



STATUS ROW

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

Partnership Opportunities

TALISKER™
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.

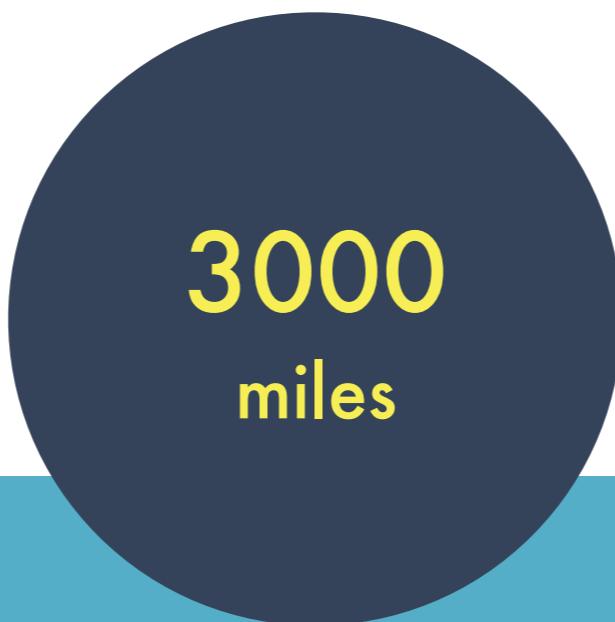
Three women with no prior rowing experience, powered by a belief that ordinary people can do extraordinary things, plan to row 3,000 miles across the Atlantic. Taking on the world's toughest row, they are raising vital awareness and funds for the Marine Conservation Society.



Who?



What?



Why?



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

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.



Total Reach



Pieces of Coverage



Pieces of international online coverage



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.

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 women with no rowing experience, powered by a plan to preserve the planet, will row 3,000 miles across the Atlantic.

Susan Ronaldson, 41, Jess Reago and Caroline Wilson, 31, recently decided to enter the 2018 Status Row Atlantic Challenge - a 3,000-mile rowing race from the Canaries to Antigua.

They will have to row day and night for 50 days, individually battling all weather conditions and their own motivation to get to the end.

Speaking about how she feels about the pending adventure, Susan said: "It's kind of a mix between nervous and excited."

"When you tell people about it, most of them say 'oh my god, you're going to die'. It's strange because we're going to be thousands of miles away, all on your own in the middle sea. It's pretty scary. But it's also about taking risks and trying different things and living it to the full. It's important to do something extraordinary."

The Atlantic Challenge will take place in December, but the girls are launching their campaign now as they need to raise the funds to participate and find sponsors.

The challenge will begin at San Sebastian in La Gomera in the Canary Islands and end at Nelson's Dockyard, Antigua.

"I think it will take about 50 days to complete the challenge. We'll all start together every one kind of trials off, so you probably won't see anyone for 50 days.

"You have to sleep instead of eat because people will have two hours sleeping then two hours rowing throughout the night.

"We're relying on being self-sufficient - we need to be a team, we're three friends, we're all from the same town but this is a completely different context."

The team is doing the row not only show that ordinary people can do extraordinary things but also to highlight the issue of plastic pollution.

According to a report from the World Economic Forum, by 2050 there will be more plastic in the oceans than fish.

"We're trying to make changes to our own lives to reduce the amount of plastic we've been getting involved in local beach clean-ups," said Caroline. Follow the team's progress at www.statusrow.com.

Epic adventure - the three friends will aim to row 3,000 miles across the Atlantic.

148 drivers arrested

The Royal Gazette

Lifestyle
Intrepid trio prepare to row across Atlantic

Nadia Hall

Nov 8, 2017 at 8:00 am



the mixed zone
bringing the best women's sports stories online



SHE WHO DARES

Ridding the oceans of plastic is our aim

24th November 2017

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

radio
essex 105.1 / 107.7 FM
DAB • FM • ONLINE

The Royal Gazette

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

LOCAL BUSINESS £250+

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

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

	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	●			

HEADLINE SPONSOR

We have 1 headline sponsor package available offering **significantly increased exposure**.

Please contact us for more information.

GETTING TO THE START LINE

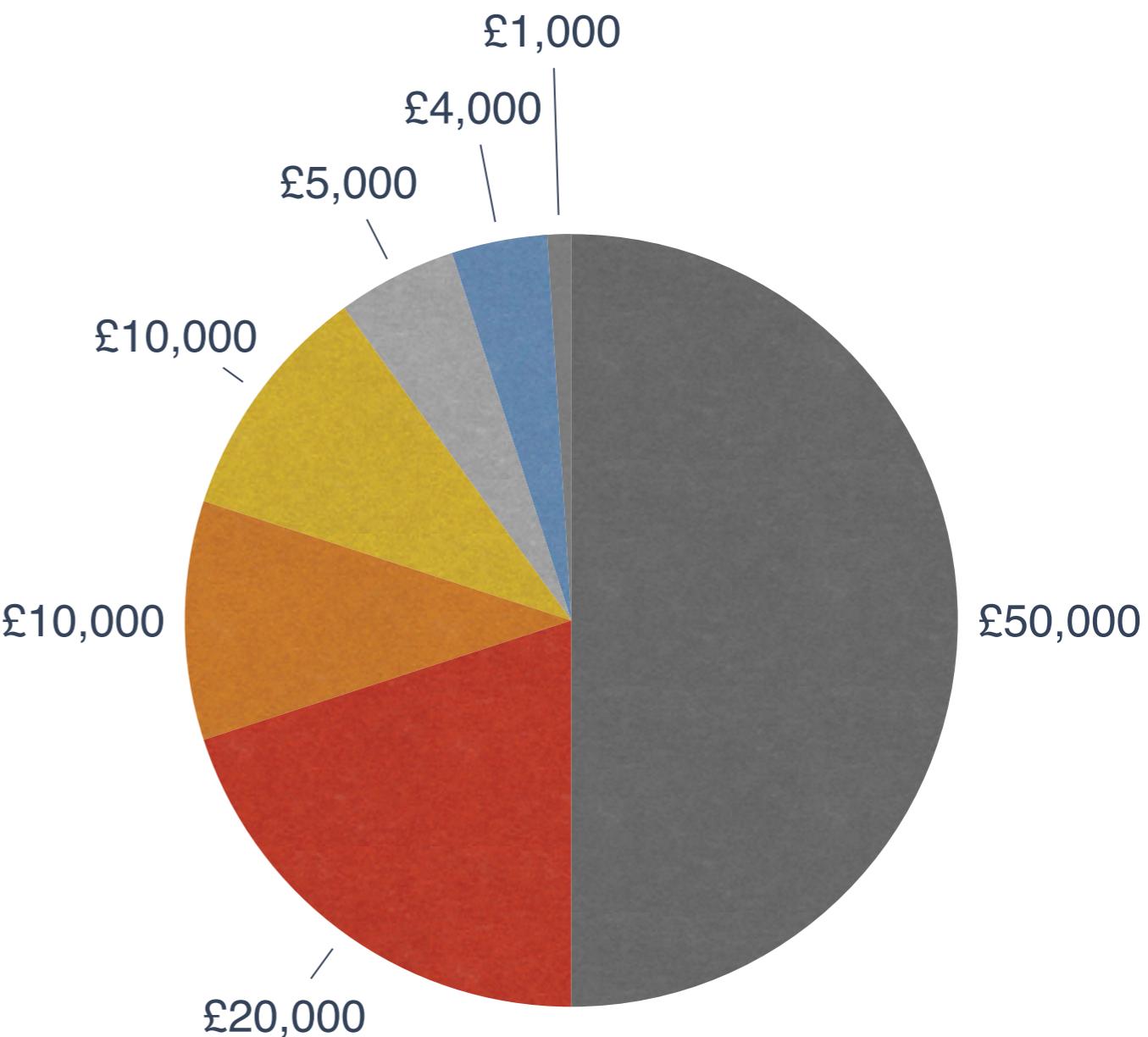
For the mission to be realised, the team need to fund a boat, technical and life-saving equipment, on-shore support, food and other operational costs.

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

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



BRAND PLACEMENTS



Logo size and placement dependant on package

CONTACT US TODAY

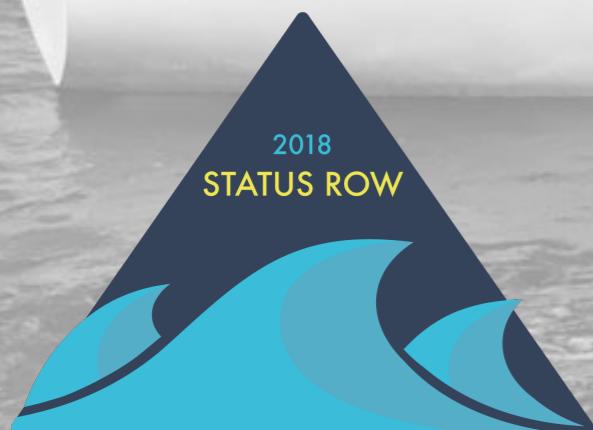
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