

J. Armand Musey, CFA

MT. EVEREST CLIMB FOR RED CROSS – SPRING 2008

DATE: March, 2008

TO: Potential Sponsors

SUBJECT: Mt. Everest Sponsorship to Benefit Red Cross

As you may know, in addition to my finance background following the satellite industry as both a sell-side analyst and investment banker, I have been a serious mountain climber for several years. I am currently taking time off from my career to complete my ascent of the “**7 Summits**” – the highest peak on each of the seven continents. At the end of March, I will be leaving to attempt to climb the final of the seven – **Mt. Everest** – the highest mountain in the world with an elevation of 29,035 feet.

This expedition is the culmination of an incredible challenge and adventure for me personally. But given the significance of the challenge, I want to make it more than about me. Specifically, I'd like to use my Mt. Everest climb as an opportunity to raise money and awareness in support of a worthy cause.

As my philanthropic beneficiary I have selected the **American Red Cross' International Response Fund** which helps those affected by countless crises around the world each year. The International Response Fund provides global relief in the form of immediate and long-term support through supplies, technical assistance and other support to those in great need. I will pay all of my own expenses related to the climb, so 100% of the funds raised will go the charity. Sponsor contributions will be donated directly to the Red Cross.

In addition to benefiting this worthy charitable organization, sponsors of my climb will receive significant publicity and brand visibility as detailed in the attached sponsor prospectus. With the pro-bono promotional assistance of Longbottom Communications, along with media partners *Space News* and *Via Satellite*, my Mt. Everest climb will receive steady and significant publicity from start to finish. Sponsors can be assured of brand recognition in all related coverage in the industry media, as well as with all my contacts in the finance world.

Upon my return to New York, I plan to host a cocktail party or lunch for major donors that will include a slideshow and discussion of the trip. It will be held either (depending on demand) in Washington D.C. over the summer or in New York during Satellite Week NYC the week of October 13.

I would be most honored and appreciative if your company would agree to sponsor my Mt. Everest climb in support of the **American Red Cross' International Response Fund**. I look forward to hearing from you in this regard.

Sincere regards,



215 East 80th Street, Apt. 7J
New York, NY 10075
646.843.9850
musey_everest@yahoo.com

TRIP DETAILS

EVEREST CLIMB LOGISTICS

- ✓ **Dates:** March 29th. Through June 1, 2008
- ✓ **Start/Finish Location:** Kathmandu, Nepal
- ✓ **Route:** South Side (from Nepal) up the South Column. (*The same route used by Sir Edmund Hillary and Tenzing Norgay on their first ascent in 1953*).
- ✓ **Guiding Team:** Vern Tejas (lead guide), Dave Morton and Lakpa Rita Sherpa (lead Sherpa). This is perhaps the most experienced guiding team available.
- ✓ **Cost:** Approximately \$90,000 inclusive. Armand Musey will pay 100% of his trip costs, allowing all sponsorship funds raised to go to the Red Cross.
- ✓ **Other:** Regular cybercasts will be available for sponsors to follow.

ARMAND MUSEY'S CLIMBING BIO (ABBREVIATED)

Major Expeditions

1. **South Pole – Antarctica**, December 2007 (Skied the last degree latitude to the pole unsupported), elevation approx 10,000ft
2. **Cho Oyu – Tibet**, September 2007, elevation 26,800 (did not summit – forced to descend after two nights at 23,000ft due to bad weather)
3. **Carstensz Pyramid** – Indonesia (Papua), December 2006, elevation 16,024ft
4. **Mt. Vinson** – Antarctica, December 2005, elevation 16,067ft
5. **Mt. Ranier** – US (Washington), July 2005, elevation 14,411ft
6. **Grand Teton** – US (Wyoming), August 2004, elevation 13,770ft
7. **Mt. Aconcagua** – Argentina, December 2004, elevation 22,750ft
8. **Mt. Elbrus** – Russia September 2004, elevation 18,510ft
9. **Mt. McKinley a.k.a. “Denali”** - Alaska, May 2003, elevation 21,300ft
10. **Mt. Kilimanjaro** - Kenya, September 2002, elevation 19,340ft
11. **Huana Potosi** – Bolivia, July 1995, elevation 19,996ft
12. **Mt. Illimani** - Bolivia, August 1995, elevation 21,200ft

SPONSORSHIP PROSPECTUS

Armand will be carrying a satellite phone on the expedition with which he will call in updates to his blog. All sponsor levels will receive recognition on his website, in addition to the brand visibility and benefits highlighted below.

SPONSORSHIP LEVELS

Summit: (\$15,000)

- Your company's name and logo prominently displayed on press release announcing climb.
- Your company's name and logo prominently displayed in trade magazine advertisement(s) on the climb.
- High profile photo of your company's logo taken at highest point reached (hopefully the summit).
- High profile photo of your company's logo taken at scenic spots along the route.
- Admission for four to post-trip slide show presentation.
- Photo Album of expedition highlights.

High Camp: (\$10,000)

- Your company's name and logo displayed on press release announcing climb.
- Your company's name and logo displayed in trade magazine advertisement(s) on the climb.
- Photo of your company's logo taken at highest point reached (hopefully the summit), below "Summit" sponsors.
- Photo of your company's logo taken at scenic spots along the route.
- Admission for three to post-trip slide show presentation.

Base Camp: (\$5,000)

- Company logo on press release and trade magazine advertisement(s).
- Pictures of your company's logo taken at scenic spots along the route.
- Admission for two to post-trip slide show presentation.

Katmandu: (\$2,500)

- Name on press release and trade magazine advertisement.
- Admission for one to post-trip slide show presentation.

INDIVIDUAL SPONSORSHIPS

Climbing Buddies (\$500) or Trekkers (\$250)

- Admission for one to post-trip slide show presentation.

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SPONSORSHIP PAYMENT DETAILS

Sponsor donations in support of J. Armand Musey's Mt. Everest climb should be made directly to the American Red Cross.

Please make checks payable to *American Red Cross International Response Fund*.

Send to the attention of Elizabeth Portland, Senior Director of Development

**American Red Cross in Greater New York
Musey Everest Summit Attempt
520 West 49th Street
New York, NY 10019
Attn: Elizabeth Portland**

Sponsors may wish to wait until Musey's expedition officially begins its Mt. Everest ascent before mailing their donations to the Red Cross. When you have made your donation, please send a confirmation message to Armand Musey at the following email address: musey_everest@yahoo.com

The American Red Cross name is used with its permission, which in no way constitutes an endorsement, express or implied, of any product, service, company, individual or political position.

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For More Information:

Penelope Longbottom
Longbottom Communications, LLC
1-703-534-0885
Penelope@longbottomcommunications.com