

ONE REVOLUTION SPONSORSHIP & MEDIA PACKAGE 2011



One Revolution | 801.554.6753 | one-revolution.com | info@one-revolution.org

© 2011 One Revolution Foundation. One Revolution Foundation is a 501(c)(3) non-profit organization.



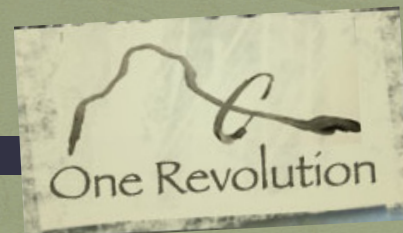
ABOUT CHRIS

Chris Waddell was a promising young skier at Middlebury College in 1988 when a skiing accident left him paralyzed from the waist down. Determined to get back on the slopes, he began skiing on a monoski roughly one year later. A little more than two years later, Waddell was named to the US Disabled Ski Team.

Waddell went on to participate in 7 Paralympic games winning thirteen medals over seven games, and spending a total of 11 years on the US Disabled Ski Team. He's one of only a handful of athletes to win World Championships in both winter and summer sports. As a result of his success and dedication to promoting the sport and the disabled community, he's been named to both the Paralympic and US Ski and Snowboard Halls of Fame. Waddell also holds the honor of being the first paraplegic to summit Mt. Kilimanjaro, the tallest freestanding mountain in the world, on a specially designed handcycle.

In addition to his work with the Paralympics and the International Paralympic Committee, Waddell has found success as a motivational speaker. Waddell speaks to the resilience of the human condition, with topics ranging from leadership to adversity to quality of life.

Waddell has been featured in numerous publications, including Outside Magazine, Skiing, Ski, and National Geographic Explorer. People Magazine named him one of "The 50 Most Beautiful People in the World" and the Dalai Lama named him "An Unsung Hero of Compassion." Waddell has also appeared on Dateline and The Oprah Winfrey Show.

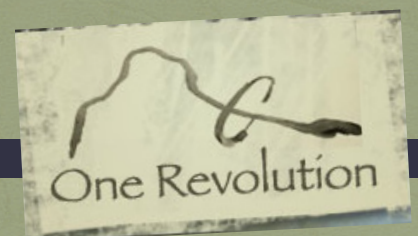




ONE REVOLUTION MISSION STATEMENT

Mission

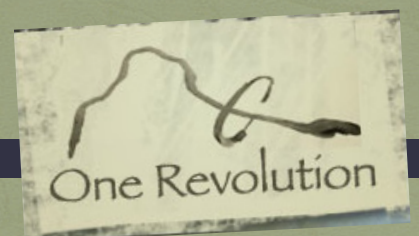
To demonstrate, *"It's not what happens to you; it's what you do with what happens to you."*





GOALS

1. Long-term financial sustainability for the One Revolution Foundation.
2. To use film, television, and other forms of media to spread the One Revolution mission.
3. To educate people to look beyond the labels that limit themselves and others.
4. Break down the barriers that prevent us from living fully.





NAMETAGS

The student Nametags education program is a one-hour assembly designed for students third grade and above. In this interactive program, designed in conjunction with Donna Volpitta, Ed.D, Chris uses video clips, activities and stories in order to challenge students to think about the assumptions we make about the labels that we place on ourselves and others.

Throughout the presentation, Chris continually returns to the mantra, "It's not what happens to you. It is what you do with what happens to you," and finally, he reminds students that it is also, "what we do (as a society) to make things possible."

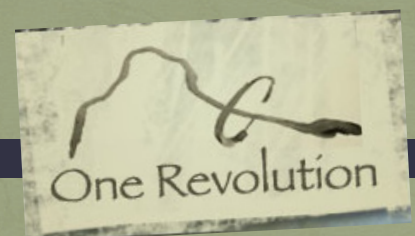
The Nametags program does not specifically focus on issues of physical disability, but rather draws on Chris' experience as a person with disabilities to address broader issues, asking students to recognize the collective experience of challenge.

"We won't cure the case of Nametags, but we will start a conversation that might last a lifetime." — Chris Waddell

*"Every school in the country needs to hear this message."
— Principal, Scofield Middle School*

*"The kids walked out of the presentation an inch taller than they walked in."
— Principal, Scofield Middle School*

*"Thanks again, and I look forward to seeing Chris and his message reach thousands and millions more each year! Nametags is an important program for our society. Chris Waddell shares his experience in a way that allows the audience to safely consider, "It's not what happens to you, It's what you do with what happens to you."
— Robert Lane, Kildonan School*





THE DOCUMENTARY — ONE REVOLUTION

"I felt like this was my one chance."

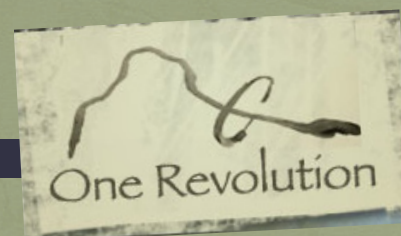
One Revolution opens as dawn breaks atop Africa's tallest mountain, Mount Kilimanjaro. Briefly, glimpses of the mountain frame Chris Waddell as he transfers to his specially designed handcycle. The air is tense as Chris begins the fifth day of his ascent. Etched within every movement he makes is the weighty knowledge that this may be his one chance to have the world see people like himself not as something less, but equals and possibly as something more--as someone with something significant to contribute. If he makes the summit the world may understand his message; if he fails, he may be just another guy in a wheelchair.

One Revolution cinematically captures Chris Waddell's very human journey to dare greatly and ultimately to live fully. This film chronicles the heart and spirit behind an

extraordinary achievement as it documents the first almost entirely unassisted paraplegic ascent of 19,340-foot Mt. Kilimanjaro.

One Revolution is Waddell's motto for this expedition, and his life. "One revolution means so many things to me. One revolution of the handcycle, one revolution of the earth, one lifetime, one moment, one chance to make a difference."

One Revolution is also the name of the documentary which captures Waddell's journey to the summit of Kilimanjaro. "The documentary is an important part of my climb, as my story is a visual one. People need to see to understand," explains Waddell.



THE DOCUMENTARY — ONE REVOLUTION

Awards

- Winner Best Documentary: Geneva Film Festival
- Winner Best Feature Documentary: Memphis Film Festival
- Winner Golden Palm, Mexico

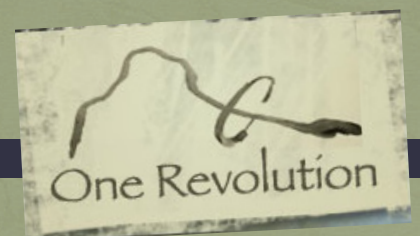


"It's not what happens to you.
It's what you do with what happens to you."

ONE REVOLUTION

THE STORY OF CHRIS WADELL'S HISTORIC JOURNEY
TO THE ROOF OF AFRICA

THE ONE REVOLUTION FOUNDATION AND RABBLE FILMS PRESENT "ONE REVOLUTION: THE STORY OF CHRIS WADELL'S HISTORIC JOURNEY TO THE ROOF OF AFRICA"
EXECUTIVE PRODUCERS: PABLO NYARADY PRODUCED BY AMANDA STODDARD AND CHRIS WADELL DIRECTED BY AMANDA STODDARD EDITED BY PATRICK REDDISH PRODUCTION DESIGNER MICHAEL STONER COSTUME DESIGNER PATRICK RYAN GASS
CASTING: CHRIS WADELL, TAURI MUNGAYA ORIGINAL SCORE BY ALEC OUNSWORTH LOCATED IN USA AND TANZANIA. THIS MOVIE HAS NOT BEEN RATED
<http://www.one-revolution.org>





NAMETAGS SPONSORSHIP BENEFITS

As a world-class athlete, I am very adept at integrating my sponsors into my story and creating tangible value for their brands. Now, because of the universal message that I am spreading through the Nametags program and the One Revolution documentary, I am able to offer that value from the unique position of appealing to both people with physical disabilities and those without disabilities.

One Revolution targets three primary sources of funding:

- Foundations
- Corporations
- Individuals.

Our appeal for all three is based on our ability to reach a large number of people with our unique and transcendent message of "It's not what happens to you. It's what you do with what happens to you."

With the documentary film, a tour combining Nametags,

social media and traditional media, we have already reached hundreds of thousands. We will reach many more in the future. With partners and sponsors, our reach to empower all people to find their best will be that much greater.

There are many sponsorship possibilities. We will work to ensure that our mission serves your objectives. Potential sponsorship opportunities include:

- Film title sponsor
- Tour title sponsor
- Tour associate sponsor
- Nametags sponsor
- Collateral sponsor
- Website
- Signage
- Product placement

