

THE GREATEST **AFRICAN** ELEPHANT EXPEDITION 2016



Public
Awareness

Community
Upliftment

Youth
Conservation
Education

Fundraising
Support

**10 000 KILOMETERS | 10 COUNTRIES
ONE INCREDIBLE JOURNEY**

'WOMEN FOR WILDLIFE'





History of the African Elephant

Africa is the cradle of mankind and the home of the African Elephant. The first remains of the African Elephant were identified as far back as 4 million years ago.

These gentle giants, who have survived through the ages, now face a real danger of eventual extinction with less than half a million left in Africa. The only other surviving wild elephants are found in Asia, which are an entirely different species.

Elephants were the **ORIGINAL** communicators in Africa, opening up pathways through the bush and over mountains for man to follow, thus uniting the continent. Hence, the elephant symbolises **AFRICAN UNITY**. The Elephant is also the strongest and largest animal in the world, the King of all animals and therefore the symbol of **POWER**. The Elephant has a powerful sense “of family” and members of the herd are connected by strong bonds, making them symbolic of **FAMILY UNITY**.

100,000 ELEPHANTS KILLED BY POACHERS IN JUST THREE YEARS Central Africa has lost 64 percent of its elephants in a decade.

Every **15 minutes** an elephant is killed for its ivory in East Africa. That’s a staggering 30-thousand elephants a year.

We’ve reached the tipping point where more elephants are being killed than are being born. We’re on a downward spiral to the extinction of one of the most iconic creatures on our planet.

Big Business has Big Consequences

The illegal trade in wildlife is worth an estimated **\$19-billion** a year, putting it in the same league as the drugs, arms and human trafficking trades. It’s the fastest growing illegal trade globally.

Big Weapons and Big Profits

The most common poaching gun in East Africa is the AK-47. According to gun policy officials the going rate for a gun in Kenya is around 100 -130 US\$. The money that can be made from just one elephant tusk is up to 240 US\$.

The sale of illegal wildlife products, specifically ivory in East Africa, is known to be funding terrorism and the illicit drug trade. The consequences of ivory trafficking is extraordinary with the entire region affected, from political destabilisation to a rapid decline in biodiversity.

There’s also the human cost: every year sees an increase in the number of game rangers killed in the line of duty trying to protect the animals. Of course, the hideously cruel manner in which these animals are slaughtered cannot be ignored. Even the largest land mammal on earth is no match for an AK-47 or poison.



So, who's buying this ivory and why?

In China a tusk sells for more than 2500 US\$ - its value therefor increasing tenfold by the time it is shipped out of Africa and it arrives in Asia. Carvings from ivory are status symbols, both decorative and religious in certain Asian countries, most notably China, Thailand and Vietnam. Interestingly, after China, the biggest market for ivory products is the United States.

There's been a huge lack of education amongst consumers in the Asian markets as to where ivory comes from.

Recent studies revealed that only less than a third of consumers were aware elephants had to be killed to harvest ivory. A further 70% believed that tusks grow back like fingernails or that the tusks "fall out" naturally.

But whatever the end-user reasons for using ivory, the bottom line is that it's huge business for large criminal syndicates. Add government corruption, failing legal systems, porous borders and less-than-scrupulous customs practices and you've got the perfect recipe for a thriving illegal trade in ivory.

Did you know...
Of the 157 poaching related cases detected in Kenya in the past three years, less than 5% have been prosecuted and only 3 of those convicted and sent to jail.

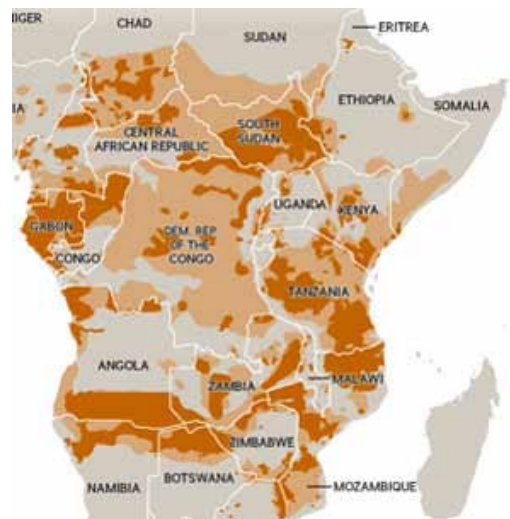


The tragedy of "Blood Ivory"

Honorary Kenyan Wildlife Service Ranger, Raabia Hawa at the discovery of yet another tragic and violent death at the hands of poachers.

The "hotspots" in Africa where elephants are being severely targeted.

More than 60% of the carcasses surveyed across the continent in 2014 died at the hands of poachers. According to Cites, anything more than 50% sends elephant numbers into decline.



WHY THE ELEPHANT IGNITE EXPEDITION?

The ELEPHANT IGNITE Expedition strives to promote a greater awareness for nature conservation and the impoverished communities in rural Africa.

During the trip we aim to embrace: the **unity of communities** and nature working together, experience the **power of individuals and animals**, and the close bonds upheld in a **family unit**.

The ELEPHANT IGNITE expedition will see a group of passionate women, from all walks of life, travel a distance of over 10 000kms through 10 Southern African countries, Our expedition members will get the opportunity to connect with current conservation, political and tribal leaders in various countries and foster knowledge-sharing between generations and nationalities.

We will be visiting extraordinary people doing incredible research and anti-poaching work on the ground. By linking them together we expand their support base and ongoing funding through increased awareness.

Connected by a common goal to make a difference to Africa's elephants, the group will embark on a journey with a purpose.



AIMS AND OBJECTIVES

- To increase public awareness for the current spiralling wildlife crisis that is occurring with elephants in East Africa and surrounding countries.
- To help reduce human - elephant conflict challenges through education and awareness programmes.
- To visit rural communities along the way with educational messages about poaching and wildlife crime issues, with special emphasis on youth engagement. Educational tools include an elephant information booklet with fun facts, a few games and fables from each country visited with a wildlife warrior certificate. These training aids will empower individuals to share their knowledge with others to support ongoing momentum for the campaign.
- To nurture an understanding of the values of conservation amongst rural communities, particularly for elephant and other endangered species affected by illegal poaching and wildlife crime.
- Gain youth perspectives on poaching, wildlife crime, demand-reduction, and the economic value of endangered species.
- To visit the various conservation organisations that are fighting to keep our wildlife safe, and meet the "heroes" on the ground.
- To link these conservation organisations and initiatives throughout the region and encourage them to share their knowledge, thereby strengthening networking capabilities and increasing fundraising opportunities.
- To deliver funds raised and donated/sponsored equipment etc. to the various nominated charities and conservation organisations. (Fundraising activities will take place pre-expedition in order to be able to do this. We'd also like to show donors exactly where their money is going.)
- To gather conservation and anti-poaching messages from children and adults who we have interacted with along the route as a further call to action against elephant poaching. The objective is to present these messages to the head of CITIES.

Weaving an invisible web, linking together the various conservation projects, communities and individuals whilst sharing their amazing stories with the world.

WHY IS THIS TRULY UNIQUE VENTURE?

The expedition is not just focussed on one aspect of conservation. Organisations targeted for visits have contributed in a number of diverse ways to alleviating human-elephant conflict and protecting the species.

The individuals on the ground are just “normal” individuals like you and I who have a passion for Africa and decided to make a difference. The rapport with the public is increased because of the “realness” of the people and their unique journeys that brought them to where they are today.

The dynamic of combining conservation messages, youth education and community upliftment with a comprehensive communications strategy to gain traction for public awareness and support.



















THE ROUTE

First Leg of the Expedition - Departure from Sibaya Casino & Entertainment Complex, KZN

LOCATION	CONSERVATIONIST	PROJECT	COUNTRY
Thula Thula	Francoise Anthony / David Bozas / Karen Trendler	FTTRO	 South Africa
Pongola Game Reserve	Digs Pascoe /Heike Zeitzer	Space for Elephants - Visit elephant relocation sites and provide community and schools education.	 South Africa
Tembe Elephant Park			 South Africa
Maputu Elephant Park			 Mozambique
Mica Village (Hoedspruit) / Kruger NP	Dr Michelle Henley	Elephants Alive	 South Africa
Parque Nacional do Limpopo			 Mozambique
Gonarezhou NP			 Zimbabwe
Harare	Roxy Danckwerts	Wild is Life	 Zimbabwe
Harare	Lisa Haywood	Tikki Haywood Trust	 Zimbabwe
Hwange National Park	Brent Staplekamp	Guardians of the Long Shield	 Zimbabwe
Okavango Delta Panhandle	Dr Anna Songhurst / Dr Amanda Stronza/ Dr. Graham McCulloch	Ecoexist - Visit facility and provide community and schools education.	   Botswana
Kafue NP - Lusaka	Rachel Murton	GRI / Elephant Orphanage Project - Visit to the elephant release site & orphanage	  Zambia
Lower Zambezi	Fynn Corry / Vera Hoffman	Conservation Lower Zambezi -	 Zambia
South Luangwa National Park	Rachel McRobb		  Zambia
Lilongwe	Kate Moore / Katherine Standsfield	Lilongwe Wildlife Trust	 Malawi
Majete Wildlife Reserve		African Parks	 Malawi
Liwonde National Park		African Parks	 Malawi
Kasungu National Park	Remmie Lasance	Kasungu Elephants	  Malawi



Second Leg of the Expedition - Departure from Malawi

LOCATION	CONSERVATIONIST	PROJECT	COUNTRY
Ruaha National Park	Sarah Maisonneuve	The Wildlife Connection project	 Tanzania
Udzungwa Mountain National Park	Trevor Jones / Anna Yeoman	Southern Tanzania Elephant Programme (STEP)	 Tanzania
Selous Game Reserve			 Tanzania
Mkomazi	Tony & Lucy Fitzjohn	The George Adamson Wildlife trust	 Tanzania
Tarangire NP			 Tanzania
Ngorogoro Conservation Area / Serengeti National Park			 Tanzania
Arusha	Dr Hayley Adams	Silent Heroes	 Tanzania
Arusha NP / Mt Kilimanjaro NP	Marlies and Joerg Gabriel	The Elephant Embassy	 Tanzania
Tsavo East NP / Voi	Raabia Hawa / Dr Lucy King	Walk with Rangers / Elephants and Bees	   Kenya
Amboseli National Park	Julius Cheptei / Beatrice Karanja	Kenya Wildlife Service / Africa Wildlife Foundation	 Kenya
Amboseli National Park	Katito Saiyalel / Soila Saiyalel	Amboseli Elephant Trust	 Kenya
Nairobi	Paula Kahumbu	Wildlife Direct	  Kenya
Nairobi National Park		David Sheldrick Wildlife Trust	 Kenya

LEGEND



Elephant Project or Conservation Site Visit



Funds / Goods Donations



Social Responsibility Schools / Community Education

The expedition route has been carefully mapped out to allow us to conduct site visits with various elephant conservationists who have dedicated their lives to protecting and studying the African Elephant. We will deliver sponsored goods to support their programmes and conduct video interviews for broadcasting their stories to the rest of the world. The additional press coverage will provide assistance in gaining further exposure for their programmes.



A young elephant is shown from a rear-quarter perspective, leaning its head down to drink from a shallow water hole. The elephant's skin is a mottled grey-brown, and its large ear is prominent. The water is clear, reflecting the elephant and the surrounding environment. The background is a soft-focus savanna landscape with trees and a clear sky.

OFFICIAL NOMINATED BENEFICIARIES

- ELEPHANTS AND BEES PROJECT
- WILDLIFE CONNECTION
- ECOEXIST PROJECT
- GAME RANGERS INTERNATIONAL
- KASUNGU ELEPHANT FOUNDATION
- SOUTH LUANGWA CANINE UNIT
- ELEPHANTS ALIVE

Nature's great masterpiece, an elephant –
the only harmless great thing."

John Donne



**THE
EXPEDITION
ORGANISER**

The Elephant Ignite expedition is spearheaded by Carla Geyser, founder and main trustee of The Blue Sky Society Trust.

The Blue Sky Society Trust is more than a non-profit organisation dedicated to helping people and animals in need; it's a way of living. Carla aims to connect like-minded people to share their ideas, passion and skills and in doing so create change where it's needed most.

Her vision is to identify and manage various conservation projects where people, who want to help, are encouraged to donate their time, expertise and ideas to recognized charities. "People don't always have large amounts of money to donate," says Carla, "but they've got skills or perhaps a few hours a week to help out – that's what it's all about".

Since its inception The Blue Sky Society Trust has contributed to a number of conservation projects:

- World Youth Rhino Summit
- ZAPP Wing - Sleeping bags for rangers
- Fundimvelo Thula Thula Rhino Orphanage - Construction of security towers, water tanks, trees in rhino boma's for shade, security doors, clinic fridge, medicines and other supplies. (Through BSS and associated contacts over 600K has been raised for the orphanage.)
- Sivikela Carniore Protection Project - Camera Traps

Carla is also an experienced African explorer and together with her planning team will work closely with other expedition leaders, the various elephant experts/groups and organisations to ensure meticulous planning and execution of this uniquely African experience.

The 'all women' expedition will consist of 4 'teams' – each with a maximum of 3 members. Each team member will be selected by the expedition leader and will be liable to contribute to their weekly costs.

DEPARTURE: 9th August 2016 from Sibaya Casino and Entertainment Kingdom, Durban, KZN (Woman's Day)

Blue sky
SOCIETY TRUST



MARKETING AND PRESS

EARTHTOUCH

Earth Touch is a multi-award winning international wildlife documentary film production company. We have offices in South Africa, Washington DC and London.

Alongside our broadcast division, the company has an active and engaging web presence in the form of Earth Touch News Network. ETNN is a central hub for everything happening in our natural world, right now. Through our videos, written articles and social media and in collaboration with scientists, journalists, photographers and partner organisations doing work in the field, we collaborate, raise awareness and provide balanced reporting that makes a difference.

Our trophy cabinet is also filling up, and in the last few months we've won a Webby Honoree Award, a Gold Remi at the 2015 WorldFest Houston, A Gold, and Silver Communicator Award, a Gold at the Davey Awards and a Silver W3 Award.

www.earthtouchnews.com

www.youtube.com/user/earthtouch

BE BOLD CONSULTING

BE BOLD Consulting is a Ballito based marketing communications company and is responsible for the branding, marketing and press activities for the expedition.

In addition to their corporate clients, Be BOLD provides marketing services to a number of NGO's. They were part of the core organising committee for the World Youth Rhino Summit in 2014, support on ongoing projects for Lawrence Anthony Earth Organisation and is the marketing partner for Blue Sky Society Trust and One in a Million.

The overall objective is to build a socially responsible brand for the Elephant Ignite Expedition as well as increase awareness and fundraising for the various conservation groups visited along the route.

SOME WILD STATS:

We garner around 4 million views per month on YouTube and have over 130,000 subscribers).

A number of our web-series have won international awards. The website itself gets over 200-thousand views per month, increasing monthly by an average of 20-thousand views.

Our major audience (40%) is US followed by 35% South Africa, followed by UK and Australia. Ages 25-34 years old (65% male, 35% female) at 40% of the audience, followed by 18-24 years old (at 20% of the audience).

We also have a strong social media presence and drive most of our traffic via Facebook and Twitter.



Be BOLD Consulting will provide a solid marketing plan with a sustained flow of communications ensuring maximum press coverage and ongoing, long term exposure for the expedition and corporate sponsors.

They will research and identify the targeted media, engage with stakeholders (press and sponsors), compile press kits and manage the marketing budgets.

A more detailed marketing overview to follow.

www.bebold.co.za





SPONSORSHIP OPPORTUNITIES

YOUR SPONSORSHIP OFFERS THE FOLLOWING EXPOSURE:

The sponsorship packages listed are mere guidelines. Should this campaign meet your brand strategy and resonate with your company vision we are happy to discuss exclusive sponsorship packages.

R 500,000-00 and up

1. Certificate of Participation
2. Logo on all printed and digital marketing and training materials.
3. Corporate branding on expedition vehicles and EIE crew uniforms. Primary logo positioning on the vehicles provides highly visible on road exposure in all countries visited.
4. Two speaker events with expedition organiser at company offices or specified venue. (Speaker travel not included)
5. Two expedition slots for staff/client to join.
 - One week expedition slot for one crew member at departure to join the expedition. Press interviews to be arranged with sponsors crew member to enhance media exposure.
 - One expedition slot for second leg of expedition.
6. Media Coverage - Credit on all radio / TV interviews and broadcast coverage of the expedition.
7. Print Media Coverage - Credit on press releases, feature articles and photographs in the local newspapers and magazine partners pre and post the event.
8. Website & social media coverage: Sponsor's logo, banners or a pull-thru ads on EIE website. Logo's and brand names on relevant social media posts (Twitter, Facebook, Instagram)
9. Logo credit on all video clips (pre, during and post expedition)
10. Logo credit on official EIE video
11. Copy of EIE Video
12. Copy of EIE photobook
13. Corporate branding at all EIE corporate events
14. Section 18A tax exemption Donation Certificate

R 250,000-00 to R 149,999.00

1. Certificate of Participation
2. Logo on all printed and digital marketing and training materials.
3. Corporate branding on expedition vehicles. Secondary logo positioning.
4. One speaker event with expedition organiser at company offices or specified venue. (Speaker travel not included)
5. One expedition slot staff member/client to join for first leg of expedition.

6. Media Coverage - Credit on all radio / TV interviews and broadcast coverage of the expedition.
7. Print Media Coverage - Credit on press releases, feature articles and photographs in the local newspapers and magazine partners pre and post the event.
8. Website & social media coverage: Sponsor's logo on EIE website. Logo's and brand names on relevant social media posts (Twitter, Facebook, Instagram)
9. Logo credit on all video clips (pre, during and post expedition)
10. Logo credit on official EIE video
11. Copy of EIE Video
12. Copy of EIE photobook
13. Corporate branding at post expedition corporate event
14. Section 18A tax exemption Donation Certificate

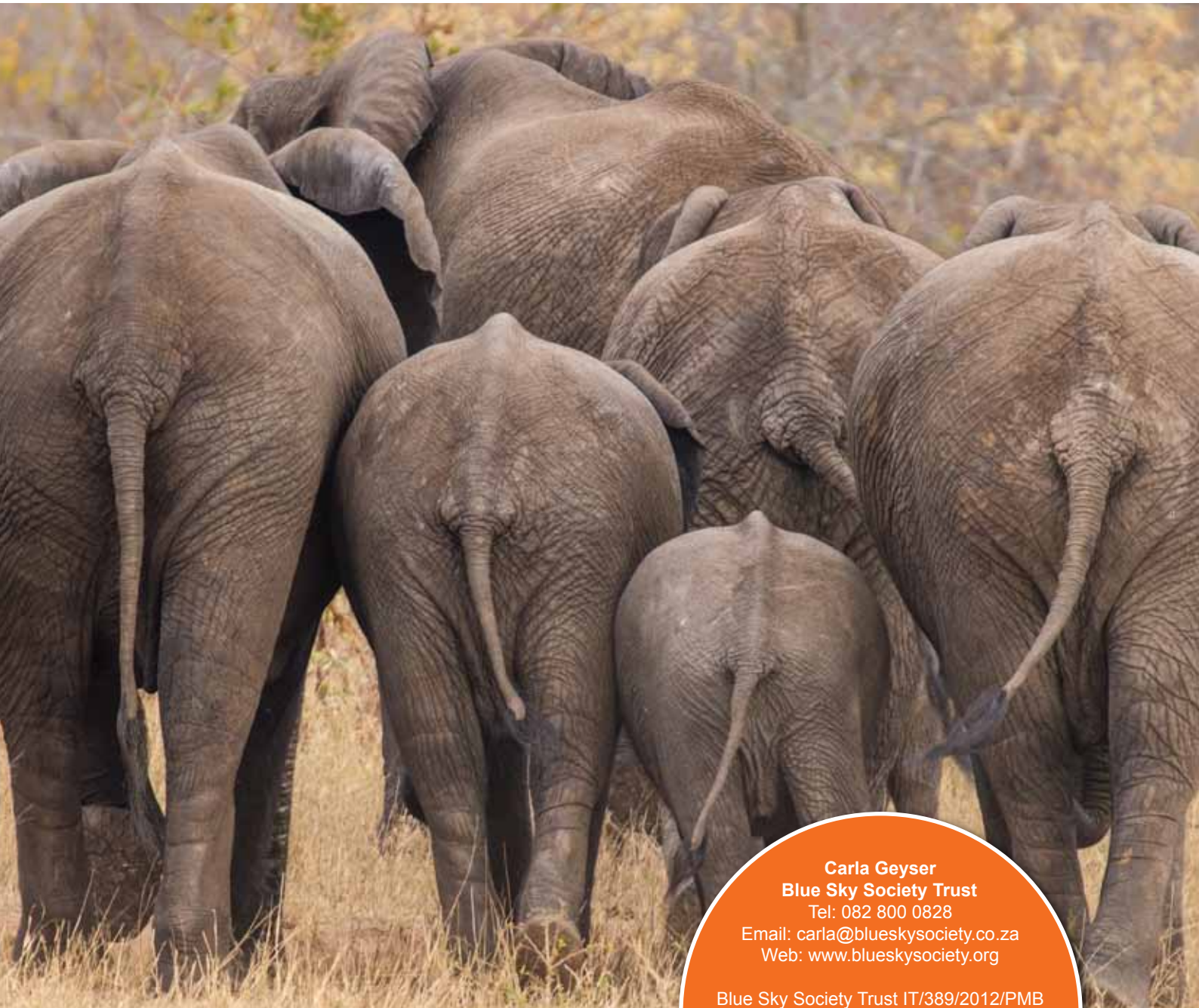
R 149,999-00 to R 49,999.00

1. Certificate of Participation
2. Logo on all printed and digital marketing and training materials.
3. Website & social media coverage: Sponsor's logo on EIE website. Logo's and brand names on relevant social media posts (Twitter, Facebook, Instagram)
4. Logo credit on official EIE video
5. Copy of EIE Video
6. Copy of EIE photobook
7. Corporate branding at post expedition corporate event
8. Section 18A tax exemption Donation Certificate

R 49,999.00 and below

1. Certificate of Participation
2. Logo on EIE website
3. Website & social media coverage: Sponsor's logo on EIE website. Logo's and brand names on relevant social media posts (Twitter, Facebook, Instagram)
4. Copy of EIE Video
5. Copy of EIE photobook
6. Section 18A tax exemption Donation Certificate

Comprehensive reporting on media coverage will be provided post event at all sponsors involved.



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Blue Sky Society Trust IT/389/2012/PMB
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There are a huge number of female conservationists that have dedicated their lives to protecting Africa's wildlife, often with no support or recognition for the amazing work they do.

This is an epic first for conservation... An all women expedition team embarking on a quest to support these brave matriarch's.

Their stories deserve to be told...

We hope we have ignited your passion for our wonderful continent and it's amazing creatures. If you would like support our cause or have any further queries please do not hesitate to contact us.



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