

# 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:



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# 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.

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# PREPARATION

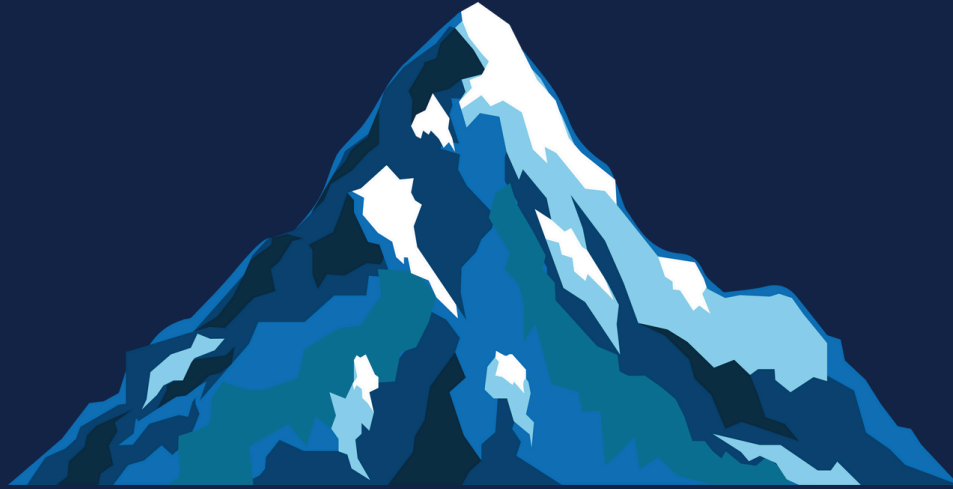
TO COMPLETE THIS PROJECT, A THOROUGH PHYSICAL PREPARATION WILL BE REQUIRED FOR EACH PEAK, STARTING WITH CLIMBS ON MOUNTAINS BELOW 4,000 METERS.

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)**

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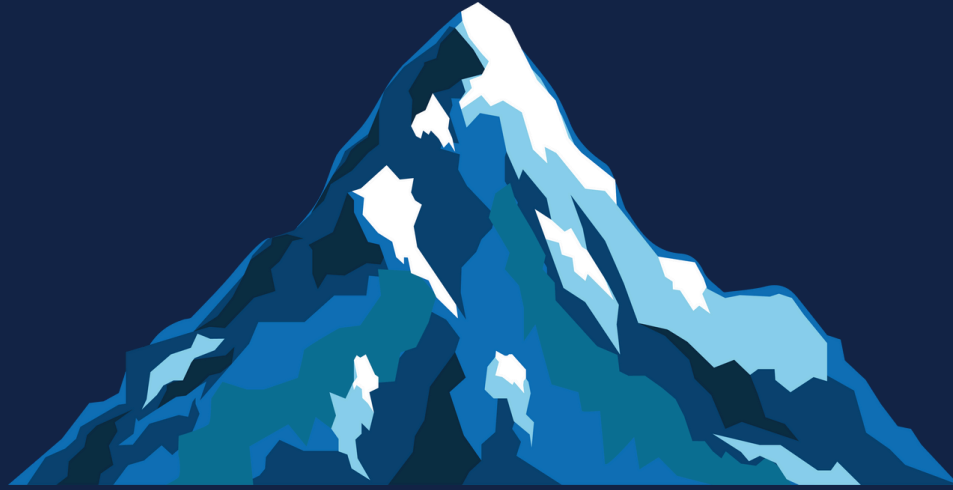


## **COMMUNICATION OBJECTIVE**

**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.**

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## **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.**

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## 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**



**Ludwigshöhe - 4341 mt**



**Corno Nero - 4322 mt**



**Roccia Nera - 4075 mt**



**Gemello del Breithorn - 4106 mt**



**Breithorn Orientale - 4138 mt**





# 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

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# 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

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# 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



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