

Into Clean Air 2025: A Sustainable Expedition

Partnership Opportunities





The Challenge

Our primary objective is to prove that remote, challenging vehicle-based expeditions can be accomplished using cleaner, carbon-mitigating strategies



- The 3-week expedition across 2,000 km of remote and arid regions in Chile and Bolivia will also deliver on our other objectives:
 - To cross the Atacama and other arid regions of Chile and Bolivia by using off-road tracks
 - To employ a feasible carbon mitigating strategy by using bio-mass fuel and solar energy to power the vehicles and equipment respectively
 - To engage with the local communities to promote the use of renewable fuels and resource
- The expedition will begin the outward, Northern leg by pathfinding and using tracks through the arid slopes of the Andes at the eastern edge with Chile running parallel to the Bolivian border. Crossing into Bolivia the expedition will cross the Salar de Uyuni - the largest salt pan in the world before starting the southern leg through the desert plains and pampas of central Chile.

The Expedition Team



ALAN CROFTS

A biochemist by profession, Team Leader Alan has organised, independent pathfinding expeditions to cross multiple deserts; the Central Sahara; Karakum ; AL Rub al Khali Arabian empty quarter; Kalahari and Namib; Thar (Northwest India) and the Chihuahua desert of Mexico.



GARRY PRATT

Garry is a Teaching Fellow at the University of Bath, an archaeologist, author and qualified walking leader. Through Walking Leaders, Garry takes executive teams on hiking trips of self exploration, team development and for creative thinking across the UK, Europe and N Africa.

Alex is a Documentary Producer-Director who has created content for the BBC, Channel 4 and Vice. Alex specialises in creating powerful people-led documentaries and has experience shooting in many remote and challenging environments around the world.



ALEX KEEFE

Kat is an amateur adventurer. She loves hiking up mountains and volcanoes but in recent years has taken to water-based adventures taking part in the Clipper Round the World Yacht Race and in 2021 with 2 friends broke the world record for the fastest female trio to row across the Atlantic.



KATHRYN CORDINER



CHRIS BEER

Chris was expedition leader-driver for an overland expedition company, running adventure tours through the Middle East and Asia. More recently as logistics manager for 2 expeditions he travelled to the jungles of Borneo and drove 3 circumnavigations of Sabah by 4x4.



REBECCA MARSH

Becca is a freelance travel writer and formed an adventure travel community recently completing her biggest co-organised expedition riving an American school bus the length of the Pan-American Highway from Alaska to Argentina.



PLATINUM

£20,000+
(One Available)

GOLD

£10,000
(Three Available)

SILVER

£5,000
(Five Available)

MEDIA

Platinum

Gold

Silver

A phone call from the middle of the Atacama Desert

Team promotion of your company at associated media interviews/press events.

Promotion of your company through social media platforms.

Rights to use team videos, photos and press releases.

Partnership Packages

CORPORATE ENGAGEMENT

Platinum

Gold

Silver

Team available for events pre challenge.

4x4 Off Road driving experience (3 pax)

Team available for 1 event post challenge.

BRANDING

Platinum

Gold

Silver

Opportunity to name a car

Logo on team kit. (Size/placement dependent on package).

Logo on cars. (Size/placement dependent on package).

Logo on our website. (Size/placement dependent on package).

Why Partner With Into Clean Air 2025?



- A unique opportunity to align with sustainability and renewable energy
- Supported by UK and Chilean governments, and the Royal Geographical Society
- Extensive media coverage in Chile, Bolivia, and the UK (BBC, SKY, etc.)
- Features in major travel magazines and websites
- Partnership with UK charity 'Action for Stammering Children' (Patron: Sir Michael Palin)
- 80,000+ social media reach and a full documentary film produced



Get in Touch

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