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Get Sponsored: A Funding Guide for Explorers, Adventurers, and Would-Be World Travelers (Paperback)

By Jeff Blumenfeld

Skyhorse Publishing, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book. Christopher Columbus needed a sponsor for a dangerous expedition, but the king of Portugal wasn t interested. He repackaged his proposal for the queen of Spain. She put Columbus on retainer, and the rest is history. Columbus may not have been the first to discover America, but he had a great publicist. That s where Jeff Blumenfeld comes in. For many years, using a PR specialty called adventure marketing, Jeff has connected explorers and their projects with corporate sponsors looking to demonstrate product performance in extreme conditions. His book takes the reader from Erik Weihenmayer s expedition to be the first blind man to summit Mount Everest, to the first confirmed dogsled expedition of the North Pole, to Audrey Mestre s deadly free dive expedition off Bayahibe beach in the Dominican Republic. You Want to Go Where? is the only book that not only takes you behind the scenes of some of the most dangerous adventure expeditions in recent years, but also shows how you can fund and arrange your own trip, including details on everything from grants to sponsorships. For anyone who s ever had...

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