

Phil & Iva

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# Sponsorship Proposal

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Adventure, Filmmaking and  
Sailing around the World



Sailing towards  
a world in which  
everyone chases  
their dreams.



Who?

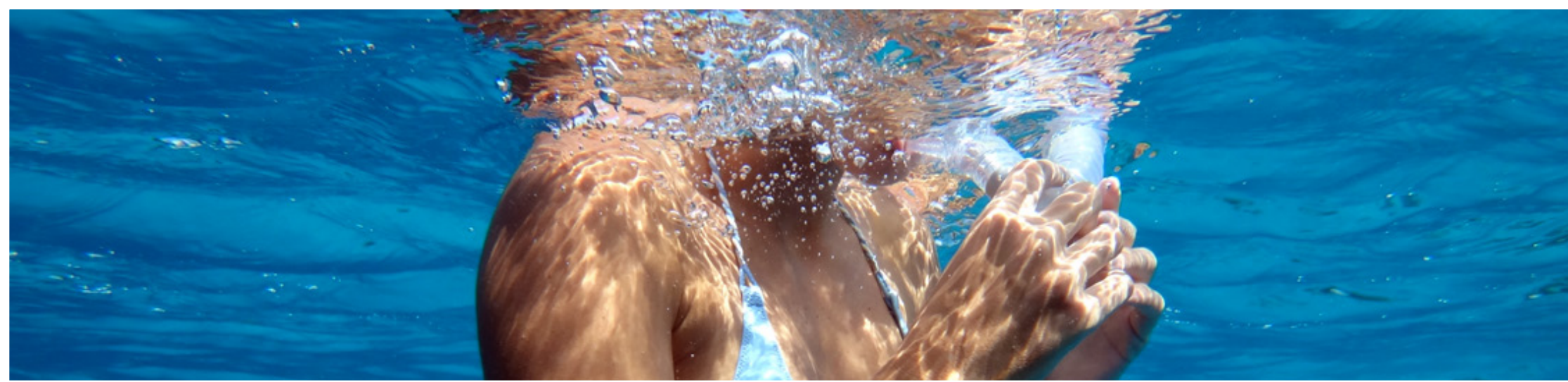
We are a young couple living on a sailboat, traveling around Asia.

What?

We create original and engaging multimedia content to share our discoveries with the world.

Why?

We need financial support to be able to reach a wider audience with our powerful message and bring our projects to life.



## Our Mission

Our mission is to inspire.

To communicate a powerful and universal message: the idea that a dream, no matter how fantastic it may seem, is achievable through hard work and strong will.

We strive to exemplify this ideal; to convey to others that the possibility of going beyond boundaries and broadening horizons is always at hands reach. That indeed there exist in the world many diverse ways of life, and it is up to each person to shape their own.





## Our Objective

Our objective is to widen the reach of our message as we sail around the Asia-Pacific Region in discovery of new countries, cultures and people.

We aim to share our experiences by engaging people across the world through different media and sharing our story in a way that inspires others to take a fresh look at life and its bright possibilities.



# The Team

## Philippe Estiot

Captain



Though currently working towards newfound joint goals, we came together from very different backgrounds. Phil was born in Paris in 1980 to a French father and a German mother. Growing up around the world, he quickly discovered his love for travel. As a teenager in California he began sailing and soon after set his mind to purchasing his own boat. To achieve his ambitious dream, he worked in Asia for many years, spending six years in Kuala Lumpur, Malaysia as Regional Manager of a French company. This is where he met Iva.

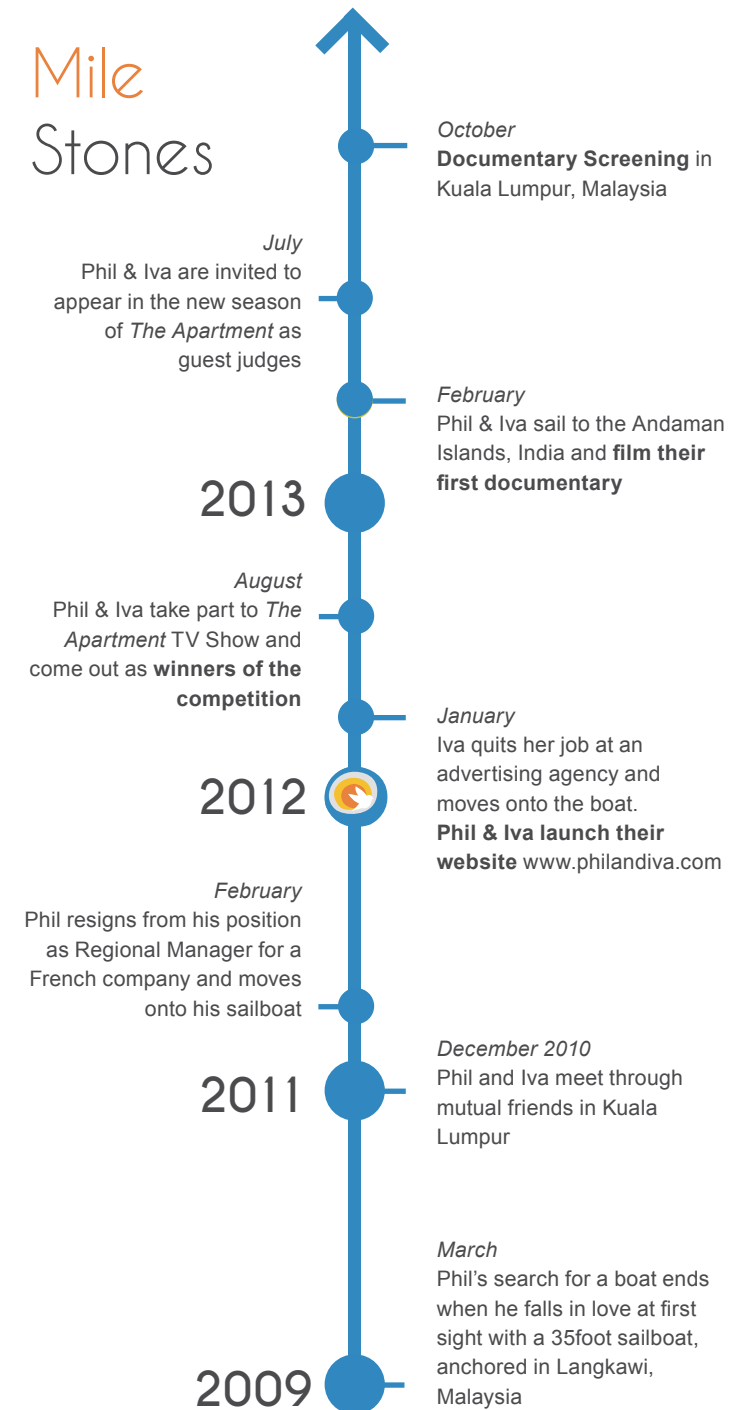
## Iva Agüero

First Mate



Iva was born in Mendoza, Argentina in 1987 but left her home country when she was five. Like Phil, she too appreciated the benefits of growing up in multicultural environments, spending the majority of her childhood in Malaysia. In 2006, Iva returned to Argentina to complete her Bachelor's degree in Advertising and Events Management. A job offer at an international advertising agency brought her back to Kuala Lumpur where she met Phil in January of 2011.

## Mile Stones



# Our Ideals



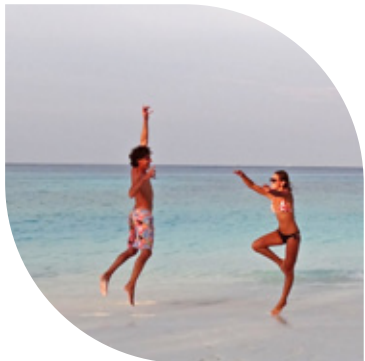
## Adventure

*On the sea, overcoming adversity becomes an essential survival skill.*



## Nature

*Nowhere else on our planet can the immense power of nature be felt as strongly as on the sea.*



## Freedom

*There is no greater feeling of freedom than sailing towards the horizon.*



## Self-Sufficiency

*The need to overcome adversity in remote destinations fuels the drive to be self-sufficient at all costs.*



## Sustainability

*Today, life on a sailboat remains one of the most environmentally sound ways of life on our planet.*



## Teamwork

*Our combined skills will make our story one that transcends barriers, carrying our message across the globe.*

# Television

## Established Personalities with a Clear Message

*Time and again we have shown to the world that, whether it is sailing the seas or winning an interior design competition, any dream is possible if you chase it.*

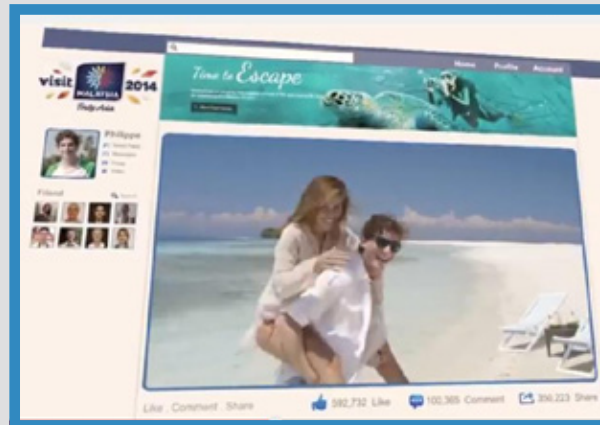
## OnScreen Success

*The Apartment: Style Edition* is a televised interior design competition that aired on Star World (FOX Asia) in 97 million households over 22 countries from October to December of 2012. The show is still being aired in a number of different territories across the world, with Latin America and Australia being the latest to premiere the season.

Using this as a platform for continuous growth, we were able to utilize our notoriety to draw attention to our sailing story and adventures.



Alongside Jamie Durie & Laurence Llewelyn Bowen as Guest Judges on Season Three of *The Apartment: Design Your Destiny*



Featured Talents on the Visit Malaysia 2014 Televised Advertising Campaign shown in over 25 countries



"Sailing the Seas: Make Everyday an Adventure" - Talkshow interview for NTV7

# Print & Online

## Reaching Out

The foundations of our story have thus far been showcased in many different publications. Across media channels and social platforms, the base for bilateral communication has been well established. Our numbers are purely a result of continued organic growth.

## Reaching Further

With the right support, each and all of these channels could be exploited to create a thriving conversation with the desired audience. The possibilities for growth are exponential.

## Social Media

- Phil & Iva Facebook page : 2000 followers
- YouTube channel : Over 30,000 views
- Instagram : 400 followers
- Twitter : 100 followers

## Website

- www.philandiva.com
- Dedicated self-hosted website with no advertising
- Average 300 unique visitors/day



# Documentary Films

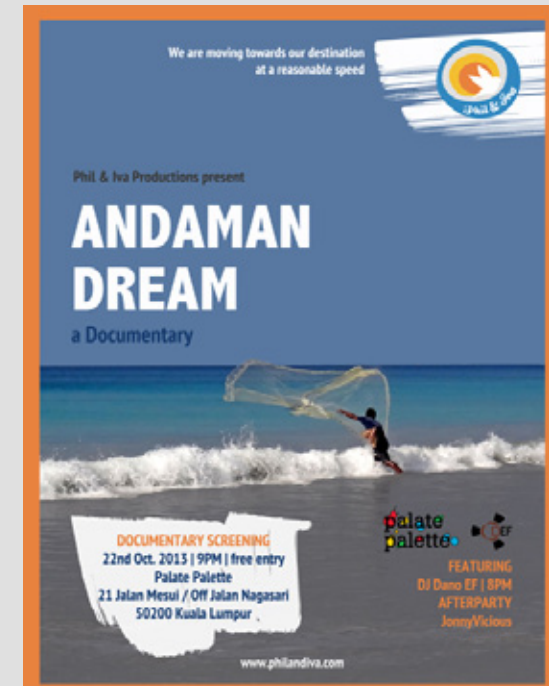
## Andaman Dream

### Our First Documentary

*Andaman Dream* tells the story of our first open sea crossing and the personal journey that comes with sailing and discovery.

In February of 2013 we set sail from Thailand. Four days of nothing but watching the waves, the dolphins and the horizon brought us from Phuket to the Andaman Islands in India. There, we had the incredible chance to discover in almost complete solitude the uninhabited jewels that make up this group of Indian Ocean archipelagic islands in the Bay of Bengal.

This documentary was distributed online and screened in Kuala Lumpur in October of the same year.

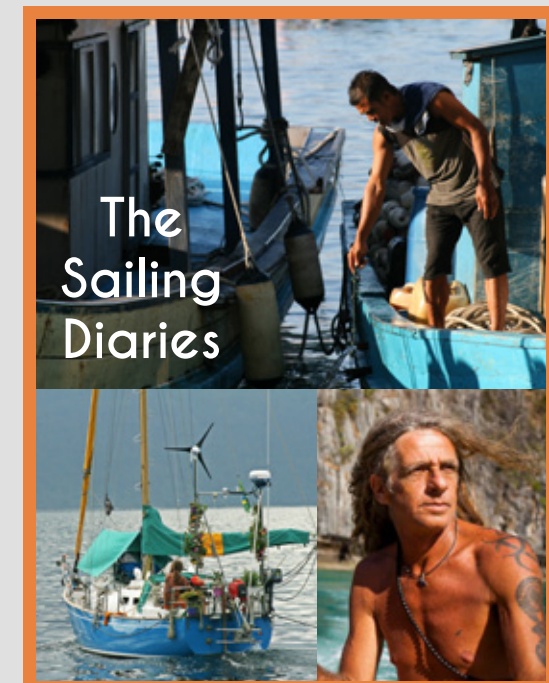


## The Sailing Diaries

### Upcoming Travel Documentary Series

*The Sailing Diaries* is travel documentary series filmed on board our sailboat, Dali. The series is a 26minute human interest and travel style program and consists of six episodes. As the hosts, we invite viewers to sail with us to beautiful destinations where we will discover local cultures as well as meet eccentric captains on board their boats.

While sailing from one exciting anchorage to the next, we encounter colorful characters from all walks of life, living on the sea each in their own extreme way. We feel our unique position as sailors allows us access to breathtaking and remote destinations as well the ability to peek into alternative ways of life.



# Why a Sponsor?

Since the beginning, our projects have been self-funded.

## Our Website & Social Media

We launched [www.philandiva.com](http://www.philandiva.com) as a personal blog when we began sailing together. What was at first a way to share our travels with friends and family, quickly developed into a large multimedia platform. We grew our audience by complementing our website with a wide number of social media tools.

## Our First Documentary

The success of The Apartment series, combined with our own personal victory, pushed us to explore our potential further. *Andaman Dream* was filmed and edited entirely by the two of us and screened later the same year in Kuala Lumpur, Malaysia.

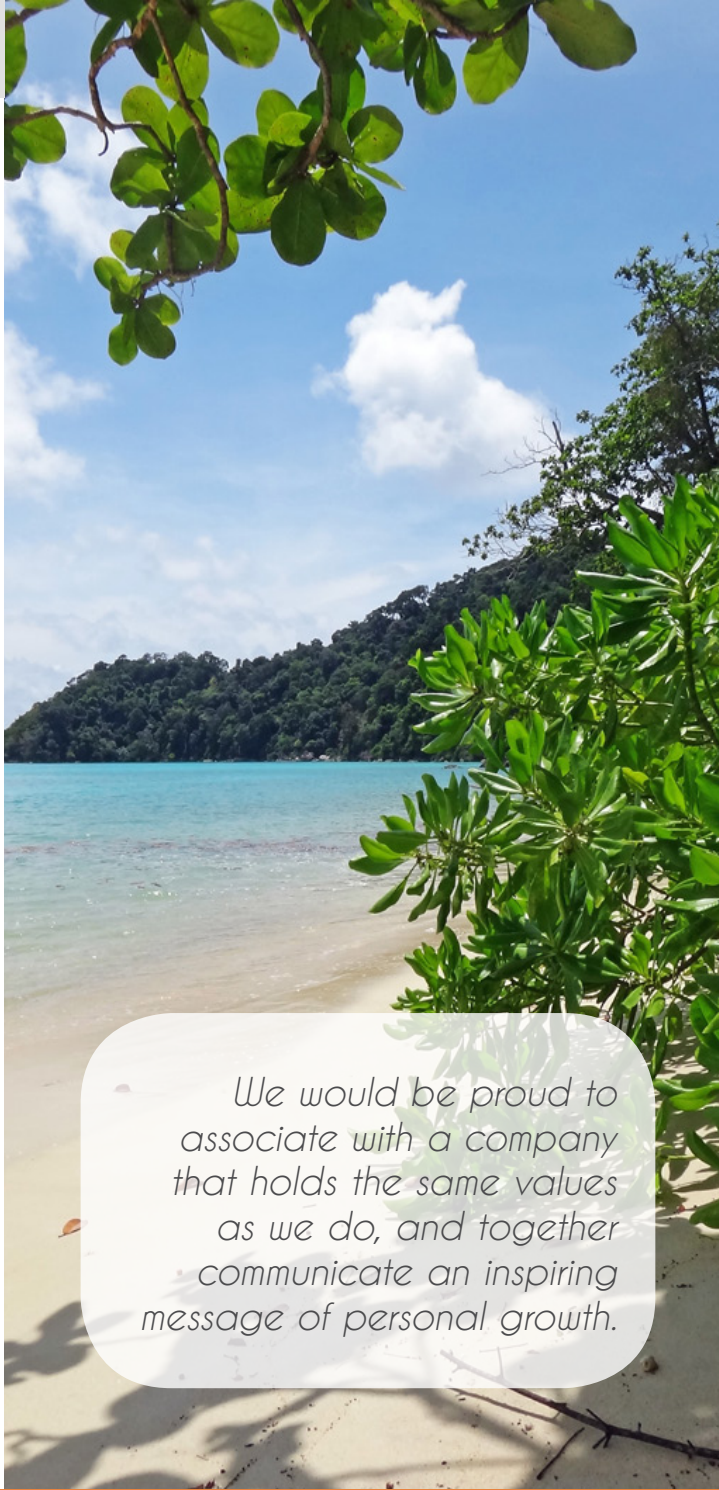
Now, we need the financial support to dream bigger.

## Travel Documentary Series

One of our goals is to produce our own travel documentary series. We have worked hard to develop the concept and we now need a partner to help us bring the project to life.

## Connect With a Wider Audience

As our travels and communicative endeavors have thus far been self-financed, our message has reached a respectable but limited audience. With support from a sponsor, we could multiply our reach through all media platforms as we continue to travel and share our experiences with the world.



*We would be proud to associate with a company that holds the same values as we do, and together communicate an inspiring message of personal growth.*

How to  
Sponsor Us



Website and  
Social Media



Brand  
Ambassadors



Television  
Series



Internal  
Communication



Physical  
Exposure



## Hire us as Brand Ambassadors

By engaging Phil & Iva as Brand Ambassadors, we shall strive to **represent the organization** and **uphold their principles** as we continue to travel. The company will also benefit from our image and the values it carries: Adventure, Nature, Self-Sufficiency, Sustainability, Love and Freedom.

We shall also **remain at the company's constant disposal** for any and all events where they might require our presence.

During our travels we will **introduce the company and highlight their core values** in any press or televised interviews given.

The organization will also benefit as **talent manager** and can choose to employ us for their internal or external communications media.



## Exposure on our Television Series

By supporting Phil & Iva in this venture, the organization can **share in the success of our upcoming TV series**. While currently in negotiations with several production companies in Asia and Europe, we aim to film a pilot by the end of 2014 and thus be able to sell our mini-series concept. Following the production of this television show, the company would **take center stage as the sole sponsor** with a strong **presence in the introduction and story of each episode**.

The organization would also be mentioned during the show itself so that audiences will not miss the importance of the company's support in achieving our dream.

To further include the sponsor in this series, we shall also provide **physical exposure** with the company's logo prominently displayed on our sailboat.



## Exposure on our Website and Social Media

The organization will have **exclusive advertisement rights on our online platform** and **all social media channels**. With the additional support, our reach and audiences could be widely expanded.

Traditional advertising on our website would be enhanced by a **specific section on our website** dedicated to **written articles about our cooperation** and the company's core values.

## Let us help you with Internal Communication

We understand that it is important to **unite peers around a common project** that embodies the values of the organization. We strongly believe our story could be developed to serve as an internal communications tool within a large corporation. Our varied experiences may serve to **motivate and inspire personnel** to push their boundaries, think outside the box and understand the value of teamwork in extreme conditions.

### Adventure Tales



***Dedicated newsletters for the employees to follow our travels: print & video***

Through dedicated newsletters, online, in print and video – employees could follow our travels and participate in our trials and triumphs. By receiving regular and engaging updates, they would take part in our adventures and explore ways to create their own.

### Sharing Seminars



***Motivational Seminars: how to behave under stress, teamwork: live or video***

Our experiences in unusual circumstances have taught us worthwhile lessons that we strive to apply to everyday life. Life on a sailboat has ingrained in us a strong sense of resilience, teamwork and performing in high-pressure situations.

### Hands On



***Teambuilding activities in the presence of Dali: introduction to life on a boat***

In a more physical approach to collaboration, solidarity and communication, teambuilding activities could be organized in the presence of our sailboat, Dali. Having a 'hands-on' approach to problem solving can teach invaluable lessons.



## Your Logo on Our Sailboat

The organization can choose to **display their logo** on different parts of our sailboat.

The company's visual identity will thus be visible during all our travels and inherently **present on all visual media** we share.





***“Many people admire what we do but think it’s impossible for themselves. We just want to convince them otherwise.”***



***“We want to encourage others to go confidently in the direction of their dreams, so that one day they may lead the life they have imagined.”***



## Contact Us

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