



# HEERKANI FOUNDATION

*"The Summit of Change" Partnership Invitation*

**From:** Suvidha Kadlag, Everester, NatureRescuer

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## 1. A personal invitation

My journey began with a personal challenge, but it has evolved into a global mission. As an Everester and a NatureRescuer, An international Brand face Representing our country internationally on Everest Alliance Bord have witnessed firsthand the devastating impact of pollution on the fragile Himalayan glaciers. My mission is to turn admiration for these mountains into action for their protection. I am looking for genuine partners to help me expand this vital work. This invitation is for any brand, company, or individual that believes in the power of a genuine cause to drive positive change.

## 2. The mission: A genuine world event

This initiative is a powerful blend of environmental advocacy and youth empowerment. We mobilize courageous rural students from the National Cadet Corps (NCC) and National Service Scheme (NSS) to conduct crucial cleanliness drives around base camps. The impact is profound:

- **Environmental conservation:** We are physically removing waste from precious glacial areas and raising awareness about the urgent need for climate action.
- **Youth empowerment:** We provide a life-changing opportunity for deserving rural students to participate in a global event, fostering confidence, leadership, and a deep sense of purpose.
- **Authentic storytelling:** Our journey is captured through high-quality video content that tells a compelling story of grit, purpose, and impact.

## 3. What we offer our partners

By partnering with me, you will align your brand with a genuine, on-the-ground mission that resonates deeply with audiences. Our collaborations are not just about brand visibility; they are about creating a powerful narrative of shared values and tangible social impact.

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## How we deliver:

- **Authentic video content:** Your support will be featured in engaging video content for my social media channels, including cinematic shorts, energetic reels, and inspiring testimonials. This creates an emotional connection with viewers that traditional advertising cannot match.
- **Diverse audience engagement:** We engage with a wide audience through various event formats, including:
- **Music-based events:** Using the power of music to rally support and connect with a younger, campus-based demographic.
- **Huddle-based sporty events:** High-energy, team-based activities that demonstrate collaboration and purpose.
- **Positive brand association:** Your brand will be positioned as a true agent of change, committed to both environmental preservation and youth empowerment. We offer a fresh approach to standing out in a competitive market by doing good.

## 4. Partnership opportunities

We offer several levels of partnership, and I am open to discussing custom packages to meet specific marketing objectives. Your support is crucial for expanding our operations, providing students with necessary gear, and organizing more events.

- **Recognition and visibility:** Brand logo placement on student gear, video credits, and social media shout-outs.
- **Content integration:** Dedicated brand features within our video content, including event highlights and documentary-style segments.
- **Event collaboration:** Co-creation of on-campus music or sporty events that align with your brand's values.

## 5. Join me on the summit

I invite you to be part of this incredible journey. This is an opportunity to not just witness change but to actively create it. Your support will amplify our voice, expand our reach, and leave a lasting legacy for the environment and for the next generation of Indian leaders.

Let's discuss how we can work together to "be the change."

## To know more, please contact:

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