

Jonathan Kattenberg's British world record-breaking attempt to reach the

South Pole

Pride of Britain

Jonathan Kattenberg will be attempting to break the world record for trekking solo and unsupported to the South Pole

Project Life

Defining limits beyond age 50 demonstrating age is not a constraint to achieving your goals

Be part of the challenge

Be part of the event. A unique promotional platform for businesses, charities, and individuals, from just £500

Raising funds to help support vulnerable children





British adventurer's greatest challenge



Jonathan Kattenberg PG Cert (Clin.Hyp.),
GQHP, CNHC & NCIP Registered Member

Jonathan Kattenberg, AKA, "Bear Man," is one of the UK's leading adventurers. He spends much of his time climbing mountains and trekking through forests and alpine deserts, as part of his work providing trekking adventures across the world.

At 55 years old, his fitness level is comparable to a man half his age. As part of his training regime he can regularly be spotted dragging one, sometimes two, car tyres from ropes attached to his waist for several miles. The purpose is to simulate the pulk (sled) he will be pulling when in December 2027 he will be attempting to break the world speed record for trekking unsupported to the South Pole."



The reason behind this gruelling journey that will test him both physically and mentally, is to inspire others by demonstrating that life can be even more exciting when you reach middle-age, to never give up on your dreams, and to help provide support for charities that are close to his heart.

The Challenge

690 miles of ice in total isolation

Jonathan will ski 690 miles (1,110 km) solo and unsupported from Hercules Inlet to the South Pole, enduring:

- Temperatures down to ******-60°C / -78°F
- Frostbite, snow blindness, and altitude sickness
- No external support or resupply

Accompanied only by two toy bears representing his sons — a symbol of fatherhood, resilience, and the male mental health message at the heart of this expedition, a positive male role model, and hopefully inspiring others to follow their dreams - **whatever their age.**



*“I usually say it’s not about speed,
but this time it is”*

Be a part of history - www.walkingwithmybear.com



Why partner?

Why partner with this world record-breaking South Pole mission?

Because this is about more than skiing to the South Pole.

It is about:

- Redefining perceived limits
- Inspiring the next generation
- Demonstrating elite resilience
- Supporting vulnerable children and other good causes
- Proving that age is not a barrier

It is a story Britain will follow.

And your brand can stand at the centre of it.

Be part of British history!



Media & Brand Exposure

This expedition has all the elements of a compelling national story:

- British world record attempt
- Age-defying endurance
- Solo Antarctic challenge
- Strong charity purpose
- Powerful personal backstory

Expected Coverage:

- TV – News/Interviews (multi-million views)
- Regional television coverage
- National and regional press
- Radio interviews
- Macro, mid-tier, and niche podcasts (5,000 – 1M+ reach each)
- Influencer collaborations
- Documentary-style content

Digital Engagement:

- Live expedition tracking page
- Social media storytelling
- Daily expedition updates
- Sponsor-tagged posts
- Ongoing post-expedition content

This is not a one-week story, it is a months-long narrative - before, during, and after the event.



Premium brand integration

Physical Branding

- Pulk sled
- Expedition outerwear
- Polar equipment
- Mercedes expedition vehicle

Digital Branding

- Live GPS tracking page on Jonathan's website
- Social media campaigns
- Expedition announcements

Media Exposure

- Interview backdrops
- Branded apparel during appearances
- Podcast mentions
- Interview mentions
- Press photography

Post-Expedition Value

- Corporate keynote talks
- Resilience workshops
- Leadership sessions
- Branded speaking engagements
- Continued media interviews

This is sustained brand visibility - not a one-off logo placement.



Return on investment

Sponsorship delivers:

- High Visibility
- National, regional and digital media exposure.
- Emotional brand association
- Courage. Endurance. Determination. Integrity.
- Internal engagement
- Staff inspiration sessions focused on resilience, leadership and mental performance.
- Long-term brand storytelling

Your organisation becomes part of a world-record narrative.

Be part of British history!



Key Sponsorship opportunities

Title Partner

- Primary logo placement across all assets
- Highest media visibility
- Speaking engagements included
- Premium digital integration
- Media inclusion
- Event branding
- Staff talk included
- Website branding
- Social media mentions
- Post-expedition association

Major Partners (four)

- Prominent logo placement
- Media inclusion
- Event branding
- Staff talk included
- Website branding
- Social media mentions
- Post-expedition association

Be part of British history!



You will also receive

The five main sponsors will also receive:

A personal insight to what it takes to execute 10–15 hour training sessions pulling a tyre 30–50 miles back-to-back.

How Jonathan deals with sleep-deprivation and mindset performance testing

Workshops how to deal with a “No Plan B”.

Unique book on - How to Train Your Body for the Impossible.

Podcast Tour: sharing the journey and mindset lessons, providing insight for employee engagement to work and life performance.

Adventure-first focus: Where the host and guests step into uncertainty, big journeys, or nature to explore mental toughness and resilience.

Mindset & Performance: Broad podcasts about optimisation, overcoming fear, and growth habits that complement adventurous thinking.

Story-driven inspiration: Narrative formats that showcase personal transformation through challenge.

In-house corporate workshops for sponsor teams

To book or discuss sponsorship, contact Jonathan Kattenberg. Telephone 07790 629643 or email: contact@walkingwithmybear.com



Charity alignment & social impact

Charity alignment and social impact

Jonathan wants to fundraise as well as raise awareness of the work of five charities including KidsOut, supporting children who, alongside their mothers, flee domestic abuse and live in refuges.

He is also seeking partnerships with:

- Mental health charities
- Male mental health organisations
- Youth resilience initiatives
- Social mobility charities

Sponsors will be aligned with:

- Child protection
- Mental wellbeing
- Positive fatherhood
- Accountability and leadership
- Inspiration

Jonathan will carry two small teddy bears representing his sons, a symbolic and emotionally resonant visual that reinforces purpose, responsibility and legacy.



Sponsor me and be part of British history for just £500!

You too can be part of this world record attempt. For just £500, your name or brand can be added to Jonathan's pulk (sled) that he will be pulling to the South Pole, plus a certificate of your involvement. Not only this, you or your nominated brand, charity, or person, will be included on a unique live map of Antarctica, covering this record-breaking attempt that will be raising awareness of good causes, including supporting some of the UK's disadvantaged children.

You will also be able to take part in a live ZOOM chat with Jonathan leading up to and after the event.

“I want others to enjoy being part of this adventure, as well as know that they will help change children's lives and other good causes.”





“I believe everyone has their own world-record within them”

Jonathan's aim is to beat the current record holder, Frenchman, Vincent Colliard, who completed the trek in an incredible 22 days, 6 hours and 22 minutes. Jonathan said, “I want to do this for me, obviously, but there are several other reasons. I want my sons to be proud of their dad, I want to prove that a man in his 50's can achieve it, I want to raise awareness of the great causes I am supporting, and I want to do something for Great Britain.

It's also very important to me that my sponsors benefit from this event. Whether it's companies, or individuals, I want them to feel that investing in me as I take on this challenge, is money well spent.

I have thrown everything on the line to do this and I know I will break this record. I have no doubt.



“I will prove that a man in his 50's can do it.”



“People over 50 often tell me they feel their best years are behind them. Hey, I’m 55. Seriously?”

The belief by many that our life has to wind down after 50 inspired me to create Walking With My Bear Adventures, helping people rediscover courage and purpose through outdoor challenge and mindset transformation. I am also a professional mountain leader and adventurer, a clinical hypnotherapist (postgraduate-qualified), and a resilience and performance coach.

I’m now preparing to break the world record for the fastest unsupported solo trek to the South Pole, proving that with commitment and mental focus, anything is possible, regardless of background - and age.

I believe everyone has their own unique world record within them, mine is to prove that age is not a barrier. But even setting your mind to achieving something simple, your own record, can bring an immense sense of achievement. It is something I teach as part of my work - helping people focus on the steps needed that will help them reach their goals. Whether it’s as part of their private life or in business.

I want to showcase and empower the nation, so that everyone recognises that with determination anything is possible.”

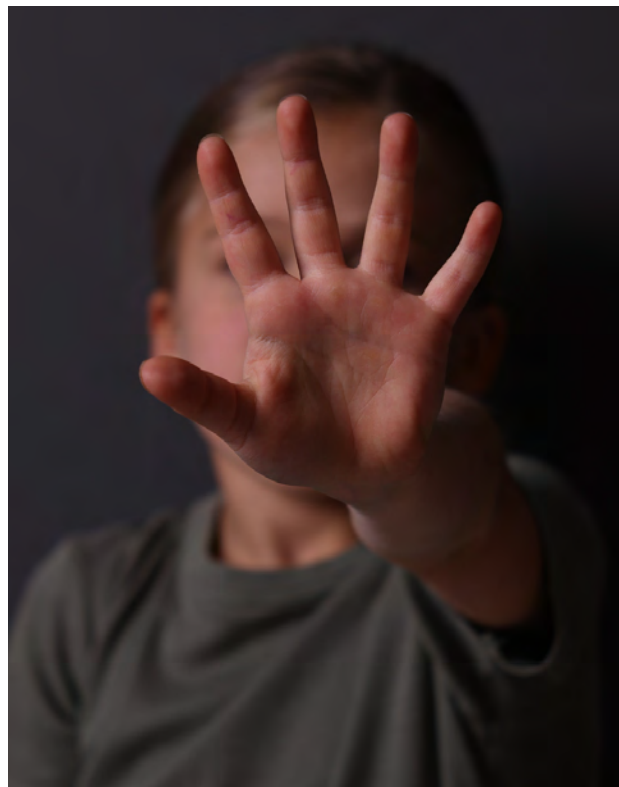
“If I can do it, so can you”

Raising awareness of the impact of domestic abuse on children

One of the charities that Jonathan will be raising awareness of as part of his epic trek, is the national children's charity, KidsOut. The charity helps bring a little fun and happiness to children who along with their mothers have fled domestic abuse and find safety in women's refuges. The children will have witnessed or experienced emotional, violent, or sexual abuse, and usually arrive in refuge confused and with no possessions. Every year in England alone, over 28,000 children arrive in women's refuges. Many more arrive in refuges in Scotland and Wales.

Children who have witnessed or experienced domestic abuse can face ongoing mental health challenges in adulthood, including eating disorders, depression and anxiety, substance and/or alcohol abuse, they may also self harm, and in extreme cases take their own lives. It is Jonathan's mission to help raise funds to provide professional mental health support for as many of these children and young people that he can.

The charity, which is now in its 36th year, helps to support these vulnerable youngsters by showing them they are valued. In addition to providing a box of brand-new toys for children arriving in refuge and toys from Santa at Christmas, throughout the year the charity takes the children on fun days out to places like the cinema, the zoo, the seaside, pantomimes, and the circus. Plus children can take part in wellbeing activities where they can learn skills that helps to build their self-esteem..



To date, KidsOut have provided over 1.1 million fun and wellbeing days out for children in refuge and other disadvantaged and vulnerable children. For more information about KidsOut go to www.kidsout.org.uk

If you are a charity and would like to raise awareness of your cause, please contact Jonathan at Walking With My Bear



Book a trek with me and you'll also enjoy my £500 South Pole sponsorship package!

Thinking of booking a corporate or charity trek?

When you book your trek with Walking With My Bear from now until 2028, **you'll automatically become a brand sponsor of the South Pole Challenge.**

Enjoy the benefits of your brand or messaging included in this British world record-breaking attempt.

If you would like your organisation to be represented by Jonathan as part of this incredible event, please contact Jonathan or Walking With My Bear and let's see how we can maximise our relationship.

Choose from lots of exciting overseas and UK treks at www.walkingwithmybear.com



Walking With My Bear®



Walking With My Bear®

It's been several years since I launched Walking With My Bear Adventures, and we now collaborate with top professionals in the industry—expert mountaineers, exceptional guides, renowned hoteliers, and Michelin-starred chefs (including a few celebrities). We have become a leading provider of adventure treks in the UK and abroad, offering both bespoke experiences and scheduled trips, many of which help raise funds for incredible charities.

Also, the name “Walking With My Bear” has taken on additional significance, as clients often use it to describe their approach to life—whether they allow their “grizzly bear” to hinder their ambitions or confront and manage it to find inner peace, and of course the inevitable happened, I am now known as “Bear Man.”

Those who know me will know that if I say I will do it, I will, and whilst I know I could trek solo to the South Pole and take my time, I want to push myself that extra mile and break the world record for doing so in the shortest ever time.

Jonathan Kattenberg

I would like to thank the amazing English Polar Explorer, Hannah McKeand who in 2006 set the record for the fastest journey (man or woman) to the South Pole for her guidance for preparing for this event.

Contact Jonathan Kattenberg: contact@walkingwithmybear.com

Media contact: Carmel Media 07791 673070



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