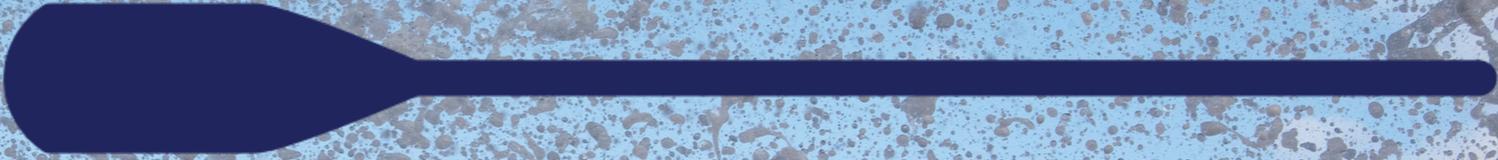


**TALISKER™**  
WHISKY

**ATLANTIC  
CHALLENGE**

**TEAM**   
**EXCELSIOAR**

**CORPORATE PARTNERSHIP PACKAGE**

# THE CHALLENGE

## TALISKER WHISKY ATLANTIC CHALLENGE

The Talisker Whisky Atlantic Challenge is a race like no other. Known as 'the world's toughest row', there's a reason more people climb Everest every year than have EVER rowed the Atlantic.

Our journey will start in San Sebastian in La Gomera, Canary Islands and will take us 3000 miles to Nelson's Dockyard in English Harbour, Antigua & Barbuda.

On the way, we'll deal with sleep deprivation, salt sores and the physical extremes that the row inflicts. Battling 20ft waves and unpredictable weather conditions, no two crossings are the same and the row is not just physically demanding but will test our mental resilience to the fullest.

Starting in December 2023, we'll be joined by around 35 other teams from all over the world. Once we start, however, it will just be us, our boat and the ocean as we attempt to cross the Atlantic unsupported.

### THE WORLD'S TOUGHEST ROW



The start line in San Sebastian, La Gomera before the 2020 race

# KEY FACTS



**We'll rely on dehydrated meals and carefully pick our snacks to keep us going on the crossing and will need around 5000 calories per day**



**We have to carry everything we need on board (inc. food, safety equipment) and pre-race inspections will ensure we're fully prepared**



**We'll have to regularly clean the bottom of the boat on the crossing to keep us moving fast!**



**It will take us around 50 days to reach Antigua but we'll be at the mercy of the conditions and it could be quicker or much longer!**

- Each team will row in excess of 1.5 million oar strokes during a race
- Rowers will row for 2 hours, and sleep for 2 hours, constantly, 24 hours a day
- At its deepest, the Atlantic Ocean is 8.5km/5.28 miles deep.
- The waves that rowers experience can measure up to 20ft high
- Rowers burn in excess of 5000 calories per day
- There is no toilet on board – just a bucket!
- Each rower loses on average 12kg crossing the Atlantic.
- A fully functioning water maker takes 30 minutes to make 20 litres of water.
- Each rower aims to consume 10 litres of water per day.
- Team Fortitude IV achieved the fastest 24 hours ever with 107.45 nautical miles covered.
- There are two safety yachts supporting the teams as they cross the ocean and two land-based duty officers.
- In the 2018 race, solo rower Kelda Wood (Row 2 Raise) was kept company by a whale for nearly 7 days.

# THE CREW

For all of us (Rachel, Nicki and Caroline), being on the water is our 'happy place'. We met at Eton Excelsior Rowing Club (EERC) where we all train, compete and coach future oarswomen and men.

With over 40 years of rowing experience between us, we are no strangers to both the physical and mental demands and benefits of rowing and are all driven to push ourselves and achieve things that are sometimes beyond what others see as possible.



We are passionate about this challenge and about working to support our local community. Our two charity partners provide essential services in the local area and, through their work, impact the culture and atmosphere of that community.

While this challenge is epic in scale, and attracts global interest, we're particularly interested in our local impact. We work with young people in our professional lives and at our rowing club, and one of our goals is to change their perspective, particularly that of girls and young women, on what is possible. We aim to both raise money to support our charity partners, and to increase the visibility of their work in the local area and beyond.

# CAROLINE

For Caroline, being on the water is certainly the thing she loves best. Normally that water is the river and rowing has been part of her life since joining Eton Excelsior Rowing Club (EERC) in the mid 1980s. Her parents might have described her as a feisty teenager; they hoped that her ability to shout, desire to be in control and competitive nature might be harnessed through rowing and she is still ploughing up and down the Thames nearly 40 years later.

Thames Hospice is a charity close to her heart as she lost her mum to cancer in the early 90s. She was only 51 and spent quite a lot of time talking about the things she would love to do when she retired – she never lived to realise many of those ambitions, hence Caroline's 'why wait' attitude to life and her desire to seize every opportunity. As a parent and a teacher, Caroline always encourages young people to think big, be ambitious and to believe that hard work and dedication brings success: what better way to demonstrate this than to row across the Atlantic?!

**Favourite snack:** Nutella (out of the jar with a spoon)

**Go to training song:** Basement Jaxx, 'Do Your Thing'

**Thing she's most excited about:** billions of stars (said in a Brian Cox accent)

**Greatest achievement to date:** managing to sleep when camping at Shiptons Camp on Mount Kenya (4200m above sea level and a nippy -15 degrees)

**Motivational phrase:** 'This is normal, everyone else is just soft'



# RACHEL

Rachel is best described as 'not an indoor cat' and is most at home running up big hills or on the water, rowing or coaching. She began rowing after moving to Portsmouth from North East Scotland when she found herself missing trail running and needing a new outlet. Rowing was the perfect home for her competitive spirit and she quickly fell in love with the sport. She joined EERC in 2016 and completed her coaching qualification in 2019.

While rowing takes up most of her life she does have a day job at The National Archives and hopes her project management skills will help with planning the row. Rachel has been Captain of EERC since 2018 and as a coach focusing on junior athletes and those new to sport often hears people talking about what they can't do and limiting themselves before they even start. Rowing the Atlantic represents both the culmination of a very personal goal, and an opportunity to encourage people to change their perspective on what's possible.

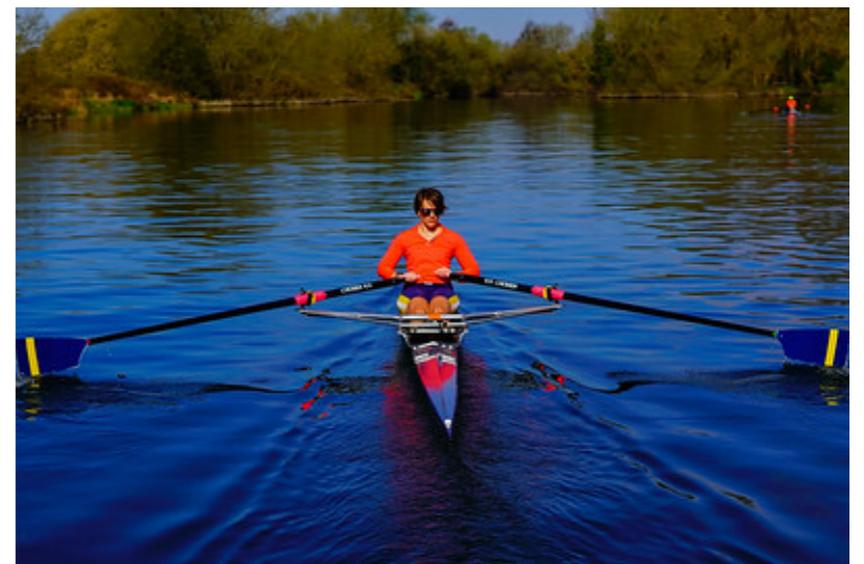
**Favourite snack:** Reese's peanut butter cups

**Go to training song:** bizarrely, it's 'One Night in Bangkok' from the musical *Chess*

**Thing she's most worried about:** proximity to the kettle (both for the row and life in general)

**Greatest achievement to date:** climbing the height of Ben Nevis on her stairs during lockdown

**Motivational phrase:** 'Cowboy up or go sit in the truck'



# NICKI

Nicki has always been adventurous and loves sport and being outdoors. Influenced by her grandad who travelled extensively and returned with his tales of adventures, she was determined to travel and have adventures of her own. Living and working on a Kibbutz was the first of many, and when asked if she'd like to raise money for local charities by shark cage diving, white water rafting, or jumping out of an aeroplane she always said 'why not?'.

Nicki discovered her love of rowing when she joined EERC in 2015 and was immediately hooked, also joining Trafford Rowing Club so she could continue to get her rowing fix while visiting family in the area. She can usually be found on the River Thames or the Bridgewater Canal. Sadly, Nicki recently lost her dad to cancer. He was extremely proud that she could do anything she set her mind to and, having taken time out to help with his care, she is now ready to put her energy into something positive and support two amazing charities.

**Favourite snack:** dark chocolate and cherry ice cream (ideally Ben & Jerry's Cherry Garcia)

**Go to training song:** The Darkness, 'I believe in a thing called love'

**Thing she's most looking forward to:** seeing dolphins

**Thing she's most worried about:** misplacing her glasses

**Greatest achievement to date:** white water rafting the Zambezi River for 23km over level 4 and 5 rapids



# THE CHARITIES



The Dash Charity provides specialist support to adults and children experiencing mental health issues, modern slavery, immigration, trafficking, homelessness and complex needs associated with Domestic Abuse, empowering them to live a life beyond crisis and ensuring their voices are heard.

The Dash Charity helps victims access free legal help, obtain injunctions, arrange for them to have screens and video-links if giving evidence in court and will support them on the day.

The Dash Charity also speak up for victims and advocate on their behalf with housing teams, police, social care. They provide safety devices to help them feel safer in their own home and help source donations of anything they need to make their life a little easier or a little brighter while they are trying to stay safe.

Dash Charity programmes help women, children and men recognise tactics of abuse, so they can feel more empowered and break the cycle of abuse.

**Since December 2020, domestic abuse cases have risen by 41%**

**100,000 plus people in the UK are at high and imminent risk of being murdered or seriously injured as a result of domestic abuse**

**62% of children living with domestic abuse are directly harmed by the perpetrator of the abuse, in addition to the harm caused by witnessing the abuse of others.**

# THE CHARITIES

## Thames hospice

Thames Hospice is the local charity providing expert care for people living with life-limiting illnesses in East Berkshire and South Buckinghamshire. A vital part of their work is also supporting their families and carers.

They care for the physical, social and psychological needs of their patients, not just the condition. Their highly skilled medical team works with the patient, their family and carers, to develop a complete programme of care tailored to their individual needs.

Their services include therapy, nursing and medical care, as well as practical and emotional support.

It costs £12 million every year to keep the Hospice running. They rely on the community for over 50% of the funds they have to raise annually to provide services free of charge, 365 days a year, to the people who need them.

**The hospice care sector supports more than 225,000 people with terminal and life-limiting conditions in the UK each year.**

**Hospices support people with a wide range of conditions including cancer, motor neurone disease, cardiovascular diseases, dementia, multiple sclerosis and Parkinson's disease. Hospices are increasingly supporting people with multiple life-limiting conditions.**

**The majority of hospice care (83%) is provided in community-based settings.**

# JOIN THE TEAM



Team RowHHome from the 2019/20 race

## JOIN THE TEAM



### Headline Sponsor

#### Price and package negotiable but could include:

Premium placement of logo on boat to ensure maximum exposure (see graphic on following page), including branding in team logo (e.g. Team Excelsioar powered by...)

Premium placement of logo on crew kit to be worn during media appearances before the race and at race start and finish

Product testing – opportunity to test products in the most hostile conditions possible

Team promotion of your company at associated media interviews/press events

Regular promotion of your company/products on social media

Access to race photography and rights to use team press releases

Feature on Team Excelsioar website as a headline sponsor

Talks/events for your company with the crew and boat

Blogs for your company website or newsletter

Learn to row team-building day(s) for your company/team with the crew

Team Excelsioar merchandise



### Gold Sponsor

£15,000

Large logo on the boat (both sides of the hull, see graphic on following page)

Large logo on crew kit to be worn during media appearances before the race and at race start and finish

Team promotion of your company at associated media interviews/press events

Promotion of your company/products on social media

Access to race photography and rights to use team press releases

Feature on Team Excelsioar website as a gold sponsor

Talks/events for your company with the crew and boat

Blogs for your company website or newsletter

Team Excelsioar merchandise

## JOIN THE TEAM



### Silver Sponsor £10,000

Logo on the boat (both sides of the hull, see graphic on following page)

Logo on crew kit to be worn during media appearances before the race and at race start and finish

Promotion of your company/products on social media

Access to race photography and rights to use team press releases

Feature on Team Excelsioar website as a silver sponsor

Talk/event for your company with the crew

Blogs for your company website or newsletter

Team Excelsioar merchandise



### Bronze Sponsor £5,000

Logo on the boat (one side of the hull, see graphic on following page)

Promotion of your company/products on social media

Access to race photography and rights to use team press releases

Feature on Team Excelsioar website as a bronze sponsor

Team Excelsioar merchandise

# BOAT BRANDING

The rowing boat is the ultimate blank canvas - a floating billboard that will be shown around the world.

Preparing to row the Atlantic Ocean takes time, training and money. Team Excelsioar need to raise between £80,000 - £100,000 in order to get to the start line.

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

Sponsoring our challenge provides a platform for companies and brands to test products in the harshest possible conditions, to align with a campaign that represents their core values as a business, and to be part of a story that could reach more than 3 billion people worldwide.

If we are able to secure the right sponsor, after the row we plan to sell the boat and equipment with all proceeds going to our two charity partners.



Team Oarsome Foursome from the 2019/20 race



# MEDIA COVERAGE & RACE PLATFORMS



# MEDIA PLATFORMS

The Talisker Whisky Atlantic Challenge employs a dedicated media team which seeks to maximise press coverage and media exposure around the world.

Professional film crews and photographers attend both the race start and each finish line event to capture visual assets that are distributed around the world.

## PRESS COVERAGE

With the largest fleet so far, the 2019/20 race generated more print and digital news coverage than any previous year. Substantial coverage in the US, HK and China boosted the figures.

## TELEVISION

Some teams in particular caught the eye of the news networks. BROAR became the 'darlings' of the BBC in the UK, whilst ROWHHOME had their own primetime documentary on ZDF in Germany.

## DIGITAL MEDIA

All of the teams aggregated thousands of posts, with sponsors, friends and family chipping in. Greetings from the likes of Coldplay (11.5m Instagram followers) and David Beckham (62.5m Instagram) delivered huge visibility.

## INFLUENCERS

Talisker engaged a number of professional lifestyle and outdoor influencers, including award-winning actor Matt Smith, to visit the race. Combined they extended the reach beyond the ocean rowing community.

**732** Pieces of Coverage

**60+** Global Broadcasts

**3,600+** Estimated Total Posts

**50+** Estimated Total Posts

**884m** People Reached

**42.5m** Global TV Audience

**150m+** Estimated Potential Reach

**12.5m** Audience Reach

### Pair become first brother and sister team to row across Atlantic

UK News | Published: Jan 28, 2020



### Ghent brothers complete 'World's Toughest Row' across the Atlantic

Tuesday, 21 January 2020



# FACEBOOK

The 2019 race reached close to 20 million people on Facebook, with reach among the 25-54 age group being substantially higher than the global average for the platform. Facebook Live proved to be hugely popular in this race, attracting more than 588,553 unique live video views.

**18,256,873** Total Reach

**25-34** Most Reached Age Group

**26,333** Page Likes

**186,748** Impressions

**152,926** Post Reach

Source: Facebook Analytics: April 2020



# INSTAGRAM

Instagram is proving to be one of the most popular ways for fans to engage with the race. The latest content from the fleet is constantly uploaded by a dedicated content manager on site at the start in La Gomera and at the finish line in Antigua.

**68,649** Total Post Likes

**25-34** Most Reached Age Group

**8,578** Total Page Followers

**4%** Engagement Rate

Source: Instagram Analytics - April 2020



# YOUTUBE

The Talisker Whisky Atlantic Challenge's official YouTube channel has generated more than 2 million lifetime views over 53 countries. Most views come from western Europe.

**2,113,574** Lifetime Views

**Over 66%** of the audience is between 18 and 44 years old.

Source: YouTube Analytics - April 2020

# RACE WEBSITE

The official Talisker Whisky Atlantic Challenge website acts as a hub for both rowers and fans. The website has all the information needed for interested fans and future participants. The rowers section provides all the relevant resources for teams in preparation for their row.

**1.5M+** Page Views

**Over 19K** Unique Monthly Visitors

**1 min 56 sec** Average Time Spent On Website

Source: Google Analytics: April 2020

THE ADVENTURE BEGINS... ARE YOU WITH US?  
Contact the team at [teamexcelsioar@gmail.com](mailto:teamexcelsioar@gmail.com)  
Follow our journey on instagram @teamexcelsioar



FOUNDATION  
AID BY THE  
HIS ROYAL  
HILLOR JOHN  
ON 14 MARCH