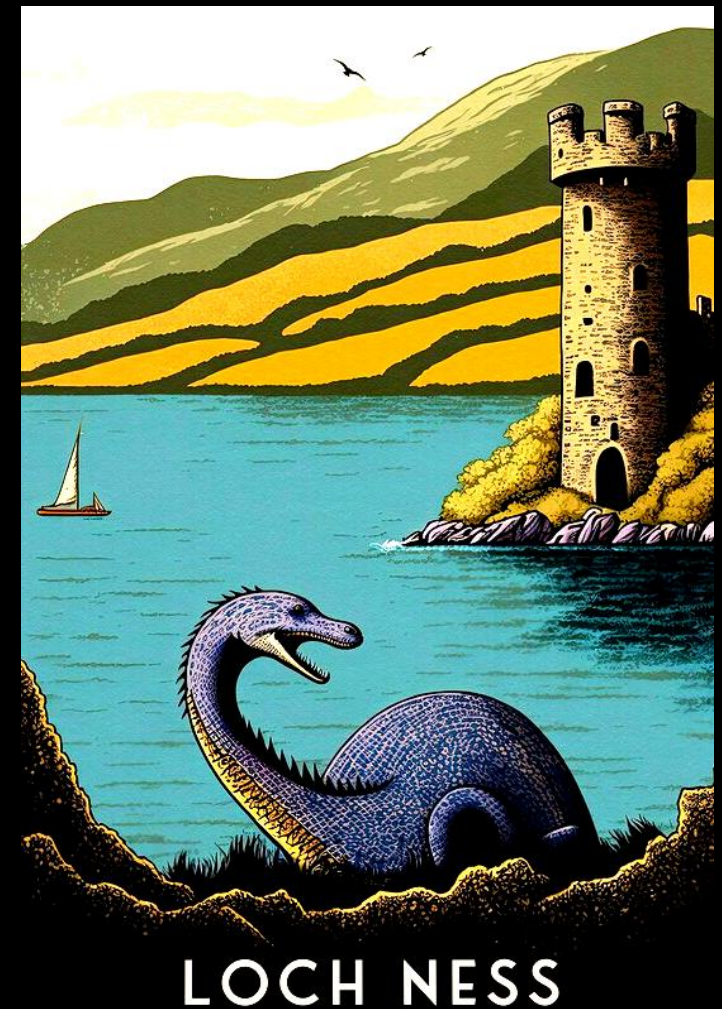
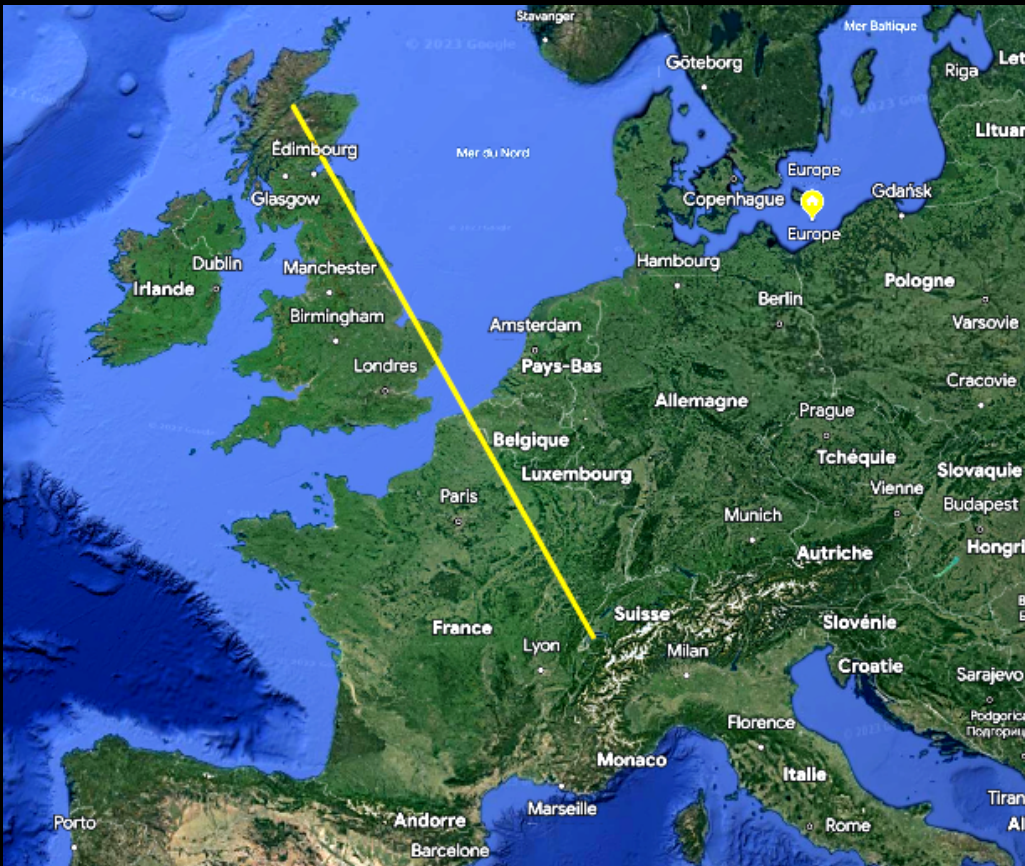


# Nessie

# Didier Bovard's Sponsorship Package

# Lake Leman to Loch Ness



## *Summary*

<b>In Short</b>	<b>3-4</b>	<b>Why by bike ?</b>	<b>11</b>
<b>The adventurer</b>	<b>5-6</b>	<b>Why sponsor us ?</b>	<b>12</b>
<b>The project</b>	<b>7-8</b>	<b>The sponsorship</b>	<b>13</b>
<b>The budget</b>	<b>9</b>	<b>Rewards</b>	<b>14</b>
<b>The itinerary</b>	<b>10</b>	<b>Thanks and contact</b>	<b>15</b>



# *In short*

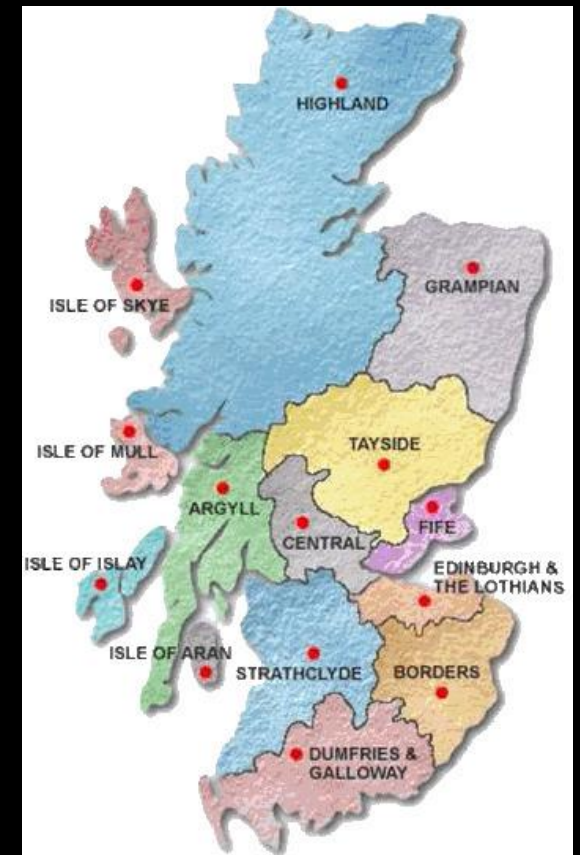
**1**  
racing bike



**1 pedal boat**  
***My Way***



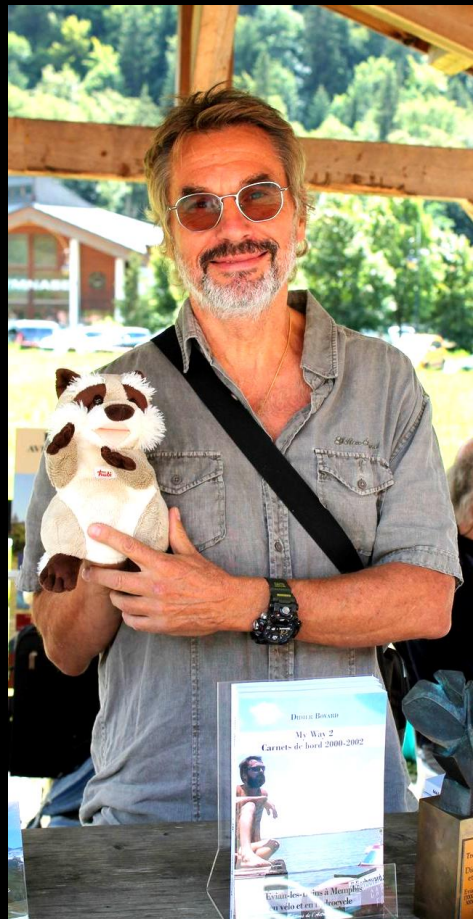
**1 destination**  
***SCOTLAND***



*Summer*  
*2024*



*One adventurer*  
*Didier*



*One purpose*  
*Let children dream*





## *The adventurer*

**Didier**, his previous cycling challenges...



**Geneva to Cadiz  
2000 km**



**Louisiane to Memphis  
1000 km**



**Paris to Sagres  
2000 km**

... and 29'000 km in his pedal boat **My Way** :



**3 Atlantic crossings**



**Caribbean Sea-Gulf of Mexico**



**3 times out on the Labrador Sea**



**Pedalling underwater Lake Lemman**

## *The project*

The presence of a monster in **Loch Ness** dates back to Antiquity : engravings on stone made by the **Picts**, who at that time lived in the region, represent a mysterious beast endowed with fins.

The first written trace dates back to 565 A.D. in a biography of the Irish abbot **Saint Colomba**, the evangelist of **Scotland** in the 6<sup>th</sup> century who explained having ordered the monster to vanish. According to **the Loch Ness Centre**, more than 1100 official sightings of Nessie have been reported up until now.







Every technique possible has been used to study the 56 km<sup>2</sup>, 272 m deep loch. DNA sampling of the water by geneticist **Neil Gemmell** thermal scanners, drones, infrared cameras, hydrophones... Although nothing unusual has ever been discovered, the mystery of the legend persists. This is all it took to heighten the curiosity of our adventurer. The **Nessie** project was born.

**From Lake Lemman to Loch Ness by bike followed by My Way in convoy, an eco way to travel which will enable as many people as possible to discover My Way on the road. The launch will take place at Fort Augustus, and we will start exploring the 39 km long loch at the beginning of July 2024. My night and day observation of Nessie's domain, close to Urquhart Castle over a period of several weeks, in total isolation, will be a first.**

# *The Budget*

My personal contribution is my pedal boat **My Way**

For this adventure to succeed we need :

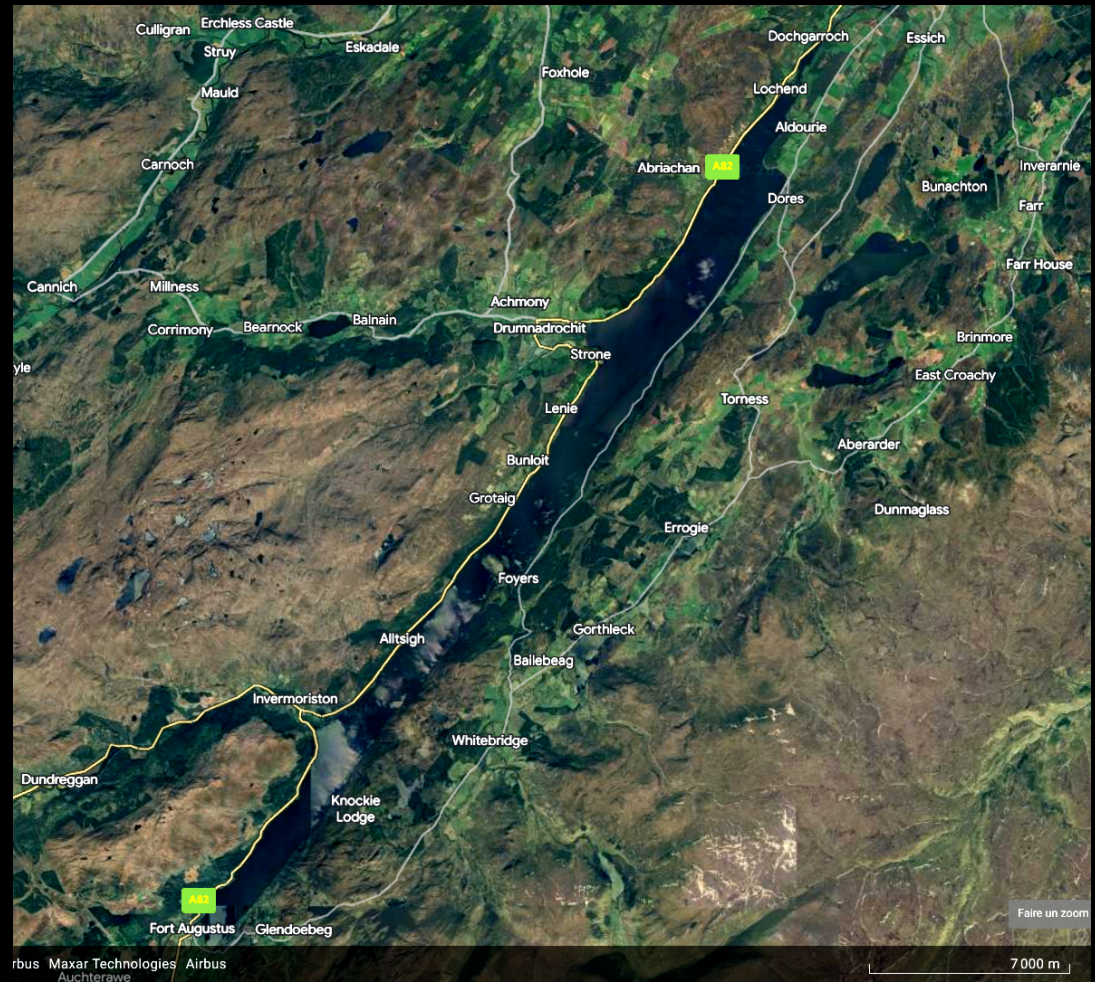
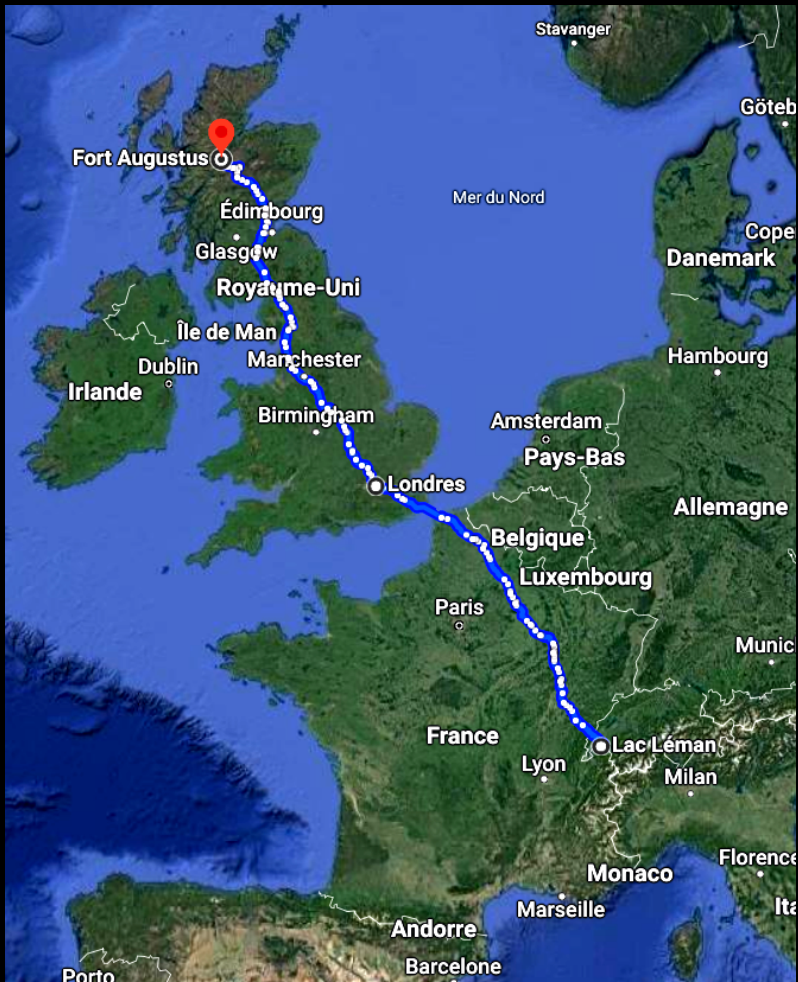
<b>1 Racing bike + equipment</b> (shoes, cycling shorts...)	<b>3000 £</b>
<b>Daily life on board</b> (clothes, sleeping bag, mattress...)	<b>1000 £</b>
<b>Renovation of My Way</b> (camouflage)	<b>2000 £</b>
<b>Round trip for two people Lake Lemman-Loch Ness</b>	<b>2000 £</b>
<b>4000 kms</b> (fuel, accommodation, food...)	
<b>Freeze-dried food</b> for a period of several weeks	<b>1500 £</b>
<b>Observation</b> (video cameras, camera, echo sounder, drone)	<b>3500 £</b>
<b>Management of My Way in Scotland</b> (the launch of the boat)	<b>1000 £</b>
<b>In total (possibility of donations of equipment)</b>	<b>14000 £</b>



# *The itinerary*

2000 km by bike

**Loch Ness**, observation site





## *Why by bike?*



The bicycle has been present in all **Didier**'s projects, a way for him to connect large numbers of landscapes discovered with respect for **Mother Nature**. It will also mean freedom and encounters along the route. The same can be said about **My Way** when he will proudly navigate on **Loch Ness**.

## *Why sponsor us ?*

Because the mystery of the **Loch Ness monster** is known worldwide and because every project relating to it will surely make the headlines and go viral on social media, like those mentioned below where we will be present. Your **logo** will be highlighted.

But above all, **Didier** will once again lead a project in the wake of **My Way** in collaboration with French, Swiss and British schools. The sponsorship of an association as well as a scientific study will also be on the program.

**The aim is to make dreams come true, especially for children**



## *Sponsorship*

Of all **Didier**'s projects, this will certainly be the most mediatized of all not only on social networks but also by journalists hungry for sensationalism and scoops.

From **Nessie** enthusiasts to skeptical fans, the mystery of the **Loch Ness monster** has always fascinated young and old, as it always will.

**Nessie** has been a part of the collective memory for centuries and every year half a million visitors hoping to be lucky enough to spot the monster are there to prove it.



**My Way** and its “camouflage” look following in the footsteps of **Nessie** will be the unmissable attraction for the summer of 2024.

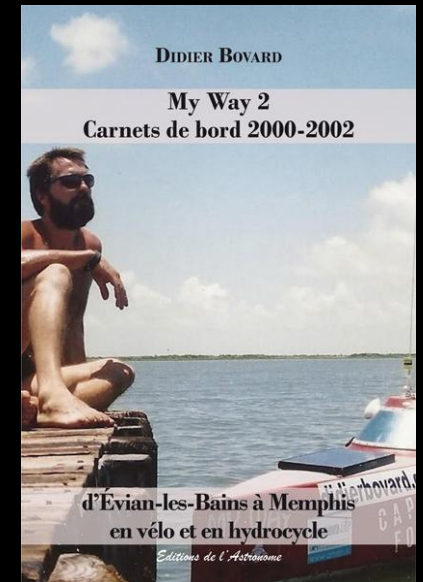
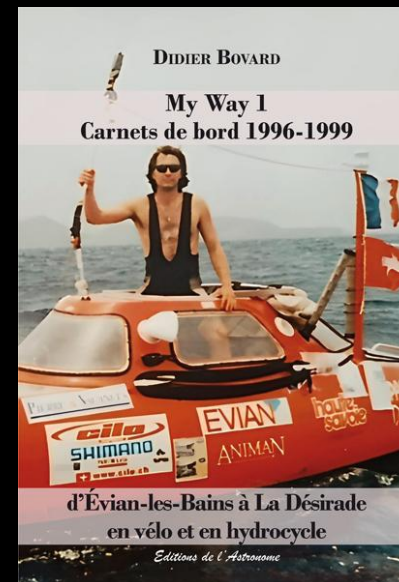
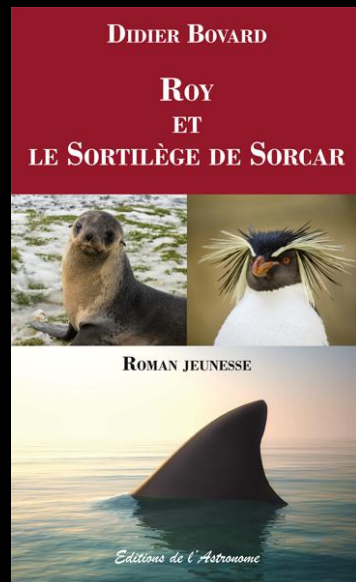
A significant opportunity for the sponsors joining the adventure.



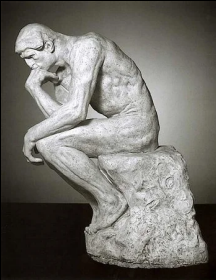
# REWARDS

Pioneer in 1999 of an Atlantic crossing by pedal power **Didier** entered the **Guinness Book of Records** and in 2003 he received **The French Senate Sport Trophy** for his eco-campaigning as well as for his sponsorship of the **Walk of Hope** against cystic fibrosis.

With several books and a film, **Didier** takes pleasure in sharing his adventures.



## *Océanides association contact*



Thank you for taking the time to study this **partnership**. We hope you will be with us for this fantastic adventure full of mystery.



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