



THE ATLANTIC GIRLS

SPONSORSHIP PROPOSAL

TALISKER WHISKEY ATLANTIC CHALLENGE DECEMBER 2022

THE WORLD'S TOUGHEST ROW

The Talisker Whisky Atlantic Challenge (TWAC) is an annual ocean rowing race beginning in La Gomera, Canary Islands and ending just a 'short' 3000 nautical miles later in Antigua and Barbuda.

The race calls people from all over the world to unite in a shared objective of successfully crossing the Atlantic Ocean. More people have climbed Mount Everest than have rowed unsupported across this ocean.

In the 12 years since this challenge began only a handful of crews have successfully completed the crossing. Included in these numbers are only 120 female athletes.

In December 2022, 'The Atlantic Girls', Katy, Laura-Jayne, Millie and Frankie, will embark on their Atlantic Crossing. Will you come onboard?



THE FACTS

- 2 hours on the oars and 2 hours off, 24 hours a day, 7 days a week, for an average of 42 days.
- 3000 nautical miles of Atlantic between La Gomera and the finish line in Antigua.
- Over 1.5 million oar strokes
- A 28ft boat, 2 cabins, 4 women and no getting off before we reach land.
- Sleep deprivation, isolation, exhaustion – a real test of mental and physical resilience.
- 40ft waves and the strength of Atlantic storms to contend with.
- Rowers must consume around 5000 calories per day to maintain their bodyweight.
- Everything they require for their journey they must carry on board.

A real test, a real adventure!



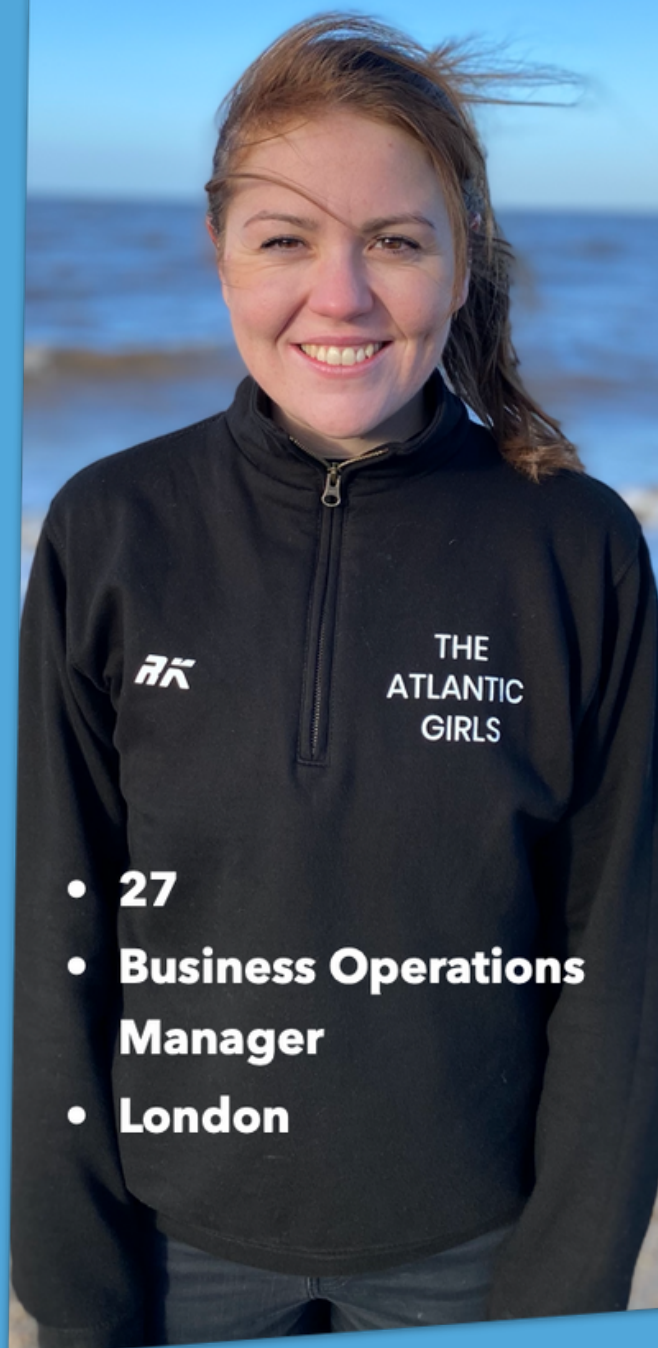
**Four women. One ocean.
One incredible challenge.**

Katy



- **26**
- **Veterinary Surgeon**
- **Kent**

Millie



- **27**
- **Business Operations Manager**
- **London**

Laura-Jayne



- **27**
- **Veterinary surgeon**
- **West Yorkshire**

Frankie



- **33**
- **Finance Manager**
- **Bath**

THE CAUSE

The Atlantic Girls are a team of environmentally sustainable advocates.
Our goals in this campaign are:

TO PROMOTE **SUSTAINABLE** LIVING



ADVOCATE CLEANER **OCEANS**

TO BE A **CARBON NEUTRAL** PROJECT





HOW DO WE PLAN TO ACHIEVE OUR ENVIRONMENTAL AMBITIONS?

PROMOTING **SUSTAINABLE LIVING** THROUGH OUR MEDIA & PR

-

Educating others on the importance of **ENVIRONMENTAL CHANGE** by taking part and promoting:



BEACH CLEANS
CYCLE SCHEMES

SUPPORTING PROJECTS TO BETTER THE LAND AND OCEAN

BECOMING A CARBON NEUTRAL PROJECT

REMOVE CARBON, RESTORE NATURE AND HELP REVERSE CLIMATE BREAKDOWN

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Remove 110% of our Carbon Footprint

Calculate - Reduce - Offset

Partnering with Carbon Neutral Offsetting Projects



The R45 ECO Elite - 'Vaquita'



THE WORLD'S FIRST AND ONLY **ECO** OCEAN ROWING BOAT

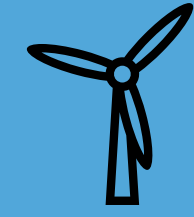
We are thrilled to be racing in our Eco-boat – the first and only **eco** ocean rowing boat in the world. Our vessel, aptly named, Vaquita, is as strong and lightweight as other ocean rowing boats, but her core materials and manufacturing process have been adapted to have a dramatically reduced impact on the **environment**.

With innovative, considered design and engineering (and 10,000 used plastic bottles), our boat is not only redefining manufacturing methods but promoting a **healthy planet** in a world class industry. Vaquita, literally meaning 'little cow', is a species of porpoise on the brink of extinction. They are the world's rarest marine mammal, with fewer than 10 individuals left in the wild.

Last year Vaquita was the first female crew to cross the finish line; winning the Women's Class Category. Proving that **sustainable** design is as efficient (if not better) than all other previous designs.

Our **eco** boat is at the heart of our Atlantic race campaign and complements our focus around **sustainability** and doing what we can to have a reduced **environmental** impact while undertaking this incredible challenge.





Glass Fibre



Resin



Foam Core



VAQUITA's core materials and manufacture process have been adapted to have a hugely reduced environmental impact.

Glass Fibre: the external shell of this vessel has been manufactured with 100% renewable energy.

Resin: We use a 'greener' epoxy with 50% derived from plant origin for a more organic compound.

Foam Core: Keeping us afloat and keeping the water out is a foam base made from 100% recycled plastic - 10,000 plastic bottles in there!

WORKING WITH US

The Talisker Whisky Atlantic Challenge offers sponsors, brands and ambassadors the opportunity to market their company to a mass audience. The challenge is broadcast on an international scale, with a global reach of over **100 million!** Allowing sponsors to raise their profiles through involvement with the team, branding on the eco ocean rowing boat and participation in PR events.

There are three phases to our challenge:

The Pre-Race Phase

Race Phase

Post-Race Phase

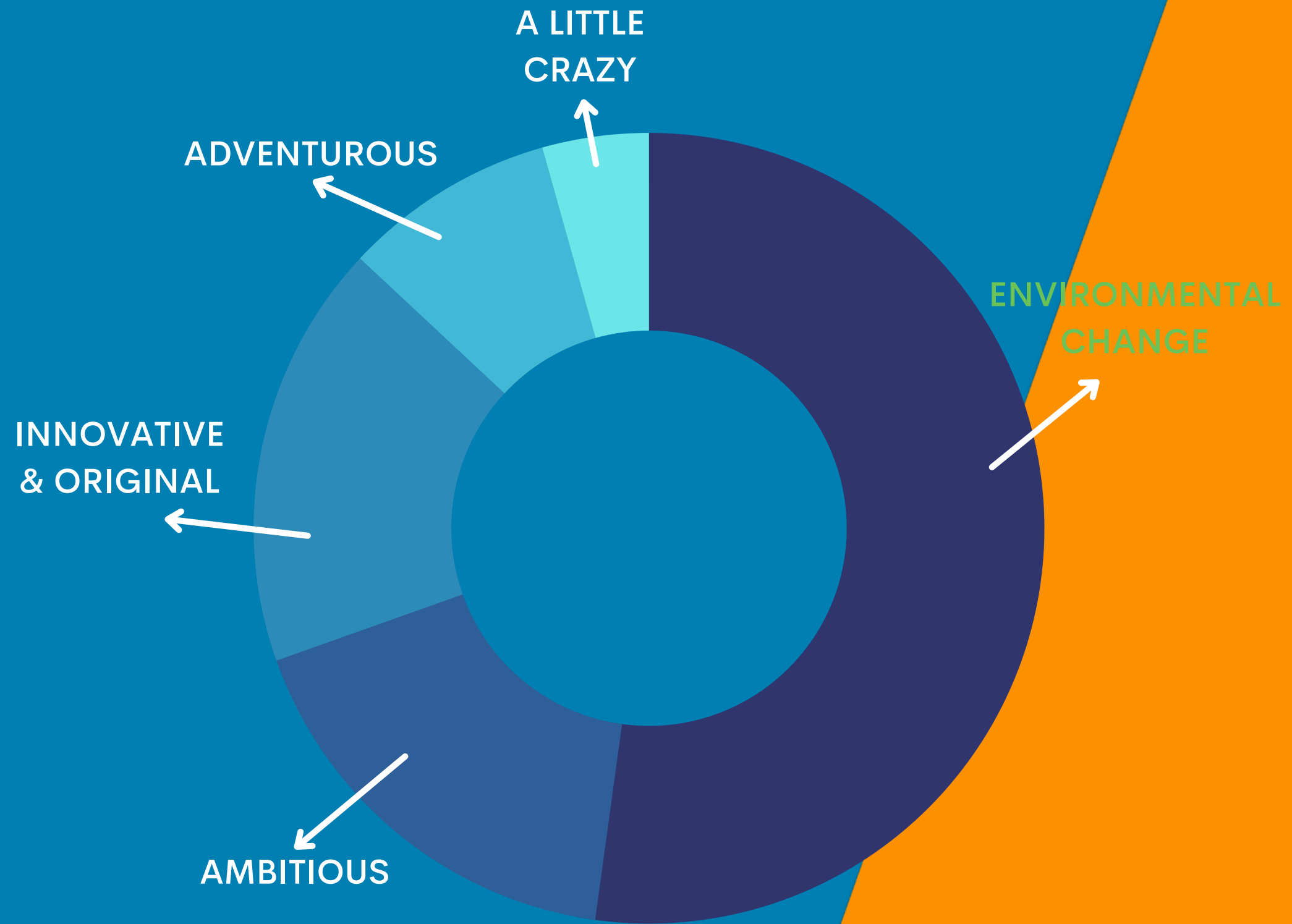


All these sections have been meticulously organised to make sure brands have continued opportunity for the furthest reach and interaction. This includes, eco-boat branding, kit branding, social media, media interviews, film, PR photos and much more!

Working with us gives companies the opportunity to promote their **ecological** ambitions whilst representing core values of their businesses to the millions. We are working with companies that believe in a global movement for **environmental** change, **sustainable living** and supporting **carbon neutral projects**. And now, we want to work with you!

DOES THIS SOUND LIKE YOUR COMPANY?

Sustainable Design Healthy Planet
Recycle **Environment**
Innovative Ecological Education
Technology **Sustainability** 
Plastic Free **Carbon Neutral**
Climate Health & Wellbeing
Change Pollution Free



PARTNERSHIP OPPORTUNITIES

BRONZE SPONSORSHIP

£5,000

Social media, boat branding, website feature, etc.

SILVER SPONSORSHIP

£10,000

Social media, boat logo, kit logo, etc.

GOLD SPONSORSHIP

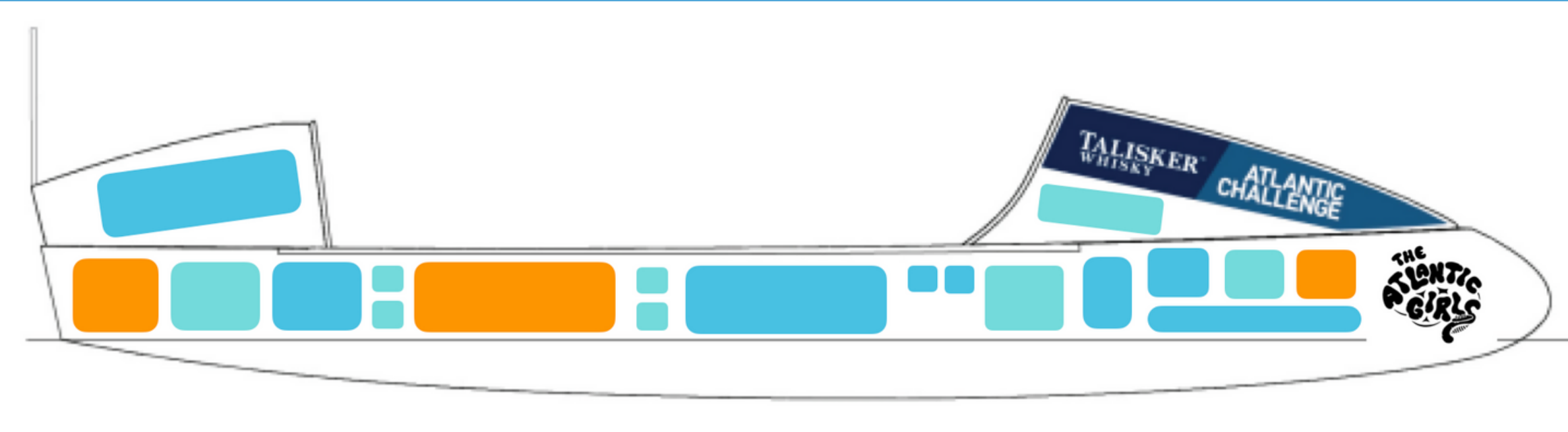
£15,000



Boat branding, website, pre-race presentation, etc.

TITLE SPONSORSHIP

£POA

Boat branding, pre & post race presentation, kit branding, etc.



		TITLE	GOLD	SILVER	BRONZE
Boat Branding	External hull of either cabin branded in your organisation's style.				
Boat Logo	Your organisation's logo featured on boat external hull. Location and size dependant on package.				
Kit Logo	Your organisation's logo featured on team kit, worn pre, post and during the race.				
Website Feature	Your organisation to feature on the team website.				
Pre-Race Presentation	Tailored to your organisation, regarding our team prep, planning and execution of the venture.				
Post-Race Presentation	Tailored to your organisation regarding teamwork, communication, challenge etc.				
PR Event Invite	Attendance to PR events pre/post race. Including branding featured throughout the event.				
PR Shoot Pre-Race	Photoshoot to go towards endorsement of your organisation/brand pre-race.				
Social media Endorsement	Endorsement/exposure of your organisation/brand incl videos, photos via our social media.				
Photography Rights	Access to our logo, team videos/photos for use by your organisation for marketing means.				

ENGAGEMENT



FACEBOOK

- People Reached 11M
- Page Likes 19,000

TWITTER

- Engagements 20,000
- Impressions 717,000

TELEVISION

- Total View 15M

YOU TUBE

- Lifetime Views 2M

INSTAGRAM

- Post Likes 42,000
- Page Likes 4000

PRINT

- Unique People Reached 21M

RACE WEBSITE

- Page Views 1.5M
- Monthly Visitors 10,000

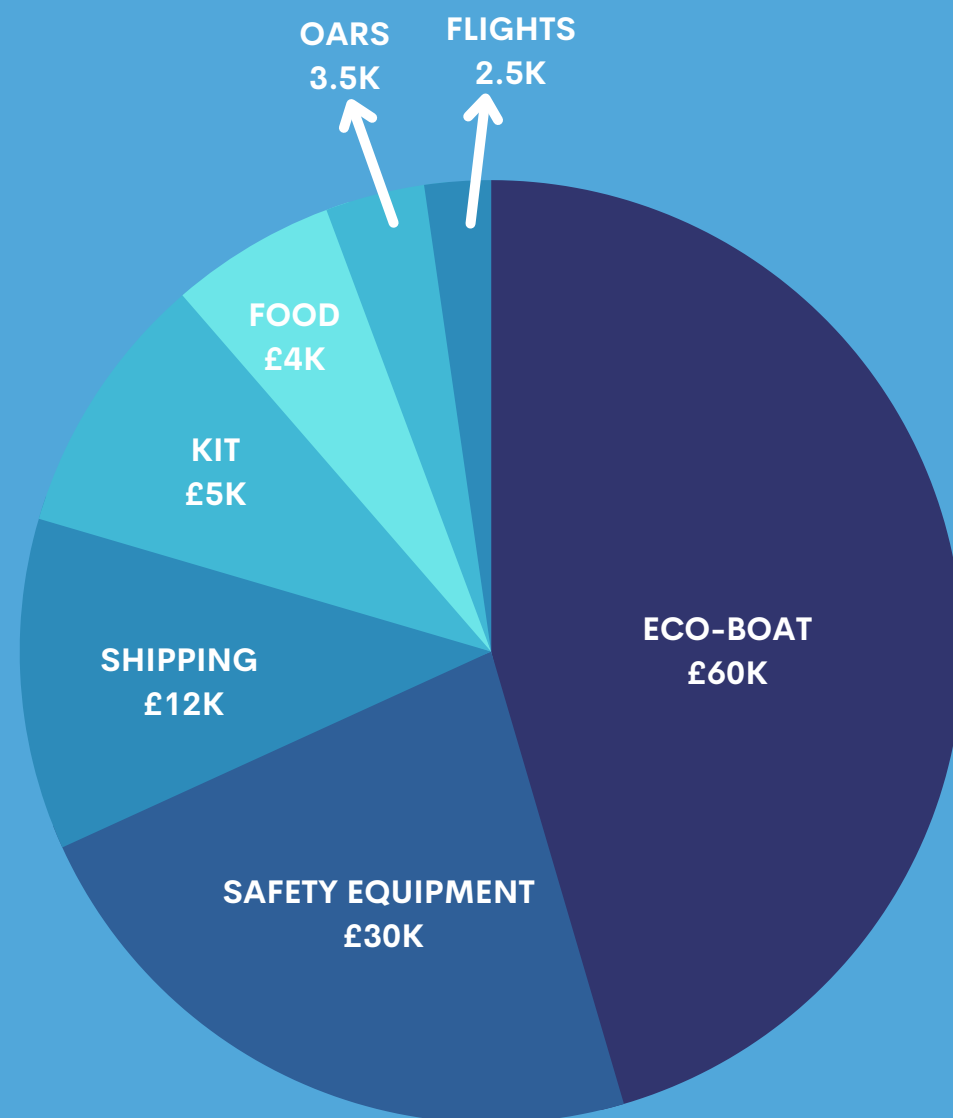
DIGITAL

- Unique People Reached 11M

SPONSORSHIP IN GOODS

Further sponsorship can be established through kit and equipment donations. Any donations of goods or services will receive the same benefits as a Gold, Silver or Bronze partner, depending on the equivalent financial level of support. There is always space to discuss partnership opportunities with you and your company and tailor a package dependant on individual needs, ideas or company goals.

See below for the associated costs for equipment:



TIMELINE



THE CHARITY

As well as our project goals:

TO PROMOTE **SUSTAINABLE LIVING** 

 ADVOCATE CLEANER OCEANS

TO BE A **CARBON NEUTRAL PROJECT** 

The Atlantic Girls have decided to also raise money for The Brain Tumour Charity. This UK based charity is the driving force behind brain tumour research in order to find a cure.

The crew found rowing as a sport during their university study. It was a time when there should still be so much of life to look forward too. From all too personal connections, we know this tragically cannot always be the case. Sadly, brain tumours are still the biggest cancer killer of children and adults in the UK, affecting more people under the age of 40 than any other type of cancer.

So far the participants of the Talisker Whiskey Atlantic Challenge have collectively raised over £9m for charities worldwide. This year The Atlantic Girls are pledging to raise £50,000 for the Brain Tumour Charity.



**THE
BRAIN
TUMOUR
CHARITY**



TALISKER WHISKY

Grangers

#WithGrangersYouCan

- J. CULLOM
- E. WOODASON
- J. POTGIETER
- E. BASTIAN

ATLANTIC CHALLENGE

ankura



ONE OCEAN CREW

BREMONT
34

WELCOME TO THE TAG COMMUNITY

SPONSOR US NOW

GOFUNDME

WEBSITE

www.theatlanticgirls.co.uk

INSTAGRAM

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