make AMERICA great

HIGH ALTITUDE EPIC MISSION

A group of American climbers together with the mountaineers of the Climbing & Mountaineering Federation of Ukraine, will be launching a promotional non-commercial expedition to the Great Himalayas in the fall season of 2018. During the upcoming mission, an international team of American and Ukrainian climbers will bring the world's largest flag of the United States of America to the summit of Mount Everest!

make AMERICA great

"We proudly fly this flag because we are blessed to live and work with the United States of America. As a sign of our deepest gratitude for supporting of Ukraine's struggle for the ideals of freedom and democracy. This is an epic historical international mission."

make AMERICA great

Borys Paton
Chairman of the Board of Trustees, The Soul of Ukraine International Foundation
President of the National Academy of Sciences of Ukraine

make AMERICA great

The average size of a flag used at home is 3'x5'. The 70 by 140-feet flag is the world's largest free-flying American flag. The 9,800-square-foot flag weighs 340 pounds. At 400 feet, the flagpole is the tallest in the world to be flying a US flag. Our team will carry to the summit of Mount Everest a "Stars & Stripes" 450 feet in length, made from an ultra-light material. Each stripe is over 34 feet high and each star nearly 30 feet across. A special know-how will be implemented to deliver to the top of the world, and deploy a giant flag in a strong wind.

For climbing in the high mountains of the Great Himalayas, there are two good seasons. The most attractive for climbers is the spring season, from April until the end of May. The second weather window appears October and November. The usual duration of the expedition to Mount Everest is 60 days.

make AMERICA great

Gennadii Kopeika, Head Coach of the National Mountaineering Team of Ukraine. He has conquered Mt. Everest - 8,848; Mt. K2 - 8,611; Mt. Lhotse - 8,516; and Mt. Manaslu - 8,163. **Sergey Bershov**, a legendary clamber who has conquered 13 peaks above the eight thousand meters. He has climbed Mt. Everest three times, making the very first night ascent up the world's highest peak in 1982. **Sergey Melnikoff**, director of the film crew, is known as an American cameraman with 40 years of creativity in mountains all over the world. He is author of "The Third Pole" movie. They are the most experienced climbers, guaranteeing the safety and unconditional fulfillment of the stated goals of this project.

make AMERICA great

Anastassia Melnikov, with 15 years of experience from her childhood similar to the Discovery TV programs, will host the broadcast on the YouTube channel from Mount Everest base camp. A unique polyglot, holder of two American university diplomas in journalism and PR, as well as a third education at an acting school in Hollywood, Anastassia is fluent in a dozen different languages, some of them with national accents. Her linguistic portfolio includes Japanese, Chinese, German, Russian, American Sign Language, and others. This photogenic host of the project is able on camera to swiftly switch from one language to another on the fly!

make AMERICA great

make AMERICA great

Our team is not only available with modern high-end photo and video equipment, it also has a large-capacity thermal balloon for use in the mountains and a helicopter specially designed for high-altitude work to produce panoramic aerial photographs. Each mountaineer carries a camera that continuously transmits a video signal to the server at the base camp, which transmits it in turn to the YouTube channel.

Our top specialists set up the project, and our previous positive experience with InterContinental Hotels, Boeing, and Coca-Cola gives us hope that we will be able to cooperate with other global brands.

We invite world brand holders to this global advertising project. A promo shoot done in the stratosphere on top of Mount Everest – the highest point on our planet – is a testament to outstanding achievements in business! The project organizers guarantee a high-quality result in extreme conditions using the best available equipment. Our products are not amateurish photo sessions of a flag hastily mounted on the mountain. The shoot is performed by highly professional experts; they not only wait for several days of cloud in the mountains for suitable weather conditions, but also to create a fully-fledged production at an altitude of 29030 feet, meeting the highest standards of advertising art and photographic skills.

make AMERICA great

In 1998, at the request of the Government of the Republic of Uzbekistan, our group made a broadcast about the ascent of Mount Everest by the national team of Uzbekistan. In 2002, the same experts completed a project entitled "11th September Peak," commissioned by the first President of the Republic of Kyrgyzstan, Askar Akayev, for his summit with President George W. Bush at the White House.

make AMERICA great

What Does The Sponsor Get?

- Daily broadcast on the You Tube of 60 days of the expedition with the indication of a sponsor.
- Representation of the United States America at the Venice Biennale, 2019
- The magnificent open air exhibition “Make America Great” will be displayed in Washington D.C. located between the White House and the Senate.
- Participation in the World Press Photo Competition.
- Children’s version of the film and the distribution to all public elementary and secondary schools in America...

make AMERICA great

An outstanding gift for anyone you hold dear. An exclusive giant panoramic photo of the "Stars & Stripes," the supreme moment of triumph in man's conquest directly from the highest point on the Earth, and a commemorative plate for this historic achievement for each of the project's sponsors! It will be a highly artistic panorama worth "a million dollars." The artwork with a size of 71 by 24 inches will be created using HD acrylic print. The HD acrylic print method is the latest museum technology of placing a photo on acrylic glass, it is printed on high-quality specialized media, which allows you to replicate every nuance of the image with the total accuracy. The HD acrylic print method guarantees the image is preserved no changes to the color to centuries, thus transferring a unique photograph into the antiques category.

make AMERICA great

Mountain snapshots of Sergey Melnikoff have been awarded places of honor among the collections of His Holiness the XIV Dalai Lama; President George W. Bush; The Queen Elizabeth II; Birendra Shah Dev, the King of Nepal; His Holiness Pope Benedict XVI; His Holiness and Beatitude Ilia II, Catholicos and Patriarch of All Georgia; and the Patriarch of the Ukrainian Orthodox Church, His Holiness Filaret.

Sergey Melnikoff , a.k.a. MFF, is the world's only photographic artist ever to be awarded an Order for his work. In 2014 MFF was granted the Order of St. Volodymyr Equal-to-the-Apostles by the Patriarch of the Ukrainian Orthodox Church, His Holiness Filaret. The unique photo picture entitled "The Soul of Ukraine" was ordered by the InterContinental, Kyiv Hotel for $100K.

make AMERICA great

What Does The Sponsor Get?

This project represents not only technological progress, but the progress of the human mind and spirit!

EXCLUSIVE SPONSORSHIP PACKAGE

BROADCASTING

❶ Daily online broadcast on the You Tube channel of 60 days of the expedition. Leading the program from the Base Camp of Mount Everest says in different languages about the adventures of a group of climbers on the highest mountain in the world with the indication of a sponsor.

❷ Providing high-quality video signal for the television broadcasting services: news, sport, education, etc.

USA: CNN; CBS News; Fox; NBC; AP; and the local TV stations at the sponsor's choice.

Nepal: Nepal National Television (NTV)

Ukraine: Ukrainian National TV Channels, such as: 1+1; Channel 5; TV Channel "Ukraine;" First Channel; 112 Ukraine; STV; Novyi Canal; ICTV; and the cable TV.

Note: The powerful generators will create a smoke of two national Ukrainian colors, blue and yellow, at the time of deployment of the US Flag on the top of Mount Everest.

VIDEO PRODUCTION

❸ Promotional high definition (HD) video clip up to 60 seconds, with full copyright license.

❹ Adventure film in the television format of 45 minutes duration, With full copyright license.

❺ Children's version of the film and the distribution to all public elementary and secondary schools in America.

❻ High-quality adventure video footage, no shorter than 20 minutes, which can be used for promotional purposes for the sponsor's brand. With full copyright license.

STILL PHOTOGRAPHS

❼ A set of magnificent, eye-catching, brilliant photographs, shoot using the Fuji Panorama GX Monster. Up to 12 attractive artworks with a panorama showing the sponsor's brand on the summit of Mount Everest. With full copyright license.

❽ A set of the high-quality desktop wallpapers contains the pictures of the Great Himalayas views. Free mailing or downloading for the sponsor's customers, as well as for 10 million PC users in the USA. The each photo bears the sponsor's logo.

❾ A set of the high-quality wide-screen desktop wallpapers contains the panoramic views of the Great Himalayas. Free mailing or downloading for the sponsor's customers, as well as for one million PC users in the USA. The each photo bears the sponsor's logo.

make AMERICA great

What Does The Sponsor Get?

⓾ A panoramic photo of the “Stars & Stripes,” the supreme moment of triumph in man's conquest directly from the highest point on the Earth. It will be a highly artistic panorama, and a commemorative plate for this historic achievement. The artwork with a size of 70 by 25 inches will be created using HD acrylic technology.

⓫ An exclusive giant panorama of the USA Flag on the summit of Mount Everest for the demonstration at an exhibition in Washington D.C., and the sponsor's logo on the special advertising panels.

⓬ Own an exclusive panoramic photo of the “Stars & Stripes” on the summit of Mt. Everest.

⓭ Participation in the World Press Photo Competition, 2019.

⓮ Representation of the United States America at the Venice Biennale, 2019.

Note: The foundation has an understanding of how to make a future piece of art as a most expensive photograph in the world, at no additional cost. Refer the relevant sheet “A Most Expensive Photograph Ever.”

GOOGLE MAP

⓯ Adding photos with the sponsor’s flag to the Google map service, Mount Everest range.

PUBLICATIONS

⓰ Wikipedia article with the indication of a sponsor.

⓱ Distribution of the press release to the largest US newspapers.

⓲ An illustrated article for the US media.

⓳ Special richly illustrated article for the “National Geography” magazine.

⓴ A series of illustrated stories about the expedition for any newspaper.

DELUXE WALL CALENDAR

㉑ A luxury edition of the panoramic wall calendar 2019 dedicated to the ascent of the US Flag and the sponsor’s brand to Mount Everest.

Note: We are delighted to offer our sponsors the luxurious, giant-sized wall calendars. A multi-page deluxe edition with the panoramic views up to 30” in length will be filled with the superb resolution pictures of the Majestic Himalayas, and shows the sponsor’s brand.

㉒ A limited edition calendar will be inscribed with the sponsor’s logo printed in tinsel gold and silver letters, with uses the most advanced and refined printing techniques.

make AMERICA great

What Does The Sponsor Get?

BOOK

23 A richly illustrated photo book dedicated to the ascent of the US Flag and the sponsor's brand to Mount Everest.

Note: We would love to publish a beautifully illustrated book include special panoramic aerial and artistic landscape photography. Our books comprise stunning, fine-art prints, well known for their artistic interpretation and technical excellence.

Note: As an example of our work, we provide a complimentary copy of "The Land Of The Kyrgyz" 200-pages book, which was commissioned by the President of the Kyrgyz Republic.

EXHIBITIONS

24 The magnificent open air exhibition "Make America Great" will be displayed in Washington D.C. located between the White House and the Senate. On the exhibition will be presented a giant size photo panorama which showing the sponsor's brand on the summit of Mount Everest.

25 The exhibition "Make America Great" can be obtainable in the any other US cities of sponsor's choice.

Note: Compare our experience with another exhibition project called "The People Of The Maidan," great success around the world: http://soulofukraine.foundation/exhibitions/maidan.pdf

THE FLAG

26 Own the world's largest American Flag from the top of the world!

27 The Flag can be used at an open air exhibition in Washington D.C.

28 The world's largest American Flag can be sold to the Smithsonian museum, or auctioned by Sotheby's and Christie's as a piece of modern American history.

BUDGET

i The budget of the expedition is **$487,146.00**

ii The budget of the film distribution to all public elementary and secondary schools in the number of 91,087 is **$637,609.00**

Note: A detailed budget can be sent upon request.

The cost of this project is less than the price of one "Tomahawk." Cruise Missile.
But for the history of America, this project will do much more good than a volley of many missiles.

make AMERICA great

What Does The Sponsor Get?

An outstanding gift for anyone you hold dear

FUNDRAISING

- **$10,000.00**

① **"Stars & Stripes," a giant panoramic unframed photo**, 71"x24" size, made using HD acrylic print technology, a limited edition signed in person by every member of the climbing team.

② **A personalized commemorative wall plate** showing the sponsor's historical achievement.

- **$2,500.00**

① **Own a piece the world's largest American Flag from the top of the world!**
Ten square feet per $2,500.00 donated. It will be available in a triangular solid-wood display case.

② **A personalized commemorative wall plate** showing the sponsor's historical achievement.

- **$1,500.00**

① **"Stars & Stripes," a giant panoramic unframed photo**, 71"x24" in size, printed on heavy offset paper with UV varnish, a limited edition signed in person by every member of the climbing team.

② **A personalized commemorative wall plate** showing the sponsor's historical achievement.

- **$500.00**

① **"Stars & Stripes," a giant panoramic unframed photo**, 71"x24" in size, printed on heavy offset paper with UV varnish, a limited edition signed in person by every member of the climbing team.

Please make checks payable to **The Soul of Ukraine Foundation, Inc.**
and send them to the following address:

The Soul of Ukraine Foundation, Inc.
P.O. Box 185, Georgetown, Florida, 32139-018

Contact:
E-mail: **info@soulofukraine.foundation**

We will greatly appreciate any donations to this historical project!

All Rights Reserved
2018 © The Soul of Ukraine Foundation, Inc.

make AMERICA great

What Does The Sponsor Get?

A MOST EXPENSIVE PHOTOGRAPH EVER

The A. Philip Randolph Gallery Network will advertise for sale, the future work of ***The World's Greatest US Flag at the Summit of Everest***. The Soul of Ukraine Foundation has an agreement with one of the largest American companies for the formal purchase of this photo for a record $10 million USD. Thus, the unique photographic work *The World's Greatest US Flag at the Summit of Everest*, and the companies behind the project implementation will receive worldwide fame and the ability to undertake large –scale advertising campaigns.

Like any work of art, the story behind the image (think Mona Lisa's theft), the artist themselves, supply and demand (are there 100 prints, or only 5 in the world?), and perceived value established by previous works being sold for large sums. All these factors will affect the overall cost of a piece at auction. You may notice several images by the same photographer on the list below.

The 20 Most Expensive Photos Sold at Auction (as of 2017)

As one of the more "recent" art forms, photography's popularity in the art market has grown and grown, with the highest amount paid for a photograph sticking at $838,000 in 1999 until being bumped off the top spot 4 years later with a sale of $922,488, and then again 2 years later when the first million-dollar photograph was sold for $1,248,000.

Ever since, the auction houses of Sotheby's and Christie's have vied for the title of 'the most expensive photograph' as photography's popularity continues to grow as a smart investment.

Andreas Gursky is by far the most successful photographer when it comes to selling the most expensive photographs at auction (with 9 prints selling for over $1 million), followed by Cindy Sherman, who is the most successful female photographer to sell at auction (with 7 lots selling for more than $1 million).

The overwhelming majority of these photographs were created via analog cameras, suggesting that film photography is considered far more valuable than digital. The most recent image to have been captured in the list is ***Tobolsk Kremlin***, a digital print from Dmitry Medvedev, taken in 2009, and the oldest is Joseph Philibert Girault de Prangey's Daguerreotype ***113 Athenes***, ***Temple de Jupiter*** captured in 1842. These photographs were taken 167 years apart.

Some photographs feature several times on the list, such as Cindy Sherman's ***Untitled Film Still 48 and Untitled 96***, and Richard Prince's ***Untitled (Cowboy)*** with different editions of these prints selling in different years and, sometimes, different auction houses.

One of the most recent additions to the ultimate list was the 2017 sale of ***Orphaned Cheetah Cubs, Mweiga, near Nyeri, Kenya, March 1968*** by Peter Beard, which sold for over $672,000 at Christie's New York on 10th October 2017 in the 'Photographs Including Property from the Museum of Modern Art' auction. Though it did not break into the top 20, it was by far one of the most expensive photographs to sell this year.

As well as a print from Edward Weston at Christie's New York – ***Back in April***, other prints to be added to the ultimate list this year included ***Freischwimmer 84*** by Wolfgang Tillmans ($800,000, Phillips London), ***May Day IV*** by Andreas Gursky (£758,750, Christie's London) and ***Red Morning (Hell)*** by Gilbert & George (£848,750, Christie's London).

But there were two stand-out sales this year, both of which came for Man Ray, who not only entered the list for the first time but entered the top 20 with 2 sales. In May, Man Ray's ***Portrait of a tearful woman*** became the first photograph to enter the top 20 since 2015, selling for $2.1 million (Christie's New York). This was a world record for the artist, which was broken 6 months later with ***Noire et Blanche***, which became the 14th most expensive photograph to ever sell at auction (2.6 million euros, Christie's Paris), making it the most expensive photograph to sell this year.

The most expensive photograph ever sold is a contentious topic as more and more photographs are sold privately, directly to the buyer. However, here is an up-to-date list (at the time of this writing) of the 20 most expensive sold at auction (in ascending order):

#20. Cindy Sherman, ***Untitled 92 1981***
Chromogenic color print. Sold at Christie's New York in November 2013: **$2,045,000**

#19. Man Ray, ***Portrait of a Tearful Woman 1936***
Hand-coloured Gelatin Silver print. Sold at Christie's New York in May 2017: **$2,167,500**

#18. Cindy Sherman, ***Untitled Film Still 48***
Chromogenic color print. Sold at Sotheby's New York in November 2014: **$2,225,000**

#17. Unknown, ***"Billy the Kid" (Fort Sumner, New Mexico) 1879***
Tin-type. Sold at Brian Lebel's Old West Show & Auction in June 2011: **$2,300,000**

#16. Andreas Gursky, ***Paris, Montparnasse 1993***
Chromogenic color print. Sold at Sotheby's London in October 2013: **$2,416,475**

#15. Andreas Gursky, ***Chicago Board of Trade 1997***
Chromogenic color print. Sold at Sotheby's London in June 2013: **$2,507,755**

#14. Man Ray, ***Noire et Blanche, 1926***
Silver print. Sold at Christie's Paris in November 2017: **EUR 2,688,750**

make AMERICA great

#13. Cindy Sherman, ***Untitled 153 1985***
Chromogenic color print. Sold at Phillips New York in November 2010: **$2,770,500**

#12. Cindy Sherman, ***Untitled 96 1981***
Chromogenic color print. Sold at Christie's New York in May 2012: **$2,882,500**

#11. Andreas Gursky, ***Los Angeles 1998***
Chromogenic color print. Sold at Sotheby's London in February 2008: **$2,900,000**

#10. Edward Steichen, ***The Pond – Moonlight 1904***
Gum Bichromate print over Platinum. Sold at Sotheby's New York in February 2006: **$2,928,000**

#9. Cindy Sherman, ***Untitled Film Still 48***
Chromogenic color print. Sold at Christie's New York in May 2015: **$2,965,000**

#8. Richard Prince, Untitled (Cowboy)
Ektacolour Print. Sotheby's New York May 2014: **$3,077,000**

#7. Andreas Gursky, ***Chicago Board of Trade 1997***
Chromogenic color print. Sold at Sotheby's London in June 2013: **$3,298,755**

#6. Andreas Gursky, ***99 Cent II Diptychon 2001***
Chromogenic color print. Sold at Sotheby's London in February 2007: **$3,346,456**

#5. Jeff Wall, ***Dead Troops Talk 1992***
Transparency in Lightbox. Sold at Christie's New York in May 2012: **$3,666,500**

#4. Gilbert & George, ***To Her Majesty 1973***
Gelatin Silver print. Sold at Christie's London in June 2008: **$3,765,276**

#3. Cindy Sherman, ***Untitled 96 1981***
Chromogenic color print. Sold at Christie's New York in May 2011: **$3,890,500**

#2. Richard Prince, ***Spiritual America 1981***
Ektacolor print. Sold at Christie's New York in May 2014: **$3,973,000**

#1. Andreas Gursky, ***Rhein II 1999***
Chromogenic color print. Sold at Christie's New York in November 2011: **$4,338,500**

make AMERICA great

Who Is Borys Paton

Borys Paton, a legendary Ukrainian scientist, was born November 27, 1918.

Dr. Paton is the long-term chairman of the National Academy of Sciences of Ukraine since 1958. He is the famous person for his works in electric welding. Dr. Paton is the Head of Paton Institute of Electric Welding. During the Second World War, Borys Paton discovered a revolutionary method of using electric welding for the manufactory of military tanks.

In the early 1970s and 1980s Paton had advised the Soviet authorities not to build the Chernobyl Nuclear Power Plant.

First recipient of the National Order "Hero of Ukraine," Borys Paton has over a hundred government awards, including the insignia of the foreign states.

A monument to Borys Paton was erected in the center of Kiev during his lifetime.

Academician Borys Paton is the Chairman of the Board of Trustees of "The Soul of Ukraine" International Foundation.

make AMERICA great

Take Part In American History!

The cost of this project is less than the price of one "Tomahawk." Cruise Missile. But for the history of America, this project will do much more good than a volley of many missiles.

info@soulofukraine.foundation
+1 772.800.8038

make AMERICA great

To Those Who Are Afraid

"It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasm, the great devotion; who spends himself in a worthy cause; who at best knows in the end the triumph of high achievement, and who at worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat."

Theodore Roosevelt

The Soul of Ukraine Foundation

All Rights Reserved
© 2018, The Soul of Ukraine Foundation, Inc.
Photo Credit by Sergey Melnikoff
Pictures with a giant American flag shown in this brochure,
are not real photographs; this is the only scenario development.