

# 82 X 4000

A PROJECT TO PROVE THAT  
EVERYTHING IS ACHIEVABLE WITH  
DEDICATION, COMMITMENT AND  
TRAINING



**MAINARDO**



# WHO AM I?

MAINARDO DEVOTI, A CONTENT CREATOR AND MOUNTAIN ENTHUSIAST WITH A GREAT DREAM: TO BECOME A PROFESSIONAL MOUNTAINEER.

ON INSTAGRAM, I DOCUMENT MY GROWTH AND ADVENTURES WITH A COMMUNITY OF OVER 19,000 FOLLOWERS WHO SUPPORT ME EVERY STEP OF THE WAY

PAST COLLABORATIONS:



MAINARDO



# THE PROJECT

CLIMB ALL 82 ALPINE PEAKS ABOVE 4000 METERS IN A 4 YEARS TIMESPAN, SHARING EVERY STAGE THROUGH AUTHENTIC, EMOTIONAL AND ENGAGING CONTENT.

## WHY IS THIS PROJECT UNIQUE?

- ONLY A FEW CLIMBERS HAVE COMPLETED THE ENTIRE LIST.
- IT IS A RARE AND ICONIC CHALLENGE.
- IT IS A HUMAN JOURNEY, MADE OF PROGRESS, FAILURES, GROWTH.
- FOCUS ON PERSONAL EXPERIENCE, NOT JUST PERFORMANCE.
- FOCUS ON SUSTAINABILITY AND ALPINE CULTURE.

**MAINARDO**



# PREPARATION

TO COMPLETE THIS PROJECT, A THOROUGH PHYSICAL PREPARATION WILL BE REQUIRED FOR EACH PEAK, STARTING WITH CLIMBS ON MOUNTAINS BELOW 4,000 METERS.

AS PART OF THE JOURNEY, EACH PHASE OF PHYSICAL PREPARATION WILL BE DOCUMENTED — WHETHER IT'S IN THE MOUNTAINS OR CLIMBING GYMS.

## ALREADY ACHIEVED:

- CLIMBED OVER 50 PEAKS UNDER 4,000 M
- REACHED A MAXIMUM ALTITUDE OF 5,600 M IN NEPAL
- COMPLETED TWO SELF-SUFFICIENT TREKS COVERING OVER 130 KM
- TWO YEARS OF ROCK CLIMBING EXPERIENCE UP TO 7A (WORKED ROUTES)

**MAINARDO**



## **COMMUNICATION OBJECTIVE**

CREATE A COMPELLING DIGITAL NARRATIVE: EVERY SUMMIT BECOMES  
AN EPISODE, EVERY STEP AN OPPORTUNITY TO ENGAGE.

THIS IS NOT MERELY A PHYSICAL CHALLENGE — IT'S A TRANSFORMATIVE  
JOURNEY, WHERE THE MOUNTAIN TAKES CENTER STAGE AND THE  
AUDIENCE BECOMES AN ACTIVE PARTICIPANT IN THE EXPERIENCE.

**MAINARDO**



## **FINAL DOCUMENTARY**

AT THE END OF THE PROJECT, A COMPLETE DOCUMENTARY WILL BE RELEASED — AN AUTHENTIC AND PROFOUND ACCOUNT OF MY JOURNEY ACROSS THE 82 ALPINE PEAKS ABOVE 4,000 METERS.

NOT JUST A RECORD OF CLIMBS, BUT A TRUE NARRATIVE OF TRANSFORMATION — PHYSICAL, MENTAL, AND HUMAN.

THE FILM WILL TRACE MY EVOLUTION AS A MOUNTAINEER AND CONTENT CREATOR, NAVIGATING EXTREME LANDSCAPES, UNEXPECTED CHALLENGES, MOMENTS OF JOY AND DOUBT.

IT WILL BE A CURATED VISUAL JOURNEY, FEATURING POWERFUL IMAGERY, HIGH-ALTITUDE FOOTAGE, INTERVIEWS, AND PERSONAL REFLECTIONS.

**MAINARDO**

# 15 PEAKS MADE IN THE FIRST 2 MONTHS OF THE PROJECT



**Gran Paradiso - 4061 mt**



**Dente del Gigante - 4013 mt**



**Weissmies - 4013 mt**



**Lagginhorn - 4010 mt**



**Allalinhorn - 4027 mt**



**Punta Gnifetti - 4554 mt**



**Barre des Ecrins - 4102 mt**



**Dome de Neige des Ecrins - 4015 mt**



**Punta Giordani - 4046 mt**



**Piramide Vincent - 4215 mt**



**Ludwigshohe - 4341 mt**



**Corno Nero - 4322 mt**



**Roccia Nera - 4075 mt**



**Gemello del Breithorn - 4106 mt**



**Breithorn Orientale - 4138 mt**

**MAINARDO**



# FOR SPONSORS

ORGANIC VISIBILITY:

INSTAGRAM:

- REELS/STORIES/POSTS/IN EACH STAGE.

YOUTUBE:

- VIDEO YT/SHORTS FOR EACH PEAK
- FINAL DOCUMENTARY  
ADDRESSED TO STREAMING PLATFORMS,  
OUTDOOR FESTIVALS, PUBLIC EVENTS

BRANDING:

- LOGO IN PHOTOS/CLOTHING/VIDEO.
- TAGS, MENTIONS.
- ANY DEDICATED CONTENT CREATION  
(PHOTOS/VIDEOS ALSO USABLE BY THE  
SPONSOR).
- POSSIBILITY OF CO-CREATING CONTENT,  
GIVEAWAY, EVENTS, TESTIMONIALS.
- PHOTOS AND VIDEOS FOR PROMOTIONS

**MAINARDO**



# FOR THE PROJECT

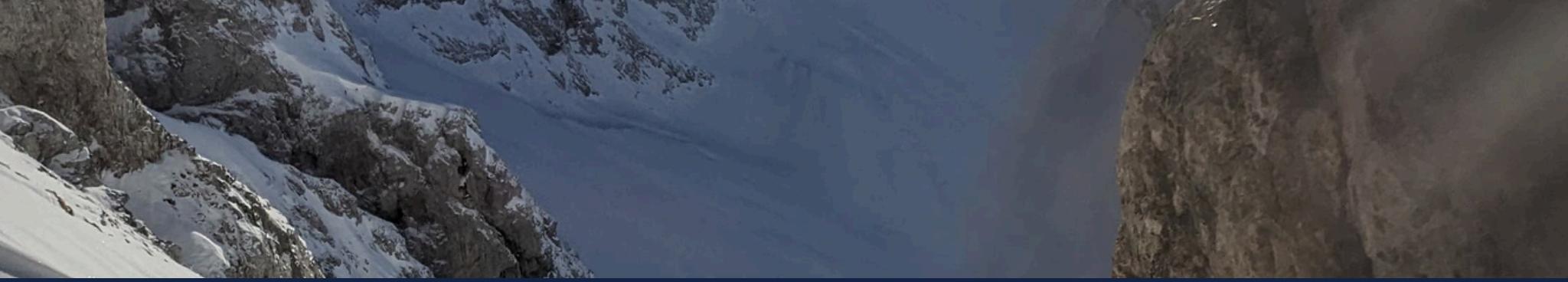
## TYPES OF SPONSORSHIP:

- MAIN SPONSOR (WHOLE PROJECT)
- SUPPORTER (A PEAK OR PERIOD OF THE PROJECT)

## WHAT IS COVERED BY THE FUNDING:

- TRANSPORT
- EQUIPMENT
- INSURANCE
- CONTENT PRODUCTION (PHOTOS AND VIDEOS)
- OVERNIGHT STAY
- FOOD

**MAINARDO**



# JOIN ME IN THIS PROJECT

INSTAGRAM:  
@DEVOTIMAINARDO

YOUTUBE:  
@MAINARDODEVOTI

CONTACT ME AT:  
MAINARDODEVOTI@GMAIL.COM ...

...TO:  
• TALK ABOUT THE PROJECT  
• RECEIVE MY SOCIAL MEDIA KIT



MAINARDO