

Atlantic Escapade

ROWING THE ATLANTIC OCEAN 2022

Atlantic Escapade is a project to row **3,000 miles unassisted across the world's second largest Ocean**. We are seeking partners to help make this endeavour possible and to support our educational project alongside.



2

Rowers

3,000

Miles

40-60

Days Alone At Sea



OFFICIAL
ATTEMPT



Combined Online
Audience: 13,200
Plus UK Schools network

Combined Online
Audience:
480,000



Lifeboats



Combined Online
Audience: 14,000
Plus 5.5k active
mailing list

42,000 Students
13,000 Staff



**Through our
collaborations
we will be able to
access a wider
audience network.**

The Challenge

Hello! We're Andy and Rosalind, we are putting together an expedition to row 3,000 miles across the Atlantic Ocean. We'll be living, rowing, eating and sleeping on board a 7 metre ocean rowing boat 24 hours a day. Surviving on freeze dried rations and purified sea water, we'll be sharing an en suite bucket for between 40 - 60 days at sea!

Getting to the start line is the culmination of 2 years meticulous planning, preparation and physical training but despite this, we are unable to meet the vast costs involved with ocean rowing. **We need your help!** Please join us and become a sponsor. We have the ocean going experience to make the row a success, if we can get to the start line!



The Crew



ANDY

Andy is an experienced coastal rower and world record holder as the first person to row solo around Britain. He now uses his knowledge of the coast to help other

teams on their own adventures. Andy is the practical one, able to bodge and repair almost anything. He knows ocean rowing boats inside and out. When he's not on a rowing shift, he'll be making sure that the onboard systems keep running until the pair make it to the Caribbean.

Andy also drinks a lot of coffee and is the crew member most likely to sleep through his alarm... or a hurricane!



ROSALIND

Rosalind is rarely out of the water, she's a keen ocean swimmer and on land you'll find her either on a rugby pitch or a climbing pitch, half way up a rock face.

Rosalind's love of outdoor environments extends to her studies of ocean and atmospheric physics at UCL. When she's not on a rowing shift, she's eager to bring the theoretical concepts that she has studied to practical use on the ocean.

Rosalind is also the fun one and the crew member most likely to be found singing along to an ABBA medley whilst surfing 20ft waves or plotting a mutiny.

CORPORATE PACKAGES

Your company's sponsorship is a critical part of getting us to the start line and enabling us to raise as much money as possible for the RNLI. We've put together some suggested sponsorship packages and benefits, however ultimately all partnerships will be tailored to your needs and priorities, aiming to provide maximum return on investment. For more information please see our website at www.atlanticescapade.com or get in touch at atlanticescapade@gmail.com.

BOAT BRANDING



The boat is a floating billboard that will be seen around the world

THE OARS ARE YOURS



Your chance to own part of the adventure! Sponsor a pair of ocean oars and not only will your company's branding be featured in a prominent position, you'll get to keep a slice of the adventure when we present you with your own set of 10ft carbon fibre oars after the crossing.



£5,000



SILVER SPONSOR



Branding

Branding on high impact locations of the boat.
Your company's logo on all crew clothing to be worn in all media appearances.
Your company listed on website as silver sponsor.

Media

Your company mentioned/products endorsed on all associated social media, media appearances, and any creative outputs.
Access to all photos, videos, and promotional material.

Corporate

Availability for the team and the boat for a marketing and speaking activity before or after the row.
Reserved table for up to 4 people at our post-row charity event.

£10,000



GOLD SPONSOR



Branding

Primary branding on high impact locations of the boat.
Your company's logo on all crew clothing to be worn in all media appearances.
Your company listed on our website as gold sponsor.

Media

Your company mentioned/products endorsed on all associated social media, media appearances, and any creative outputs.
Access to all photos, videos, and promotional material.

Corporate

Availability for the team and the boat for 2 marketing and speaking activities before and after the row.
Reserved table for up to 8 people at our post-row charity event.

£3,000



BRONZE SPONSOR



Branding

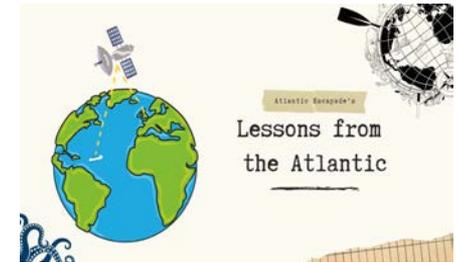
Branding with company logo on the boat.
Your company listed on website as bronze sponsor.

Media

Your company mentioned/products endorsed on social media, media appearances, and creative outputs.
Access to photos, videos, and promotional material.
Your company will have 2 tickets to our post-row charity event.

PROJECT ENGAGEMENT

Alongside fundraising and the physical challenge, our real passion for this project is running an ocean science communication



campaign in schools, which will encompass in-person talks to primary and secondary schools and live online lessons transmitted from the Atlantic during our time at sea.

CHARITY

Andy's nominated charity is the **RNLI**. He has close ties to crews around the coast following his Round Britain Row, and is delighted to continue supporting this fantastic lifesaving organisation, who have saved over 142,200 lives since their establishment in 1824.



Lifeboats



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@atlanticescapade

Website: www.atlanticescapade.com

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