

# Four *ordinary* blokes. One thousand, one hundred and thirty *kilometres*

OBJECTIVE

South Pole 90°S

STYLE

Unsupported no  
resupply

DISTANCE

1,130 km on skis

DURATION

50 — 60 days man-  
hauling

[View sponsorship tiers →](#)

[Get in touch](#)

# From the edge of the continent to the *bottom of the world*, on skis, dragging everything we need.

In November 2026, four of us will fly to Hercules Inlet on the Antarctic coast and start skiing south. Unsupported, unassisted, hauling 90 kg pulks each across one of the most brutal landscapes on Earth.

We're not professional polar explorers. We're four mates with day jobs who've spent the last decade saying yes to ridiculous ideas — and then training like hell to make them happen.

-40 °C avg

COLDEST EXPECTED

90 kg pulk

PER PERSON, DAY ONE

2,835 m

ELEVATION AT POLE

24 hr

DAYLIGHT, NO RESPITE

# Four blokes. *Day jobs*. Stupid ideas they keep saying yes to.

A teacher, an F1 supply CTO, a senior military officer and a quartermaster. Two of us rowed the Atlantic as Team Ordinary Buoys. The other two have been trying to top it ever since.

Daf Helps-Fursse

01

EXPEDITION LEADER · TEACHER

## Daf Helps-Fursse

The one who said "what if we skied to the South Pole?" and meant it. By day a teacher, by everything-else an adventurer — Atlantic rower, Mongol Rally finisher, mountaineer, chief instigator of every stupid plan the team has ever signed up to.

ATLANTIC ROW

MONGOL RALLY

MOUNTAINEER

Lewis Wadsley

02

ENGINEER · F1 SUPPLY CTO

## Lewis Wadsley

CTO of an F1 supply business by day; on weekends he ultra-runs, mountaineers, skydives, scuba-dives, drives Honda Monkeys across Morocco and tuk-tuks across the Himalayas. If it can break in  $-40^{\circ}\text{C}$ , Lewis has already taken it apart and put it back together.

F1 SUPPLY CTO

ULTRA-RUNNER

SKYDIVER

HIMALAYA TUK-TUK

PORTRAIT · 4:5

COMMS · ROYAL ENGINEER

## Richard "Wilko" Wilkinson

Royal Engineer, which is mostly why we let him near the navigation kit. Mountaineer, filmmaker, and the one who'll calmly tell you the weather window has closed and you need to dig in.

ROYAL ENGINEER

MOUNTAINEER

FILMMAKER

PORTRAIT · 4:5

COMPETITIVE ROWER

## Scott Brown

[Bio TBC — competitive rower; further details to follow.]

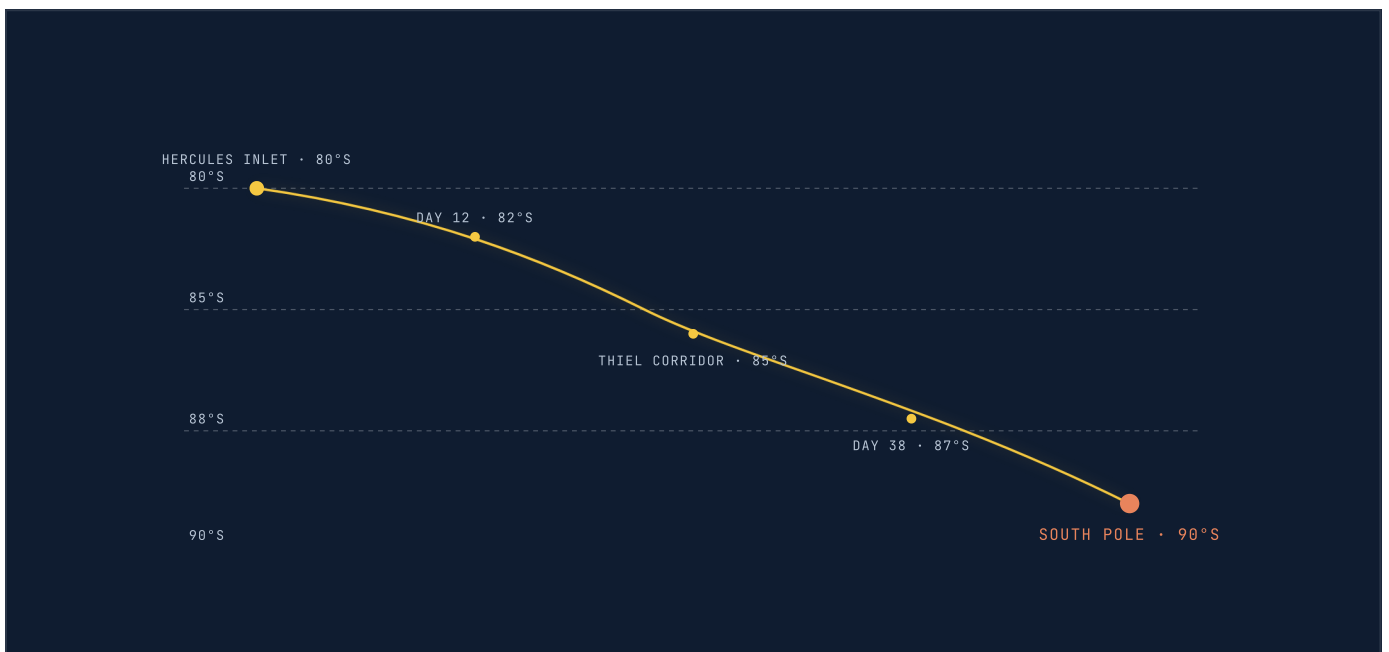
COMPETITIVE ROWER

[TBC]

[TBC]

# Hercules Inlet to *90° South*. Due south, the whole way.

The classic line: 1,130 km on skis, climbing from sea level onto the polar plateau. We start at the coast, cross the Thiel Mountains in the distance, and finish at the geographic South Pole.



PHASE 01 · COAST

## Day 1–10

Hercules Inlet start. Acclimatisation, sastrugi, finding rhythm. ~15 km/day.

PHASE 02 · CLIMB

## Day 11–28

Steady gain onto the plateau. Pulks lighten, daily mileage climbs to ~22 km.

PHASE 03 · PLATEAU

## Day 29–48

High, cold, featureless. Mental game. Wind chill drops below  $-50^{\circ}\text{C}$ .

PHASE 04 · THE POLE

## Day 49–55

Final degree. 111 km of altitude and exhaustion. Then a hot drink at Amundsen-Scott.

# We're *ordinary*, not *reckless*.

The whole project sits on top of two years of progressive training, professional polar coaching, and the same logistics framework used by every credible South Pole expedition since 1985.

## 01 / PREP

### Two-year training plan

Strength, drag-tyre hauling, altitude weekends (Toubkal this month), cold immersion, Norwegian glacier weeks, and a 12-day Greenland traverse in Q1 2026 as the dress rehearsal.

## 02 / GUIDES

### Pre-expedition coaching

Mentored by a former South Pole guide. Daily mileage targets, calorie load, and gear set were stress-tested in their hands first.

## 03 / LOGISTICS

### ALE flight & rescue cover

Antarctic Logistics & Expeditions handle the Ilyushin flight, weather windows, and standby SAR. Full medevac insurance to FRCS/Punta Arenas.

## 04 / MEDICAL

### Wilderness EMT onboard

One of us is a qualified wilderness first responder. Sat phone, PLBs, daily check-ins, and a satellite tracker the public can follow live.

05 / COMMS

## Daily satellite dispatch

Audio + photo update every evening, pushed to socials and a live tracker. If something goes wrong, the world knows within hours.

06 / EXIT

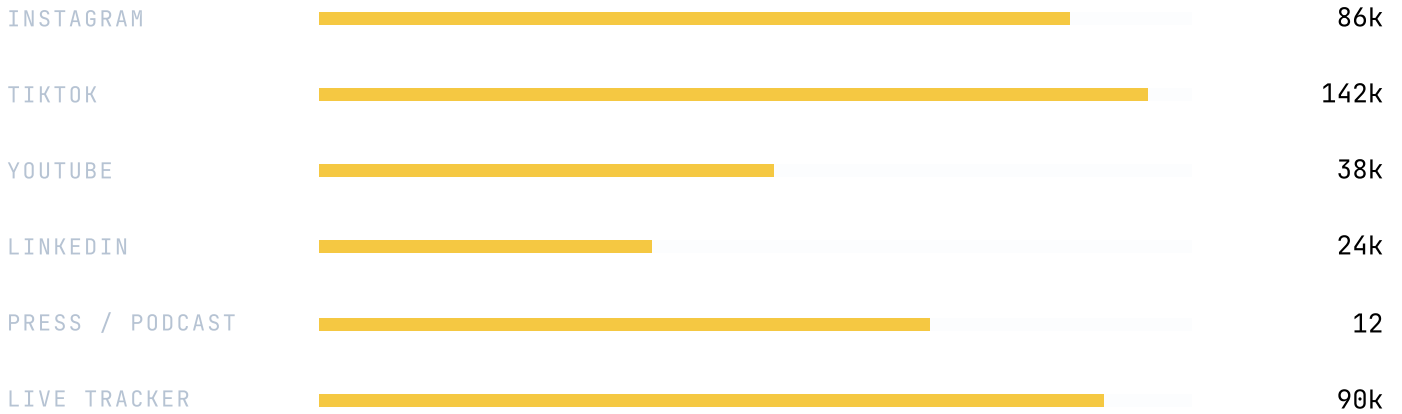
## Hard turn-around rules

Pre-agreed bail thresholds for frostbite, weather, and pace. We'd rather come home short than not come home at all.

# A built-in audience that's been *watching us* do stupid things for years.

Across the team's existing channels, the Ordinary Boys story already lands in front of a real, engaged adventure-curious audience. The South Pole expedition projects to be the most-followed thing any of us have done.

↓ PROJECTED REACH AT EXPEDITION PEAK (FEB 2027)



COMBINED IMPRESSIONS

14M+

ENGAGEMENT

6.4%

# For every kilometre we ski, we're raising for *men's mental health*.

We've lost friends. Most blokes we know have. The version of "ordinary" that says you grit your teeth and don't talk about it is killing people we love. This expedition is the loudest, daftest way we know to say: ask the question, have the conversation, get the help.

## £250k

Fundraising target

CHARITY PARTNER

[Confirmed partner — TBC]

UK men's mental health, shortlist in final review.

100% of public fundraising goes to the charity partner. Sponsor contributions cover expedition logistics; any surplus rolls into the fund.

Sponsors at every tier are credited as part of the fundraising campaign — in the launch press release, on every fundraising landing page, and on the audio dispatches from the ice.

"The story isn't four blokes on skis. The story is what made four blokes need to ski 1,130 km in the first place — and what we're asking the country to do about it."

# Four ways to *get on the sled.*

Pick the level that fits. All tiers include the charity association. Brackets are guidance — we'll happily build a custom package for the right partner.

BASE CAMP

CREVASSE

GLACIER

POLE POSITION

TIER 04 / ENTRY

## Base Camp

£1,500 — £5,000

For local businesses and individuals who want to back the team and show up in the story.

↳ 8 — 12 SLOTS AVAILABLE

- ✕ Name in expedition pack & website  
Listed on the team's sponsor page until 2028.
- ✕ Two social mentions  
One pre-expedition, one from the ice.
- ✕ Signed thank-you postcard from 90°S  
Posted from Amundsen-Scott station.
- ✕ Invitation to post-expedition pub night  
First round on us. Probably.

# What sponsorship *actually looks like* across 18 months.

From launch to debrief — these are the touchpoints. Pick the ones that fit, or invent new ones with us.

## 01 / IDEA

### Brand on the pulk

Your mark on the sleds we drag for 50+ days. In every drone shot. Every press photo. Every Insta reel.

## 02 / IDEA

### Daily satellite dispatch

An audio + photo update every evening from the ice, pushed to a live tracker and socials. Sponsor read-in optional.

## 03 / IDEA

### The Ordinary Boys docu-series

Long-form content cut from the expedition's 200+ hours of footage. We've already had two production company conversations.

## 04 / IDEA

### Live polar Q&A from the tent

One scheduled sat-link Q&A per tier, hosted into your office, customer event, or school programme.

05 / IDEA

## Branded fundraising challenge

Co-branded 'one degree' challenge that gets your customers, staff or community walking/running 111 km alongside us.

06 / IDEA

## Post-expedition speaking

The team on your stage, kit on the floor, the pulk in the room. We've done this circuit before — it lands.

We've done *stupid things* before.  
We've come back from all of them.

The South Pole isn't our first rodeo. Here's the track record sponsors can underwrite with confidence.

Atlantic Row

2024

### Atlantic Row · Ordinary Buoys

3,000 nautical miles, La Gomera → Antigua.  
World's Toughest Row, as Team Ordinary Buoys. Two of the current squad were in the boat.

Distance	Crew	Result
3,000nm	Ordinary Buoys	Finished

Mongol Rally

2019

### Mongol Rally

Prague → Ulan-Ude in a 1.2L Fiat Punto.  
10,000 km of "motoring stupidity on a global scale". Daf, finish line, on the roof.

Distance	Car	Borders
10,000km	Fiat Punto	15+

## Himalayan Rickshaw Run

2023

### Himalayan Rickshaw Run

Two weeks across northern India by tuk-tuk.  
Highest point: Tanglangla Pass, 17,482ft. Lewis  
at the top, no oxygen, no roof.

Distance	Altitude	Engine
3,400km	17,482ft	145cc

## Morocco Monkey Run

2022

### Morocco Monkey Run

2,000 km across the Moroccan desert on  
Honda Monkey bikes. The bikes broke. The  
team didn't.

Distance	Bike	Honda	Bikes left
2,000km	Monkey		1

# £534k all-in. *Roughly the cost* of a small flat. We just want to spend it on skis.

Antarctic logistics aren't cheap — the flight alone is the largest single line item — but everything is itemised, fixed-price, and contracted.

ALE FLIGHT & LOGISTICS		£320k
POLAR KIT & PULKS		£64k
FOOD & FUEL (50 DAYS)		£32k
TRAINING & GREENLAND TRIP		£48k
INSURANCE & MEDEVAC COVER		£28k
COMMS (SAT + TRACKER + DOCS)		£18k
MEDIA PRODUCTION & PR		£24k

Total raise

£534k

## Already secured

~£90k of personal commitment from the team — kit, training trips and contingency. We're not asking sponsors to fund the whole expedition. We're asking them to be part of it.

SELF-FUNDED

£90k

# Get on the *sled*.

If any of this lands — even a little — we'd love a 30-minute call. We'll come to you, we'll bring the pulk, and we'll be honest about what works.

[Email the team →](#)[Download PDF pack](#)[Book a 30-min call](#)

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