

**GOODGEAR**

Two Poles. One Journey. World First.

# Sponsors

How to get  
involved...



## **A limited number of global sponsors have a unique, lifetime opportunity to connect the spirit of human adventure with the benefits of positive technology.**

GOODGEAR was established in 2019 by an international group of expedition, technology and media partners with a landmark challenge of the first circumnavigation of the world with the crossing of both poles, without the use of flight.

The Transglobal Car Expedition begins on 10th of January 2024 for a period of 18 months and will be showcasing the latest positive technologies and science throughout the journey.

The Expedition will be used to test the latest technology innovations in

the remotest and most hostile regions and with some of the most marginal communities in the world.

GOODGEAR is a partnership organisation and embraces the involvement of non-governmental bodies, United Nations agencies, Scientific institutions and Foundations, together with the world's leading technology companies.

**GOODGEAR is a non-governmental organisation which promotes the link between the spirit of global adventure and positive technology.**



# Our Mission

## Global Context

In 2015, 195 nations agreed to change the world for the better by bringing together their respective governments, businesses, media, education and NGO communities to improve the lives of the people and environments in each of their countries by 2030. These became the United Nations Sustainable Development Goals.

## Mission

GOODGEAR believes in the potential of the human race to overcome challenges and create technology solutions that help create a sustainable, balanced and prosperous world for human beings, the global environment and its cultural heritage.

# Our Manifesto

## 01

The good technologies we use have an overall positive effect on the current challenges facing the planet.

## 02

The good technologies we use are socially inclusive and not only designed for a small percentage of the population.

## 03

The good technologies we use will help prove or catalyse new science and innovation.

## 04

The good technologies we use can be communicated to educate the next generation about positive technology.

## 05

The good technologies we use have no long term negative impacts on society, health or the environment.



## Participate

GOODGEAR welcomes direct sponsorship participation in the Expedition from the world's boldest and most innovative companies.

## Opportunity

GOODGEAR provides a technology testing ground and promotional platform for a period of two years - from planning in 2023 to Expedition completion in 2025

## Benefits

The Expedition will create live and original multi-media content to achieve brand connectivity with global audiences in multiple languages across the widest range of marketing and promotional channels.

## Value

The GOODGEAR brand will become the global badge for innovators, scientists, organisations, technology companies and individuals who believe in the power of positive technology and the spirit of adventure.

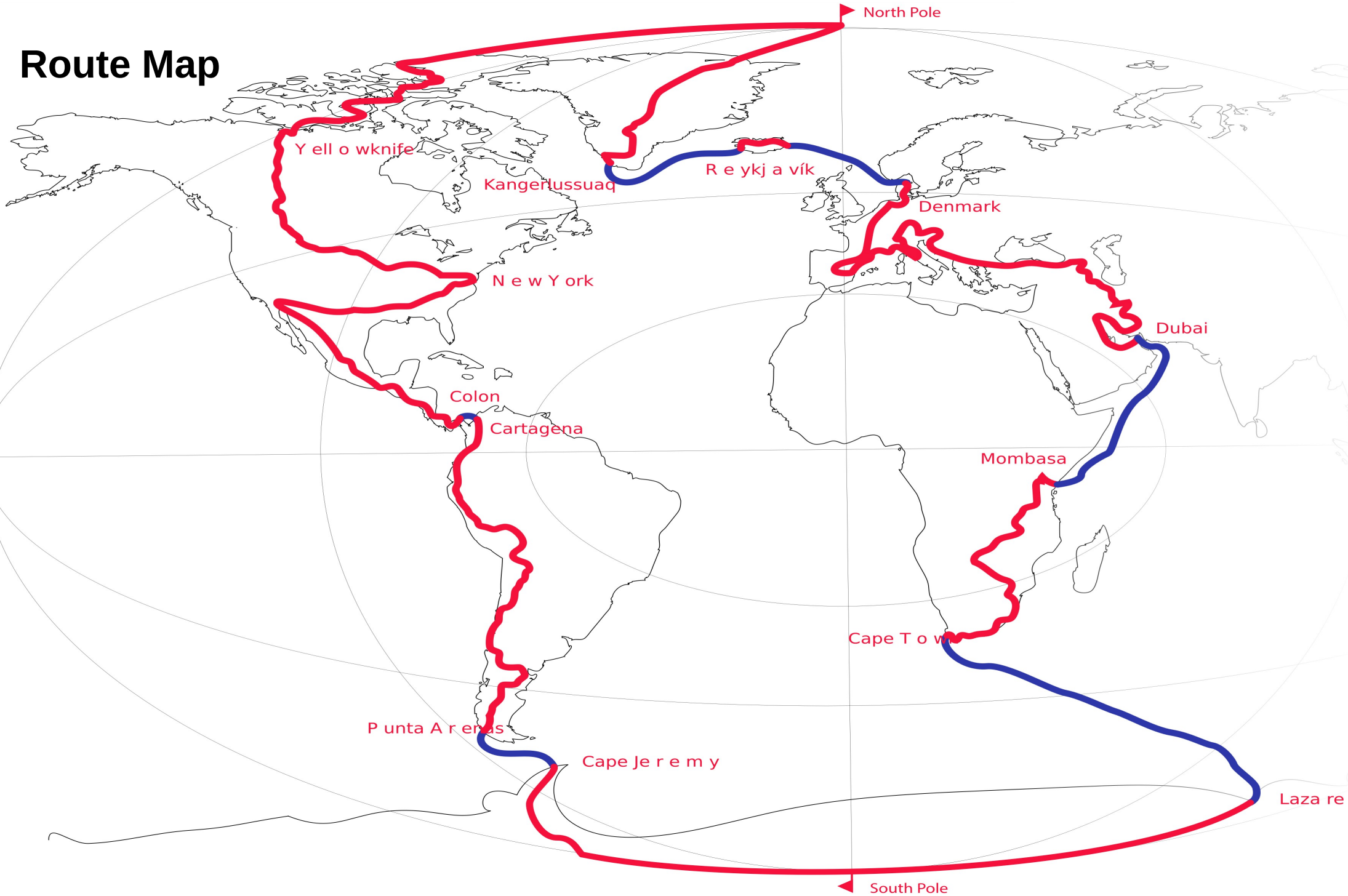
## Contact

Contact [sponsor@goodgear.org](mailto:sponsor@goodgear.org) to start the conversation.

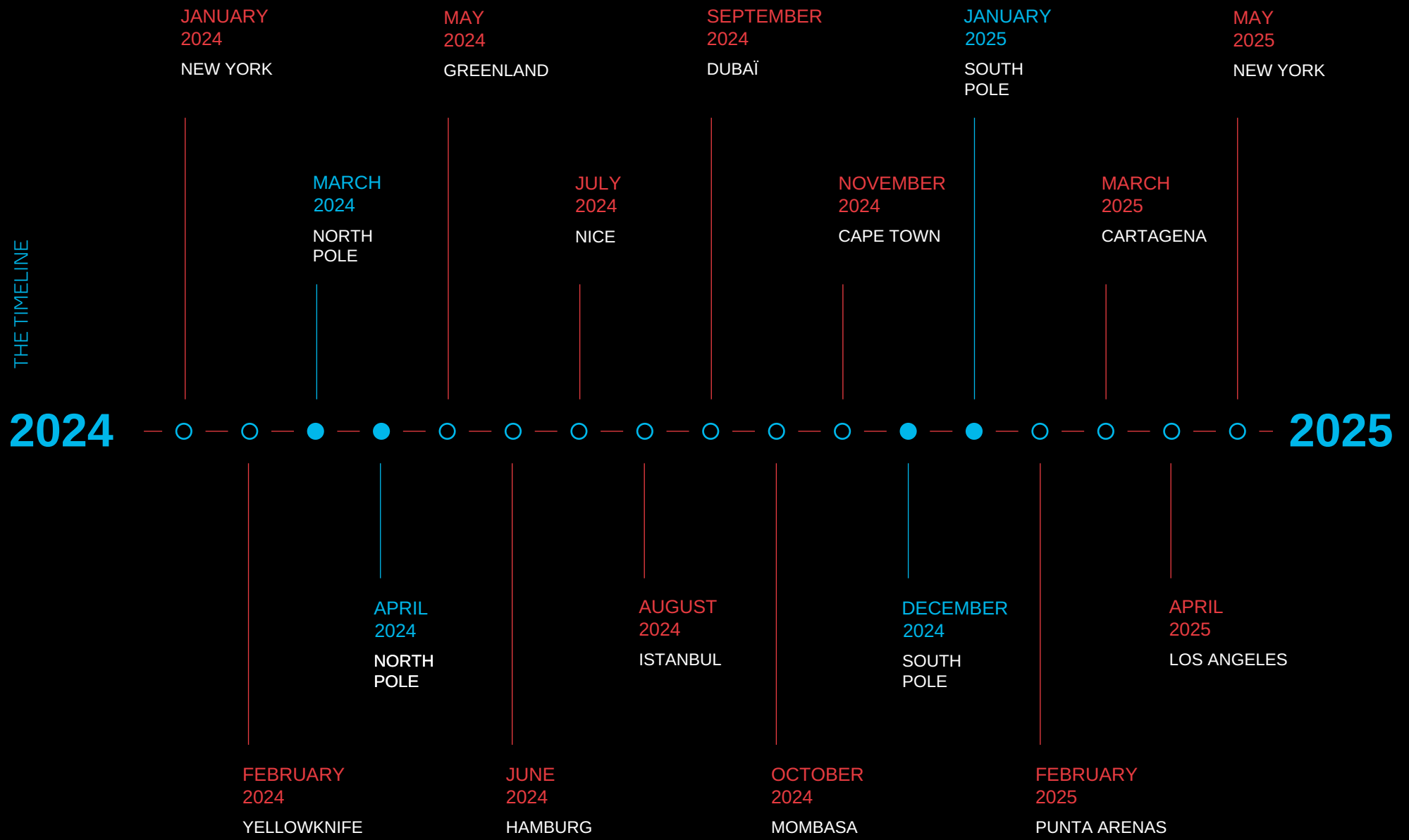


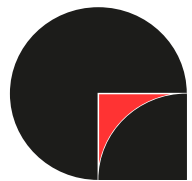


# Route Map



THE TIMELINE





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**Contact**

[sponsor@goodgear.org](mailto:sponsor@goodgear.org)