

# CANOL

## Expedition

An adventure from Whitehorse to Tuktoyaktuk,  
by bike, packraft and canoe



Sponsorship package

**Montreal, May 6, 2024**

N45°32'35.296" W73°35'21.321"

# PARTNERSHIP OFFER

## To the person in charge of partnerships,

It is with great enthusiasm that we present you this partnership package in anticipation of our Canol Expedition, which will take place in the summer of 2024. Enclosed is a description of our project and a visibility plan.

With an itinerary demanding the use of three means of transport and a duration of over a month, the Canol Expedition promises to be an extraordinary adventure. With just a few months to go before the departure in July 2024, the project is taking shape and the dream is approaching reality. We are actively planning the various logistical and technical aspects of the expedition, as well as a planned short documentary film.

We're aware of the high media potential of our project, but want to take up the challenge as sincerely as possible. We therefore prefer to work with companies whose values are aligned with our own. It is in this context that we are asking for your contribution, whether in the form of financial, material, logistical or media support. We would be thrilled to count on you to contribute to the success of our project.

We would be delighted to discuss a partnership with you. We're convinced that, together, we can go even further.



**Samuel Lalande-Markon**

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samuel.markon@gmail.com



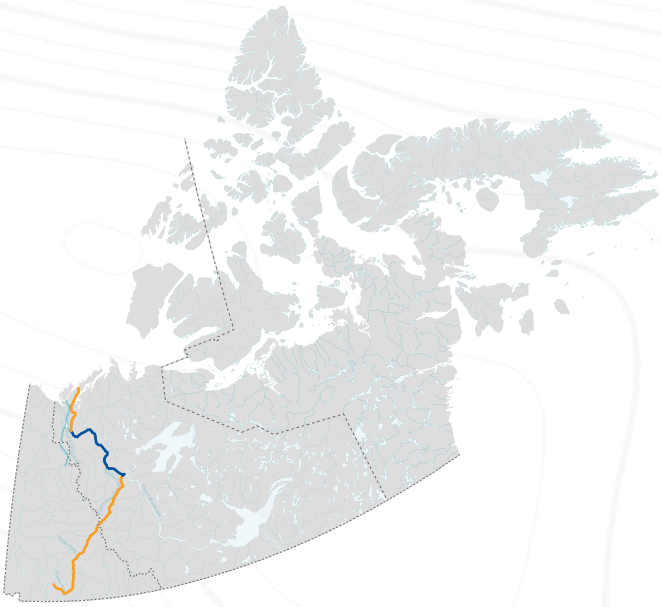
**Marie France L'Ecuyer**

514 347-5696  
info@mariefrancelecuyer.com

# OBJECTIVE

Travel from Whitehorse to Tuktoyaktuk via the Canol Heritage Trail, the Mackenzie River (Deh-Cho in Dene k'e or Kuukpak in Inuvialuktun) and the Dempster Highway as part of a multi-sport expedition by bike, packraft and canoe across the Yukon and Northwest Territories.





# IN FIGURES

**1755**

Kilometres covered in total

**955**

Kilometers by bike and packraft via the Canol Heritage Trail

**520**

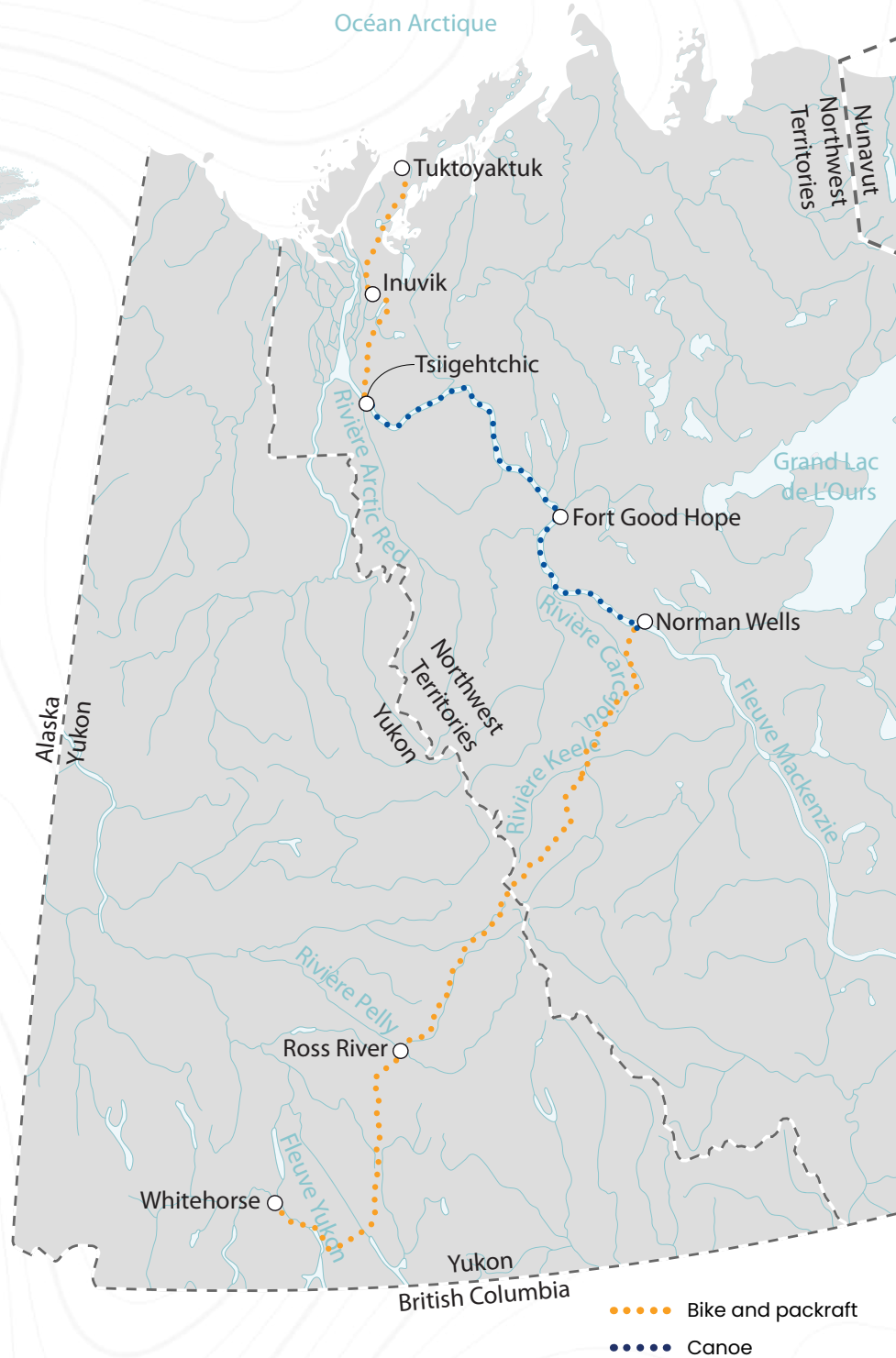
Kilometers by canoe along the Mackenzie River

**280**

Kilometers by bike via the Dempster highway

**30**

Days of expedition in total



# OVERVIEW

The Canol Heritage Trail is a 360 km trail in the Northwest Territories, running through the traditional territories of the Sahtu Dene and Metis. Built during the Second World War to transport oil from Norman Wells to Whitehorse, it was abandoned shortly after its creation. Since then, the Canol Heritage Trail has been used by occasional hikers and experienced cyclists.



# THE PROJECT

Starting in Whitehorse, Yukon, a mixed team of experienced cyclists and adventurers will cycle and packraft the Canol Road, then the Canol Heritage Trail, to Norman Wells, Northwest Territories. The team will then canoe down the Mackenzie River to Tsiigehtchic, before pedaling the final kilometers of the Dempster Highway to reach the Inuit community of Tuktoyaktuk.

## **Anticipated challenges**

Considered one of the world's most demanding routes, the Canol Heritage Trail presents numerous challenges due to its isolation, advanced state of deterioration requiring portages (hike-a-bike) and river crossings, as well as cohabitation with varied wildlife. On reaching the Mackenzie River, the team will have to manage a delicate transition involving the transport of bikes by canoe. Up to 4 km wide, the Mackenzie is exposed to strong winds that can make navigation difficult.

The expedition will be self-sufficient, with resupply stops in the main communities. Physical, mental and logistical preparation is essential to maximize the chances of success.

## **Long solo itineraries as a prelude to the adventure**

Before starting the Canol Expedition, Félix-Antoine Tremblay will embark on a two-and-a-half-month, 7,000-km journey that will take him over the remote roads of northwestern Canada, and Samuel Lalande-Markon will travel a 3500 km route from Winnipeg to Whitehorse.

# ÉQUIPE



## **Samuel Lalande-Markon**

Passionate about expedition stories and the nordicity of Quebec, Samuel has completed several adventures in remote regions by bike, canoe and ski. In winter 2023, he cycled and skied between the southern and northern extremities of Quebec as part of the Transboreal Expedition, the first known complete crossing of Quebec. Author of the book *La quête du retour*, Samuel is a regular contributor to Géo Plein Air magazine. [samuelmarkon.com](http://samuelmarkon.com) / [@smarkon](https://www.instagram.com/smarkon)



## **Marie France L'Ecuyer**

Photographer and documentary filmmaker Marie France L'Ecuyer is particularly interested in the relationship between humans and their environment. Sensitive to the beauty of wilderness, her work questions our relationship with the land and explores the inner dimension of adventure. She produced and directed the short films *Territoire intérieur* (2021) and *Uapishka* (2023), which were selected at several film festivals, and is currently working on her first feature film about the Transboreal Expedition. [mariefrancelecuyer.com](http://mariefrancelecuyer.com) / [@mariefrancelecuyer](https://www.instagram.com/mariefrancelecuyer)



## **Félix-Antoine Tremblay**

Félix-Antoine Tremblay is passionate about cycling and adventure, both in his personal and professional life. When he's not working at designing bicycle infrastructure, he's on his bike in remote corners of Quebec and Canada. Having cycled across Canada for the first time in 2016, he has been riding the great North American highways (the Translabrador, Transtaiga, Dalton and Dempster) as well as the Route Blanche, a snowmobile trail across the Lower North Shore of Quebec.

[samuelmarkon.com/en/felix-antoine-tremblay/](http://samuelmarkon.com/en/felix-antoine-tremblay/) / [@tremblay\\_felixantoine](https://www.instagram.com/tremblay_felixantoine)



# SHARING THE ADVENTURE

The challenge we set ourselves continues to attract attention. It goes without saying that when we benefit from your services or equipment, we'll use this visibility to build a partnership. We're creative and like to innovate. Whether it's testing equipment, wearing your colors or sharing our best moments in the form of short stories, together we'll find a way to showcase you in our own way, in a way that appeals to you.

During the expedition, updates will be published in our networks via satellite communications. On our return, we'll share photos, videos and stories across our networks, as well as make and present a documentary.

## Marketing levers

Social networks	Facebook and Instagram (7 k total subscribers / 35 k reach)
Photos and videos	Visibility of products or logos in photos, and creation of video capsules or personalized photo reports.
Website and blog	Mention in publications or personalized writing
Media	Mention in press releases and interviews
Activities	Participation in corporate activities or brand representation
Articles	Publication of articles following our journey
Documentary film	Production of a short film (in pre-production)
Other	Other activities to enhance brand image

# PRESS REVIEW

During their most recent projects, expedition members have given interviews featured in major Quebec and international media.

CBC  Radio-Canada





TOURNÉE  
MONDIALE DU  
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UNE CRÉATION DU CENTRE DES ARTS DE BANFF

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## Platforms

[samuelmarkon.com/en/canol-expedition](http://samuelmarkon.com/en/canol-expedition)

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

Instagram

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

[@mariefrance.lecuyer](https://www.instagram.com/mariefrance.lecuyer)

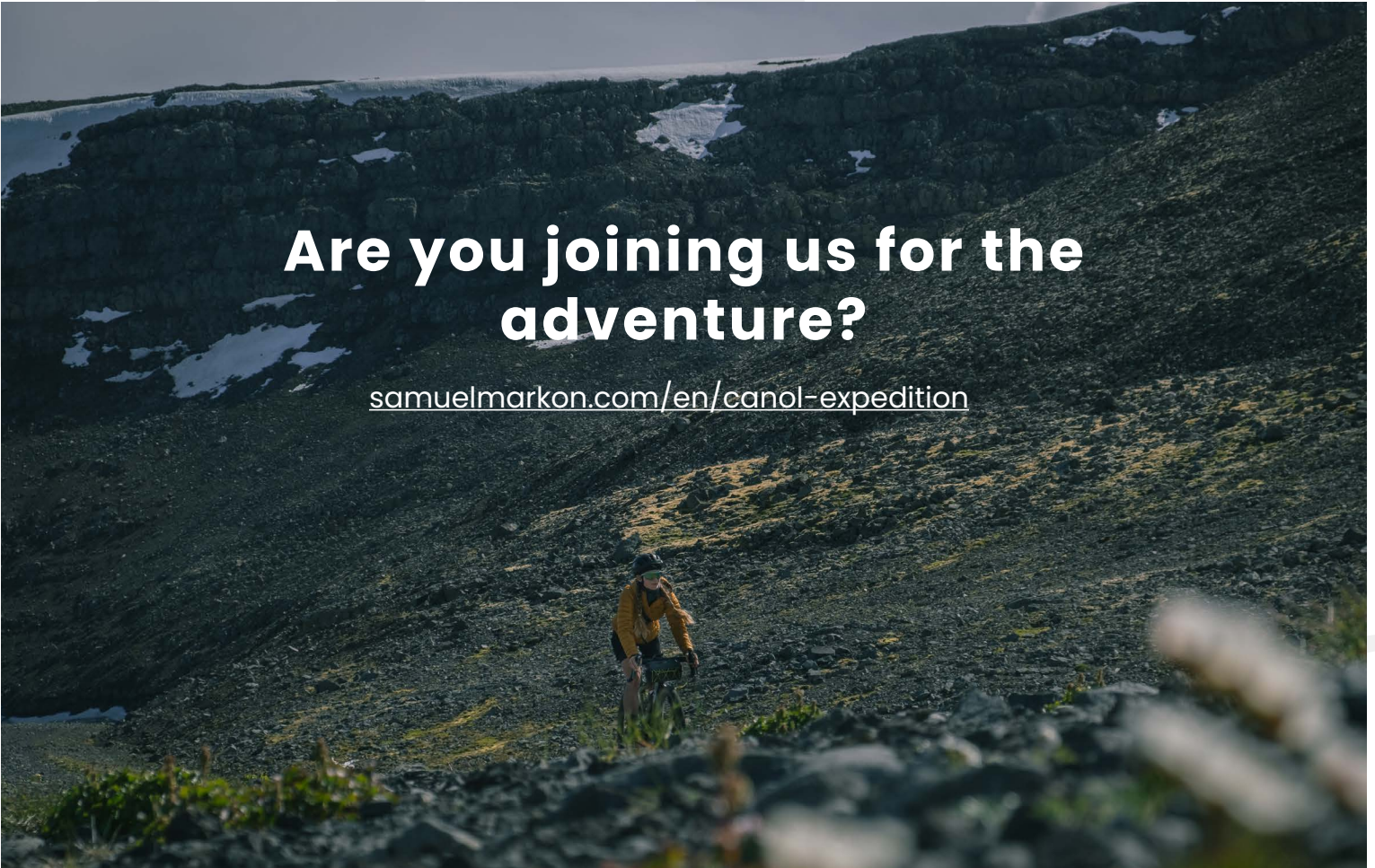
[@tremblay\\_felixantoine](https://www.instagram.com/tremblay_felixantoine)





# Are you joining us for the adventure?

[samuelmarkon.com/en/canol-expedition](http://samuelmarkon.com/en/canol-expedition)



Thank you to our partners who have already placed their trust in us



Photo credits : Louise Philipovitch