



THE TRANS-AMAZON EXPEDITION

A 3,300 mile journey across South America



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The Amazon Rainforest is home to more than one third of all species on earth and its conservation plays a key role in the continued health of our planet. The purpose of the Trans-Amazon Expedition is to raise awareness about the importance of the Amazon Rainforest, the role it plays in controlling climate and demonstrate why individuals, communities, and governments need to work to preserve the world's remaining rainforests.

During a series of three, seven-week expeditions, between March 2007 and November 2008, Dave Freeman and Eric Frost of the Wilderness Classroom Organization (WCO) are leading an international team of scientists, journalists, and educators on a 3,300 mile journey across the Amazon Basin. Their objectives are threefold:

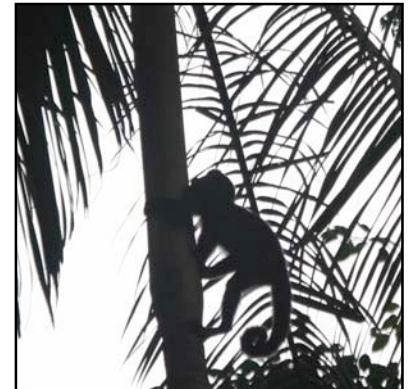
- Produce a interactive, educational program that will engage over 100,000 elementary and middle school students and teachers through the Wilderness Classroom's website: www.wildernessclassroom.com
- Draw international media attention to the region and emphasize the need for conservation
- Publish a book that chronicles the journey and focuses on the plants, animals, and people of the Amazon

Students, teachers, and learners of all ages participate daily in the live expedition through photos, videos, and text posted to the Internet via satellite throughout the expedition. Students communicate with the expedition team through email, online polls, and live chats. These interactive features give students the power to help make day-to-day decisions for the team and learn about the Amazon Rainforest.

During the first stage of the Trans-Amazon Expedition (March-May 2007), the team bicycled and paddled canoes 1,000 miles from Chiclayo, Peru to Iquitos, Peru.

This spring, WCO will return to Iquitos in order to complete the second stage of the Trans-Amazon Expedition. Between March 31 and May 16, 2008, the expedition team will paddle 1,300 miles down the Amazon River to Manaus, Brazil, passing through one of the wildest areas left in the Amazon.

During the third and final stage of the Trans-Amazon Expedition (October-November 2008), the expedition will team complete their journey to the Atlantic Ocean by paddling from Manaus, Brazil to the mouth of the Amazon River.





THE EXPEDITION TEAM

Dave Freeman

The Wilderness Classroom was born in the winter of 2001 during Dave's Border Country Adventure—a 6-week, 240 mile, solo toboggan trek along the Minnesota/Ontario border. Using a laptop computer and Globalstar Satellite phone, Dave posted journals, photos, and other educational resources, connecting with classrooms across the country. During the last 6 years he has played a vital role in the development and implementation of 10 online expeditions with the Wilderness Classroom. When not planning WCO expeditions, Dave spends his time crafting photos and writing for newspapers, books, and on-line publications, as well as guiding sea kayaking, canoeing, and dogsledding trips.



Eric Frost

Eric has developed, written, and implemented the online and printed curriculum for 9 Wilderness Classroom expeditions. He is a strong advocate of wilderness preservation and education, believing that students can make a global impact through their actions. His first online expedition was the Big Muddy Adventure, a 2,300 mile canoe trip down the Mississippi River during the fall of 2001. Prior to his work with the WCO, Eric was teaching in a Chicago public school. He has taught students from preschool to high school in a variety of subjects throughout the United States and Asia. He also spent 8 summers introducing students and adults to the wonders of the Boundary Waters Canoe Area Wilderness while working for Sawbill Canoe Outfitters in northern Minnesota.



Amy Voytilla

A relatively new member of the Wilderness Classroom team, Amy has helped to gain sponsorships and grants in addition to participating in two WCO expeditions so far. Her first online expedition was the Superior Waters Project, a 1,200 mile kayak circumnavigation of Lake Superior during the fall of 2006. She has been a sea kayak guide and instructor in Grand Marais, MN for the past 5 years. When Amy is not out paddling or adventuring in the woods, you can find her in the ceramics studio at the Grand Marais Art Colony.



Additional team members are participating during different stages of the Trans-Amazon Expedition. Patrick Sherwin (USA), Warren Coquinche Saurin (Peru), and Ruben Paiva (Peru) participated in the first stage of the Trans-Amazon Expedition.



ROUTE MAP

Over the course of three stages Dave Freeman and Eric Frost are leading a team of scientists, journalists, and educators on a 3,300 mile journey across South America. The green line represents the route of the second stage of the Trans-Amazon Expedition—1,300 miles from Iquitos, Peru to Manaus, Brazil. The blue line represents the third stage, from Manaus to Belem, Brazil. During the course of the expedition the team will travel through Peru, Colombia, and Brazil; their exact route is decided by thousands of 3rd through 8th grade students who direct the team through online polls, email, live chats, and other interactive components of www.wildernessclassroom.com.





SPONSORSHIP LEVELS

Sponsorship can be in the form of funds, product, or a combination of the two. Each level receives the unique benefits listed plus every benefit below that level. In addition to providing the benefits listed in the table below, we will certainly consider any special requests you may have regarding media exposure for your company.

In the past year, the Wilderness Classroom has received 4 million consumer impressions through media coverage, our website, www.wildernessclassroom.com, saw 690,000 visitors, and we gave 70 presentations. Each year we continue to grow, reaching a progressively larger audience. The total cost for the Trans-Amazon Expedition is \$132,000 and our goal is to earn \$30,000 through corporate sponsorships.

Sponsorship Level	Investment	Unique Benefits	Maximum number of sponsors at this level
Platinum	\$10,000	<ul style="list-style-type: none"> • Two presentations at your business • WCO team will carry sponsor banner during expedition • Logo linking to your company's website prominently displayed on every page of the Trans-Amazon Expedition website, recognizing you as a Platinum Sponsor 	2
Gold	\$5,000	<ul style="list-style-type: none"> • One presentation at your business • Logo displayed on canoes and other expedition equipment • Logo linking to your company's website prominently displayed on every page of the Trans-Amazon Expedition website, recognizing you as a Gold Sponsor 	3
Silver	\$2,500	<ul style="list-style-type: none"> • Signed, framed photograph of the expedition team • Logo displayed on a banner hung during speaking events and other public presentations 	5
Bronze	\$1,000	<ul style="list-style-type: none"> • Logo linking to your company's website on our Sponsor page • Free, unlimited use of high quality photographs from the expedition, provided on a CD • Images of your product in use on our website 	unlimited



SATISFIED SPONSORS

We strongly value the relationship formed with each sponsor. Unique opportunities arise as a result of these relationships. Here are just a few examples of what sponsors have to say about WCO.

"We recently received your photos along with your letter. Let me just say wow! You are really talented. You really captured the essence of what our clothing is designed for. We would like to use your photos in a banner we are producing for a tradeshow (Outdoor Retailer) happening in August. We are highlighting the real end user and want to include your letter and photos."

- Shannon Mayo

Ex Officio Marketing Project Manager

"Congrats on completing your Lake Superior expedition. It was a pleasure being part of your project . . . You provide a great example and role-model for all those kids (young & old!) that got the chance to see that people can make dreams come true."

- Lili Colby

MTI Adventurewear & Palm USA
Sales and Marketing Manager

"Thank you for the photos you sent out to us on a disc. They are great and I will be sure to let you know when we use them . . . I really fell in love with the photo that was in the cover letter of all of you jumping out the boat. That was my absolute favorite."

- Carin Yates

Dermatone Laboratories Inc. Marketing Manager

"I have a couple of media/tradeshow events coming up soon I am planning on using your latest case study as part of our technology and applications awareness efforts in support of the events. It has been wonderful working with you and your organization over the past three years and hope that you will continue to work with Telenor during your future expeditions."

- Tom Surface

Telenor Satellite Services Media
and Public Relations Director



CURRENT PARTNERS



Above is a sampling of the many companies that have donated funds, equipment, and services to the Wilderness Classroom Organization. Some of our other partners include: the E.W. Rogers Foundation, the Harris Bank matching gift fund, Current Designs, Wintergreen Designs, Chota, 40 Below, Epic Paddles, Black River Sleds, Sawbill Canoe Outfitters, and Superior Coastal Sports. Without their generous support—and **your support**—our programming would not be possible.



PREVIOUS ONLINE EXPEDITIONS

Superior Waters Project (September-October, 2006): A seven week, 1,200 mile kayak journey around Lake Superior, the largest freshwater lake in the world. This online expedition focused on freshwater usage and the importance of freshwater conservation.

Project Peru I and II (March-May, 2005/2006): Six weeks, paddling dugout canoes in the Pacaya Samiria National Reserve, 5 million acres of protected rainforest in Peru's Amazon River Basin. We brought biodiversity, culture, and the ever-changing landscape of the Amazon Rainforest to dozens of schools. Due to this expedition's popularity, we returned during 2006.

Boreal Forest Project (February-April, 2004): 2-month-long dogsled expedition, exploring the changing environment of northern Manitoba's forests, lakes and rivers. Students took part in interactive activities about native plants, animals, local culture, and traditions. They also observed environmental impacts of hunting, fishing, logging, mining, and damming rivers.

Rainforest Project (October-November, 2003): 5 weeks spent studying the pristine rainforest and diverse ecosystems of Costa Rica, bringing students into contact with some of Earth's most endangered species, indigenous Central American cultures, and the greatest concentration of biodiversity on the planet.

Bimaadagaako Adventure (February-April, 2003): 550 miles by dogsled through the remote wilderness area between Cumberland House, Saskatchewan and Pine Falls, Manitoba. At times more than 100 miles from the nearest paved road, this online expedition included visitation and interaction with local Native American settlements, Voyageur history, ecology, and temperature-related experiments.

Jiime Adventure (September-November, 2002): 700 miles by canoe from Lake Superior to Lake Winnipeg, Canada. Retracing long-abandoned fur trading routes in, students studied the wildlife and habitats of the Boreal forests, the history of the region, Native American cultures, and much more.

Big Muddy Adventure (September-November, 2001): 2,340 miles by canoe down the length of the Mississippi River. Students learned about environment, history, and people of the Mississippi River.

Border Country Adventure (February 1-March 15, 2001): A solo, 240-mile, midwinter trip by snowshoe across the Boundary Waters of Minnesota. Students' activities ranged from recording temperature variation to the observing the winter habits of beaver.

