



# WORLD SKY RACE AIRSHIP EXPEDITION

## OUTFITTING AND FUNDRAISING SEPTEMBER 2024

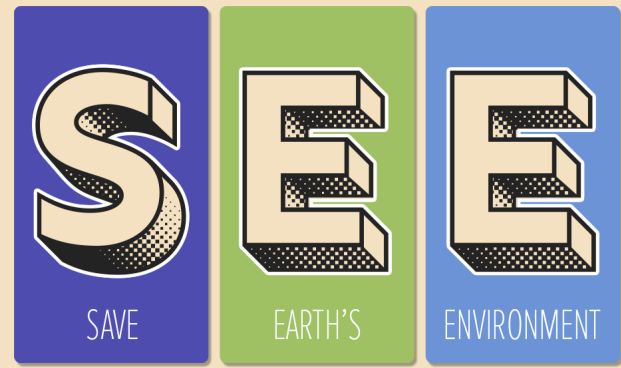


# *Save Earth's Environment An Expedition for the Planet*



*The World Air League is organizing the SEE Airship Expedition to be an Explorers Club Flag Expedition.*





# *The Explorers Club Flag Expedition*

*Founded in 1904, the Explorers Club's mission is advancing the frontiers of research and science. Carrying the Explorers Club Flag is an honor bestowed upon members that lead pioneering field studies and investigations.*

*The Explorers Club Flag Expeditions include:*

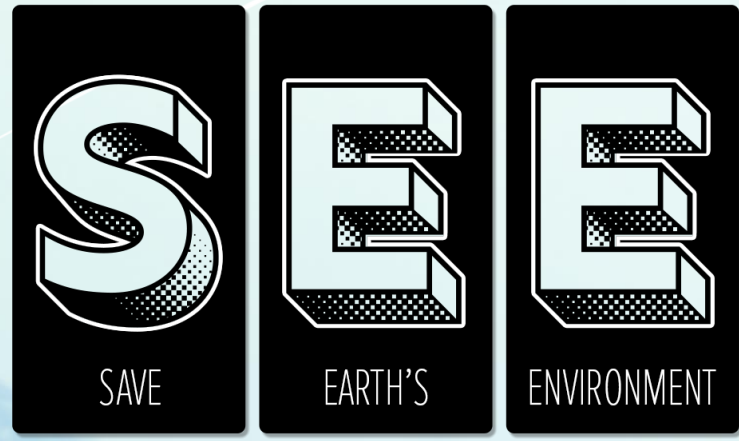
- First to the North and South Poles*
- First to the top of Mt. Everest*
- First to circumnavigate the globe in a solar-powered plane*
- Deepest in all the oceans*
- First to the Moon*



*The SEE Airship Explorers Club Expedition will:*

- Conduct a comprehensive analysis of airborne microplastics in the air we breathe across various environments.*
- Systematically collect samples from diverse locations including industrial areas, rural landscapes, bodies of water, forests, coastlines, and offshore.*
- Will generate the most extensive database to date on the presence of airborne microplastics, addressing a pressing global health concern.*





# ***THE SCIENCE***

***MEASURING MICROPLASTICS IN THE AIR WE BREATHE***

***Airborne sampling and composition analysis will be conducted by***



**BEST Initiative Lab**

***We need to Know - NOW***

***UNDERSTAND, ADAPT, LEGISLATE and MAKE CHANGES***

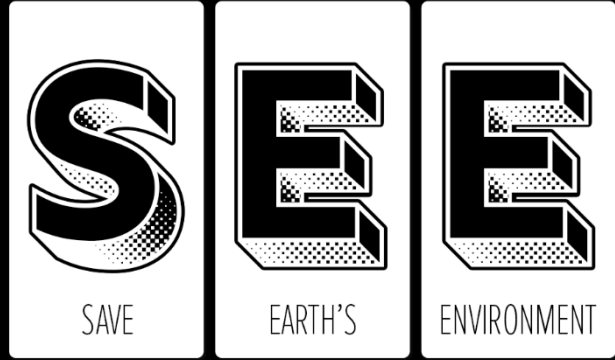




## *Why do we need to know now?*

*Airborne microplastics are **INCREASING** at an exponential rate and are found in every localized survey everywhere on our Planet!*





# *Results and Informing the World*



*Airships are Newsworthy Everywhere, Always.*

*NYC is more than a City. NYC is the Center of the World.*

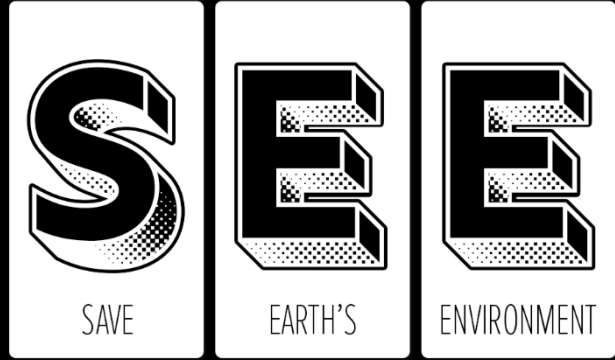
*NYC and the United Nations will be one of the SEE Airship Expedition destinations.*

*The SEE results and mission will be globally networked by broadcast and social media.*



# How will it be seen?





*Follow and like the adventure!*

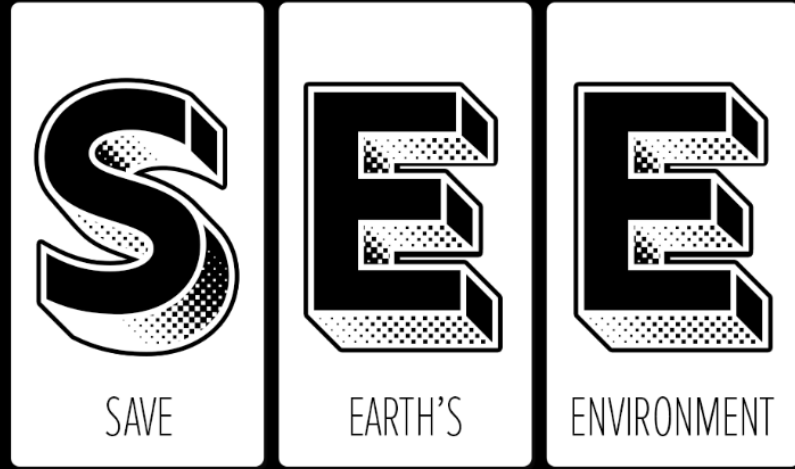


You



Google





# *Embracing Our World Announcing*



- *Historic first race of airships to circle our Planet Earth.*
- *September 2027 – May 2028 there will be there will be 17 staged Sky Cup races held at major cities around the world.*
- *All competing airships will be propelled by GREEN ENERGY – Eliminating fossil fuel.*
- *The Race route includes flying over 2+ billion peoples living on our Planet.*

## **LOOK-UP!**





# *Airships going forward*

Significantly reduce fossil fuel - Make the greenest form of aviation **GREENER**

- Airships do not require highways, roads, railroads, airports, terminals or ports
- Airships can service remote areas not currently accessible to commercial shipping, including: **RAINFORESTS, ISLANDS, ARCTIC, DESERTS**
- Airships save billions on infrastructure construction, maintenance and operation
- Airships save our land and waterways

*Preserve and Sustain - Our Planet, Our Future!*

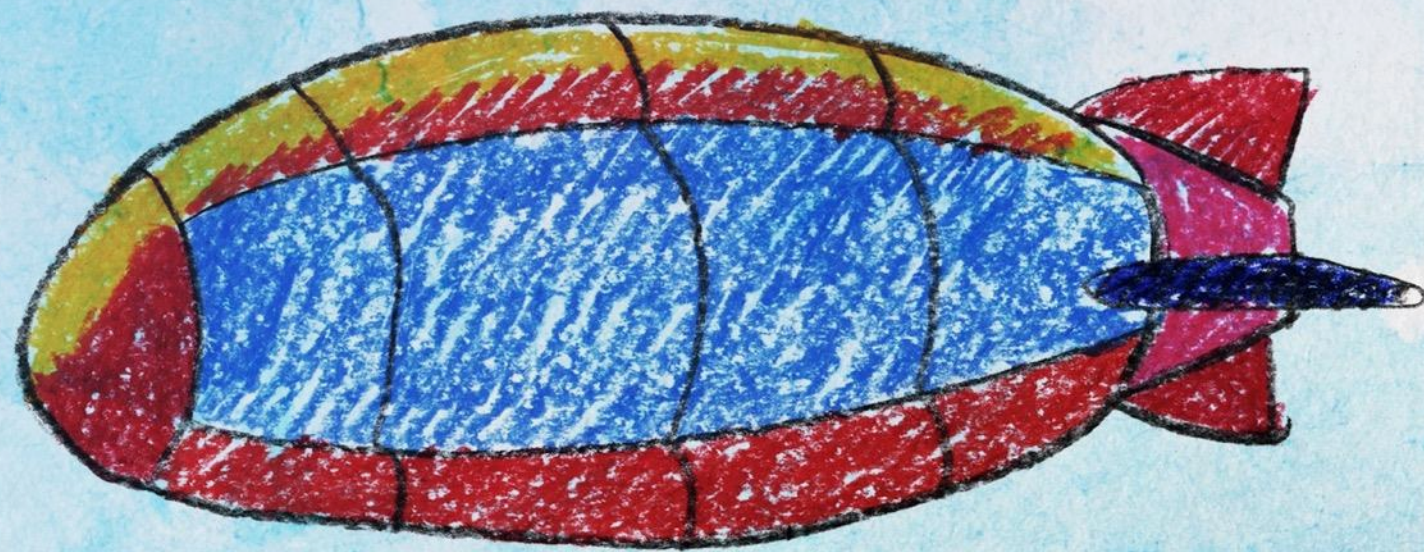


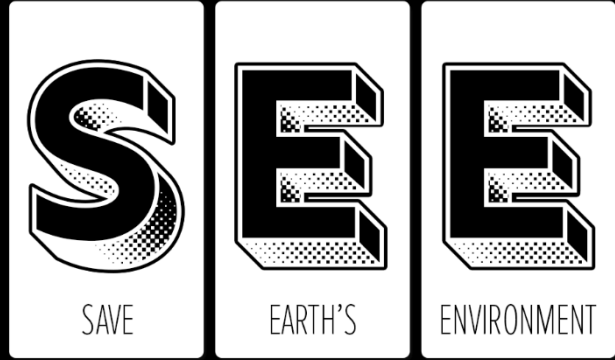


# ***The Educational Impact***

**The SEE Airship Expedition will contribute to essential work of our civilization:**

***Educating the NEXT GENERATION***





# The Big Picture



## IMAX WORLD SKY RACE DOCUMENTARY PRODUCED BY MACGILLIVRAY FREEMAN FILMS

MacGillivray Freeman Films (MFF) is a renowned IMAX film production company with a legacy of creating immersive and impactful documentaries.

- MFF has produced and distributed more than 40 highly acclaimed documentaries.
- MFF has generated over **\$1 billion at the box office** and received **two Academy Award® nominations**.
- MFF produced the highest-grossing documentary of all time, *Everest*.
- The impact of these films is significant. Check out these [case studies](#).
- Their recent film "Superhuman Body" was released in April, 2024 narrated by Matthew McConaughy.

50 years of filmmaking

MFF has been creating **highly-acclaimed, STEM-focused documentaries** for half a century.

\$1 billion in box office revenue

MFF has generated over \$1B at the box office and produced the highest grossing documentary of all time, *Everest*.

2 Academy Award Nominations

MFF has received two Academy Award nominations and attracted celebrities to voice their films including Morgan Freeman, Jeff Bridges, Cate Blanchett and Meryl Streep.



**Liam Neeson**  
*Everest*  
Audience = 30M



**Meryl Streep**  
*The Living Sea*  
Audience = 21.5M



**Jeff Bridges**  
*Dream Big*  
Audience = 3.2M



**Helen Mirren**  
*Arabia*  
Audience = 1.5M



**Morgan Freeman**  
*America's Musical Journey*  
Audience = 2M



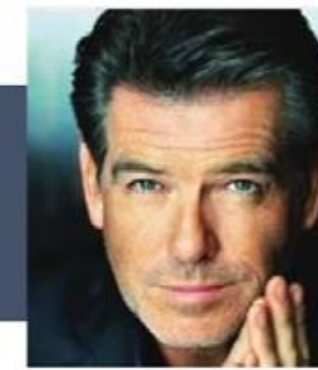
**Cate Blanchett**  
*Journey to the South Pacific*  
Audience = 2.3M



**Robert Redford**  
*National Parks Adventure*  
Audience = 8.5M



**Dave Matthews**  
*Grand Canyon Adventure*  
Audience = 5M



**Pierce Brosnan**  
*Dolphins*  
Audience = 20M





# Our Esteemed Advisors



**HIS SERENE HIGHNESS  
PRINCE ALBERT II OF MONACO**  
Royal Patron



**BERTRAND PICARD, PH.D.**  
Solar-Power Advisor

First to circumnavigate the world in a balloon, first to circumnavigate the world in a solar powered plane



**SIAN PROCTOR, PH.D.**  
Explorers Airship Team Captain

First Afro-American Woman Astronaut Dragon Capsule Space Pilot, Teacher, Poet with the Power of Inspirational Words and Deeds



**SYLVIA EARLE, PH.D.**  
Ocean Environment Advisor

Time Magazine's First Hero for the Planet; National Geographic explorer-in-residence



**KATHRYN D. SULLIVAN, PH.D.**  
Ocean and Atmosphere Advisor

First American woman to walk in space, Deepest ocean dive by a woman, former Under Secretary Commerce for Oceans and Atmosphere



**DIMITRI DEHEYN, PH.D.**  
Science Advisor

Research Scientist Scripps Institution of Oceanography University of California San Diego



**ERIK LINDBERGH**  
Aviation Advisor

Chairman Charles A. and Anne Morrow Lindbergh Foundation, Member XPrize Board of Directors



**ZAHİ HAWASS, PH.D.**  
Archaeological Cultural Heritage Advisor

Former Egypt Minister of State for Antiquities



**JOHN AND MARTHA KING**  
Aviation Education Advisors

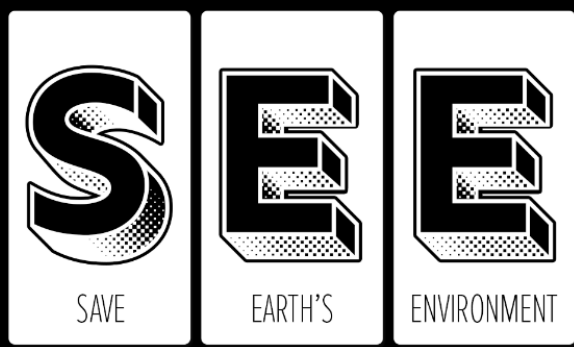
National Aviation Hall of Fame, Explorers Club Lowell Thomas Awardees



**NORMAN AUGUSTINE, PH.D.**  
Honorary Advisory Director

Retired Chairman and CEO of Lockheed Martin, Former Chairman American Red Cross, US National Medal of Technology





# Partners

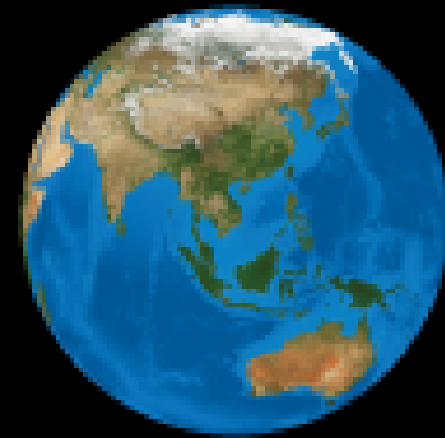
We are concerned. We are involved. We are doing.



*World Air League*



*Solar Impulse Foundation*



# EarthX

*EarthX*



*Mission Blue*



*Scripps Institution of Oceanography UCSD*



*MacGillivray Freeman Films Education Foundation*



*Walter Munk Foundation for the Oceans*



*AccuWeather*



**Family Office Networks**

*Family Office Networks*

# Become a **SEE** Partner!



Airship Envelope Branding Sponsor .....	\$1,350,000
Category Sponsor with Interior Signage .....	\$50,000 - \$150,000
501 (C) (3) Research Patron .....	\$25,000 - \$500,000
QR Code Placement with Rotation .....	\$15,000 - \$100,000
SEE Explorers Club Dinner Event Host .....	\$125,000
Product Placement .....	\$5,000 - \$20,000
Social Media Influencer .....	\$20,000
Creative Customized Recognition Packages for route and events coordination and scheduling.	TBD





***Airship Envelope Branding - \$1,350,000***  
***Partner Benefits (Estimated 100,000,000 Impressions)***

**Branded Integrated Public Relations Campaign with Broadcast and Social Media**

**Inclusion in ALL Opening and Hosting Opportunities, including potential developments with the United Nations, Smithsonian Museum, and Explorers Club**

**Local and GLOBAL News Broadcasts – Brand Amplification**

**Flying QR Code directing social media participation**

**Live Interviews highlighting Mission, Vision, and Values**

**Featured Stories in Magazines, Journals, Trade Publications with progressive themes showcasing our beautiful planet, climate science and the advancements in knowledge, technology and global cooperation that are driving positive change.**

**Prominent Benefactor Role for supporting STEMS and Educational Programming**

**MFF IMAX Film Documentary Credits with Visible Inclusion in Storytelling Production**

**Airship Hosting Rides for VIPs, Celebrities, Influencers, Customers, and Media**

**Customized Opportunities for Hosting Landing Parties, Sweepstakes**





## ***501 (C) (3) Research Patron Benefits***

**Support the Science and Research for Understanding and Impact of Microplastics**

**Inclusion in ALL Opening and Hosting Opportunities, including potential developments with the United Nations, Smithsonian Museum, and Explorers Club**

**Integrated FUNDRAISING and Cause Awareness Public Relations Campaign**

**Showcased in Local and GLOBAL News Broadcasts and Social Media**

**Flying QR Code directing interactive social media participation**

**Live Interviews with the Patron's Celebrities and Influencers and Key Management highlighting Mission, Vision, and Values**

**Featured Stories in Magazines, Journals, Family Offices and Lifestyle Publications with progressive themes showcasing the Patron's causes.**

**Prominent Benefactor Role for supporting STEMS and Educational Programming**

**MFF IMAX Film Credits with Inclusion in Storytelling**



# Connecting the World



<b>S</b>	<b>E</b>	<b>E</b>
SAVE	EARTH'S	ENVIRONMENT



# ***An Expedition for Humanity***

The SEE Airship Expedition tells a story of hope. Our mission is to weave together diverse threads to create a virtual tapestry of sustainability, education, science, health, nature and adventure that will connect audiences near and far.

**The SEE Airship Expedition will make a positive and a profound impact.**

