



# STATUS ROW

Three women rowing across the Atlantic  
to challenge the everyday  
use of plastic



Partnership Opportunities

**TALISKER**<sup>™</sup>  
WHISKY

**ATLANTIC  
CHALLENGE**

ORGANIZED BY  
**ATLANTIC  
CAMPAIGNS**

**marine**  
conservation society

# AN EVERYDAY CREW

How can 3 office workers, whose biggest daily challenge is crossing London at rush hour, take on the world's toughest row, a feat fewer people have achieved than have climbed Everest?



**Caroline Wilson, *Web Developer***

Vegan runner and cyclist, Caroline grew up in the Hertfordshire countryside.

Known for her love of sleeping for 10 hours at a time, when not sleeping you'll find her running, cycling or hiking across some form of land mass.

A big believer in inspiring others and that together we can make a difference.



**Jess Rego, *Marketing Manager***

Bermuda-born Jess still isn't sure how she got talked into rowing across the Atlantic.

However, growing up literally surrounded by the ocean, she is extremely aware of its vital importance. A long time activist, Jess strongly believes in the power of everyday changes and that plastic prevention is the real solution we need.



**Susan Ronaldson, *Change Director***

Susan is taking on this challenge inspired by the idea that life is precious and wanting to make every day count.

Raised in a nautical family in Essex, Susan is drawn to the sea and passionately believes in preserving our beautiful blue planet.



# THE WORLD'S TOUGHEST ROW

**Sleep Deprivation and Exhaustion:** Rowing 24/7, non-stop, in a 2 hours on/off shift pattern for 3000 miles including rowing in darkness.

**Isolation:** We will receive no outside help. In an emergency situation a rescue can be days away.

**Extreme Weather Conditions:** 30-40 ft waves, storms, extreme range of temperatures.

**Vulnerability:** Whales and sharks, shipping lanes, collision course for vessels 30x the size of our rowing boat.

**Health issues:** Salt sores, Blisters/infections, muscle damage and depletion.

**Nutrition:** All food will be on the boat and water pumped from the sea. Keeping nutrition levels high and fully hydrated is vital.

**Looking after the boat and the equipment:** All boat damage will have to be dealt with by the team themselves.





# PLASTIC ADDICTS

**It is estimated that by 2050 there will be more plastic in the ocean than fish.**

8 million tonnes of plastic is added each year, killing thousands of marine animals and raising questions about the safety of our seafood and water supplies. It's not too late to change this.

We believe that tackling the plastic pollution crisis starts with the individual. We hope to bridge the gap between awareness and action by inspiring everyday changes that add up when we make them together.

We are rowing in support of the Marine Conservation Society's 'Clean Seas' programme, to help educate and inspire everyday action.

MCS' Clean Seas programme has been a leader in reducing marine pollution over the last decade. It focuses on the need to move away from a throwaway society to a circular economy in which all products are designed to be repaired, reused and remade, thereby removing waste and litter.

# EVENTS



## HENLEY ROYAL REGATTA

ESTABLISHED MARCH, 1839



Beyond participating in the official race we will be taking part in several other events to raise awareness including:

- Park & beach cleanups
- Local school events
- Charity fundraising ball
- Screenings of 'A Plastic Ocean'
- Indoor rowing world record attempt
- Exhibiting at public events



All of these present additional PR opportunities for Status Row to raise awareness of their campaign and represent your brand.

PLASTIC  
OCEANS

Great British  
BEACH CLEAN



# GLOBAL MEDIA COVERAGE

Our campaign has already received press & radio coverage in the UK and Bermuda.

- Featured in over 18 print & online publications
- 2 radio interviews
- Over 4,900 Twitter followers
- In discussion with a documentary team

## TALISKER WHISKY ATLANTIC CHALLENGE 2015 PR SUMMARY:

- 3,250 pieces of coverage
- 2hr 15min on BBC Breakfast
- 39 articles in international newspapers
- 178 pieces of international online coverage
- 85 regional broadcast features
- 5.4bn total reach
- 30 min BBC documentary

Chelmsford & Mid Essex  
**TIMES**

HACKNEY CITIZEN

radio 105.1 / 102.7 FM  
**essex**  
DAB • FM • ONLINE

the mixed zone



SHE WHO DARES

### Ridding the oceans of plastic is our aim

34th November 2017

Caroline Wilson, Susan Ronaldson and Jess Rego love a challenge. They also care passionately about the environment and particularly the potential harm being caused by the increasing amount of plastic waste being found in our oceans.

The Royal Gazette

Lifestyle

### Intrepid trio prepare to row across Atlantic

Nadia Hall

Nov 8, 2017 at 6:00 am



Jessica Rego always hated the beach but

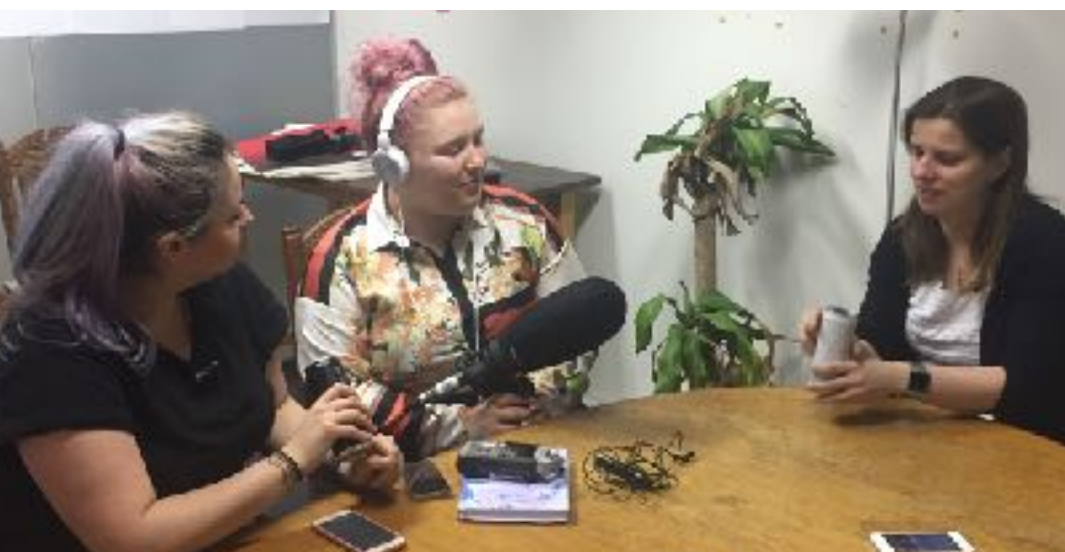
### Rowing novices take on Atlantic challenge



148 drivers arrested

HACKNEY CITIZEN

### Hackney resident to row across the Atlantic to combat plastic pollution



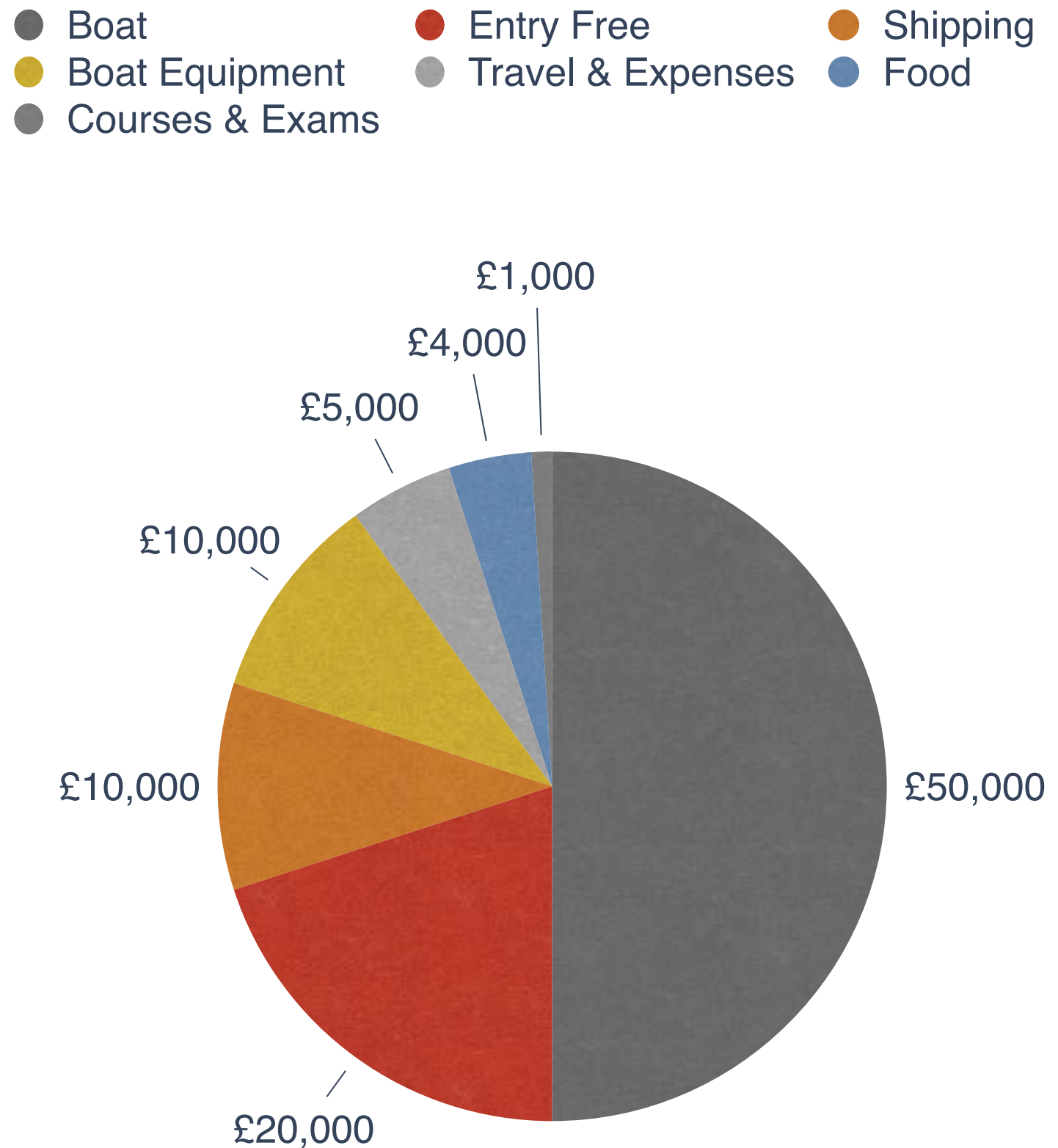
# GETTING TO THE START LINE

For the mission to be realised, the team need to fund a boat, technical and life-saving 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 Marine Conservation Society.

Generous product donations and discounts are helping to reduce some of these costs.

**TOTAL BUDGET £100,000**



# GET INVOLVED

Achieving our record breaking aim will only be possible with a fleet of special supporters. This is your chance to get involved!

## GOLD £10,000+

All the benefits of Silver, plus:

- **Prime** logo placement on boat & team kit
- Team press release announcing sponsorship & associated press
- A day out with the team on the boat
- A table at Status Row key events
- 2x Status Row speaking event at your offices
- Frequent social media mentions
- Blog post and company bio on website
- Rights to full use of video & photos
- Bottle of Talisker Whisky

## SILVER £5,000+

All the benefits of Bronze, plus:

- **Premium** logo placement on boat & team kit
- Seats at Status Row key events
- Large logo on website
- Monthly social media mentions

## BRONZE £1,000+

All the benefits of Local Business, plus:

- **Key** logo placement on the boat
- Increased mentions on social media
- Bio and link on website

## LOCAL BUSINESS £250+

- **Small** logo on website & boat
- Mention on social media channels

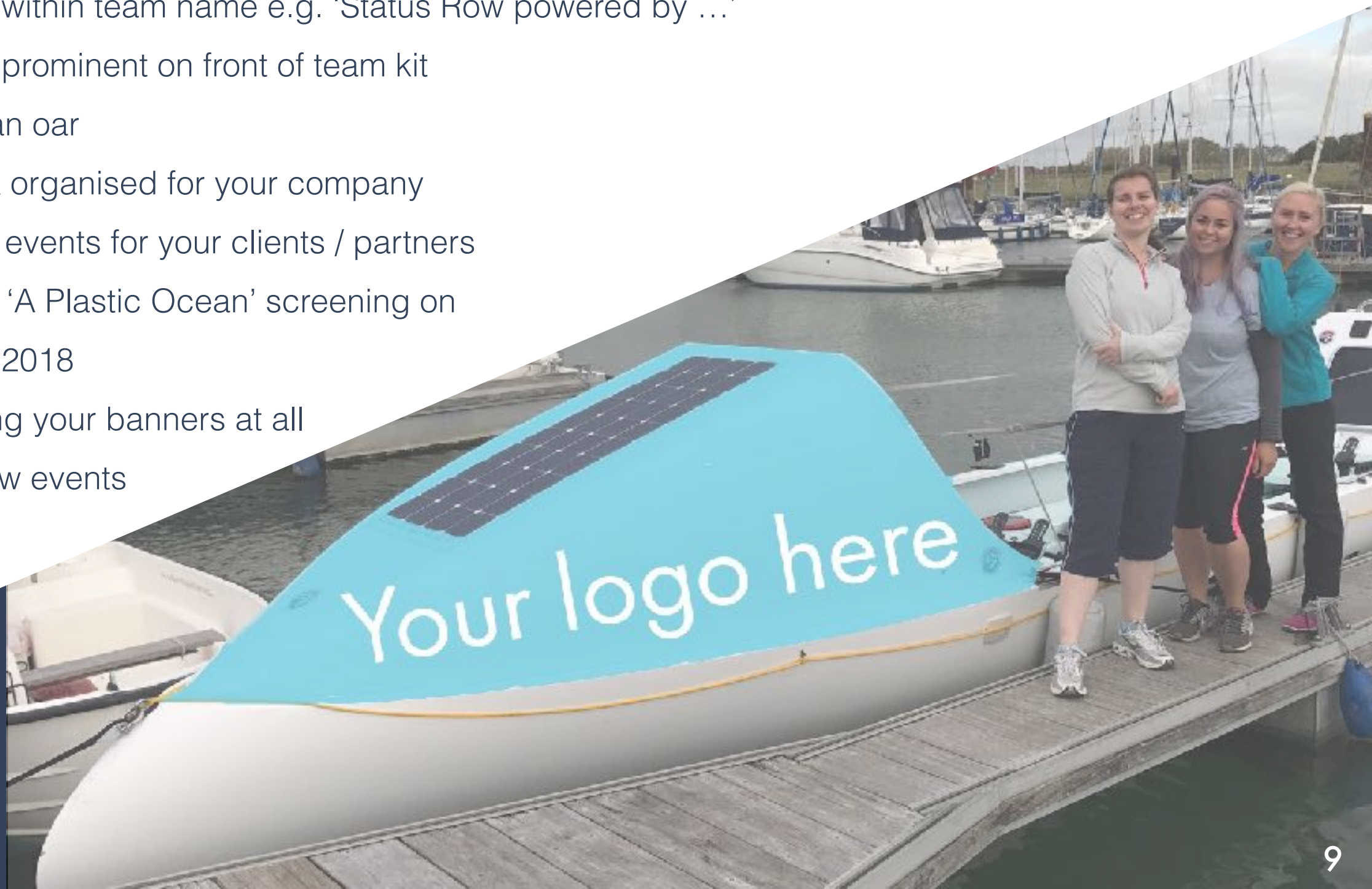
	GOLD £10,000+	SILVER £5,000+	BRONZE £1,000+	LOCAL BUSINESS £250+
Social media mentions	●	●	●	●
Logo on website	●	●	●	●
Logo on the boat	●	●	●	●
Logo on team kit	●	●		
Status Row events	●	●		
Day out on the boat	●			
Speaking events	●			
Press release	●			



# TITLE SPONSOR £30,000+

All the benefits of Gold, plus:

- Prominent logo covering bow cabin
- You name the boat
- Branding within team name e.g. 'Status Row powered by ...'
- Branding prominent on front of team kit
- Logo on an oar
- Litter pick organised for your company
- Speaking events for your clients / partners
- Tickets to 'A Plastic Ocean' screening on May 17th 2018
- Advertising your banners at all Status Row events



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