WORLD'S TOUGHEST ROW

ORGANIZED BY ATLANTIC CAMPAIGNS

CORPORATE PARTNER DOCUMENT



MERCHED Y MÔR

WHO ARE WE?



We are four ordinary women from Pembrokeshire who want to do something extraordinary.

We want to show that nothing – not gender, not our aging bodies, not even our own minds – can stop us from achieving great things. It's a once in a lifetime opportunity and we're grabbing it by the oars.

We're made of tough stuff, living by the edge of the sea, so we know that we have the determination and motivation to complete this test for ourselves and for our chosen charities; RNLI, Sea Trust Wales, Action for Children and The Popham Fund.

We have called our team:
Merched y Môr (Women of the Sea)





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THE CHALLENGE



The **World's Toughest Row Atlantic Challenge** – is one of the toughest races on earth!

Teams will row more than 3.000 miles unaided, across the open ocean from La Gomera, one of the Canary Islands, to English Harbour in Antigua, one of the Caribbean Islands.



This race involves a gruelling row for up to 60 days, with our bodies and minds being tested to their limits. Crossing the Atlantic is not for the faint hearted. More people have reached the summit of Everest than have successfully rowed an ocean.

In December 2025, we will depart La Gomera aiming to be the first female fours team to reach Antigua and take home The Murden Trophy. Once clear of the harbour in La Gomera, we will be on our own until we reach Antigua. Here are just some of the challenges we'll face…





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- **Sleep Deprivation, Exhaustion, and Hallucinations:** Rowing up to 2 hours on and 2 hours off the oars everyday, for 3000 miles including rowing in darkness. We will row in excess of 1.5 million oar strokes over the race.

- **Isolation:** We 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 ourselves using only the supplies we have with us.

- **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 8kg 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 burn 5,000 calories per day and need to consume up to 10 litres of water.







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THE CAUSES

Despite the obvious adventure and hardship this challenge presents, the real purpose of this campaign is to raise money for our chosen charities.

We've each chosen a charity that means something to us and we feel privileged that we can support the fantastic ongoing work each of these important organisations provide.









Lifeboats
Fundraising in aid of the RNLI

SEA TRUST WALES

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THE TARGET



Our target is to raise £125,000

We aim to raise these funds through:

- Corporate Sponsorship
- Donations
- Fund Raising
- Merchandise Sales

Ocean rowing lends itself extremely well to charity fundraising and it is estimated that over £14million has been raised for charities worldwide over the last 6 races.



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

Please find details in the following pages.

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SPONSORSHIP
& CORPORATE PARTNERS







In many respects, rowing the Atlantic will be the easy part. Between now and December 2025, there are several practical and financial hurdles to overcome.

The following pages provide a summary of the costs associated with an ocean row and why corporate sponsorship is essential to a successful crossing.

The sponsorship options have been designed to accommodate a wide range of branding opportunities for a variety of businesses. These can be amended to suit individual requirements and we are very happy to discuss bespoke sponsorship packages and ideas.

We look forward to working with you!

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GETTING TO THE START LINE

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

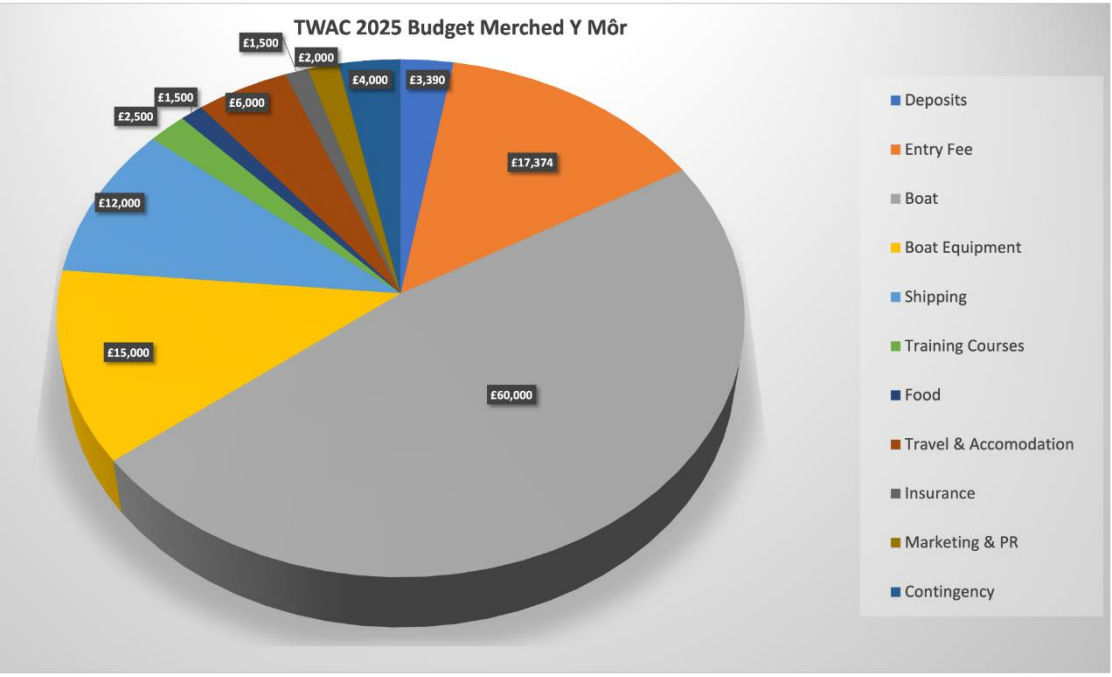
The boat will be sold after the race and recouped funds will be donated to our charities.

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

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

TOTAL BUDGET

£125,264



CORPORATE PARTNERSHIP



WHY BECOME A PARTNER?

The World's Toughest Row Atlantic Challenge employs a dedicated media team which seeks to maximise press coverage and media exposure around the world. Sponsoring a team's challenge gives companies and brands the opportunity to gain access to a potential audience of more than 3 billion people worldwide.

The race gains popularity each year, with the 2019/20 race alone generating an impressive '**Total Audience Reach' of 522 million.**

To find out more about the benefits and levels of exposure available you can see the official Race Report via the link below:
https://issuu.com/twacracereport/docs/race_report_2021_2022_v2_25.05.22-compressed



We would love the opportunity to partner with your company – in return you will be aligning yourself with a highly motivated, dedicated and engaging team. We will continue to push ourselves in all areas of this campaign to yield the highest return on investment for our sponsors.

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

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- 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 our campaign and the World's Toughest Row 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 our website and social media to directly engage your target audience.

- High quality media content.

- We 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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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…









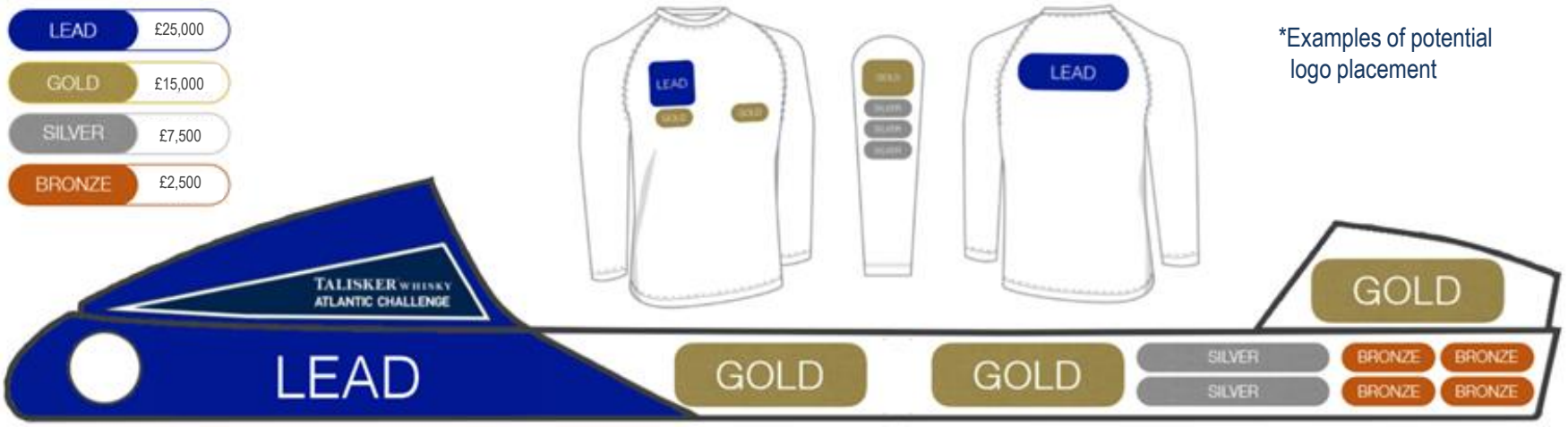


CORPORATE PARTNER PACKAGES

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In the following pages we have provided a number of suggested Corporate Partnership Packages, to accommodate a range of budgets. We would love to work with you to develop a mutually beneficial partnership and we are also very open to suggestions as to how we could support each other in any other ways.

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 us at your convenience – **info@merchedymor.wales**

PLATINUM (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 MERCHED Y MÔR powered by…'

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 we 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 (not live).

Team Kit

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

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)

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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.

Merchandise
- 5 Branded long sleeve shirts

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

PR & Media
- Large logo, company name & bio on our website sponsorship page with information and a link to your website.
- Your company will feature regularly as a key partner on our 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 with the boat for up to 4 employees – learn to row, and get a taste of what we 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

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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 our website sponsorship page with information and a link to your website.
- Your company will feature monthly on our 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

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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 our 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

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Sea Trust Wales

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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 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.

The 250 Club is hugely important to the success of the campaign, and is likely to be the main source of funding to enable us to reach the start line. As a member you will be helping to fund all aspects of the campaign including the boat, expedition food, training, 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

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

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

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CONTACT

For any further information or to discuss the campaign and packages please contact us at any time.

We look forward to hearing from you, and thank you for your support!

www.merchedymor.wales

Tel: 07958 438 785

Email: info@merchedymor.wales

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