



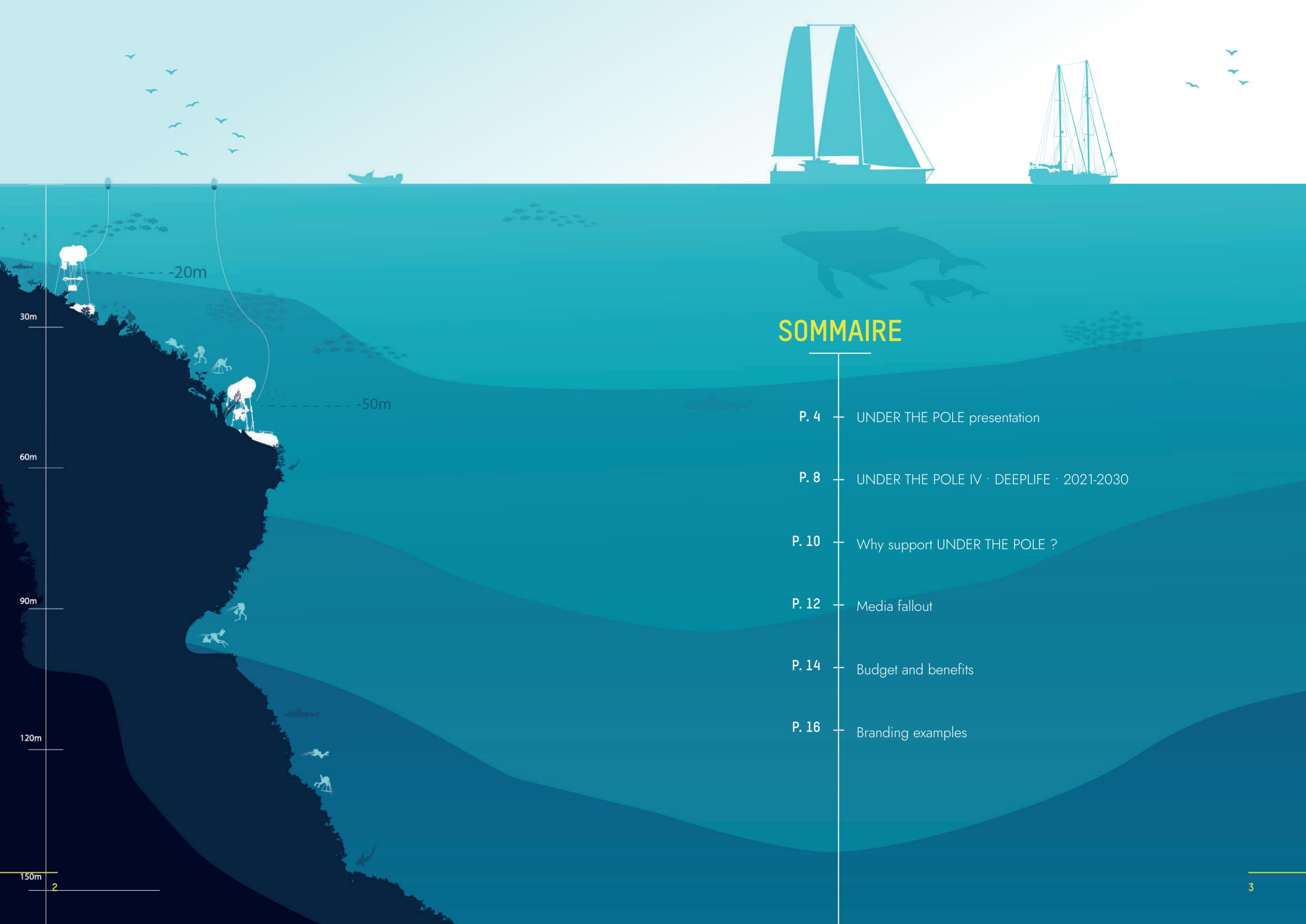
UNDER THE POLE

UNDERWATER SCIENTIFIC EXPLORATION



SPONSORING KIT

UNDER THE POLE IV · DEEPLIFE · 2021-2030



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UNDER THE POLE PRESENTATION

14 YEARS OF EXPEDITIONS AND STATE-OF-THE-ART EXPERTISE

UNDER THE POLE is a submarine exploration programme, combining scientific research, innovation and awareness-raising, to improve knowledge and preservation of the oceans.

Driven by a pioneering spirit and internationally recognised for their expertise, UNDER THE POLE organises innovative diving expeditions in extreme conditions, particularly in deep and polar environments. These have included over 300 crew members, 200 companies and 20 partner research institutes.

UNDER THE POLE stands out through a global management of programmes (definition, organisation, means, development in expedition and promotion), long missions and ambitious scientific collaboration with internationally renowned research institutes, to lead innovative studies that bear promises of discoveries for humankind, and the hope to preserve the planet and the oceans in particular.

For 14 years, our expeditions have stood out via the rare footage captured, the value of the scientific work undertaken and the technological innovation achieved.

« Today, more than ever before, we have the responsibility for leaving a sustainable world for our children. »

Ghislain BARDOUT – Founder & Co-Director of UNDER THE POLE

« Human exploration of the submarine world, a wonderful source of inspiration and an indispensable tool for reliable knowledge of the oceans, is a powerful lever for the emergence of a sustainable world. »

Emmanuelle Périé-BARDOUT – Founder & Co-Director of UNDER THE POLE





« The origins of exploration are curiosity and inspiration. Curiosity and inspiration lead to passion. Passion leads humankind to the greatest achievements. »

Ghislain BARDOUT - Founder & Co-Director of UNDER THE POLE



UNDER THE POLE IV • DEEPLIFE • 2021-2030



2021 United Nations Decade
2030 of Ocean Science
for Sustainable Development



Strengthened by their experience, UNDER THE POLE launched their 4th ocean exploration programme in 2021, focusing on scientific knowledge and ocean preservation: DEEPLIFE.

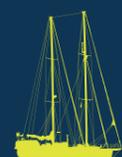
Dedicated to the exploration of the mesophotic zone of the oceans (30-200 m depth), this programme has been recognised as an official project of the United Nations Decade of Ocean Sciences for Sustainable Development 2021-2030.

An ambitious worldwide programme, DEEPLIFE will rely on strong, international scientific partnerships. It will deploy state-of-the-art diving means (new Capsule submarine observatories and an oceanographic ship).

The first scientific campaigns will start in spring 2022.

DEEPLIFE +4 YEARS :

- 20 SCIENTIFIC PARTNERSHIPS
- 100 CREW MEMBERS
- +2000 DIVES
- 3 DOCUMENTARIES AND 1 BOOK
- 1/2 CIRCUMNAVIGATION OF EXPEDITIONS



2022-2023 EXPEDITIONS

WHY : 20 m schooner

UNDER THE POLE's sailing boat since its expedition to Greenland, it will continue its missions of the UNDER THE POLE IV programme.



2024-2031 EXPEDITIONS

WHY NOT : 35 m schooner

Oceanographic sailboat especially designed for deep-sea scientific diving, it will carry out ambitious expeditions, in all seasons and on all oceans.

WHY SUPPORT UNDER THE POLE ?

UNDER THE POLE IS A BRAND THAT HAS PROVED ITS WORTH

With three pioneering expeditions in arctic and tropical environments, whose footage went around the world, UNDER THE POLE is recognised today as a major actor in the fields of exploration, oceanographic research, and awareness-raising. Major partners such as Rolex and Région Bretagne have been supporting us for many years.



« A commitment sealed around values of going the extra mile, courage and passion. »

Sandrine GROSLIER, AZZARO Beauty General Director, Partner between 2016 and 2021

CSR COMMITMENTS

Strong CSR Policy

Ocean protection, exploration and human adventure are powerful levers, allowing you to create fascination and inspiration, and raise awareness with a wide audience.

Take action for the conservation of biodiversity and climate. Assert your position as a committed company on this essential CSR theme.

EXTERNAL COMMUNICATION

Enjoy strong media visibility

Associate your image to that of UNDER THE POLE by supporting their expeditions. Sponsoring campaigns have a strong impact on the general public.

UNDER THE POLE expeditions are famous in the media and general public for their exceptional and innovative character.

INTERNAL COMMUNICATION

Unite and take part in the adventure

Reinforce relations within your company, by embarking your colleagues on an inspiring project, and attract new talents sensitive to environmental issues.

Join the expedition in the field, with VIPs and journalists, for a unique experience, and become a Key Witness of UNDER THE POLE missions.



MEDIA FALLOUT

INTERNATIONAL AND 360° IMPACT

RADIO

60H of radio
8H on air
9M Listeners



TÉLÉVISION

130H on air
150M viewers



PRESS

487 pages published
150 magazines
140M readers



SCIENCES

International Conferences
Scientific publications
IUCN Expert
National Education Commity for Sustainable Development
COP 21
IUCN
ONE OCEAN SUMMIT

EVENTS

Exhibitions
Publications
Appearances

Sustainable development
national convention, 3 books, 5
documentaries, Film festivals (+20
awards), Numerous conferences
(TED...)

WEB

Community & Contents
+40K followers
Webdoc : 5 seasons
27 episodes
+170K views



BUDGET & BENEFITS

Quality scientific studies require long-term research programmes, and our partnerships are therefore generally established for periods of 3 to 4 years.

The main areas of visibility, rights and benefits are granted in accordance with the level of sponsoring that you have decided on. This table is given as an indicative basis and can be adapted to better suit your needs.

GLOBAL BUDGET : 2.5M€/YEAR

EXCELLENCE

800.000 €/YEAR

CAPSULE : SUB-MARINE OBSERVATORY

- Inside
- Outside
- Ballasts

DIVER :

- Diving suit
- Underwater scooter
- Rebreather

EXPEDITION SHIP :

- 5 sails (Genoa x2, Mainsail, Spi, Staysail)
- Hull
- Rigid Inflatable Boat (tubes & console)
- Deck
- Flag

CLOTHING 2-3 :

- Watch jacket and overalls
- Polar clothing : chest
- Sweatshirt : chest

CLOTHING 1 :

- Tee shirt : chest

MARKETING :

- Marketing and advertising rights
- Product launch

COMMUNICATION :

- Logo on documentaries, book, website
- Conferences & expositions
- Internal & external communication
- Logo on newsletter and social medias
- Logo on press kit and press releases
- VIP events during expeditions
- Collaborators Team Building
- Exclusive pictures and videos bank
- Pictures and videos bank

MAJOR

500.000 €/YEAR

CAPSULE : SUB-MARINE OBSERVATORY

- Outside
- Ballasts

DIVER :

- Diving suit
- Rebreather

EXPEDITION SHIP :

- 4 sails (Genoa x2, Mainsail, Staysail)
- Hull
- RIB (tubes & console)
- Flag

CLOTHING 2-3 :

- Watch jacket and overalls
- Polar clothing : chest
- Sweatshirt : chest

CLOTHING 1 :

- Tee shirt : chest

MARKETING :

- Marketing and advertising rights
- Product launch

COMMUNICATION :

- Logo on documentaries, book, website
- Conferences & expositions
- Internal & external communication
- Logo on newsletter and social medias
- Logo on press kit and press releases
- VIP events during expeditions
- Collaborators Team Building
- Pictures and videos bank

MAIN

250.000 €/YEAR

CAPSULE : SUB-MARINE OBSERVATORY

- Ballasts

DIVER :

- Diving suit

EXPEDITION SHIP :

- 3 sails (Genoa x2, Mainsail)
- Hull

CLOTHING 2-3 :

- Polar clothing : left sleeve
- Sweatshirt : left sleeve

CLOTHING 1 :

- Tee shirt : left sleeve

MARKETING :

- Marketing and advertising rights

COMMUNICATION :

- Logo on documentaries, book, website
- Conferences & expositions
- Internal & external communication
- Logo on newsletter
- VIP events during expeditions
- Collaborators Team Building
- Pictures and videos bank

PREMIUM

100.000 €/YEAR

EXPEDITION SHIP :

- 2 sails (Genoa x2)

CLOTHING 2-3 :

- Polar clothing : right sleeve
- Sweatshirt : right sleeve

CLOTHING 1 :

- Tee shirt : manche droite

COMMUNICATION :

- Logo on documentaries, book, website
- Conferences & expositions
- Internal & external communication
- Logo on newsletter
- Collaborators Team Building
- Pictures and videos bank

OFFICIAL

50.000 €/YEAR

EXPEDITION SHIP :

- 1 sail (Genoa)

CLOTHING 2-3 :

- Polar clothing : right sleeve

CLOTHING 1 :

- Tee-Shirt : right sleeve

COMMUNICATION :

- Logo on documentaries, book, website
- Internal communication
- External communication
- Pictures and videos bank



Increased Visibility



Increased Visibility



BRANDING EXAMPLES

CLOTHING

Watch jacket & overalls

Polar clothing : chest, left and right sleeves

Soft shell : chest

Sweatshirt : left and right sleeves

Tee Shirt : chest, left sleeve



RIBS

Hull
Tubes
Console



BOATS

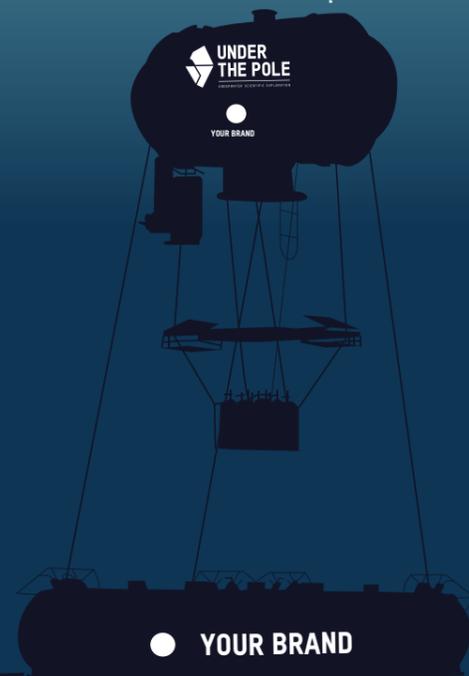
WHY & WHY NOT

5 sails
Hull
Deck
Flag



CAPSULE

Inside
Outside
Ballasts



DIVERS

Diving suits
Underwater scooter
Rebreathers



UNDER THE POLE, innovative and bold expeditions,
at the service of science and ocean preservation.

COME ABOARD, JOIN US !



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