



The Georgia Aconcagua Expedition

The primary objective of our expedition is to attempt a self-guided summit climb of Aconcagua, South America’s tallest peak, during December of 2019. These expedition team will consist of expedition leader Sam Chaneles, two fellow students at the Georgia Institute of Technology (Georgia Tech), and one freelance cinematographer. Never before has there been a self-organized group of enrolled Georgia Tech students to attempt a summit climb of Aconcagua. The expedition team will, in addition to the summit pursuit, collect content during the expedition for a short film focusing on the outdoor and adventure culture of STEM students. The film will focus on the detailed preparation for the expedition (planning spreadsheets, gear analysis, nutritional breakdowns, etc.) and how these preparations directly parallel the engineering course-work in progress by the expedition team and STEM students worldwide.

The expedition will take place during the month of December 2019, and will officially begin on Friday, December 13. The expedition will encompass all activities between the dates of December 13 and December 29. The expedition will officially end December 29. Note that all dates are subject to minor change.

What are the benefits of sponsoring the Georgia Aconcagua Expedition?

Throughout the expedition process, the expedition team will maintain a highly active social media presence in addition to an internet blog documenting the team’s preparations, training, and progress. By sponsoring this expedition team, sponsors can benefit from:

- Marketing space on the “expedition team flag” and “expedition team apparel,” which will be photographed and featured throughout the expedition
- In-depth gear reviews of donated products
- Specific mentions of sponsors in all expedition media content



- Marketing content of donated products in the field during the expedition
- Word of mouth marketing by all members of the expedition team. Members of the expedition team will have an active presence on the Georgia Tech campus, maintaining active roles with Outdoor Recreation Georgia Tech (ORGT), one of the nation's largest college outdoor recreation programs
- Marketing space on all expedition team content, such as videos, pamphlets, flyers, and more which will be distributed in the lead up to the expedition during fundraising and press marketing

How would your sponsorship be quantified?

We have three sponsorship tiers: Bronze, Silver, and Gold. These tiers are quantified by the value of the donation, whether it be through direct funding, gear donations, or other methods of support.

Bronze (\$100+)

- Occasional marketing space on expedition media content
- At least one social media promotion

Silver (\$500+)

- Branding on expedition team flag
- Occasional marketing space on expedition media content, including social media coverage
- One full-length blog post on expedition team website

Gold (\$1000+)

- High visibility branding on expedition team flag and expedition team apparel
- Primary marketing space on all expedition media content, including social media coverage
- Three full-length blog posts on expedition team website
- An official expedition team shirt
- Satellite phone call from the summit of Aconcagua (optional)



What can be considered a “sponsorship” of the expedition?

Gear Donations

General Backcountry Equipment:

- 4 season mountaineering tents
- -20F sleeping bags
- Inflatable sleeping pads
- 50-65L backpacks
- Cooking equipment (stoves, pots, utensils, etc.)

Filming equipment:

- Cameras
- Tripods/Gimbals
- Drones
- Microphones

Technical Equipment:

- Gaiters
- Crampons
- Ice axes
- Helmets
- Trekking poles
- Carabiners
- Headlamps

Mountaineering Apparel:

- Mountaineering boots
- Expedition parkas and pants
- Hardshell jackets and pants
- Gloves

General Backcountry Apparel:

- Base layers (moisture wicking)
- Insulating layers (wool/fleece/down)
- Hiking pants
- Sun protection

Mountaineering Optics:

- Polarized sunglasses
- Goggles

Consumables:

- Waste bags
- Food/beverages
- Stove fuel

Purely Financial Contributions

- The expedition team seeks and appreciates financial contributions to assist in underwriting the logistical costs of the expedition
- Financial contributions shall be kept in a separate account and are not usable for individual use
- If there are any leftover funds upon the completion of the expedition, the remaining funds shall be returned to the original donors proportionally with respect to the original contribution
- If, for any reason, the expedition were to be terminated, the expedition team shall reimburse all funds to the sponsors

How can you obtain more information about the expedition, the team, or other general curiosities?

- Visit our website: <https://engineeredforadventure.com/>
- Contact us directly: engineeredforadventure@gmail.com



How serious is this expedition?

As a self-guided expedition team, we recognize that there are many significant challenges that we will be faced with on this journey; however, with our strong backgrounds in backcountry activities and our methodical preparation for this expedition, we are confident that we are putting ourselves in the best possible position for a successful summit of Aconcagua.

Risk Assessment

High altitude mountaineering poses significant health risks, such as Acute Mountain Sickness (AMS), High Altitude Cerebral Edema (HACE), and High Altitude Pulmonary Edema (HAPE).

- An extended approach to Aconcagua will be taken through the Vacas Valley, as well as numerous contingency/rest days, are built into the trip itinerary to allow for altitude acclimatization
- A comprehensive set of first aid equipment, including pulse oximeters, acetazolamide, and supplemental oxygen will be utilized by the expedition team
- In the event that an expedition team member begins to suffer from AMS or any other serious medical condition, they will immediately descend from their position and their summit attempt will be effectively terminated

Severe weather and severe terrain are also of great concern on a summit attempt of Aconcagua. Recorded temperatures have reached lows of -50F and winds in excess of 100mph have been observed. These conditions can lead to serious exposure injuries, such as frostbite and/or hypothermia.

- The expedition team will utilize a Garmin inReach Explorer + and VHF radios to receive constant meteorological updates from the United States and Argentina, respectively
- Multiple layering systems will be utilized for the summit attempt, including insulating expedition parkas/pants and hardshell layers to reduce exposure to moisture and wind
- In the event that an expedition team member begins to suffer from frostbite, hypothermia, or any other serious exposure injury, they will immediately descend from their position and their summit attempt will be effectively terminated
- Technical climbing equipment, such as crampons, helmets, and ice axes will be utilized by the expedition team to mitigate unstable terrain

Training

Training for such a strenuous expedition calls for significant preparation from a physicality standpoint. The expedition team will train primarily in two ways.

- Physical conditioning - rigorous cardiovascular training, muscle development, and regular fitness assessments
- Backcountry training - multi-day backpacking trips to simulate teamwork and technical climbs

We greatly appreciate your contributions to our expedition to Aconcagua, and look forward to developing lasting relationships.

