



7 Summits **Veterans Mountain Climbs**

Helping Our Wounded Veterans Heal



**Corporate
Sponsorship
Opportunity**



**7 Summits
Veterans
Mountain Climbs**

THE PROBLEM

Veterans with severe injuries give up hope.

For veterans who have witnessed the extreme conditions of life and the horrors of war, facing injuries as serious as missing appendages is not easy. Regaining a sense of purpose in life requires extreme measures.



41,936

Number of wounded veterans from wars in Afghanistan and Iraq



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OUR SOLUTION

The Heroes Project provides hope. **Extreme hope.**

After a serious accident left Tim Medvetz injured and in long term physical therapy, he vowed he would climb to the summit of Mt. Everest. He finally made it in 2007.

Conquering that challenge transformed Tim's life and inspired him to share the challenge and triumph with those who need it most — wounded warriors.



OUR GOAL



7 Summits Veterans Mountain Climbs

Take veterans to the 7 world summits.

On August 16th, 2009 retired sergeant Keith Deutsch reached the peak of Mt. Elbrus, the highest mountain in Europe with the help and inspiration from The Heroes Project.

Now, as part of The Heroes Project, Tim is leading veterans on climbs to the 7 Summits of the world.

THE 7 SUMMITS

1. Mt. Kilimanjaro
2. Mt. Elbrus
3. Carstensz Pyramid
4. Mt. Everest
5. Mt. Denali
6. Mt. Aconcagua
7. Mt. Vinson





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OUR VISION

Inspire veterans nationwide.

A documentary of the 7 Summits Climbs will be distributed to injured veterans in hospitals across America to help them realize their lives don't end with physical limitations.

**Sergeant Retired
Matt Nyman and Tim
reach the Summit of
Mt. Denali in Alaska.**

YOUR OPPORTUNITY



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Sponsor the Climbs

This is your opportunity to be a part of this breathtaking human achievement.

By sponsoring the climbs, you'll support this inspiring cause, and gain tremendous media exposure.



PRESS COVERAGE



7 Summits Veterans Mountain Climbs

Tim and The Heroes Project have already garnered tremendous press coverage for their 2 climbs. Only 198 people have climbed the 7 Summits. Injured veterans will garner tremendous media attention to this feat and to the plight of injured veterans.



Person of the Week

Tim Medvetz and The Heroes Project

He Helps Injured Soldiers Overcome Their Fears and Earth's Highest Peaks



Los Angeles Confidential

Mountain climber Tim Wayne Medvetz is taking wounded veterans to new heights.

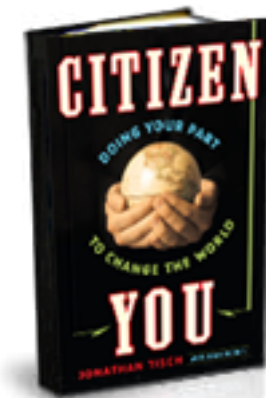
By Adam Preskill



PEAK PERFORMANCE
Mountain climber Tim Wayne Medvetz is taking wounded veterans to new heights. *By Adam Preskill*

TIM WAYNE MEDVETZ enjoys a challenge. An experienced mountain climber with an Everest summit to his credit, Medvetz has set out to climb the highest peak on all seven continents—a feat only accomplished by approximately 200 climbers. Except there's a twist: His climbing partner on each ascent is a different injured veteran from the wars in Iraq and Afghanistan. As founder of the nonprofit The Heroes Project, Medvetz works with charities to give injured veterans a new lease on life. After taking up climbing following his own life-threatening motorcycle accident in 2001, Medvetz can relate to what the former soldiers are going through. "It wasn't until I got my feet on a mountain that I felt like I got back to how life used to be," says Medvetz. "I wanted to show these vets their lives are not about lying in a hospital bed."

In September Medvetz summited Europe's highest peak, Mt. Elbrus, with Iraq veteran and amputee Keith Deutch. And Medvetz has three climbs planned for 2015: Antarctica's Mt. Vinson, Aconcagua in the Argentine Andes and Alaska's Mt. McKinley. To prepare Medvetz trains four to five hours a day at Equinox gym in West Hollywood and climbs nearby peaks such as Mt. Baldy on a regular basis. "LA is the absolute greatest training ground for high altitude mountains," says Medvetz. "In an hour you can be on a 10,000-foot peak, and then you're back at sea level the same day."



Featured in Book

In Citizen You, Jonathan Tisch challenges readers to take up the mantle of social engagement by showing them how individuals are working to change the world.



Celebrities have embraced Tim's cause.

"I am in awe of Tim's passion and the way he has chosen to express his duty to our returning heroes. Tim is making a difference and I applaud him and support The Heroes Project all the way."



David James Elliott
Actor, Director, Producer



Cher

Singer, Songwriter, Actor
Philanthropist

Cher has been a vocal supporter of American soldiers and returning veterans. Cher and her foundation has helped The Heroes Project with her long time friend Tim Medvetz.

"Tim does this not for glory for himself, but indeed as I have gotten to really know Tim, he does this for the betterment of mankind as a whole. I back this dude and The Heroes Project one-million percent!"



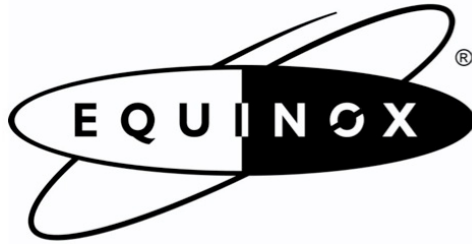
Duff McKagan

Guns N Roses,
Velvet Revolver, Loaded

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LINDBERG. NUTRITION
Low Prices on America's Best Supplements

IAMMAI
INSPIRATION. ACTION. MOTIVATION.

**Join the growing list of companies
supporting The Heroes Project.**

SPONSORSHIPS



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The 7 Summits Sponsor \$300,000

1 Exclusive Opportunity Available

INCLUDES:

- Corporate Branded Flag at Summit
- Company name as producing credit on documentary distributed through veterans hospitals and DVDs nationwide.
- Personal, video-tapped interview with Tim and your CEO for use in your corporate promotion.
- Exposure on The Heroes Project website.
- Recognition in news releases, videos, and promotion.



YOUR OPPORTUNITY



7 Summits Veterans Mountain Climbs

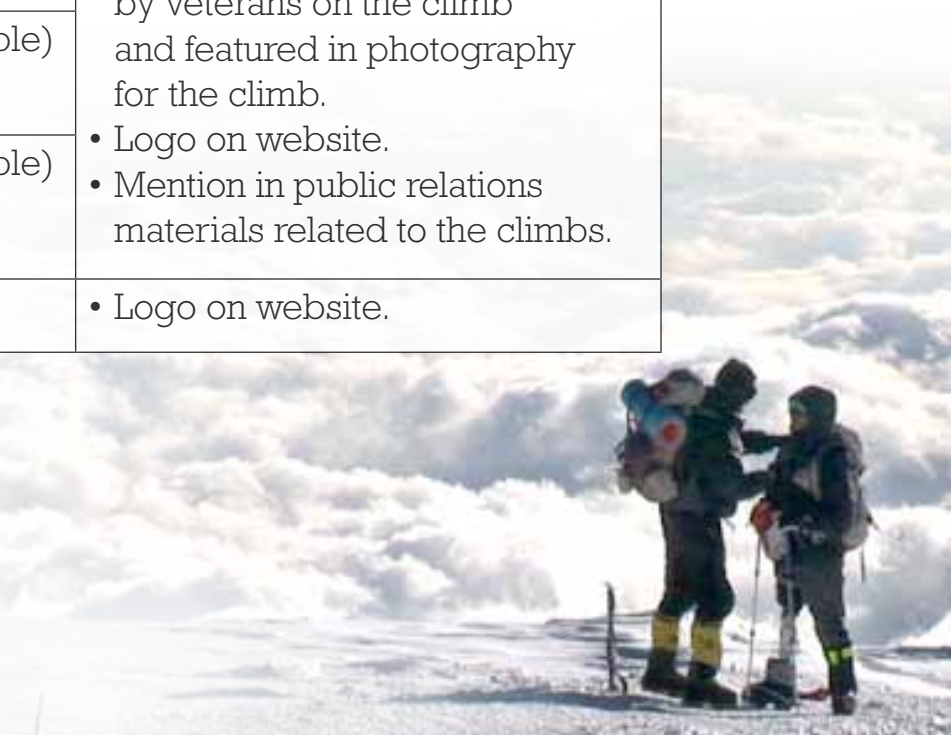
Other Sponsorship Levels

Summit Sponsor	\$100,000	1 per climb (5 available)	<ul style="list-style-type: none">• Have a flag with your corporate logo carried to the top peak by a veteran.• Recognition all climb-related promotion.• Logo in documentary to be distributed nationally.
High Camp Sponsor	\$75,000	1 per climb (5 available)	<ul style="list-style-type: none">• Logo on clothing patches worn by veterans on the climb and featured in photography for the climb.• Logo on website.• Mention in public relations materials related to the climbs.
Advanced Basecamp Sponsor	\$50,000	1 per climb (5 available)	
Basecamp Sponsor	\$25,000	1 per climb (5 available)	
Supporter	\$5,000	no limit	<ul style="list-style-type: none">• Logo on website.

Contributions at all levels are appreciated.

The Heroes Project is a 501(c)(3) nonprofit organization.

Tax ID# 27-1288926. Contributions may be tax deductible.





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Thank you for your support.

We can't do it without you.

Click to watch our 7 minute video.

<http://TheHeroesProject.org/gallery.cfm>

www.TheHeroesProject.org

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THE HEROES PROJECT



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Founded in 2009, The Heroes Project is an organization that works with the veterans, soldier and military families community on all levels. Its mission is to improve the care and protection of heroes through individual support, community empowerment and systemic change. The core work of the Heroes Project includes three initiatives:

Climbs for Heroes

Under the leadership of Tim Medvetz, the Heroes Project supports climbing programs for wounded soldiers and veterans. Tim is planning climbs to the seven summits of the world, each with soldiers and veterans. Video footage of the climbs will be used as part of advocacy and empowerment programs.

Hope for Heroes

The Heroes Project aims to encourage and expand community service programs that support our nation's heroes. The Heroes Project promotes and augments the good work of organizations working with this community across the country.

Voices for Heroes

The Heroes Project plans to conduct media campaigns to highlight success stories in veterans care as well as conduct education activities to decision makers and the general public about the needs and successes in caring for veterans and military families.

Board of Directors

Tim Wayne Medvetz

Founder & President
Expedition Leader

Richard Stark

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Founder/CEO, Chrome Hearts

Scott Rosen

Co-Founder
COO Equinox Fitness Clubs

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