



# 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 EPIC MISSION

What do rowing across the Atlantic and tackling the world's plastic problem have in common? Both seem impossible until you realise they're just a series of small actions, together making a world of difference.

Three women with no prior rowing experience, powered by a belief that ordinary people can do extraordinary things, plan to row 3,000 miles across the Atlantic. Taking on the world's toughest row, they are raising vital awareness and funds for the Marine Conservation Society.



Who?

**3**  
**women**

What?

**3000**  
**miles**

Why?

**8 million**  
**tonnes of plastic\***

**We're looking for likeminded partners to join us on this once in a lifetime campaign.**

\*Dumped into our oceans every year



# 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 or have gone into space?



**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.

# GLOBAL COVERAGE

The Talisker Whisky Atlantic Challenge is a gruelling 3,000 mile row from the Canaries to Antigua.

The team will row nonstop for over 50 days, aiming to break the world record for the fastest female trio.

Achieving a global reach of over 5.4 billion, the 2015/16 race attracted international and local press coverage, in addition to a BBC documentary.

**5.4bn**

Total Reach

**3,250**

Pieces of Coverage

**178**

Pieces of international  
online coverage

**85**

Broadcast features  
inc. 2h 15min airtime  
on BBC Breakfast



## 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.

The solution starts with questioning the normalcy of single use plastic and encouraging everyone to change their habits.

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



# GET INVOLVED

Your investment will help to fund this rowing campaign; our platform to raise vital funds and awareness of, and for, the Marine Conservation Society.

	PLATINUM £20,000+	GOLD £10,000+	SILVER £5,000+	BRONZE £250+	PRODUCT DONATION
Social media mentions	●	●	●	●	●
Exposure on 'Partners' page on the Status Row website	●	●	●	●	●
Logo on the boat/global exposure	●	●	●	●	●
Logo placement on team kit	●	●	●		
Day out on the boat & speaking events	●	●			
Status Row Events	●	●			
Status Row merchandise	●	●			
Mentions in interviews and press releases	●				

## PLATINUM £20,000+

All the benefits of Gold, plus:

- Prime logo placement on the boat and team kit
- Your company will be mentioned during interviews and press releases
- Branded flag on the boat
- A table at Status Row key events
- 2x Status Row speaking event at your offices
- Company logo on Status Row business cards
- 4x monthly social media mentions
- Blog post and company bio on website
- 5x Status Row t-shirts & reusable water bottle
- Bottle of Talisker Whisky

## GOLD £10,000+

All the benefits of Silver, plus:

- Premium logo placement on the boat and team kit
- A day out with the team on the boat
- Seats at Status Row key events
- Large logo on website
- Monthly social media mentions
- 2x Status Row t-shirts & reusable water bottle
- Rights to full use of video, photos and press releases

## SILVER £5,000+

All the benefits of Bronze, plus:

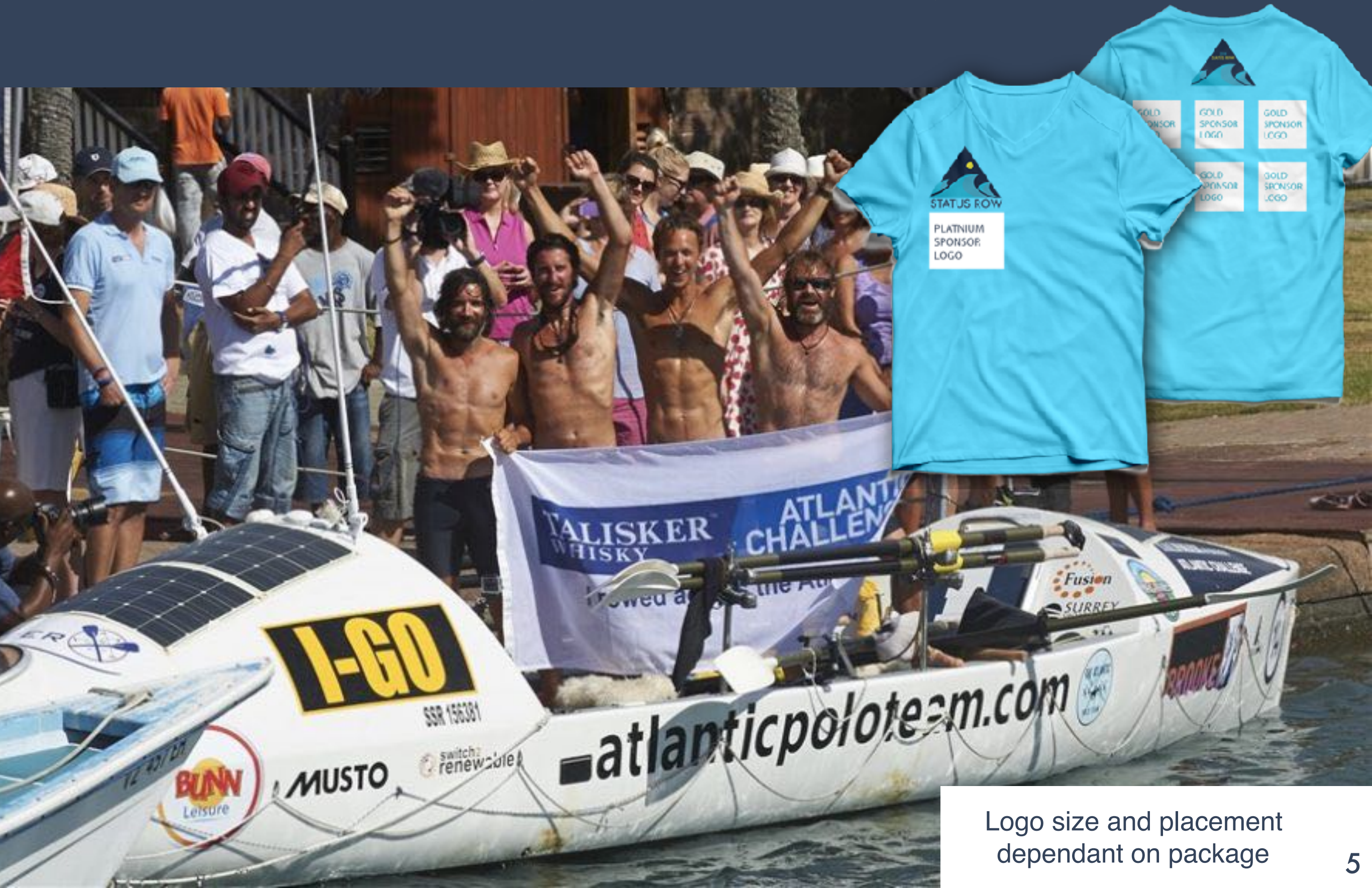
- Key logo placement on the boat
- Bio and link on website
- Small logo on team kit

## BRONZE & PRODUCT £250+

- Logo on website & boat (size and placement dependent on donation value)
- Mentions on social media channels



# BRAND PLACEMENTS



Logo size and placement  
dependant on package



# EVENTS

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.

# PRESS COVERAGE

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

## Chelmsford & Mid Essex TIMES

### Rowing novices take on Atlantic challenge



Three novices, who are taking part in a rowing challenge, have been spotted in the Chelmsford area. The rowers, who are taking part in a challenge, have been spotted in the Chelmsford area. The rowers, who are taking part in a challenge, have been spotted in the Chelmsford area.

148 drivers arrested

## The Royal Gazette

### Lifestyle

### Intrepid trio prepare to row across Atlantic

Nadia Hall

Nov 8, 2017 at 8:00 am



## The Royal Gazette

the mixed zone



### SHE WHO DARES

### Ridding the oceans of plastic is our aim

34th November 2017

Caroline Wilson, Susan Ronaldson and 5 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.



DAB • FM • ONLINE

CONTACT US TODAY

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