



TALISKER WHISKY ATLANTIC CHALLENGE

On 12th December 2017 a small number of crews will set off on the challenge of a lifetime – to row 3,000 miles across the wild Atlantic Ocean. Heads Together and Row will be one of them. Ahead of them lies a life-changing experience and a World Record breaking attempt to become the fastest mixed four to row the Atlantic east to west.



ABOUT THE RACE

In 1966, Sir Chay Blyth and John Ridgeway performed their legendary open-boat row across the Atlantic Ocean in English Rose III. The trip took 92 days and it laid the foundation for the **TALISKER Whisky Atlantic Challenge**. Since 1997 this ocean rowing race has attracted the brave and intrepid to pit themselves against the elements and race the 3,000 miles from La Gomera in the Canary Islands to English Harbour in Antigua. More people have climbed Everest than have rowed the Atlantic Ocean, and it is rightly considered to be one of the toughest challenges on the planet.

The race begins in December, with up to 30 teams participating from around the world. Rowers have to cope with blisters, salt rashes, sleep deprivation and rowing in two-hour shifts around the clock for weeks on end, facing all the raw elements of the Atlantic Ocean. All boats are equipped at the race start, and cannot take any repair, help or food and water during the crossing, yet all boats are professionally and reliably built to sustain the full race.



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THE CREW

Alison, 38

Having taken up rowing at university, I have competed on and off since, including a few Head of the River races and an entry into Women's Henley. This adventure is something I am thoroughly looking forward to and having been on my radar for a few years, 2017 is the year!



Jeremy, 39

I am part of Trinity House's rowing team, Trinity Tide. Having spent 7 years in the British Army, my body's catalogue of residual aches and pains can attest to me having tackled a few arduous trials in the past. However, I am expecting this challenge to be on a new scale..

Justin, 51

Rowing the Atlantic has enthralled me for many years. I failed in my attempt in 2004 and, with my 50th birthday behind me and one broken hip to my name, it's time to try again before it's too late. I'm excited and a little scared but the thought of not doing it is much, much worse.



Toby, 37

I have rowed Thames Waterman's cutters fanatically since 2003, for many of those years as a proud member of the Trinity House rowing team. I've rowed across the channel and while this may seem a big leap, for me it seemed like the logical next step!



THE BOAT

Our boat is being built by Sea Sabre, one of the leading ocean rowing boat builders. Boats are seven meters long and just under two meters wide, with only a small cabin for protection against storms. There is water ballast in the bottom of the boat so, in the event of capsize, it can self-right. Solar panels power vital electronic equipment including GPS and the water maker to turn sea water into drinking water. All boats are fitted with tracking beacons.



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FUNDING GOAL

In order for us to get to the start line, operational costs of £68,000 are required within which includes the boat, shipping, training, courses, food, flights, accommodation, trailer and all equipment required on board. We are seeking to raise this through a range of activities and events and by working with different corporate and individual partners. We therefore have various levels of investment and benefit packages available, as detailed below.

BENEFITS TO PARTNERS

The support of partners is critical to our campaign and in return the benefits can broadly be categorised into three key areas;

1. Contribution to the campaign's aim of raising awareness about, and funds for, the essential work fulfilled by their chosen charities; Mind, Combat Stress and the Marine Conservation Society (corporate social responsibility);
2. Significant marketing opportunities for your company by being associated with the campaign. The campaign is affiliated with the high profile young Royals' Heads Together campaign, and as mental health is a key concern in the public psyche, we expect significant interest in our challenge. We believe the challenge itself is closely allied to mental health being that it is as much a mental challenge as a physical one and it is a special event; more individuals have climbed Everest. Because of this, and through the hard work of our team, we intend to maximise the promotion opportunities for awareness raising of mental health and this will provide a fantastic marketing platform for our partners;

The 2015/16 Talisker Whisky Atlantic Challenge achieved;
3250 total pieces of coverage in 40 countries incl. GB, Europe, Middle East and USA
2hrs 15 mins of airtime on BBC Breakfast and a 30 minute BBC documentary
5,413,128,182 total reach
Global AVE £7,753,409

3. Despite the extreme hardship that this challenge presents, it is also a great adventure; one which we wish to share with our partners as much as possible (be part of the experience!)

PARTNERSHIP LEVELS

We have various partnership packages available, which are equivalent to the different aspects we need to cover, examples of which below;

Headline Partner	£20,000	Boat charter
Gold Partner	£10,000	Safety and navigation equipment
Silver Partner	£5,000	Boat logistics and transportation
Bronze Partner	£3,000	Crew training - safety, navigation and technical
Club 1000	£1,000	Solar panels
Sponsor a Day	£250	Daily expedition costs
Club 100	£100	Feed the crew for a day (8,500 calories of specialist rations each!)



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Goods and Services

We are also looking for support in the form of goods and services that partners may be able to provide from their business, for example clothing, equipment, food and supplements and emergency products. Alternatively, we understand that partners may prefer to purchase goods and services for the campaign rather than donate funds. In both cases, the approximate value of such those goods will result in the corresponding benefits package as detailed below. Interim values can be discussed.

The different packages provide levels of marketing and 'experience' benefits as detailed below. Within each package we are happy to discuss any further options you may wish to include to ensure maximum exposure and involvement for your company before, during and after the challenge.

Headline Partner

Promotion & Marketing Opportunities

Name the boat!

Your company logo will be placed on both sides of the boat in prime position and size and on flags to be flown at the start and finish of the race.

Your company logo will be placed on an oar which will be presented to you to keep after the race.

Your company logo will have primary positioning on the Home and Partners pages of our website and will link to your website.

Your company logo will have primary placement on the front of our 'first' crew clothing and the back of our 'second' crew top, plus caps.

Your company will be mentioned as our Headline Partner during all media interviews and your logo will have primary position on all promotional material and in press releases.

Your company will have the right to use crew names, photos and press releases in your own marketing activities.

Be part of the experience!

Extensive access to the crew to include, weather permitting, satellite telephone calls during the race.

Regular progress letters, meetings and appearances with the crew and when possible the boat (e.g. at your corporate events).

Signed crew photo with your company flag at the start in La Gomera and the finish in Antigua.

Two individuals to be invited to be part of the Great River Race (September 2017 on the Thames); passenger or rower – you choose!

Partner Experience Days out on the boat (2 days = 12 individuals)

Invitation to black tie event, 3 pairs of tickets

Invitation to comedy night, 3 pairs of tickets

Invitation to official boat launch

Invitation to specific fundraising/fun/progress events

Gold Partner

Promotion & Marketing Opportunities

Your company logo will be placed on the side of the boat in secondary position and size.

Your company logo will be placed on an oar which will be presented to you to keep after the race.

Your company logo will have key positioning on the Partners page of our website and will link to your website.



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Your company logo will have significant placement on crew clothing.

Your company will be mentioned during media interviews and your logo have a key position on all promotional material and in press releases.

Your company will have the right to use crew names, photos and press releases.

Be part of the experience!

Regular progress letters, meetings and appearances with the crew and when possible the boat (e.g. at your corporate events), to include, weather permitting, personal messages during the race.

Signed crew photo with your company flag at the start in La Gomera and the finish in Antigua.

Partner Experience Day out on the boat (1 day = 6 individuals)

Invitation to black tie event, 2 pairs of tickets

Invitation to comedy night, 2 pairs of tickets

Invitation to official boat launch

Invitation to specific fundraising/fun/progress events

Silver Partner

Promotion & Marketing Opportunities

Your company logo will be placed on the side of the boat in third position and size

Your company logo will be placed on an oar which will be presented to you to keep after the race.

Your company logo will have significant positioning on the Partners page of our website and will link to your website.

Your company logo will be on the right sleeve of crew clothing.

Your company will be mentioned during media interviews where possible and your logo will have a significant position on all promotional material and in press releases.

Your company will have the right to use crew names, photos and press releases in your own marketing activities.

Be part of the experience!

Regular progress letters, meetings and appearances with crew members.

Signed crew photo with your company flag at the start in La Gomera and the finish in Antigua.

Invitation to black tie event, 1 pair of tickets

Invitation to comedy night, 1 pair of tickets

Invitation to official boat launch

Invitation to specific fundraising/fun/progress events

Bronze

Promotion & Marketing Opportunities

Your company logo will be placed on the hull of the boat

Your company logo will be on the Partners page of our website and will link to your website.

Your company logo will be on all promotional and some press release material.

Be part of the experience!

An appearance with a crew member.



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Signed crew photo with your company flag at the start in La Gomera and the finish in Antigua
Invitation to comedy night, 1 pair of tickets
Invitation to official boat launch
Invitation to specific fundraising/fun/progress events

Club 1000

Promotion & Marketing Opportunities

Your company logo will be placed on the hull of the boat
Your company logo will be on the Partners page of our website and will link to your website.

Be part of the experience!

Invitation to official boat launch
Invitation to specific fundraising/fun/progress events

Sponsor a Day

Promotion & Marketing Opportunities

Printed individual name/photo or company name/logo (small) on the boat
Printed individual or company name on the Partners page of our website
On your day, a specific mention of the individual or company on Facebook, Twitter and other social media, and a specific message to you from the crew
Our Facebook cover photo changed to your logo or name for the day.

Be part of the experience!

Invitation to the boat launch
Invitation to specific fundraising/fun/progress events

Club 100

Promotion & Marketing Opportunities

Printed individual name/photo or company name/logo (small) on inner rowing space of the boat
Printed individual or company name on the Partners page of our website

Be part of the experience!

Invitation to the boat launch
Invitation to specific fundraising/fun/progress events

While we have devised the above partner packages, we are happy to discuss a tailored package to suit your needs. If you therefore have a specific amount in mind, please do not hesitate to contact us to discuss the same.

Many thanks,
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