

**TALISKER™  
WHISKY** **ATLANTIC  
CHALLENGE**



**SPONSORSHIP  
PACK**



**ONE OCEAN CREW**

# THE CREW

We are the One Ocean Crew, an all-female international team preparing to row unsupported across the Atlantic in 2020.

The team is made up of Jen Cullom, a Team GB physio from Oxfordshire; Natalie Hart, an author and ocean communication consultant from London; Leah Mink, an endurance athlete from Connecticut, USA and Jolita Rukaityte, a Lithuanian customer success manager and adventurer. Between us we have rowed the Boston Marathon and Henley Women's Regatta, worked in warzones, trekked to Everest Base Camp, sailed the Atlantic, raced an Iron man in Canada, run across the Atacama Desert, summited Mount Rinjani and much more.

We are all attracted to adventures that require grit, endurance and are something out of the ordinary.

The Talisker Whisky Atlantic Challenge is calling!



## ONE CREW. ONE OCEAN. ONE PLANET.

Leah Mink (USA)



Jolita Rukaityte (Lithuania/Netherlands)



Jen Cullom (UK)



Natalie Hart (UK)

# THE CHALLENGE

Our goal is to be the first female crew across the finish line of the Talisker Whisky Atlantic Challenge 2020. The Talisker Whisky Atlantic Challenge is an ocean rowing race of around 30 boats, covering 3000 miles from La Gomera in the Canary Islands to Antigua. The team will row two hours on two hours off for the duration of the race, facing sleep deprivation, salt sores, physical extremes and the psychological challenges of the open ocean.

Last year's winning female team completed the row in 45 days, but the world record for a women's crew is 34 days set in the 2017 race.



Photo courtesy of RowHHome

# THE BOAT

DORIS (pictured above) is the ocean rowing boat we have agreed to purchase from the 2019 RowHHome crew.

- Model: Rannoch 45
- Length: 8.6m
- Breadth: 1.5m
- Rowing positions: 3
- Small sleeping areas: 2
- Toilet/shower facilities: 0



ONE OCEAN CREW

# THE SEA RANGER SERVICE

You've probably heard of park rangers for land, but have you heard about park rangers for the ocean?

The One Ocean Crew is thrilled to support the Sea Ranger Service as our official charity for the race.

The Sea Ranger Service is a social enterprise that trains unemployed youth and provides them with a stepping stone into a maritime career. After extensive training and a rigorous selection process led by navy veterans, the Sea Rangers are deployed to assist nations to manage Marine Protected Areas.

As the One Ocean Crew, we love that the Sea Ranger Service addresses the challenge of ocean protection in a way that also tackles unemployment, creates shipbuilding jobs, trains young people for a maritime career and supports veterans. It places a healthy thriving ocean and a prosperous society hand in hand. We believe that the Sea Ranger Service is the future of impactful ocean protection and we hope you will join us in supporting them!



# GET INVOLVED

## Why we need your help

Rowing across the Atlantic is not just a physical and mental challenge, it is a financial challenge too. At the end of the race we will sell the boat and other substantial equipment and donate all funds to the Sea Ranger Service. That is why we are asking for your help.



## Picture your brand here!

Our boat is a floating billboard that will be seen all over the world. Sponsoring the One Ocean crew provides a unique opportunity for companies to get their logo on the side of an ocean rowing enjoy worldwide reach as part of race coverage.

## The Opportunity

We are offering a range of corporate partner packages for companies large and small to get involved in our effort. Be part of something extraordinary and be part of our team.

By supporting our transatlantic voyage you will be:

- Contributing to **ocean protection**, a topic increasingly at the front of mind of consumers.
- Supporting a cause that combines marine protection with a programme that **addresses youth unemployment** and **employs military veterans** to do so.
- Empowering an **international team of women** to embark on the **endurance challenge** a lifetime.

The Talisker Whisky Atlantic Challenge offers sponsors, brands and ambassadors the opportunity to raise their company profile and brand perception on a national and international scale.

**Our story is estimated to reach more than 3 billion people worldwide.**

**If you shout about us, we'll shout about you in return!**

# OFFICIAL RACE COVERAGE

A dedicated media team are employed by the Talisker Whisky Atlantic Challenge to maximise exposure and coverage around the world.

Press releases and video news reels produced for each team allow a steady stream of content to be consumed by global media. Official photographers and film crews are present at the race start and finish and accredited media will have royalty-free access to media content to equip journalists and press representatives to transmit content around the world.

Life on board will also be filmed by the One Ocean Crew allowing a rare glimpse into the adventure, allowing your company a unique worldwide platform.



## Female rowing crew in 60-day Atlantic triumph

© 13 February 2018

f t Share



## CREW CAMPAIGN

In addition to race coverage, the team will be working on a specific One Ocean Crew media campaign with our network of contacts across the USA, UK and Europe.

We have already had television and radio appearances (see website for details) and are working with a range of print and online media requests.

## RACE MEDIA STATS

Total PR value

**£6.7 million**

Advertising value of press coverage

Total pieces of news coverage

**2500+**

Online/print articles

Total TV viewers

**80.2 million**

Watching TWAC documentaries

Total social media reach

**20.1 million**

Exposed to content

Total video views

**3.7 million**

Watching TWAC content

Total social media engagement

**1.2 million**

Reacted to TWAC content

Total TV broadcasts

**100+**

National and regional, incl. NatGeo and BBC

Total reach of all PR coverage

**363,374,468**

# SPONSORSHIP

Our partnership packages offer a guide of how to get involved. We are happy to work with you to create a bespoke package that aligns with your brand, preferences and needs.

## Headline Partner £POA

- Exclusive main partner
- Boat naming rights
- Logo - Stern cabin wrap and internal logos for inclusion in on board race videos
- Logo on team kit
- A day out for 2-3 on the boat
- Post race speaking event at a location of your choice
- A one year on speaking event at your offices
- Attendance to all PR events
- Designated section on website
- Social media and press mentions
- Access to race photography and videos

## Pioneer Partners £250+

### Be a pioneer

Pioneers are bold, brave and intrepid. They blaze trails, push boundaries and have a vision of something better and more exciting than the status quo.

We are looking for pioneer sponsors who will put their faith in us and our voyage, and who will help us put down a deposit on a trusty vessel to get this adventure underway. We believe that the pioneer sponsors will share our principle of taking the road less travelled and will have a special place in our hearts (and on our website!) always.

Pioneer partners will receive all the benefits of their chosen package, with special social media shout outs and website area.



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### Gold £30,000

- Logo - bow cabin both sides
- Logo on team kit
- A day out for 2 on the boat
- Post race speaking event at your offices
- Attendance to PR events
- Logo on website
- Social media mentions
- Access to race photography and videos

### Silver £15,000

- Large logo on sides of boat
- Attendance to PR events
- Logo on website
- Social media mentions
- Access to race photography

### Bronze £5,000

- Small logo on sides of boat
- Attendance to PR events
- Logo on website
- Social media mentions
- Access to race photography

### 250 Club

- £250 sponsorship designed to enable small businesses to get on board
- Social media welcome
- Logo on website

### Oar £2,500

- Logo on blade
- Presentation of blade post race
- Social media mentions
- Logo on website
- Only four available



### Tell us what works for you!

Don't see what you're looking for here? If you have an idea for partnership that's not featured here then get in touch.

We can talk at your events, take your team out on our ocean rowing boat, write guest blogs for your website... The options are endless!

Our ocean rowing adventure is pretty unique and our partnership with you should be too!

# COST BREAKDOWN

How much does it cost to row an ocean? We think around £139,000. The figures below are based on discussions we have had with other teams (past and present) and the Talisker Whisky race organisers. This is the best estimate we have to date.

## Estimated costs

Second hand boat with most kit	£70,000
Race entry fee	£23,500
Shipping and storage of boat	£13,000
Food	£8,000
Training	£5,000
Satellite Comms	£4,000
Travel	£4,000
Foul weather clothing	£4,000
Mandatory courses	£3,500
Insurance	£2,000
Medical kit	£1,000
Extras (suncream, sunglasses, clothes, etc)	£1,000
<b>Total</b>	<b>£139,000</b>



# CONTACT US

We believe life is better as part of a team. It allows us to be bold, be brave and push our boundaries together. If your company shares our values and vision, we would love to hear from you.

**Be part of our team.**

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All photos courtesy of Talisker Whisky Atlantic Challenge - Made by the Sea