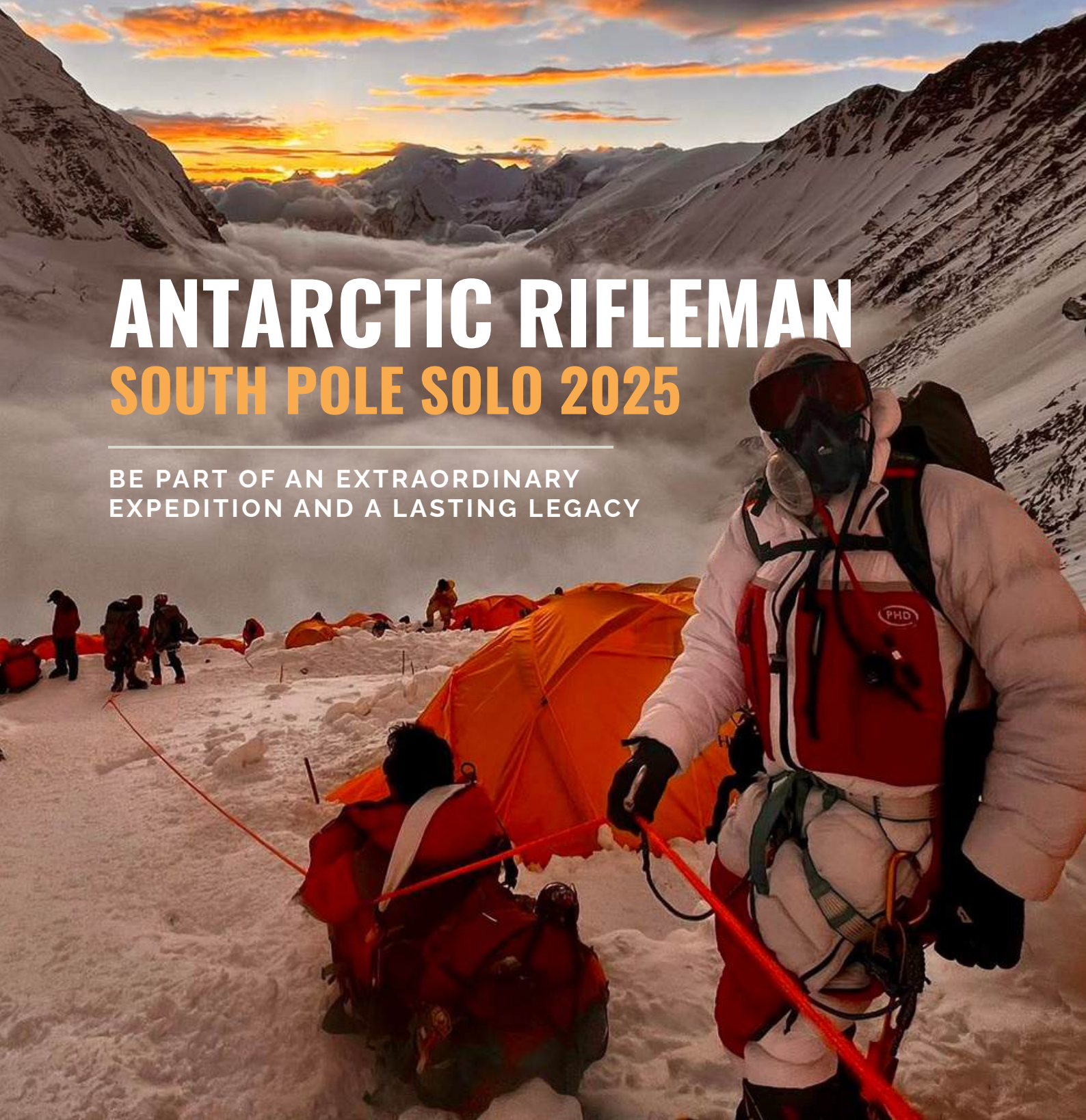




# ANTARCTIC RIFLEMAN

## SOUTH POLE SOLO 2025

BE PART OF AN EXTRAORDINARY  
EXPEDITION AND A LASTING LEGACY







THE STORY SO FAR

# IAN'S JOURNEY

In November 2025, Ian Hughes will attempt **one of the most demanding journeys on Earth** - skiing solo and unsupported 492 nautical miles (911 km) across the Antarctic Plateau to the Geographic South Pole.

This is more than a personal challenge. It is the final push towards the rare **Explorers Grand Slam**; climbing the highest peak on every continent and reaching both the North and South Poles.

**Fewer than 75 people have ever achieved it.**

Ian's goal is to raise **£100,000 for veterans' mental health** through the Always a Rifleman charity, supporting those who have served and now face PTSD, depression, and the hidden wounds of conflict.

As a sponsor, you will join him on this historic expedition.

**£100,000**  
fundraising goal  
to support  
veterans' mental  
health

**492**  
nautical miles to  
the Geographic  
South Pole

**50-60**  
days expected  
duration

**<75**  
people have  
completed the  
Explorer's  
Grand Slam





## THE CHALLENGE

# THE EXPLORERS GRAND SLAM

The Explorers Grand Slam is one of the **toughest and rarest challenges** in adventure. It involves climbing the highest peak on each continent and skiing to the North and South Poles; feats that test every aspect of skill, endurance, and resilience.

To complete the Grand Slam, an adventurer must:

- **Summit the Seven Summits** – the highest peak on each continent.
- **Reach both the Geographic North and South Poles.**

Fewer than 75 people worldwide have completed any version of the Grand Slam. Ian aims to be only the second Briton to do so.

## IAN'S PROGRESS SO FAR...



### DENALI

NORTH AMERICA  
(2024)



### KILIMANJARO

AFRICA  
(2024)



### ELBRUS

EUROPE  
(2024)



### CARSTENSZ PYRAMID

OCEANIA  
(2024)



### EVEREST

ASIA  
(2025)

## STILL TO COME...

**Next:** South Pole (2025), Vinson Massif (2026), Aconcagua (2026), North Pole (TBC)

**“EVERY CLIMB, EVERY STEP ON THE ICE, TAKES ME CLOSER TO THE GRAND SLAM. BUT MORE IMPORTANTLY, IT’S A CHANCE TO RAISE AWARENESS AND SUPPORT FOR THOSE WHO’VE SERVED.”**

**— IAN HUGHES**



## WHAT'S NEXT

# THE SOUTH POLE SOLO

In November 2025, Ian will set out alone on one of the most remote and hostile journeys on Earth - **a solo, unsupported ski** from the Ronne Ice Shelf to the Geographic South Pole.

**Route:** Messner Route from the Ronne Ice Shelf to the Geographic South Pole.

**Distance:** 492 nautical miles / 911 km.

**Duration:** 50–60 days.

**Conditions:** -10°C to -35°C (without wind chill), katabatic winds, crevasses, altitude.

**Load:** Pulling a sledge weighing 80–100 kg.

**Calories burned:** 5,500+ per day.

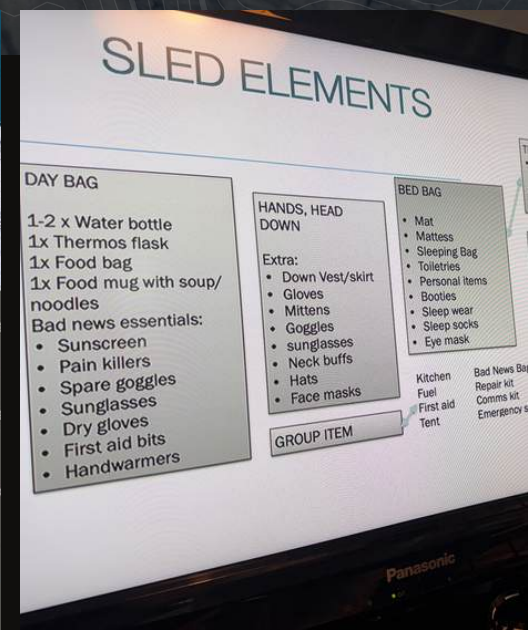


## Physical Challenges

- Extreme cold, frostbite risk.
- Heavy sled hauling for up to 10 hours a day.
- Navigation through whiteouts and sastrugi.

## Mental Challenges

- Isolation and monotony of Antarctica's vast, featureless plateau.
- Self-reliance in one of the most remote environments on Earth.





FROM MILITARY DIVER TO EVEREST SUMMIT

# ABOUT IAN

Ian has built his life around challenges that demand resilience, discipline, and a refusal to quit.

- **Former soldier** in the Royal Green Jackets.
- **Career deep-sea diver and founder** of two multi-million-pound subsea businesses.
- **Veteran ultra-endurance athlete:** Everest, Denali, Marathon des Sables, Arctic treks.
- Committed to raising awareness for **veterans' mental health**.
- Named **Maritime Personality of the Year** at the Mersey Maritime Industry Awards 2024.

## 5 OF 7

Summits completed.

## 30+ YEARS

in extreme environments: military, deep-sea diving, and exploration.

## 100,000

fundraising target for veterans' mental health.





## THE MOTIVATION

# THE CAUSE

**Always a Rifleman** is a veterans' charity that provides direct support to ex-soldiers facing PTSD, depression, and other service-related challenges.

## WE NEED TO ACT

**PTSD and depression** affect thousands of UK veterans every year.

**Suicide rates** among veterans remain alarmingly high.

**Many suffer in silence** due to stigma or lack of access to support.



Through this expedition, Ian aims to:

- **Raise vital funds** for treatment and outreach.
- **Spark public conversation** about mental health in the armed forces.
- **Honour the memory and service** of those we have lost.





FUNDRAISING GOAL: £100,000

# SPONSORSHIP OPPORTUNITIES

- **Be part of history** linked to a world-class endurance feat.
- **Gain global exposure** through national & international media coverage.
- **Align with a powerful cause:** veterans' mental health.
- **Engage audiences** via expedition updates, talks, and events.
- **Show climate responsibility** with verified carbon tracking of the expedition.



## AVAILABLE TIERS

### Platinum Partner (£25,000+)

- Naming rights on gear & media.
- Feature in expedition film and CSR events.
- Largest logo on pulk & jacket.

### Gold Partner (£10,000–£24,999)

- Logo on gear.
- Mentions in social & video updates.
- Invitation to post-expedition thank-you events.

### Silver Partner (£5,000–£9,999)

- Logo on gear & website.
- Framed expedition thank-you photo.

### Bronze Partner (£1,000–£4,999)

- Website logo.
- Social media thank-you mention.

### Supporter (<£1,000)

- Name in "Roll Call" listing.
- Digital support badge.

**£100,000**  
fundraising goal





## BRANDING

# BRAND ASSOCIATION

Your brand will travel to one of the most remote and extreme places on Earth, featured in **photos, video, and live updates** from Ian's South Pole Solo expedition, and in **post-expedition media and events**.

## Brand Placement

- **Sledge** – Logo on expedition pulk.
- **Clothing** – Branding on outerwear.
- **Equipment** – Logos on key gear.

## Recognition

- **Website** – Logo, link, and tier credit.
- **Social Media** – Featured in expedition updates.
- **Photography** – Logos in select imagery, public thanks.

## Corporate & CSR Benefits

- Link with a **historic expedition**.
- Show CSR through **veteran support**.
- Be part of **exploration history**.



Stand with Ian at the edge of the world.  
Gain lasting exposure, inspire audiences, and help change lives.





## GETTING INVOLVED

# MEDIA & PR REACH

The South Pole Solo will generate **high-impact media interest** before, during, and after the expedition — giving sponsors valuable exposure across press, broadcast, online, and live events.

**Your brand will be part of every stage**, from launch headlines to the moment Ian reaches the South Pole and the world takes notice.

## TIMELINE

### Pre-Expedition

- Press launch and targeted media outreach.
- Features in adventure, business, and charity publications.
- Social media build-up and sponsor mentions.

### During Expedition

- Live satellite updates from Antarctica.
- Real-time progress tracking with sponsor branding.
- Visual and written updates shared globally.

### Post-Expedition

- Media interviews and feature articles.
- Speaking events for corporate and public audiences.
- Documentary and digital content with visible sponsor placement.





GETTING INVOLVED

# JOIN THE JOURNEY

Join Ian on this extraordinary journey.  
Support veterans.  
Be part of a rare and historic achievement.

**Phone**

+44 (0)7779 295694

**Email**

ian.hsse@me.com

**LinkedIn** Ian Hughes

**Website**

TBC

**Facebook** Ian Hughes  
Antarctic Rifleman



## BE PART OF HISTORY

