



Klaus Ohlmann

A new  
**SUSTAINABLE**  
world  
record.



Himalaya Challenge 2021



Klaus Ohlmann (68) is a six-time world champion and, with over 60 world records, the most successful glider pilot of all time. After his successful practice as a dentist he runs his own mountain flying school "Quo Vadis" in southern France.

He has specialized in long range and high-altitude flights and is holder of the FAI glider world record for the longest free distance of 3009 kms uninterrupted flight and also is the first person to fly over Mount Everest in a glider. His world record for the fastest ever speed reached in a glider of 307 km/h remains unbroken in a decade.

He has perfected the art of 'wave riding' in a glider, a specific skill in catching updrafts in the jet stream in order to fly long distances.


So basically Klaus is a sky surfer...one of the best! 😊

## Call for sponsors



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Edmund Hillary and Tensing Norgay made history in 1953 when they achieved the first ascent of Mount Everest.

Himalaya region is ready for a new record! Are you?

Himalaya Challenge 2021

KLAUS  
OHLMANN  
ADVENTURES

A white Stemme S10 glider is shown in flight against a backdrop of a blue sky with scattered white clouds. The glider is viewed from a high angle, showing its long, slender fuselage and high-wing configuration. The registration number 'D-KKOP' is visible on the upper surface of the wing. The cockpit is open, revealing the interior. The background shows a vast expanse of sky and distant landmasses.

# THE 8 x 8K RECORD PROJECT

- **Himalaya Challenge 2021**
- **Climbing to the top of all the 8000 m summits in one day**
- **Soaring from Daulaghiri to Kanchenjunga in the jetstream above the top of the world**
- **Accompanying this incredible adventure in global media**

Stemme S10

Himalaya Challenge 2021





# MASTERING EXTREME ALTITUDE AND POWERFUL STORMS

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- Requires world class skills to fly in demanding environment of heavy unpredictable air waves in jet stream.
- Specially built glider which can fly much higher than other sailplanes and has a highly specialized oxygen systems on board to fly over 10000 metres.

Himalaya Challenge 2021



# LET'S RIDE THIS WAVE TOGETHER

- **Challenge: Dec 2020 to March 2021**
- **Base camp Pokhara in Nepal**
- **Two planes in the air (Klaus + world-renowned film team)**
- **Global media presence on TV, print and Social Media + Amazon / Netflix documentary**
- **Sponsorship with payload option (celebrity, influencer) available**

Himalaya Challenge 2021



# Mission

**Surfing on a wave of sustainability,  
skillfully reaching new heights.  
Documented by adventurous storytelling  
content.**



Himalaya Challenge 2021



# Locations



**Our team is building relations to different types of global media, journalists, filmmakers and social media influencers.**

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## Training Camp

Preparation of Co-pilot in France

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## Flyover Nepal

Multi-stop tour from France to Nepal

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## Base Camp

Ground station in Nepal

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## Air

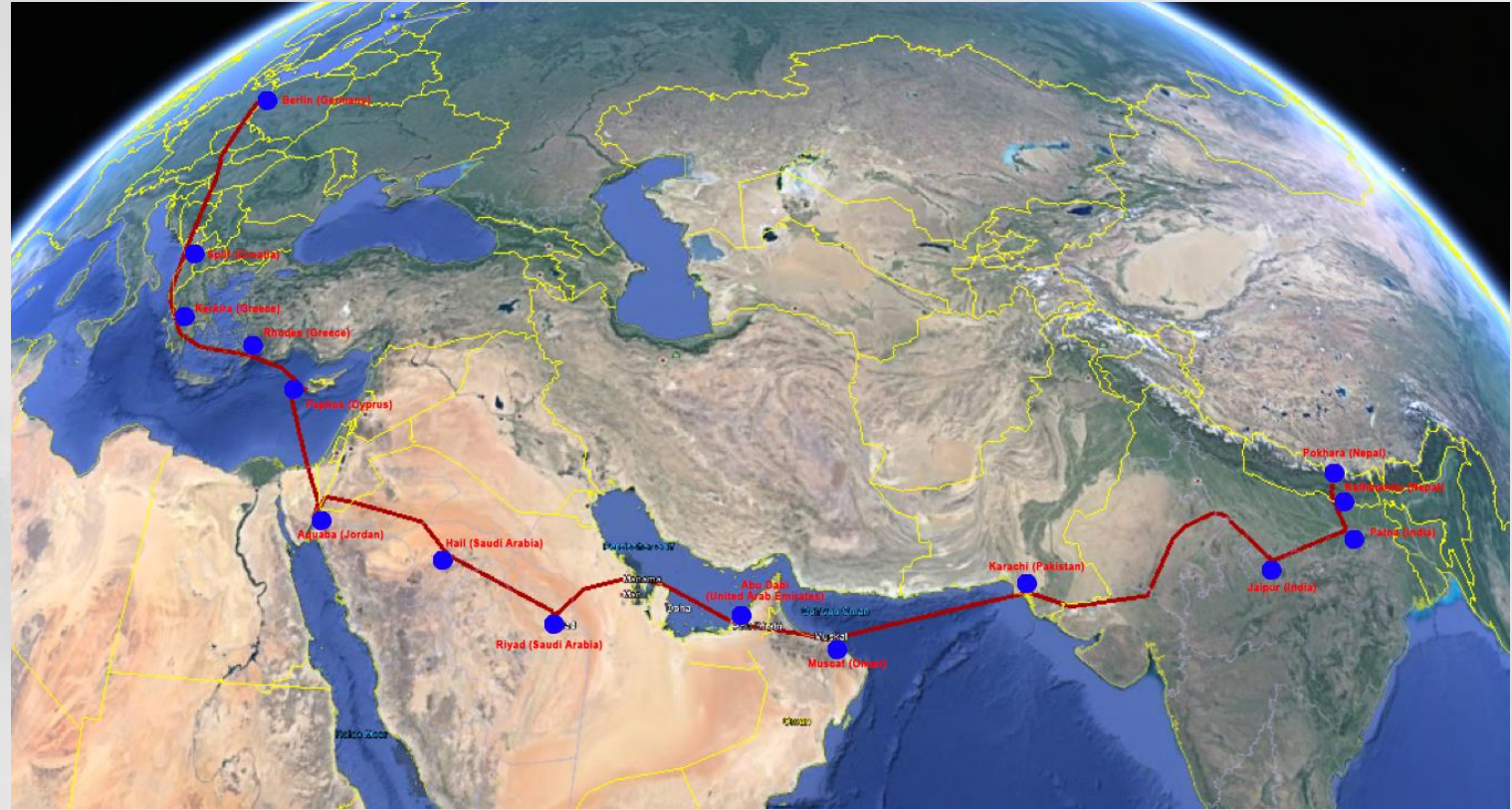
2 planes in the air over Himalaya

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## Home Base

Central hub in France

# Flyover



Distance: 9501 km (one way)  
Flight time: 47 hrs

**An essential part of our Himalaya Challenge story is the transfer flight with two planes from Berlin to the world record location in Nepal and back.**

# Timeline



**Multiple single stories woven into a big plot, allowing +6 months visibility.**  
**Waves of inspiration creating an ocean of emotion.**



# Impact

**Connecting a new sustainable world record with your brand values: Exclusive access to main actors and imagery, full presence in storytelling content.**

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Image

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Awareness

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Reach

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VIP Events

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Content

# Media

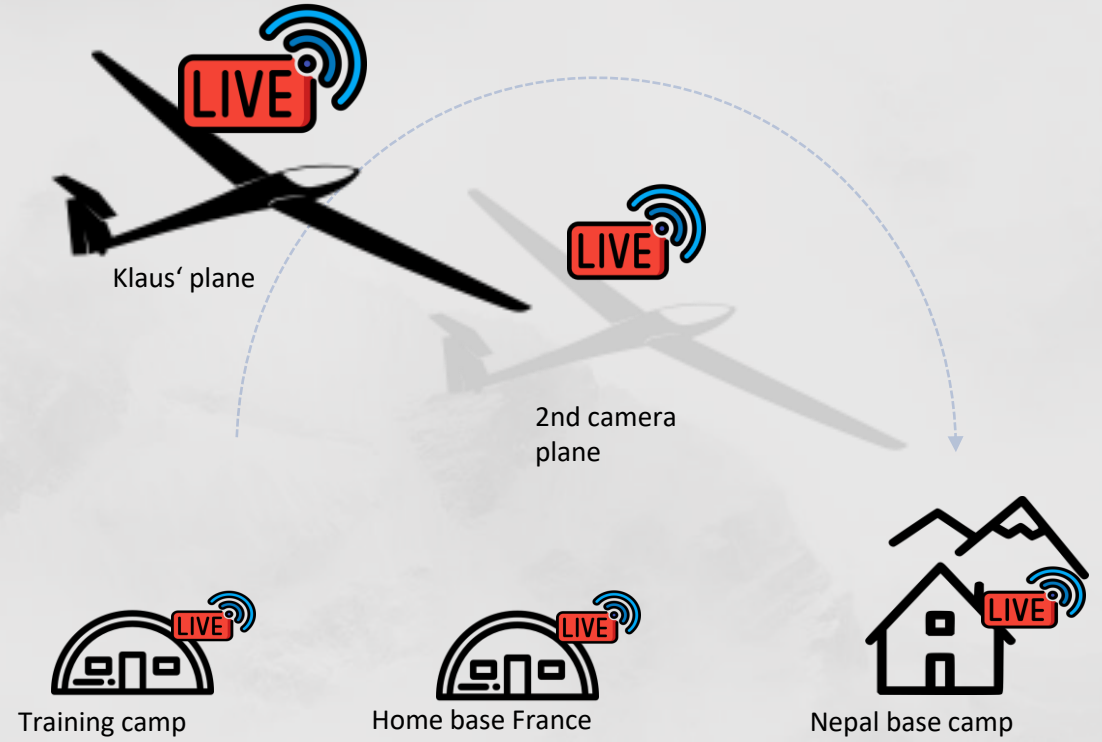
**Our team is building relations to different types of global media, journalists, filmmakers and social media influencers**

Authentic text & photo





# Live Stream

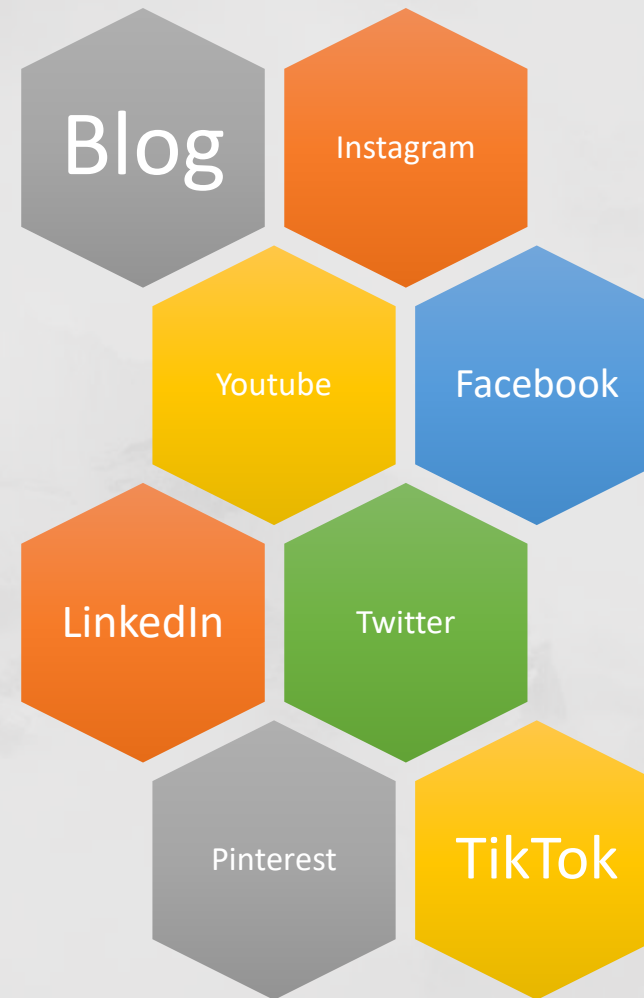


**Live streaming and professional film / photo documentation throughout the whole event.**



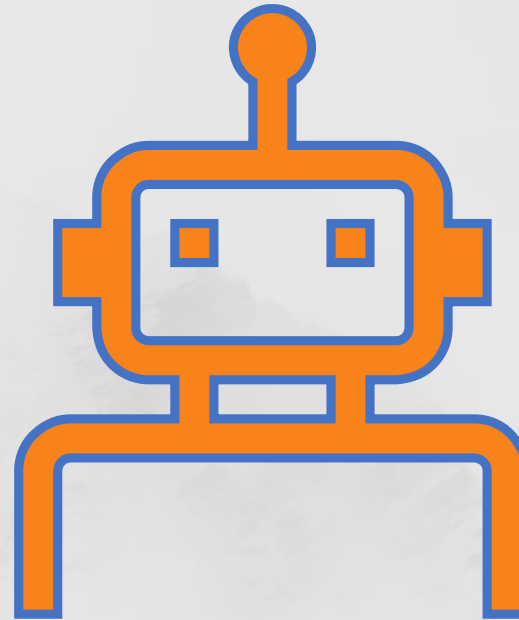
# Own digital channels

**Reaching new audiences, spreading the message and starting discussions**





# Anchor



**On board: A key opinion leader (influencer)  
or celebrity with reach of +10m followers  
live streamed as co-pilot of Klaus' airplane –  
supported by the main sponsor**

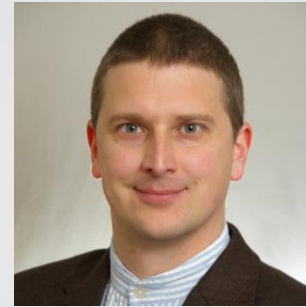
Himalaya Challenge 2021



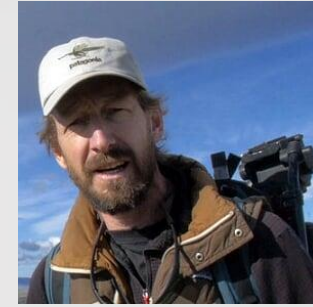
# Team



Dieter Hornig  
International Management,  
Political Affairs



Karl Käser  
Technical Director  
Aero engineering



Christian Holler  
Producer & filmmaker



Sascha Schulz  
Marketing expert,  
Influencer Marketing  
Academy (IMA)

**Renowned experts managing and supporting our mission before, during and after the event.**



# Budget

TOTAL	
Equipment, Infrastructure, Licenses, Legal, Transportation, Logistics, Hospitality (2021)	
Media relations, Online Marketing, Content Creation for own channels (Nov 20 – June 21)	
Influencer / Celebrity / KOL fee	

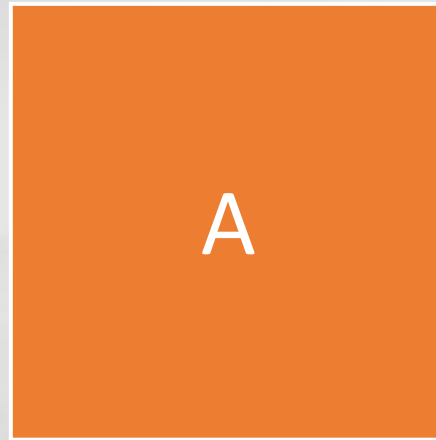
**Budget estimate includes two specific glider,  
Costs for flyover from Europe to Nepal  
Cost for film documentary is  
not included..**

All prices plus VAT if applicable.

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# Sponsors

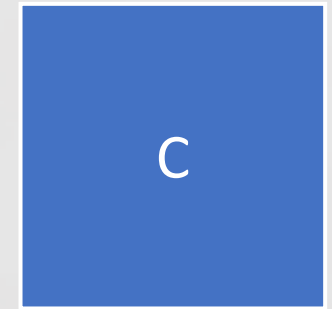


1x Exclusive  
Main Sponsor  
2 Mio €

or



3x brand sponsor  
500k € each



5x media sponsor  
100k € each

**Sponsors are contextually and visually embedded – visible on payload (helmet, dress), Integrated in own channels and official documentary.**



# Outlook

**Himalaya Challenge 2021 is just the beginning of a series of unforgettable record and discovery flights with gliders, electricity and hydrogen aircrafts by Klaus Ohlmann. Ask us for details!**

- ▶ **World altitude record 2021**  
with an electrically operated motor glider
- ▶ **Silkroadflight inaugural flight 2021**  
with electrically powered airplane
- ▶ **Silkroadflight 2022**  
with hydrogen powered aircraft
- ▶ **First Circumnavigation of the world 2021/22**  
with electrically powered airplane
- ▶ **7 Summits 2022 and South Pole expedition**  
with electrically powered airplane
- ▶ **North Pole expedition à la Amundsen 2022** with electrically powered airplane



# Sources

<https://www.klaus-ohlmann.com>

<https://www.klaus-ohlmann-adventures.com>



# Contact

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