

SPONSORSHIP & CSR FUNDING

PARTNERSHIP PACK



EBB & FLOW



OUR MISSION

In December 2024, the EBB & FLOW race team will take on the World's Toughest Row, organised by Atlantic Campaigns.

The Start - La Gomera, Canary Islands, rowing 3,000 miles across The Atlantic Ocean and spanning anything from 30 to 90 days,

The Finish - English Harbour, Antigua in the Caribbean.

As well as conquering this epic adventure we plan to inspire young people by engaging with local schools, colleges and universities to encourage them to share in the challenges that we will face, whilst raising funds for charity. Reaching the finish line requires competence in all of the STEM subjects: Science, Technology, Engineering and Math. The race demands navigation skills, understanding of weather patterns, controlled nutrition and mental endurance that all play a crucial part in the journey across the Atlantic.

To complete the race, we need to raise sufficient funds from a blend of private donations, CSR Funding and Corporate Sponsorship.

This seed sponsorship funding gets us to the start line.

Only then can we start to raise money for our chosen charities: Lewis-Manning Hospice Care, St. James's Place Children's Foundation and The Ellen MacArthur Trust.

To achieve our mission, we are spending every minute possible carefully planning each step of our journey from now, until our first oar stroke on 12th December 2024.

You can see our latest progress on our socials: @ebbandflow_row on Instagram, or Ebb & Flow Ocean Row on Facebook as well as on our website:

<https://www.ebbflowatlantic.com>

Gaining the seed sponsorship funding we need will enable us to cover the costs of the boat, transport, technology, safety equipment, boat kit, oars, charts & almanacs, safety training, promotional events and nutrition for the challenge.

We pledge to advertise the names of all our partners on the boat and to show our thanks through social media coverage, events and talks both before and after the race.

We cannot complete this incredible challenge without your support.

Please take the time to read our pack and ask us any questions you may have; we'd be delighted to hear from you.



Thank you from the Team, Ebb & Flow

THE RACE

-  La Gomera, Canaries to Antigua, Caribbean
-  Typically, **30-90 days** depending on conditions
-  Approximately **3,000 miles** (4,800km)
-  **2 Hours on 2 hours** off rowing
-  Each rower will burn **4,000 Calories** everyday, with an average **8 kilos** weight loss
-  **40 Boats** will all start together, with a 3 minute canon interval



MEET THE EBB & FLOW TEAM



Name: JULIE EDDICOTT - Skipper
Key Skills: Sailing, Navigation and Rowing
What the race will teach me: How to function when tired & how to look out for the team when needed
Biggest race fear: Capsizing & scraping off barnacles
Luxury Item: A tin of mandarins & peanut butter
What I'll miss most: Standing up & my family
What I fear: What lies beneath the shadow of the boat
What I look forward to: Being off grid for a time with just one thing to think about



Name: ED DEWER
Key Skills: Tenacity and a level head
What the race will teach me: The depths of my resolve
Biggest race fear: Failure
Luxury Item: A litre of single malt Whiskey
What I'll miss most: My son
What I fear: The plummeting depths
What I look forward to: Golden moments with my crew and the universe



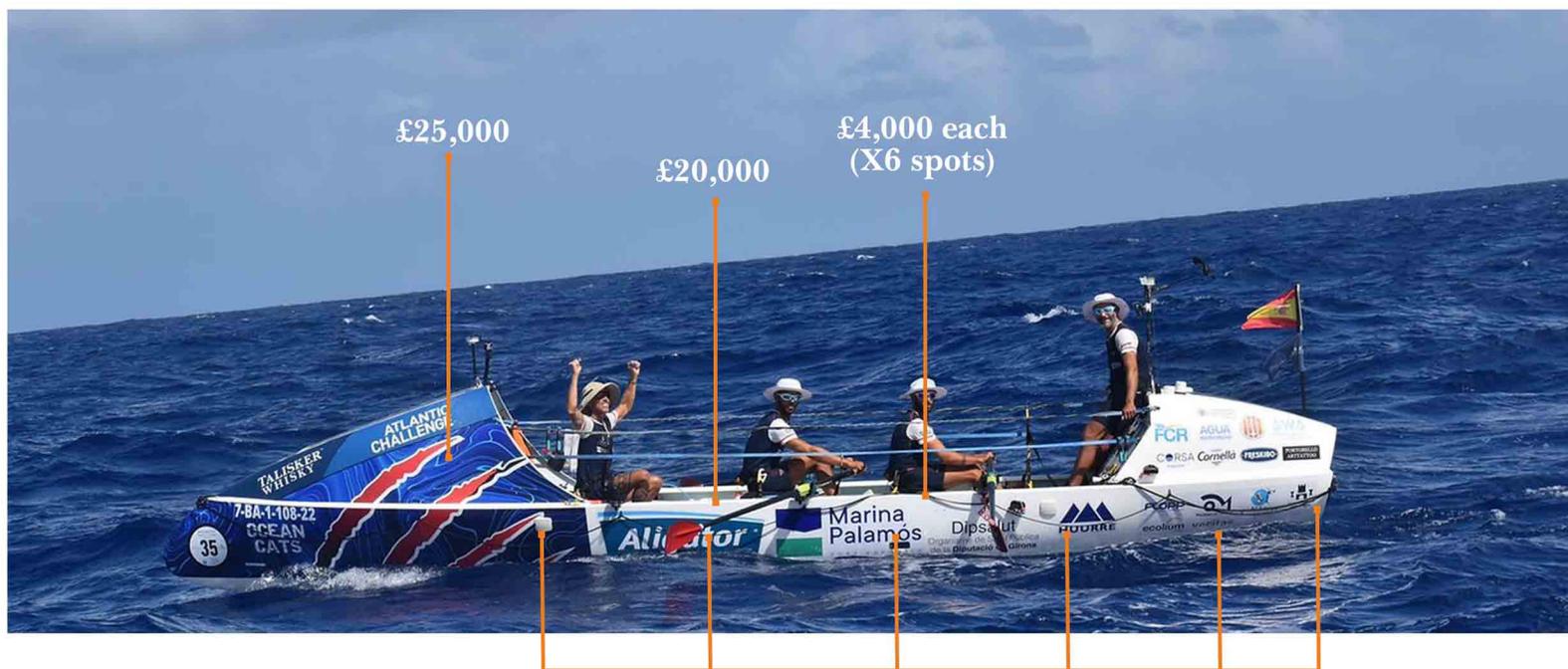
Name: SALLY PERCIVAL FOYLE
Key Skills: Rowing, previous Ocean crossing and Navigation
What the race will teach me: Resilience, respect for the ocean & being part of a team
Biggest race fear: Not making it to the finish line
Luxury Item: A dry pillow
What I'll miss most: Fresh fruit & veg and my family
What I fear: Kit//gear failure that might prevent us from racing
What I look forward to: Crossing the finish line with great crewmates, to conquer my goal and seeing my family



Name: MARY SUTHERLAND - Navigator
Key Skills: Ocean Safety & Weather Routing
What the race will teach me: A few races completed & each one teaches something new. Reminds me I'm still resilient
Biggest race fear: Always safety
Luxury Item: Salt & Vinegar nuts and downbads
What I'll miss most: A sailboat & my dog
What I fear: The weather making it impossible to reach Antigua
What I look forward to: A cold beer and a body fit to sail in the Cabbean 600

PARTNERSHIP OPPORTUNITIES - OUTBOARD

Costs shown include both* sides of the boat for maximum image capture opportunity



£25,000

£20,000

£4,000 each
(X6 spots)

£12,000 each (X5 spots)



£8,000 each (X2 spots)* rear only

Or, why not consider an 'Oar Package'? £2,500 per set of oars (4 sets available).

Your logo on the blade head and shaft. Understandably, one of the most photographed areas of the boat.

PARTNERSHIP OPPORTUNITIES - INBOARD

Many photographs and social posts are taken around the cabin entrances and interiors



£1,000 each (X4 spots)



£1,000 each (X4 spots)



MEDIA COVERAGE

In 2022/2023 the Atlantic campaigns press team, alongside the outstanding efforts of each individual team in the race, reached amazing numbers of people around the world.

These are just some of the high-level numbers, with a more detailed breakdown available from Atlantic Campaigns on request.



Television

45m+ global
TV audience
85m + coverage
packets



Digital Media

1,600+ items of
coverage
11.3+ billion online
readership



Press Coverage

100m+ readers
reached
9m+ articles in
print circulation



Celebrity & influencer Interaction

100m+ added
social visibility
15.5m+ audience
reached

YOUR DIGITAL COVERAGE

The official Press team for race organisers, Atlantic Campaigns, manage social media on all major platforms. The pages continue to increase in size year on year. Below are some of the most recent figures.



INSTAGRAM

- 23.7k+ total page follows
- c.80k impressions every month
- 14k+ monthly profile visits

Top Audience: Female 35-54

Top Markets: UK & USA



YOUTUBE

- 2.8m+ lifetime view
- 1.8m+ total impressions
- 53 different countries viewed content

Top Audience: Male 25-34

Top Markets: UK & USA



X/TWITTER

- 700k+ monthly impressions during race arrivals
- 50k combined following across participants
- 35k monthly profile visits
- 750k+ unique live video views



FACEBOOK

- 60k lifetime reach
- 50k Followers
- 70k engagement per race

Top Audience: Females 35-54

Top Markets: UK & USA

OUR CHOSEN CHARITIES



St. James Place Foundation is currently the 3rd largest corporate foundation in the UK, supporting hundreds of charities each year through their grant-making programmes.

Many of their charity partnerships go beyond funding, as they seek to provide a deeper level of support and add value through members of the SJP community volunteering their time and skills, helping to deliver an even bigger impact.

St. James Place will double every penny raised by Julie.

<https://www.justgiving.com/useraccount/fundraising>



Blesma, The Limbless Veterans, is dedicated to assisting serving and ex-Service men and women who have suffered life-changing limb loss or the use of a limb, an eye or loss of sight in the honourable service of our country.

The support involves rehabilitation - proving there is life after amputation. The charity also campaigns hard for what our brave soldiers deserve and aims to be there when old injuries and harrowing memories come back to haunt. Its youngest member is 19, its oldest 98.



The Ellen MacArthur Trust is a national charity that takes young people aged 8-24 on sailing and outdoor adventures to inspire them to believe in a brighter future, living through and beyond.

Cancer in young people often leads to lower educational achievement, relationship and friendship difficulties, body image issues, and ongoing late effects, such as extreme fatigue, infertility, osteoporosis, thyroid problems and hearing or vision loss.

Through our free sailing and outdoor adventures, young people laugh, gain a new sense of purpose and self-worth and rediscover independence and a feeling of optimism for the future.



ENGAGING CHILDREN & STUDENTS, VIA STEM & THE ENVIRONMENT

Our focus alongside raising money for our chosen charities, is to work alongside the education system with a STEM outreach programme: Science, Technology, Engineering and Maths. All these subjects are crucial to the success of this rowing challenge as well as the benefit of physical activity. There is also the key issue of environmental concern with the damage that is being caused to our oceans.

As rowers, sailors and sea lovers we are on the frontline when it comes to plastic in the ocean. We see it first hand and the long-lasting damage that it causes.

Our outreach programme will be designed to engage and inspire children and young people across the UK and give them the chance to be involved in this project pre-race, track us as we row the ocean and then afterwards with our stories and challenges we faced.

Every child that raises a minimum of £30 through their own activity will be rewarded with their name on the boat. We will dedicate an area for this on the boat.



Science
Weather, Tidal,
Environmental,
Conservation,
Health &
Nutrition

Technology
Satellite
Navigation,
Communication,
Survival



Engineering
Electrical &
Mechanical
Equipment

Maths
Lateral
thinking &
Navigational
Calculations

WHY PARTNER WITH US?

As a partner to Ebb & Flow, you will have a unique opportunity to slingshot your company's profile and gain tremendous exposure worldwide. PR campaigns run before during and after the race, consisting of international media coverage from Atlantic Campaigns as well as our own Ebb & Flow campaign. In addition, you can leverage race content and your brands involvement, via your own media and social channels, amplifying reach further still.

FEATURES OF THE PARTNERSHIP INCLUDE:

- Boat and kit branding
- Exclusive content
- Features on our website and all social media posts (package dependant)
- Leveraging charity affiliation
- Business marketing and relevant product placement opportunities
- Visual awareness in training rows
- Events and talks



THANK YOU

We would like to say a big thank you from everyone here at Ebb & Flow for taking the time to read our sponsorship pack. If you have any queries, please get in touch.



 www.ebbflowatlantic.com  [@ebbandflow_row](https://www.instagram.com/ebbandflow_row)

 hello@ebbflowatlantic.com  [@Ebb & Flow Ocean Row](https://www.facebook.com/Ebb%20%26%20Flow%20Ocean%20Row)