

Cape to Cape

- The Grand Air Adventure -

Summary:

- Great adventure documentary movie series.
- SAS captain flying an antique aeroplane from North Cape, Norway to Cape of Good Hope, South Africa during 2015, repeating an adventure from 1929.
- Sponsor possibilities – mainly through exposure in the film and social media.
- The adventure will also be captured in a book.
- Are you ready for The Grand Air Adventure?

www.youtube.com/watch?v=PY_kcVcUFCE

Full presentation:

Then

In 1929 the pilot and adventurer Gösta Andree climbed into his newly purchased Cirrus Moth at Barkaby Airport Stockholm. He flew through Europe, over the Mediterranean and through Africa. October 1929, 130 flight hours later he landed on the target Cape Town, at the Cape of Good Hope.

Now

Johan Wiklund is an airline captain at SAS and his biggest interest is to build and fly old aeroplane. Now he wants to challenge himself and make the same journey with the same type of aeroplane, a DH60 Moth and the same outfit as Gösta Andree used.

The difference between the challenges is that Johan Wiklund will start from the North Cape at the end of August 2015, which is about 1500 km further north. He will try to keep a pace so that he will land in Cape Town on 24th of October 15:10 local time, the same place and time as Gösta Andree landed his aeroplane 86 years ago.

A film crew and an English speaking TV-personality will follow the entire trip in an accompanying plane. In an exiting reality series and with cameras on board we will experience the entire adventure.

For Sponsors:

Sponsor possibilities – mainly through exposure in the film and in social media – in English, which can be linked to each company's communication platform. Along the way, on landing for service, there are great opportunities for sponsors to participate in press conferences, organize customer meetings and kick off and much more. Your ideas are our mission!

Summary of media exposure

- Film documentary series, negotiations with broadcasters are on-going.
- All social media, almost in real time.
- An exciting book where the past and present meet is also included in the sponsorship package.
- Press releases are distributed worldwide.
- Exclusive lecture held by Johan Wiklund after the journey.

We are ready for The Grand Air Adventure, are you?

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