



ANTARCTIC RIFLEMAN

SOUTH POLE SOLO 2025

BE PART OF AN EXTRAORDINARY
EXPEDITION AND A LASTING LEGACY

FOLLOW THE
JOURNEY





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

FOLLOW THE
JOURNEY

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.

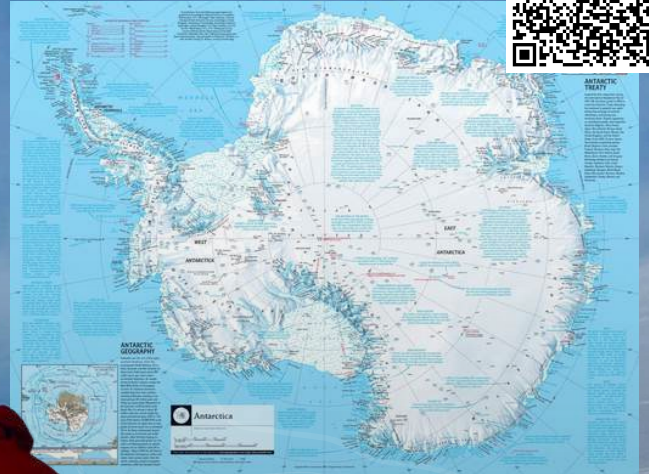
Distance: 492 nautical miles / 911 km.

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: 8000+ per day.

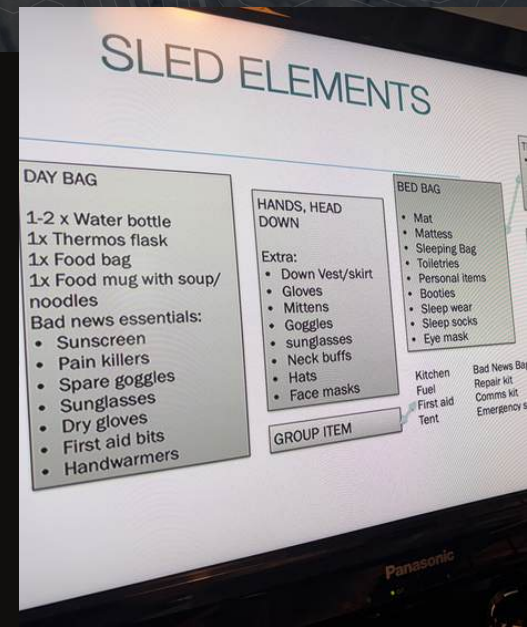


Physical Challenges

- 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.



SCAN TO LEARN MORE



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.



SCAN FOR PACKAGES



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.

SEE RECENT PRESS



BBC

Ex-soldier aims to reach both poles and seven summits



THE SUN

Thrill-seeking businessman takes on solo South Pole ski challenge to raise £100k for veterans' mental health charity



ECHO 24

Dad's South Pole challenge less than 75 people have completed



oeg

OEG's Ian Hughes takes on solo South Pole ski challenge to raise £100k for veterans



GETTING INVOLVED

JOIN THE JOURNEY

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

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Social



BE PART OF HISTORY

