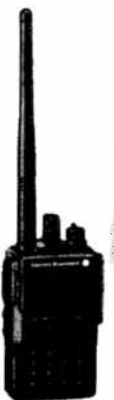
Satellite Phone



Water Maker



Ocean Row Boat



VHF Radio

GLENN'S BIO

Glenn succeeds . . . and below is the proof

- 1979 at 12 years old, he decided he would one day climb Mt. Everest - in preparation to do so he has led and organized 12 climbing expeditions around the globe, including 6 in the Himalayas
- 1985 he wanted to become a Police Officer - 1987 became the youngest P.C. in Ontario
- 1990 he wanted to start his own company - 1996 sold the company with 5 employees
- 1994 he wanted to become a Professional Fire Fighter - 1996 succeeded
- 1996 he wanted to be a member of the Ontario Biathlon team - 1999 succeeded
- 1999 started adventure racing - in 2002 he finished 2nd at the Canadian Championships
- 2003 he attempted to become the **first Canadian to summit Mount Everest the hardest way possible** - without supplemental oxygen
- 2004 decided he would row across the Indian Ocean - will succeed in 2007

Giving back - Glenn has personally raised and donated \$23,000.00 to the Children's Wish Foundation of Canada, "So children living with life threatening illnesses can live their dreams too."



Glenn as a young Police Officer



After six weeks of mountain climbing, a well deserved foot bath



Climbing through the Death Zone - 25,500 ft on Mount Everest.



Being recognized for his charity work by Markham counselor and MPP David Tsubouchi.



Being interviewed by City TV

WHAT WE WILL OFFER YOU

- INFORMATIVE AND UPDATED WEBSITE
- MARKETING OPPORTUNITIES
- INTERNET ADVERTISING
- MEDIA COVERAGE
- PRESS RELEASES
- PUBLIC EXPOSURE
- CORPORATE & TEAMBUILDING PRESENTATIONS

Our Objectives

- ✓ provide value for your sponsorship involvement and surpass your expectations
- ✓ work with your marketing and advertising strategies to maximize this opportunity
- ✓ generate as much positive exposure as possible for your company
- ✓ provide a transparent, winning sponsorship platform

We Can Offer You Exposure

Glenn has a tremendous amount of experience working with the media. During his 2003 Mount Everest expedition he was featured in over 300 Canadian newspaper and magazine articles and in over 80 television interviews promoting the expedition, the sponsors and associated charity. He has been trained by Fleishman-Hillard International Communications in the methods of delivering key messages and has participated in a Nationwide media tour sponsored by Pfizer Canada Glenn's Mount Everest expedition website received 100,000 visits!

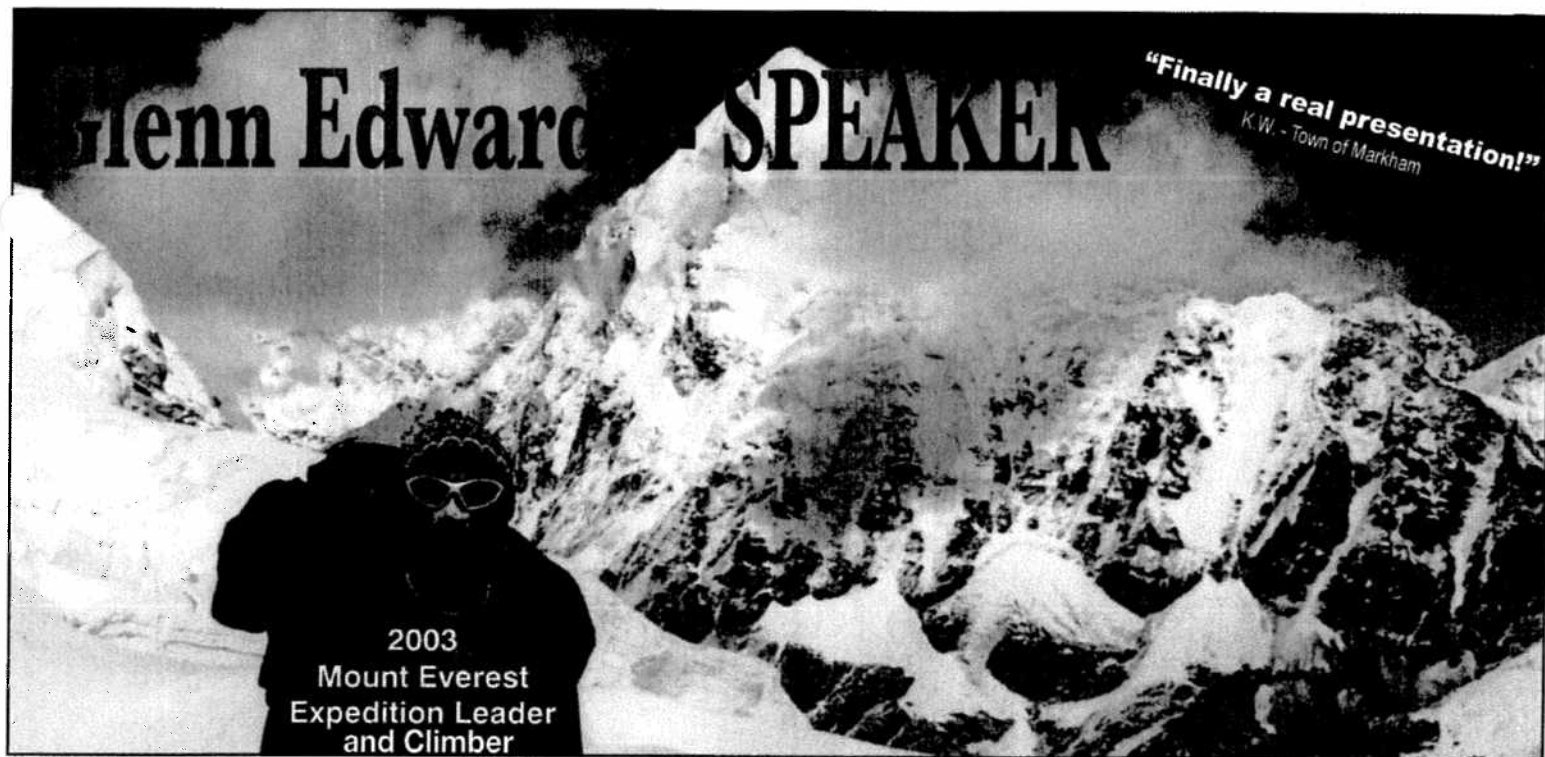
Now, Glenn is prepared to apply all his knowledge, experience and skill to make the 2007 Trans-Indian Ocean Row an advertising success for you.



Boat Branding Possibilities



Speaking Opportunities



Testimonials

"I would heartedly recommend Mr. Edwards as a wonderful speaker"

- Upper Grand District School Board

"Glenn, your presentation was very inspiring"

- Town of Markham

"the feedback was very positive"

- Money Concepts

"with your drive, skill and dedication you will succeed"

-Ernie Eves, Premier of Ontario

"I would like to applaud you ... your work is an example for others to emulate"

- David Tilson, MPP

"Glenn is a "person with considerable energy and a positive outlook"

- Chief, Hamilton Police Department

"Glenn can always be counted on to come through"

- M. Cohen, Head of Human Resources,
Town of Halton Hills

Media Headlines

"Father and son dream big"

- Toronto Star

"Fire Fighter goes to great heights for children"

- The Liberal

"Father - son duo ... to be kings of the mountain"

- Independent & Free Press

"Chasing a dream, Father and son returning to Nepal to conquer 18,000-foot peak"

- The Banner

Hailed as a "person of influence" and a "real Canadian hero", Glenn has been in over 300 newspaper and magazine articles across Canada and featured nationally in over 80 television interviews.

Glenn walks his talk...

1979 he wanted to climb Mount Everest - Has lead 6 expeditions in the Himalayas and in 2003 attempted to become the first Canadian to summit Everest without supplemental oxygen

1985 he wanted to be a Police Officer - 1986 succeeded

1989 he wanted to be self employed - 1990 succeeded

1994 he wanted to be a Professional Fire Fighter - 1996 succeeded

1996 he wanted to be a member of the Ontario Biathlon Team - 1999 succeeded

2004 decided that he would row across the Indian Ocean - Plans are underway

As you can see, Glenn walks his talk and his successes speak for themselves. "I truly believe we are all capable of achieving our dreams, goals and ambitions and I am committed to show you how to dream BIG and PLAN to succeed".

Glenn Edwards

Presentation Summaries

Climb your Everest

Glenn will coach the audience through effective principles that can be applied in achieving goals in both business and personal settings.

Mount Everest in your Backyard

A light-hearted motivational and inspiration presentation geared to kick-start you into achieving your dreams.

Pushing your Limits (Glenn and his Father speaking together)

Glenn and his Father have climbed mountains together in Nepal, Mexico, Canada and the United States. Learn what it takes to go beyond your comfort zone and set new personal limits and become as successful as this one-of-a-kind Father and son adventure team.

5% of all Glenn's speaking fees are donated to the Children's Wish Foundation of Canada, "so children with life-threatening illnesses can live their dreams too".

GLENN EDWARDS

www.climbyoureverest.com - glenn@climbyoureverest.com
335 Jay Crescent, Orangeville, Ontario, CANADA L9W-4Y7
(519) 941-7086



May 1, 2006

Mr. Glenn Edwards
335 Jay Crescent
Orangeville, ON L9W 4Y7

Dear Mr. Edwards,

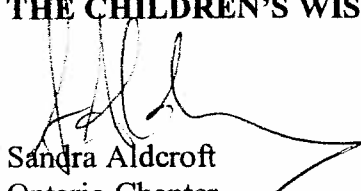
On behalf of The Children's Wish Foundation of Canada, we would like to extend our appreciation for your support through various events over the years that helped ~~raise a~~ grand total of ~~\$25,225.20~~ for our courageous children.

The Children's Wish Foundation of Canada has been responsible for bringing special moments of joy into the lives of over 11,500 children coping with high risk, life-threatening illnesses across Canada. More than 2,400 wishes have been granted through our Ontario Chapter for more than 20 years. All of these children have realized their dreams because of our wonderful supporters. People just like you.

When life presents its most difficult challenge, a wish brings hope for tomorrow and we thank you for your ongoing support.

Sincerely,

THE CHILDREN'S WISH FOUNDATION OF CANADA



Sandra Aldcroft
Ontario Chapter
Fundraising Coordinator

SA: mm



August 27, 2001

Mr. Glenn Edwards
335 Jay Street
Orangeville, Ontario
L9W 4Y7

Dear Mr. Edwards:

As Member of Provincial Parliament for Dufferin-Peel-Wellington-Grey, **I would like to applaud you for raising funds for the Children's Wish Foundation.**

Your hard work and dedication to the 80-km fun run to work is an example for others to emulate. You have helped to bring smiles to many children's faces across Ontario.

I wish you all the best in the future and as you prepare to climb Mount Everest.

Yours truly,

David Tilson, MPP
Dufferin-Peel-Wellington-Grey

DAVID TILSON, Q.C., M.P.P.
Dufferin-Peel-Wellington-Grey

THE TOWN OF MARKHAM

recognizes

Glenn Edwards

for his outstanding contribution

to community spirit

and quality of life

in Markham.

W. Sales

W. Sales
Fire Chief & Commissioner of Community Services

January 15, 2002

Don Cousens

W. Donald Cousens
Mayor



ERNIE EVES, M.P.P.
Dufferin-Peel-Wellington-Grey

March 21, 2003

Mr. Glenn Edwards
335 Jay Crescent
Orangeville, Ontario
L9W 4Y7

Dear Mr. Edwards:

It has been brought to my attention that you will attempt to be the first Canadian to stand on Mount Everest without the use of supplemental oxygen. **I would like to commend you for taking on this impressive challenge to raise funds for the Children's Wish Foundation of Canada.**

It takes tremendous strength of character and determination to attempt what you have set out to do. But with your drive, skill and dedication to the foundation's work, there can be no doubt that you will succeed.

Please accept my best wishes for your success.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Ernie Eves".

Ernie Eves, MPP
Dufferin-Peel-Wellington-Grey



THE CORPORATION OF THE TOWN OF MARKHAM

**EXCERPT FROM THE MINUTES OF THE COUNCIL MEETING HELD ON Mar 26, 2002
REPORT NO. 15 - FINANCE & ADMINISTRATIVE COMMITTEE**

**(7) CANADIAN FIRE FIGHTER REQUEST FOR SPONSORSHIP OF THE EVEREST
EXPEDITION 2003 (12.2.6)**

That an amount of \$5,000 be approved from the Promotions Budget for Canadian Fire Fighter Sponsorship of the Everest Expedition 2003 Climbing for the Children's Wish Foundation;

And that the Markham Flag be placed at the summit of Mount Everest;

And that the Town of Markham be given the right to use a photograph of the Markham Flag on the summit of Mount Everest on promotional material.

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Town of Markham - Clerks Department