



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 Whiskey 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 £500+	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

BRONZE & PRODUCT £500+

- Small logo on website
- 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 galas
- 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.

ATLANTIC CHALLENGE

The race will be the hardest physical and mental challenge of ours lives. Those few who have succeeded have said:

“The scorching hot sun, the driving rain, the injures, the sores, the exhaustion, and the endless, endless rowing.” - The Yorkshire Rows

“We found out that we can do so much more than we think we can.”

“There is nothing more challenging than being exposed to the full force of the elements, 24/7”

“It’s like you’re flung into a bed of stinging nettles. It’s relentless.”

“The conditions change minute by minute. 30 knot winds. Rain storms. 40ft waves. 40 degree heat.”

We look forward to your support on this incredible journey

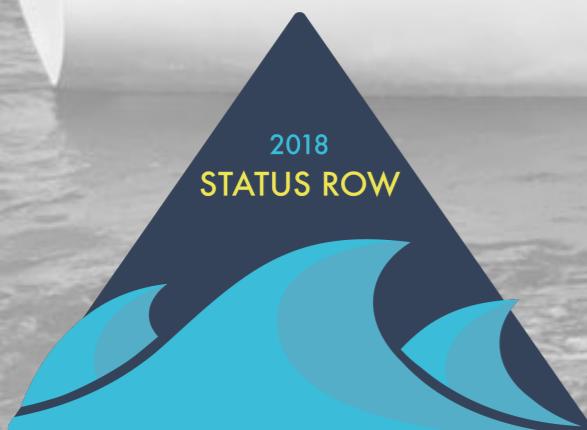
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