

TALISKER™
WHISKY

**ATLANTIC
CHALLENGE**

**CORPORATE PARTNER
DOCUMENT**

**THE WORLD'S
TOUGHEST
RACE**



ORGANIZED BY
**atlantic
campaigns**

THE TALISKER WHISKY ATLANTIC CHALLENGE

The premier event in ocean rowing – A challenge that will take rowers more than 3000 Miles west from San Sebastian in La Gomera, Canary Islands, Spain (28°N 18°W) to Nelson's Dockyard, English Harbour, Antigua & Barbuda (17°N 61°W).

The annual race begins in early December, with up to 30 teams participating from around the world.



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THE RACE

The Talisker Whiskey Atlantic Challenge brings together teams from all walks of life united by the same objective: to take on the unique challenge of crossing an ocean in a rowing boat.

Teams battle with sleep deprivation, salt sores, and physical extremes inflicted by the race. Rowers are left with their own thoughts, the expanse of the ocean and the job of getting the boat safely to the other side.



RACE ORGANISERS

Atlantic Campaigns are the race organiser and owners of the Talisker Whiskey Atlantic Challenge. Atlantic Campaigns staff have over 50 years of ocean rowing experience and an inherent dedication and passion for the sport.

Atlantic Campaigns see the Talisker Whiskey Atlantic Challenge as a platform to nurture and create future greatness. The characters that take part become role models and sometimes even mentors for future teams.

Atlantic Campaigns main consideration is safety, but the rowers' success and achievement of their dreams follow closely behind. Atlantic Campaigns pride themselves in being there from start to finish.



TITLE SPONSOR

Talisker Single Malt Whisky, a brand synonymous with rugged adventure, has been the official title sponsor of the race for seven consecutive years.

Talisker is the oldest distillery on the Isle of Skye, 'made by the sea' in one of the most remote, rugged, yet beautiful landscapes of Scotland. The founders of Talisker Whisky, the MacAskill brothers, rowed from Eigg to Skye to establish the Talisker distillery in Scotland almost 200 years ago.



WHO AM I?

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My name is Gareth Reynolds. I am a 30 year old seafarer, from Dale in Pembrokeshire, Wales.

I have always been an active and motivated individual, and enjoyed challenging myself in everything I do. But, I have never done something to truly test myself, to find my true limits, and discover what I am really capable of. A little over a year ago, myself and three family members sailed across the Atlantic Ocean. This was a challenge, and the realisation of a family dream, but it left me striving for something bigger. These factors have led me to sign up to a challenge of epic proportions. A challenge that will push me to my absolute limits, both physically and mentally, at the same time as raising money for a cause very close to my heart.

I was born and raised by the sea, and I am the seventh generation in a seafaring family. I work on, in, and around the sea on a daily basis, my hobbies are centered around the ocean, and being on the water is where I feel most at home. With this in mind it seemed only right that the challenge I undertake should be one centered around the ocean, and the Talisker Whiskey Atlantic Challenge, widely regarded as the world's toughest race is the ultimate ocean endurance event.



This challenge is very different from your usual endurance event - **I will be at sea, alone, for up to 60 days, rowing for up to 20 hours a day, and battling the harsh elements of the Atlantic ocean.** I am not a rower, and I am certainly not an endurance athlete. However, I feel my experience at sea, along with my dedication and motivation will provide me with a good platform to launch a successful transatlantic campaign. Although completing the challenge will be the main goal and achievement, this is ultimately a race, and I aim to be the first solo boat to arrive in Antigua in 2020!

At the same time as challenging myself, my main focus will be to raise money for a very important cause along the way, a cause which is very close to my heart. In the following pages you will find details of the race, the cause, and the various partnership/sponsorship opportunities.

I hope that this may be of further interest to you, and I look forward to hearing from you!

ABOUT THE RACE

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The Talisker Whisky Atlantic Challenge is the world's no. 1 ocean endurance race and is widely considered to be one of the toughest challenges on earth.

The race takes participants over 3,000 miles unaided across the Atlantic Ocean. More people have reached the summit of Everest or travelled into space than have successfully rowed an ocean.

In December 2019, I will depart La Gomera aiming to be the first solo rower to reach Antigua. Once clear of the harbour in La Gomera, I will be on my own until I reach Antigua. Out on the ocean I will be completely self-sufficient as I single handedly propel the 23ft boat for more than 3,000 nautical miles...



This is an endurance race like no other, rowers can be at sea for over two months, during which time they will be pushed to their physical, mental & emotional limits.

Just some of the challenges I will face include:

- **Sleep Deprivation, Exhaustion, and hallucinations:** Rowing up to 20 hours per day, every day, for 3000 miles including rowing in darkness. I will row in excess of 1.5 million oar strokes over the race.
- **Isolation:** I will receive no outside help. In an emergency situation a rescue can be days away. Solar panels will provide the electricity to power the systems onboard including the water maker. Any problems or boat damage will have to be dealt with by myself using only the supplies I have with me.
- **Extreme Weather Conditions:** 30ft+ waves, storms, extreme temperatures.
- **Vulnerability:** Whales and sharks, shipping lanes, collision course for vessels 30x the size of the rowing boat.
- **Health issues:** Salt sores, Blisters/infections, muscle damage and depletion. Each rower loses on average 12kg crossing the Atlantic!
- **Nutrition:** All food will be on the boat and water pumped from the sea. Keeping nutrition levels high and fully hydrated is vital. Rowers need to consume up to 10 litres of water and 10,000 calories per day.





THE CAUSE



Despite the adventure and hardship the challenge presents, the primary purpose of the campaign is to raise money for the research and support carried out by The Multiple Sclerosis Society. I am raising funds for this charity because Multiple Sclerosis is a condition which has affected, and continues to affect people close to me.

Ocean rowing lends itself extremely well to charity fundraising and it is estimated that over €6million has been raised for charities worldwide over the past 4 races.

In order to maximize the charity fundraising I am making an appeal for corporate sponsorship to cover the campaign costs. Once this has been secured I can turn all of my attention to fundraising activities leading up to the race.

My fundraising target is to raise a minimum of £100,000 for charity.



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MY GOALS

COMPLETE THE CROSSING IN AS SHORT A TIME AS POSSIBLE, ULTIMATELY AIMING TO WIN THE SOLO CATEGORY OF THE RACE



RAISE AS MUCH MONEY AS POSSIBLE FOR AN AMAZING CHARITY THAT IS CLOSE TO MY HEART

RAISE ENOUGH MONEY TO COVER THE BASE COSTS TO HELP MAKE THIS ADVENTURE HAPPEN

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SPONSORSHIP



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Before this epic challenge can become a reality, the first, and one of the biggest challenges I face is getting to the start line.

To do this I need to cover the costs, enabling me to buy equipment and pay the entry fees to compete in the challenge, all of which amounts to around £100,000.

I aim to do this by working with corporate partners/sponsors. Put simply, without your support I cannot make this dream a reality.

I would like to offer you the chance to become a partner of the team. You will align yourselves with a driven, passionate and dynamic individual in what is a truly unique event.

I hope you are excited about the prospect of partnering with me on this epic adventure. I look forward to working with you and finding a sponsorship package that fits your needs.



GETTING TO THE START LINE

For this mission to be realised, I will need to fund a boat, technical equipment, on-shore support, food and other operational costs.

The boat will be sold after the race and recouped funds will be donated to the MS Society.

Generous product donations and discounts will significantly help to reduce some of these costs.

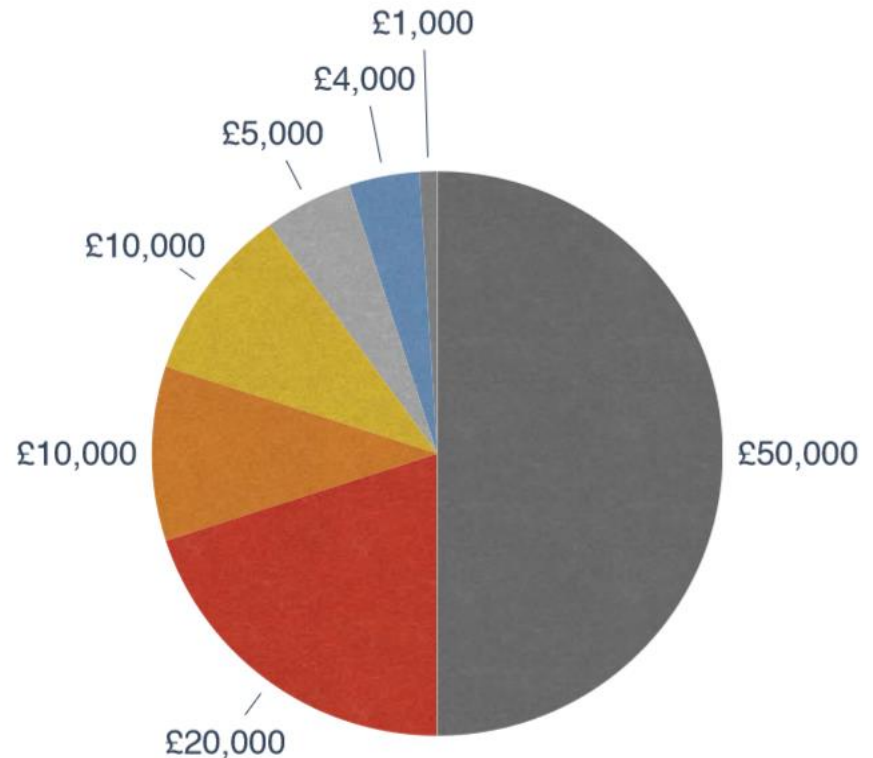
The following pages provide details on the extensive potential benefits available to sponsors / partners and the level of media exposure & content available, based on last year's event figures.

TOTAL BUDGET **£100,000**

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- Boat
- Boat Equipment
- Courses & Exams
- Entry Free
- Travel & Expenses
- Shipping
- Food



BECOMING A CORPORATE PARTNER

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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 local, national, and international scale throughout the year, before, during and after the Talisker Whisky Atlantic Challenge.

This will include all social media campaigns, fundraising events, press events, training sessions and many more opportunities for exposure.

Sponsoring a team's challenge provides a platform for companies to align with a campaign that not only represents their core values as a business, but whose story could be seen by over 3 billion people worldwide.



This is a unique opportunity to partner with a highly motivated, dedicated and engaging individual. I am ready to push myself in all areas of this campaign to yield the highest return on investment for my sponsors.

The support of partners is essential for the success of this campaign. In becoming a partner, your business will benefit in the following ways...

- Increased PR, brand exposure and outreach through international media coverage and events, supported by a coordinated PR campaign.
- Your brand will receive local, national and international exposure through TV, press, radio and social media from my campaign and the Talisker Whisky Atlantic Challenge.
- Improved brand perception through affiliation with the mission and this inspirational sporting challenge.
- Endorsement of your products or services. This can be through a variety of channels including content creation such as video footage and photos on the row, as well as mentions on my website and social media to directly engage your target audience.
- High quality media content
- I will be available for press releases about the partnership and will provide rights to all photos and video content from the row to partners.
- Partners' staff are encouraged to share in the adventure and post race presentations can be arranged.

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OFFICIAL RACE CONTENT



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

Official film crews and photographers are present at race start and finish to capture key visual assets that are distributed around the world.

Press releases and video news reels (VNRs) are produced for each team, ensuring that a steady stream of content is ready to be consumed by global media.



Dutch rower Mark Slats being interviewed after his record breaking row.



Immediately upon landfall, rowers are filmed and interviewed to supply global media with high quality content.



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ACCREDITED MEDIA

The Talisker Whisky Atlantic Challenge offers all visiting media royalty-free multimedia content, access to the media centre and free high-speed internet connection at race start and finish.

38% Growth in media accreditation from the 2016-2017 race

39 Accredited media teams

100% Participating teams represented

MEDIA CENTRE

The Talisker Whisky Atlantic Challenge has 2 media centres that are available to use by all accredited media – one in San Sebastian, La Gomera and the other in English Harbour, Antigua. The media centres, situated right at the start and finish of the race, are equipped with high-speed internet, providing peace of mind that the teams' content will be transmitted around the world.

ROYALTY FREE CONTENT

Accredited media also have royalty-free access to a wide range of media content, equipping attending journalists and press representatives with all necessary assets, produced to the highest possible international standard.

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PR COVERAGE

The record-breaking pace of the 2017/18 race and a keen focus on supplying major broadcasters with timely, high-quality video footage and imagery helped generate record media footage.

3,363,374,468 Total people reached

£114,098,543 Total PR value

TELEVISION

£31,635,921 PR value

365,473,333 People reached

PRINT

£1,598,301 PR value

43,067,017 People reached

DIGITAL NEWS

£4,935,339 PR value

2,331,839,199 People reached

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BBC one

BBC Breakfast, United Kingdom



CNN

CNN, United States



THE SUNDAY TIMES

The Sunday Times, United Kingdom



South China Morning Post

SCMP, Hong Kong



NBC NEWS

NBC News, United States



AD

AD, Netherlands

RACE PLATFORMS

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RACE WEBSITE

The website acts as a 'one-stop-shop' for everything about the race and, in particular, provides past, present and future rowers with practical information and key resources for planning and preparation.

1.5M

Page views

170,684

Unique visitors

5 min 10 sec

Average time spent on website

Source: Google Analytics: 16 Feb, 2018



RACE TRACKER

The race tracker is the most popular way for fans to follow the progress of the boats during the crossing. Known as 'dot watching', the positions of the boats are updated every 4 hours.

935,904

Page views

3 min 27 sec

Average time spend on tracker

67%

Growth in unique viewers from 2016/17 race

Source: Google Analytics: 12 Apr, 2018



YOUTUBE

The Talisker Whisky Atlantic Challenge's official YouTube channel generated over 100k views in more than 53 countries during the race.

140,000

Views during the 2017/18 race

320,975

Estimated minutes watched

39%

Average percentage of each video viewed

Source: YouTube Analytics: 16 Feb, 2018



FACEBOOK

The Talisker Whisky Atlantic Challenge Facebook page has significantly more followers in the 25-54 age group than the Facebook average. The launch of Facebook Live coverage was hugely popular, attracting more than 588,553 unique video views.

15,117,873

Total reach

59%

Post engagement rate

700,000

Total lifetime video views

Source: Facebook Analytics: 16 Feb, 2018



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.

16,619

Total post likes

25-34

Most reached age group

2,161

Followers

Source: Instagram Analytics: 26 March, 2018



TWITTER

Twitter is the fastest way to get the latest news from the fleet. The feed is updated by a dedicated content manager aggregating the latest information, videos and photos from the race.

4,780

Followers

408,988

Impressions

20,234

Engagements

Source: Twitter Analytics: 26 March, 2018

BOAT BRANDING

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

Here are just a few examples of boat branding over past campaigns...

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"We are very impressed by Rowegians' achievement, and truly proud to be a sponsor of this great team."

Rolv Erik Ryssdal,
CEO Schibsted Group



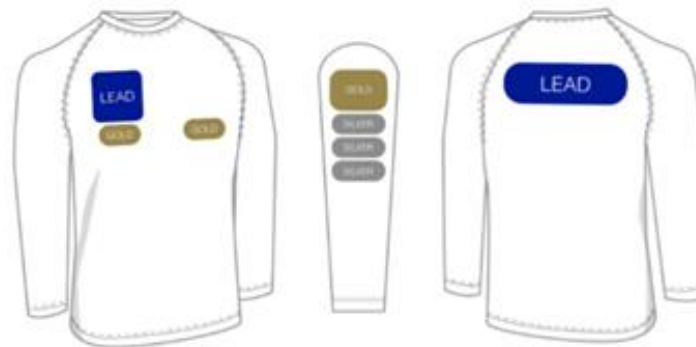
CORPORATE PARTNER PACKAGES

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In the following pages I have worked hard to produce a number of Corporate Partnership Packages, with great benefits and exposure for your business, whilst suiting every budget.

LEAD	£25,000
GOLD	£15,000
SILVER	£7,500
BRONZE	£2,500



*Examples of potential
logo placement



If you would like to discuss any of these packages further, or if you would like to discuss a tailor made package, please feel free to contact me at your convenience – gareth.www@hotmail.co.uk

LEAD / TITLE PARTNER

£25,000+

Boat Branding

Boat to be branded and coloured in the style of your company to maximise impact. This will include your company logo featuring prominently on the boat – hull or main cabin, both sides.

Boat Naming

- Name the boat
- Branding within team name e.g. 'TEAM... powered by ...' or 'Team ...'

Team Kit

Your company logo to be largest logo on all race/training clothing worn in training, press conferences, media & fundraising events and at the finish line.

Corporate Engagement

- Attendance at PR shoots pre and post row.
- Post-race presentation to your company about the challenge, success, perseverance, overcoming ordeals, and motivation.
- Speaking events for your clients / partners
- A day on the boat for up to 4 employees – learn to row, and get a taste of what I will endure for months at sea – great for team building!
- Unlimited invitations to all fundraising events.
- Weather permitting - Video postcard from somewhere on the Atlantic Ocean to highlight your company support along with regular updates and personal messages while at sea.

PR & Media

- Prime company name & logo on the campaign website with link to own website.
- Your company to be featured on our sponsors page as the Lead Sponsor.
- Your company will feature prominently as Lead Sponsor in our online blog, Instagram, Twitter and Facebook media streams.
- Your company will be mentioned as a Lead Sponsor, where possible, in all media interviews.
- Your company will be given access to all post-race photography, video and press releases.
- Content creation e.g. footage and photos of product being used during the row
- Exposure through official race media content (photos and videos)

Oar Ownership

Oar will be presented for display post-race.

Oar Branding

Your company logo to be featured on the blade of the oar.

I am also open to further suggestions as to how we may be able to support each other.

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GOLD SPONSORSHIP

£15,000+

Branding

- Prime logo placement on boat - your company logo will feature on the hull of the boat or main cabin (both sides) for maximum exposure – see example.
- Logo on inside of cabin

PR & Media

- Large logo, company name & bio on my website sponsorship page with information and a link to your website.
- Your company will feature regularly as a key partner on my Instagram, Twitter and Facebook media streams.
- Your company will be mentioned as a key partner, where possible, in all media interviews.
- Your company will be given access to all post-race photography, video and press releases.
- Content creation e.g. footage and photos of product being used during the row
- Exposure through official race media content (photos and videos)

Corporate Engagement

- Corporate talks at your office before & after the row
- Post-race presentation to your company about the challenge, success, perseverance, overcoming ordeals, and motivation.
- 5 Complimentary tickets to all fundraising events.
- Attendance at partners PR shoots and events pre and post row.
- An afternoon the boat for up to 4 employees – learn to row, and get a taste of what I will endure for months at sea – great for team building!
- While at sea regular updates and personal messages highlighting your support to the campaign.
- Team press release announcing sponsorship & associated press

Merchandise

- 5 Branded long sleeve shirts
- Bottle of Talisker whiskey

Team Kit

Large company logos on all team kit worn in training, press conferences, media & fundraising events and at the finish line.

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SILVER SPONSORSHIP

£7,500+

Branding

- Medium-sized company logo featured on the hull of the boat (both sides) - see example.
- Logo on inside of cabin.
- Your company logo to be featured on all team kit worn in training, media/fundraising events and at the finish line.

PR & Media

- Mid-size logo & company name on my website sponsorship page with information and a link to your website.
- Your company will feature monthly on my Instagram, Twitter and Facebook media streams.
- On 'your' day specific mention of an individual or company on all our social media platforms and a specific message delivered from the boat (weather permitting).
- Your company will be mentioned, where possible, in all media interviews.
- Your company will be given access to all post-race photography, video and press releases.
- Exposure through official race media content (photos and videos)

Corporate Engagement

- Presentation to your company about the challenge, success, perseverance, overcoming ordeals, and motivation.
- 2 Complimentary tickets to all fundraising events.

Merchandise

- 2 Branded long sleeve shirts
- Bottle of Talisker whiskey

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BRONZE SPONSORSHIP

£2,500+

Branding

Small company logo featured on the hull of the boat, both sides (see example).

PR & Media

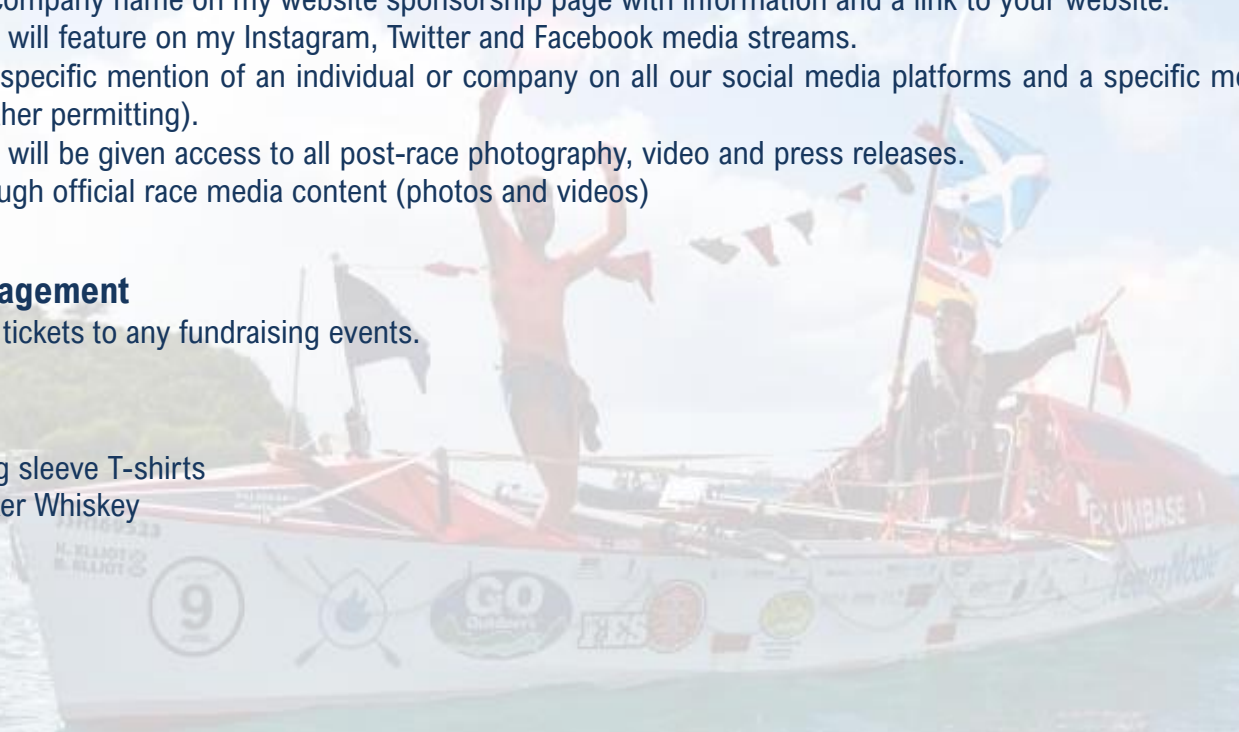
- Small logo & company name on my website sponsorship page with information and a link to your website.
- Your company will feature on my Instagram, Twitter and Facebook media streams.
- On 'your' day specific mention of an individual or company on all our social media platforms and a specific message delivered from the boat (weather permitting).
- Your company will be given access to all post-race photography, video and press releases.
- Exposure through official race media content (photos and videos)

Corporate Engagement

2 complimentary tickets to any fundraising events.

Merchandise

- 2 Branded long sleeve T-shirts
- Bottle of Talisker Whiskey



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CHALLENGE**

SPONSOR AN OAR

£5,000

Oar Ownership

Oar will be presented for display post-race.

Oar Branding

Your company logo to be featured on the blade of the oar.

Website

Your company to be featured on the sponsors page of our website.

Race photography access

Your company given access to all post-race photography, video and press releases for marketing purposes.



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250 CLUB £250

Are you a small local business or individual who would like to get involved?

For just £250 you can have your name / company name written on the boat alongside an optional photo / logo / motivational message.

These small sponsors are hugely important to the success of the campaign, and will help to fund all aspects including expedition food, training, travel, and safety equipment.

Your name, picture / logo and message will be displayed on the 250 club Wall of Fame board on the campaign website.

You will also get a mention on all campaign social media channels, and a limited edition campaign T-shirt.



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ADDITIONAL DONATIONS

Donate £25

Food rations for one day. On average, each rower will eat every 2 hrs and consume 10,000 calories a day.

Donate £50

Supports the training in the run up to the race.

Donate £100

Helps with equipment costs such as sat phones, radios, GPS, compass etc.

GOODS & SERVICES

Own a t-shirt company, travel agent or just want to donate some spare protein bars?

I am also looking for support in the form of goods & services that partners maybe able to provide from their business. I am happy to discuss a tailored package to suit your needs.



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CONTACT

A group of people are participating in a torch relay on a rocky shore at sunset. In the foreground, a man is seen from behind, holding a flaming torch high in his right hand and flexing his left arm. He is wearing a blue swim cap. In the background, several other people are standing on the rocks, also holding torches, with a large plume of white smoke or steam rising from the water behind them. The sky is a mix of blue and orange from the setting sun.

For any further information or to discuss the campaign and packages please contact me at any time. I look forward to hearing from you!

Tel:
07969 552006

Email:
gareth.www@hotmail.co.uk

Thank you for your support!