

CHALLENGE EVEREST

2026

SHINING A LIGHT FOR STRUGGLING VETERANS

AN EXTRAORDINARY PARTNERSHIP OPPORTUNITY



CHRIS THRALL

Chris is a former Royal Marines Commando who served in the Northern Ireland Conflict, Norway and as a parachute-trained operative in a high-security detachment on board an aircraft carrier.

Upon leaving the service, Chris faced complex PTSD and found himself homeless with severe mental health issues. The medical community said he would never recover – Chris proved them wrong.

Chris is now an extreme-endurance athlete, speaker and coach. He's adventured to eighty-six countries on seven continents and is a qualified pilot, skydiver, advanced scuba diver and Antarctic polar explorer. He has run the length of Britain, completed a quadruple ironman and the arduous Marathon des Sables and written three best-selling memoirs. He recently rowed across the Atlantic Ocean to raise funds for bereaved service children.

Chris was awarded Inspirational Veteran of the Year, recognising his life-changing personality, unwavering mindset and charity work.

He hosts a popular podcast, inspiring and motivating others to overcome their own personal battles and be all they can be.

THE MISSION

CHALLENGE
EVEREST
2026



LIVESTREAM EVEREST

The mission is not only to climb Mount Everest in April 2026 but to live stream via social media all the way to the summit via Starlink. This will help share Chris's inspirational message to struggling veterans whilst showcasing your company from the most iconic and inaccessible locations on Earth.

Chris set the world record for the first-ever podcast from an Atlantic rowing boat and his show gets millions of views from almost 100,000 subscribers. It was hailed as 'the one to watch' by the British Army's *Soldier Magazine*.

Chris will climb in partnership with an experienced sherpa from Himalayan Traverse based in Nepal, a company renowned for its safety-first approach and 100% success rate at placing clients on the roof of the world.

The climb is expected to take up to three months and begins with a long trek to Everest Base Camp. With acclimatisation ascents now avoiding the Khumbu icefall and extremely accurate weather prediction, there has never been a better time to summit the legendary peak.

THE MESSAGE

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COMPLEX PTSD

For the last ten years the military community has experienced a mental health crisis and a horrific rate of suicide – at one point seeing 250 veterans a year take their own lives in the UK alone.

These figures do not account for the enormous number of veterans drinking themselves to death, overdosing or finding themselves battling poverty, homelessness, exclusion – or experiencing a lonely existence with fractured mental health.

The knock-on effect of this relatively unspoken about yet dark phenomenon affects the whole of the military community including families, friends and most obviously children.

Chris is virtually the only person highlighting to veterans and professionals alike the link between complex PTSD and unhealed childhood trauma – having experienced it himself firsthand.

In addition, Chris's legendary example and life-enhancing message is one that everyone with poor mental and physical health needs to hear – military and non-military alike.

THE OPPORTUNITY

**CHALLENGE
EVEREST**
2026



CHALLENGE SPONSOR

£1000

Promotions in my social media.

Branding on website and events.

Promotion in mainstream media interviews.

Before and after Zoom talk for your organisation.

£500

CHALLENGE SUPPORT

Your logo on my website and promotion in my social and public media



CHALLENGE PATRON

£3000

Promotions in my social media.

Branding on website and events.

Promotion in mainstream media interviews.

Before and after Zoom talk for your organisation.

Branding on my clothing.

Live video updates from base camp via a satellite link.

All perks tailored to your needs.



CHALLENGE PARTNER

£5000

Promotions in my social media.

Branding on website and events.

Promotion in mainstream media interviews.

Before and after in-house talk for your organisation.

Branding on my clothing.

Regular updates in the run up to the climb.

Live video updates throughout the climb via Starlink satellite.



CHALLENGE LEGEND

£ TO BE DISCUSSED

All previous perks PLUS your product/banner on top of Mount Everest AND a shoutout in the summit live stream.

Linking with a school/org you choose for presentations and satellite communications.



BEYOND EVEREST ...

CHALLENGE
EVEREST
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YOUR LEGACY

Partnering with Challenge EVEREST goes beyond brand recognition and corporate turnover. It provides YOU with a unique opportunity to leave a proud legacy, helping to pull veterans out of the darkness using a proven mindset – and to save thousands of children from forever living with the burden of a parent taking their own life.



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[INSTAGRAM.COM/CHRIS.THRALL](https://www.instagram.com/chris.thrall)

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SUPPORT ME TO SUPPORT THEM
THANK YOU

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2026

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