



# Transboreal Expedition

The crossing of Quebec from south to north,  
by bike and ski



Sponsorship package

**Montreal, April 2022**

N45°32'35.296" W73°35'21.321"

## Partnership offer

### To the representative concerned,

It is with great enthusiasm that we present you this sponsorship package for the Transboreal Expedition 2023. You will find a description of the project as well as a visibility plan. We hope to spark your interest in supporting our initiative.

The Transboreal Expedition will be the first complete crossing of Quebec from south to north, by human power. We are aware of the strong mediatic potential of this ambitious project. However, we wish to take up the challenge it represents in the most authentic way possible and with respect for the nations that have inhabited this territory for thousands of years. We therefore prioritize companies whose values are aligned with our own.

With less than a year to go before the departure in February 2023, the project is taking shape and the dream is becoming more and more a reality. We are actively planning the various logistical and technical aspects of the expedition as well as the possible documentary projects that will result from it: articles, book, documentary film or other. It is in this context that we are asking for your contribution, whether it be in the form of financial, material, logistical or media support. We would be happy to count you among us in order to write the story of this great project.

We would be pleased to discuss a partnership between you and the Transboreal Expedition. We are convinced that together we can go a little further.



**Samuel Lalande-Markon**


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**Simon-Pierre Goneau**

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An aerial photograph of a person in a red jacket and dark pants standing on a vast, snow-covered mountain slope. The person is positioned in the lower-left quadrant of the frame, facing away from the camera. They are holding a long pole or stick vertically. A dark, rectangular sled or pack is suspended from the person by ropes, hanging just above the snow. The snow is uneven, with numerous small ridges and depressions, suggesting a rugged terrain. The lighting is bright, casting soft shadows. In the upper-left portion of the image, there is a semi-transparent white rectangular box containing text.

In the winter of 2023, the team of Simon-Pierre Goneau and Samuel Lalande-Markon will attempt to cross the entire province of Quebec from south to north, by bike and ski. A 2750 km journey realized in nearly 100 days that will lead them to cross the Hudson Bay coastal ice pack.



It is not so much that the country is simply beautiful, it is powerful. Its power comes from the tension between its striking beauty and its power to kill, to take lives. Its power grows in the mind when we understand how darkness and light are connected.

Barry Lopez, *Arctic Dreams*





## The Expedition is ...

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**2570**

Kilometers  
traveled in total

**1475**

Kilometers  
cycled solo

**1250**

Kilometers  
travelled on skis in duo

**100**

Days of expedition

*Achieved by Simon-Pierre in 2020  
To be completed by Samuel in 2023*





## The epic conclusion of a trilogy of Quebec territory

After having completed two crossings of Quebec by bicycle and canoe as part of the Transtaiga expeditions (Montreal - Kuujuaq in 2018, Blanc-Sablon - Waskaganish in 2021), this ultimate crossing represents for Samuel the culmination of a process of reflection, encounter and adventure on the Quebec territory undertaken several years ago and which led him to publish the story "La Quête du retour".

For his part, Simon-Pierre previously realized the winter cycling portion of the expedition as part of the Expédition Québec Plein-Nord. Stopped in 2020 by bad conditions and the pandemic near Hudson Bay, he will resume his journey from Chisasibi, this time swapping the fatbike for skis, with the firm intention of completing this project that he has been working on for nearly 15 years.

### 2750 km from one season to the next

The first part of the expedition will consist of 1475 km covered in ten days from the southernmost point of Quebec, the 720 border marker, to the Cree community of Chisasibi, located at the mouth of the La Grande River, in the northern part of James Bay. From there, the duo will embark on a 1250 km ski-pulka journey that will last approximately 60 days to the northernmost point of Quebec, Cape Wolstenholme (Anaulirvik in Inuktitut). The planned itinerary will take them through the coastal zone of Hudson Bay, both on the ice floes and in the surrounding land. This territory is well known to the Inuit of Nunavik, the Nunavimmiut, who frequently travel there and organize the Ivakkak dog sled race. During this part of the expedition, Samuel and Simon-Pierre will visit six Inuit communities where they will carry out supplies. Started in the middle of winter, the expedition will end at the end of spring, 17 parallels further north.



## A first?

The Transboreal Expedition is likely to be the first complete human powered crossing of Quebec. However, this requires an important consideration: Quebec is a recent geopolitical entity that emerged from British colonial structures. The “Ungava District” was only annexed to Quebec in 1912, without consulting the local populations. Two communities in present-day Nunavik, Puvirnituk and Ivujuvik, did not sign the 1975 James Bay and Northern Quebec Agreement. This integral crossing of the “Province of Quebec” is therefore problematic.

It should also be added that significant movements within this territory, and even beyond, have been part of the daily life of the Aboriginal communities that have lived there for thousands of years. Added to this are historical expeditions that presented technical difficulties incomparable to those of contemporary expeditions.

The Transboreal Expedition is first and foremost a personal project whose symbolic scope aims simply to make people want to better inhabit the territory of the “Quebec Peninsula”, to experience and share its beauty, and to humbly contribute to making the links between the South and the North a little more tangible.



## Team

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### **Simon-Pierre Goneau**

Simon-Pierre has been a lover of nature and the great outdoors since he was a child and spent much of his youth competing in alpine skiing at various levels. As a teenager, he became passionate about mountaineering and polar adventures and dreamed of climbing the highest peaks and reaching the poles. Although these dreams did not materialize, SP is now a young forty-something outdoor enthusiast, comfortable on his feet, on two wheels or on the water. He has sailed from the east coast of the United States to Florida and the St. Lawrence River, from the Great Lakes to the Magdalen Islands. In 2020, he embarked on a bicycle journey across Quebec, from south to north. He travelled more than 1700 km in the middle of winter, but the pandemic and the bad conditions forced him to postpone his project.



### **Samuel Lalande-Markon**

Samuel is passionate about expedition history and the northern nature of Quebec. He has cycled across Canada and the United States, rode all over the northeast of America, climbed high peaks in the western United States and Canada, in Ecuador and in the Alps. Recently, he crossed Quebec by bike and canoe, first from south to north, then from east to west, with David Désilets as part of the Transtaïga 2018 and 2021 expeditions. In 2020, with Félix-Antoine Tremblay, he completed the first bicycle crossing of the White Road on the Lower North Shore. His first book, *La Quête du retour*, was published in 2021 by Les Heures Bleues. He is a regular contributor to the magazine *Espaces*.

**« Le plus loin que nous comptons aller est  
au nord de nous-mêmes. »**

Samuel et Simon-Pierre



## The 720 marker

The southern border of Quebec, shared with the states of New York and Vermont, follows the 45th parallel in an irregular and approximate manner. Along this line, only one point can be described as “further south”. This is the exact location of the 720 boundary marker. This obelisk-shaped monument, identical to the thousands of others that mark this boundary, is located on private land in the Montérégie, near the Châteauguay River.

## Cape Wolstenholme

Located 28 km northeast of the Inuit community of Ivujivik, the mythical Cape Wolstenholme is the northernmost point of the Quebec peninsula. It was Henry Hudson who named it during his last voyage in 1610 to honor the financial backer of his expedition. Named Anaulirvik in Inuktitut, the cape is home to one of the most important nesting sites of the thick-billed murre and is part of Iluliliq National Park Reserve.





## Press review

During their last expeditions, Samuel Lalande-Markon and Simon-Pierre Goneau conducted interviews that were broadcast by major Quebec media.



## Platforms

[samuelmarkon.com/expedition-transboreale-2023](http://samuelmarkon.com/expedition-transboreale-2023)

[facebook.com/expeditiontransboreale](https://facebook.com/expeditiontransboreale)

[instagram.com/smarkon](https://instagram.com/smarkon)

[instagram.com/spgoneau](https://instagram.com/spgoneau)







## Offer of visibility

The challenge we set ourselves continues to attract attention. It goes without saying that by taking advantage of your services or equipment, we will build on this visibility to build a partnership. We are creative and we like to innovate. Whether it is by testing equipment, wearing your colors or sharing our best moments in the form of short stories, we will find a way to highlight you, in our own way, in a way that will appeal to you.

During the expedition, updates will be published in our community via satellite communications. Upon return, we will share photos, videos and stories in our networks, in addition to presenting a documentary that we will produce.

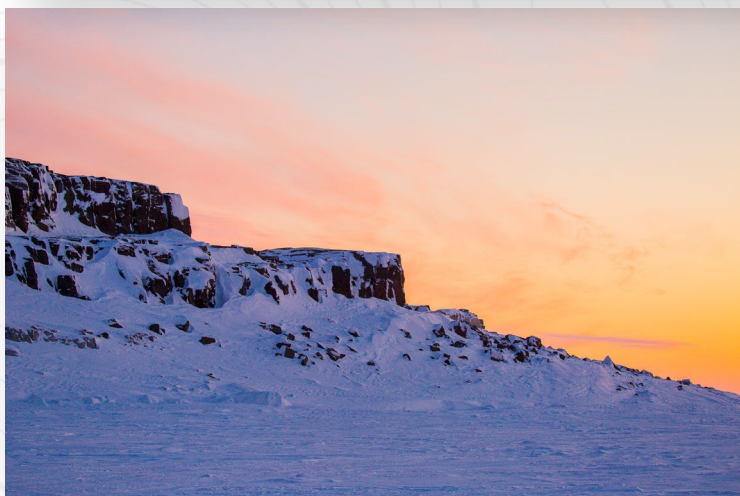
## Communication levers

<b>Social networks</b>	Facebook, Instagram, YouTube, Twitter
<b>Photos and videos</b>	Visibility of products or logos on photos and videos Creation of video clips or photo reports on demand
<b>Website and blog</b>	Mention in publications or custom writing
<b>Media coverage</b>	Mention in press releases and interviews
<b>Activities</b>	Participation in corporate activities or representation of Brand activities
<b>Book project</b>	Mention in a possible book (to be confirmed)
<b>Documentary film project</b>	Mention in a documentary (to be confirmed)
<b>Other</b>	Other activities to enhance the brand image



# Are you joining us in this adventure?

[samuelmarkon.com/expedition-transboreale-2023](http://samuelmarkon.com/expedition-transboreale-2023)



Photos pages 1, 3, 6, 7, 8 (photo of Samuel), 10 and 11: Marie France L'Écuyer  
Photos pages 9 and 12: Jean-Sébastien Berlinguette  
Photos page 4: Simon-Pierre Goneau