



NATIONAL GEOGRAPHIC MAPS SPONSORED ATHLETE PROGRAM

NATIONAL GEOGRAPHIC MAPS is the premier and world recognized publisher of maps for destinations domestic and exotic. Our products range from mapping software with uncompromising detail and functionality, to exhaustively researched and crafted trail, travel, and adventure maps. Every example of our work guides the navigator in confidence and is designed to excel far beyond a conventional map.

Our maps are used by outdoor enthusiasts and professionals active in a wide range of activities including mountaineering, backpacking, hunting, trail running, cycling, and snow sports to name a few. In an effort to support the industries we actively participate in and to provide real-world challenges for our products, National Geographic Maps annually sponsors athletes in numerous categories. We embrace real-world experts that have a passion for their activity, not just the fortunate few that can make their passion a full-time reality. We seek those that appreciate the value of a map and are routinely discovering new ways to use them.

Interested candidates should read through the requirements found in this document and complete the simple application form. If you have additional questions about the program and your eligibility please contact Mike Dyer (Mike@topo.com). Please note that each year we receive hundreds of sponsorship proposals and there are a limited number of spots to fill in each sport category. If we are able to offer you a spot we will contact you within one week of your submission.

PROGRAM DETAILS

- Sponsorship is granted to a select number of applicants each year in the following activity categories:
 - › Climbing/Mountaineering
 - › Hunting / Fishing
 - › Backpacking/ Trekking/ Hiking / Trail Running
 - › Ski / Snowboard / Tele / Snowshoe
 - › Canoe/ Kayak
 - › Cycling
 - › Adventure Travel / Racing
 - › Extreme Sports
 - › Competitive Navigation Sports
- Sponsorships are awarded for a single calendar year, and must be renewed annually
- Sponsorship is granted to those who reside inside the United States

PROGRAM EXPECTATIONS

- Sponsored athletes are expected to be ambassadors for our products, using them to support their activities whenever possible, actively communicating their features and benefits when applicable.
- Use the National Geographic Maps “Pro Logo” on their personal websites and equipment where applicable
- When requested provide essential product feedback from testing

PROGRAM BENEFITS

- Unfettered access to our complete product library to support your activity needs.
- Sponsored athlete page on our website, with opportunity to participate in sponsor forums and blogs, and market ones expert resume.
- Ability to purchase additional National Geographic Maps products at special pro-deal pricing.
- Access to not-yet-released products for evaluation and testing.
- Please note financial compensation is not a benefit of this program.

APPLICATION FOR NATIONAL GEOGRAPHIC MAPS SPONSORED ATHLETE PROGRAM

Name: _____

Sex: Male / Female _____ Age: _____ Primary Sport: _____ (see available list page 1)

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Website (if applicable): _____

Tell us about yourself and why you should be a sponsored athlete:

If chosen how would you spread the word about our products?:

How do you currently use maps in your sport?

Do you own and use a GPS receiver? If so which make/model?

Have you been sponsored by National Geographic Maps before?

Are you currently sponsored by any other companies, if so who?

How did you hear about our sponsorship program?

Please mail or fax the completed form to: National Geographic Maps · ATTN: Mike Dyer · PO Box 4357 · Evergreen, CO · 80437 · Fax: 303.670.3644