



**HEY BRO**

**1 DREAM - 1 BIKE TRIP AROUND THE WORLD**

**WWW.HEY-BRO.COM**



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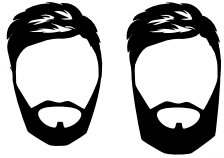
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# THE ADVENTURE



**TWO BROTHERS**



**GOING ALL AROUND THE WORLD**



**ON THEIR BIKES**



**FOR 3 YEARS**

**TO PROMOTE AND SHARE THEIR PASSION FOR ADVENTURE, SHARING WITH THE OTHER, RESPECT FOR THE ENVIRONMENT AND IMAGE PRODUCTION**



# THE ADVENTURE

*"I also wanted to film something we never see anywhere, encounters."  
Antoine de Maximy - French backpacker, television host and producer*

## The « Hey Bro » association: Biking around the world.

**O**ur adventure started in 1990, when the second brother was born. But it is in 2011, when we left for our first expedition, that it really took on a true meaning. It was our first trip accomplished with our own four legs. From Paris in France to Santiago in Spain, we cycled along the Way of St James. We have then travelled together around France, Germany, Austria, Hungary, Slovakia, Swiss... And tomorrow... **all around the world.**

**W**e are Guillaume and Kevin! Hey Bro is our project that will take **us, and you**, all around the world, using this good old way of locomotion, ecological, economic, and after all so modern: **bike.**

**SCHEDULED DEPARTURE: SECOND QUARTER OF 2018**



HEY BRO - Cycling along the Way of St James, 2011



# THE ADVENTURE

**W**e will bike our way cameras in hand. A **documentary** and **short length videos** are to be made and broadcast on the Internet.

**T**he goal is to fulfil our dream: **a bike trip around the world**, which we will **share in video**. In this context, we will also use our time, energy and cinematography skills to work hand in hand with **charity organisations met** on the way.

**M**any **encounters**, various **backgrounds** and amazing **landscapes** are waiting for us.

**3 Years** of a great adventure, many countries and thousands of miles to add to our records!

**W**e will start **biking** the Way of St James from Paris to Santiago, then we will head towards the Sahara, South American Pampas, the Andes Mountains, Colorado and the Great Plains of America to name a few. After riding along the Australian coast and the Himalayas, **we will end** the trip in Europe.



HEY BRO - Morocco 2018



# LES ADVENTURERS

*"We must learn to live together as brothers or perish together as fools."  
Martin Luther King Jr.*

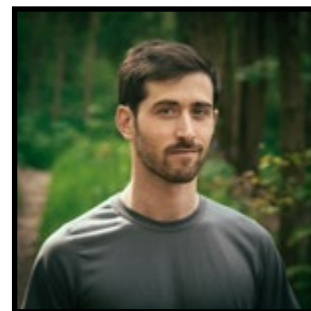


**Guillaume Taurin - 1988**

**G**uillaume is a **project manager in automation and industrial computing**. As a child, he was a scout, as his brother Kevin. He developed a taste for adventure, and learnt the values of mutual assistance and sharing. Most of the time, he has been traveling by bike: **the EuroVelo 6, including the Loire section, the Veloscenic Cycle Route...**

He contributed to many associative projects and enjoys rock climbing and running as a hobby.

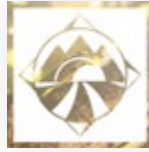
**G**uillaume is the one with the map in his hand, finding a way to resolve any situation. He likes challenges as well as discovering original places.



**Kevin Taurin - 1990**

**K**evin is a **cameraman and video editor**. He directed a documentary about a French ice-cream maker awarded Meilleur Ouvrier de France visiting Morocco and China. He also worked for **the Dakar Rally** and took part in the **4L Trophy**, a humanitarian rally that only student can join with Renault 4 cars. Nowadays, he is focusing on a more ecological project. He has always interested in sports, such as athletics and martial arts, which he practised.

**K**evin has been holding a camera in his hand since he was 12. He is always up for adventure and new challenges. He will be **the director of the Hey Bro documentary**, hoping that he will arouse interest among the viewers.



# THE TRIP

*"I think anything is possible to anyone who dreams, dares, works and never gives up."  
Xavier Dolan*

## 45 countries and 50 000 miles

**O**f paths, trails, roads, mountains, plains, deserts, cities, villages... Motivated like never before, we will go and meet many **civilizations** and **landscapes**.

**A**fter biking mainly in Europe and experiencing truly amazing **human stories**, we want to go further.

**O**ur adventure will start on the roads of the Way of St James, which was our first trip together. **But this time we won't stop there!**



HEY BRO - Biking on the Way of St James, 2011



HEY BRO - Austria, 2015



## THE TRIP

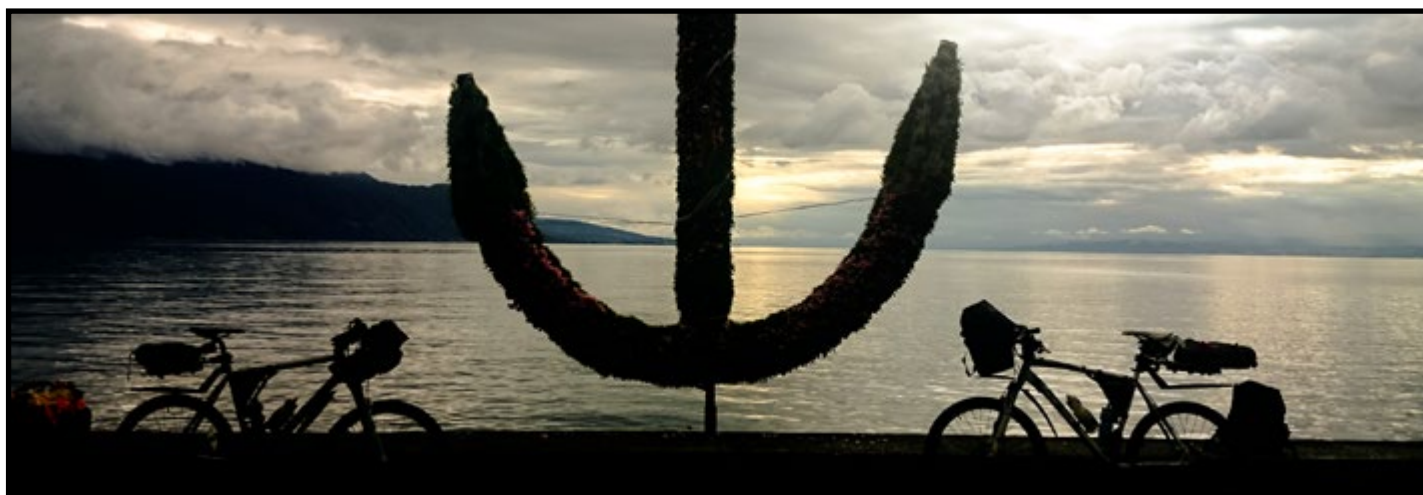
### Climate will set the tempo of our days

**W**e will do our best to adapt, we are ready to ride through passes under the **rain**, fields in the **blazing sun**, cities covered by **snow** or **foggy meadows**.

**D**e Since a few years, we have been expanding our **equipment** list with precision, following other adventurers' advices and our own experiences. We need both **reliable and strong** gear while being limited in terms of weight and cost. **It is not easy!**

### During years of travel, resting is important

**A**t nightfall, we will have a **tent** as a home, **sleeping bags** as blankets and **the ground** as a mattress. Sometimes we will also stop in rest houses and inns. Or ask local **people to help us find a roof** under which we can have some rest. Let's enjoy those feeling good moments all together. Only one word to remember: **adaptation!** Like we've always done.



HEY BRO - Swiss, 2014





## THE TRIP

**A** trip around the world also means: 3 years away from family, friends, administrative concerns, mechanical problems, housing and security issues... **We are 50 000 miles away from great rest!** Good thing for guys like us looking for adventure.

**This is the adventure we want to share.**



HEY BRO - Spain 2018



# THE DOCUMENTARY

*"A picture speaks for itself, there is no need for explanations, everyone understands the same thing."*  
Yann Arthus-Bertrand

**T**his adventure will be captured in a 52 minutes documentary that will deal with several topics:

- **The realization of one's dreams:** going beyond one's own limits, getting out of one's comfort zone, learning to make sacrifices, set challenges and add a little spice to life.
- **Human encounters:** meeting different civilizations, working for real with charity organisations...
- **Traveling by bike:** the pros & cons of bicycle, which is athletic, ecological and convenient.

**I**t will be broadcast on both French and foreign television, and screened during various festivals. It will be translated into English and Spanish.

**I**mages are a perfect communication medium, a universal language. We will share all our adventure through them.



*The Ice-cream Road - China, 2015*



*The Sherbet Road - Morocco, 2010*



# THE DOCUMENTARY

**W**e chose the latest video equipment to fit the necessities of our journey. The lighter the better, but only if not lacking professional quality. In order to provide the best multimedia content, we will take with us several 4K cameras, a laptop to edit the videos, stabilisation devices, and various microphones.



HEY BRO - Briare, France, 2017



# TRAVEL ROUTE



## Countries to travel:

FRANCE - SPAIN - PORTUGAL - MOROCCO - WESTERN SAHARA - MAURITANIA - SENEGAL - BRAZIL - URUGUAY  
ARGENTINA - CHILE - BOLIVIA - VENEZUELA - COLOMBIA - PANAMA - COSTA RICA - NICARAGUA - HONDURAS  
GUATEMALA - MEXICO - UNITED STATES OF AMERICA - CANADA - NEW ZEALAND - AUSTRALIA - MALAYSIA - THAILAND  
CAMBODIA - VIETNAM - LAOS - MYANMAR - BANGLADESH - NEPAL - INDIA - SRI LANKA - AZERBAIJAN - GEORGIA  
TURKEY - ROMANIA - SERBIA - HUNGARY - SLOVAKIA - POLAND - NETHERLANDS - BELGIUM



## TRAVEL ROUTE

*"To stay is to exist but to travel is to live."*

*Gustave Nadand*

The travel route has been decided after reading **feedbacks from other travellers**, internet blogs, watching travel documentaries, and exchanging experiences with the globe-trotter association *Aventure du Bout du Monde* (Adventure at the World's End).

**We** planned to bike around **50 miles a day**, with a day off every **10 days**. We established a precise schedule listing the regions we will pass through but the route can be adjusted depending on the weather. It is not a surprise; we will have to keep going during seasons that are not always the best for travel...

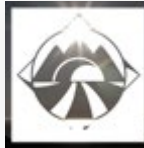
**That's also part of the adventure!**



HEY BRO - Budapest, Hungary, 2015



HEY BRO - Portugal 2018



# BIKING

*"He that would travel far must care for his animal."  
Jean Racine, The Litigants - 1668*

**It is easy to justify our means of transport for this trip.**

## Biking is good for health

It is a physical exercise like any other. Bike has no engine but **the legs of the cyclist**. Every road and every path is crossed at the pace of pedal strokes and every hill is training for thighs. Moreover, bike is **accessible to anyone**.

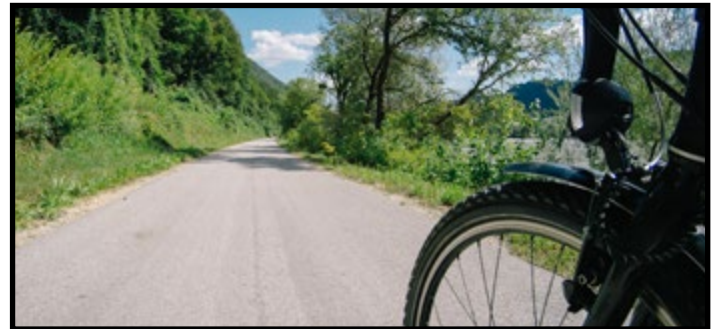


HEY BRO - Ax-les-Thermes, France, 2018

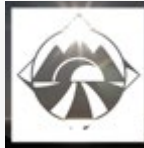
## Biking is ecological

It is for us a way to travel without **spoiling the environment**. We can travel thousands of miles without any toxic gas emission. Cycling is our way **to fight against global warming** and other results of pollution.

As we are conscious that producing bikes is a tiny part of global pollution, we chose a local manufacture in order to avoid shipping and its consequences.



HEY BRO - Austria, 2015



# BIKING

## Biking is economical

Considering our budget, the bikes are a huge expense but in the long term, **we will save a lot of money**. It is our bodies that will take us around the world. Bikes can be repaired quite easily. Our “home” is carried on our bikes. Our gear is suitable for travel and optimized for such an adventure. Weight, robustness, utility, **nothing is left to chance**.

## Biking everywhere

... Almost everywhere! It's a convenient way to travel because you can bike **in various environments**. It is a way to travel on your own and at your own pace. Bicycle rhythm gives time **to admire the landscapes and share humanistic, social and multicultural values** with local people. You can stop whenever and wherever you want.

**You are free!**



HEY BRO - Morocco 2018



# COMMUNICATION

*"We dream too often with our eyes closed, we must rather dream with our eyes open."  
Mike Horn, Swiss professional explorer.*

**C**ommunication is also part of the Hey Bro adventure. It's an excellent way to transpose our trip **on screens or on the web**. May it inspire anyone who has a challenge, a dream or an idea to fulfil!

**I**n order to promote the natural and cultural wealth of our planet and its inhabitants, ecological and economical ways to travel like cycling, we decided to produce **a documentary** (52min) and **short videos** (10min) to be published on the web **every two months**.

The documentary will be screened in various festivals and during conferences we will attend when we return. The short videos will be sent during the trip on our multimedia communication platforms, in order to share this beautiful journey with our community.

**W**e will use professional shooting equipment to record and share our images.

**T**he communication platforms we use:

Website - [www.hey-bro.com](http://www.hey-bro.com)

YouTube - Hey Bro



Facebook - Hey Bro



Instagram - HeyBroTrip



Twitter - @HeyBroTrip



**I**n order to provide the **best experience for our audience**, all the Hey Bro media contents will be available in HD on a Google Drive server (public or private depending on medias). **We aim to share as much contents as we can.**

**T**he communication will be running **throughout the adventure**, on social networks, our website, and online video platforms. We will regularly communicate about our adventure so that **you can all share our story.**





# LA COMMUNICATION

Broadcast (MAJ) - Aout 2018)

Broadcast TV - WebTV



National TV  
12h45 - Journal télévisé  
Audience moyenne :  
1 million téléspectateurs



Local TV (78) et web  
Diffusion mensuelle  
Couverture potentielle : 450 000  
téléspectateurs

Bois d'Arcy

WebTV locale (78)  
Diffusion mensuelle

Press

78actu LA RÉPUBLIQUE DU CENTRE Le Perche

Le Parisien

SUD  
OUEST

L'ÉCHO  
RÉPUBLICAIN

ouest  
france

Followers - Community



150



2000



2000



150

[WWW.HEY-BRO.COM](http://WWW.HEY-BRO.COM)



## PROJECTED BUDGET

*"The less we have, the less we want."*

*Mahatma Gandhi*

**O**ur travel philosophy is simple: exploring the world in an ecological and economical way. It is essential for us to prove that it is possible to travel and live an amazing journey even with a tight budget.

**I**n order to reduce the cost of this trip, we will sleep in a tent and rely on a simple cooking gear to prepare both simple and nutritive meals. We will restrict as much as possible the use of public transports. Yes, we have to save money everywhere.

**Estimated daily cost of 8€/day and per person.**

**O**ur budget is calculated in accordance to personal experiences and many feedbacks from previous adventurers. This budget is an rough projection, we are aware that the cost of life may differ from one country to another.



HEY BRO - Swiss, 2014



## PROJECTED BUDGET

This budget is estimated for two adventurers.



**BIKES: 7 000 €**

Those bikes are built for a round-the-world trip, using solid and simple materials, in order to prevent mechanic failures.



**CLOTHING: 4 000 €**

A set of cycling outfit for each season.



**EVERYDAY COSTS: 16 €**  
**TOTAL: 17 000 €**

This part of the budget is including food and potential accommodations.



**CROSSINGS: 8 000 €**

Plane and boat tickets; visas.



**AUDIO VISUAL EQUIPMENT: 15 000 €**

Our goal is to shoot high quality images. We use a whole professional shooting equipment that we completely master.



**HEALTH: 5 000 €**

Several vaccines and international travel insurance.



**BIVOUCAC: 2 000 €**

Tent, camping stove, cooking gear, sleeping bags...



**MISCELLANEOUS: 2 000 €**

Shipping (memory cards...), unexpected expenses...

**TOTAL : 60 000 € - PERSONAL INVESTMENT : 20 000 €**



# LE SPONSORING / PARTENARIAT

## Nos partenaires





# SPONSORING AND PARTNERSHIPS

*"Our only real power is to help others."*

*Dalai Lama*

**To make this trip a concrete adventure, we are looking for sponsors and partners.**

**H**ey Bro is a non-profit organisation (association under the French law of 1901) N°RNA: W451005171.

We are offering different solutions for our sponsors and partners:

- **VISIBILITY** for your brand on our bikes during the all trip. Your brand will appear on our pictures, web videos, documentary, social networks and website.
- **REQUEST** for video content (landscapes, drone shoots...) related to the route of the adventurers. We can follow specific directions.
- **STOCK-SHOT** photo/video, royalty free images for your projects and platforms.
- **DIRECTION - SHOOTING - EDITING** of pictures/videos to promote your brand/ company near our route (restaurants, hostels...)
- **GEAR** donations ([www.hey-bro.com/materiel](http://www.hey-bro.com/materiel))

**A**bove all, it is an opportunity to be a part of the **production of a 52min documentary** to be produced for three years, and which will travel too, once finished. Last but not least, you can help us to **support other charity organisations from around the world.**

**We are open to any proposal.**



# CONTACT

*"Make your life a dream, and a dream a reality."  
Antoine de Saint-Exupéry*

**For any request, please contact us:**

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**Kevin Taurin: +33(0)6.07.41.89.95**



*HEY BRO - Kevin and Guillaume are ready for the adventure*

**Thank you so much to all the people who support us and all those who will!**