



3000 MILES
4 WOMEN
1 BOAT
1 WORLD RECORD

The World's Toughest Row

The Talisker Whisky Atlantic Challenge is a race like no other. It is an endurance race across one of the world's most dangerous oceans; The Atlantic.

The race features 3000 miles from San Sebastian, Canary Islands (28°N) to Nelson's Dockyard English Harbour, Antigua (17°N 61°W). Once teams row themselves out of the safety of the harbour they are on their own, unsupported and at the mercy of the ocean and the elements.

Our race entry is December 2018 when we will row unaided and unsupported through rough seas and storms onboard our 23 foot rowing boat for up to 90 days at sea. Enduring sleep deprivation, dehydration, huge calorie deficits, hallucinations, salt sores, 60ft waves and physical and mental exhaustion as we navigate our way across one of the busiest shipping zones in the world.

This challenge will not only be a massive test for us, but will also push our ability to work as a team to its limits! No wonder more people have been in to space than rowed the Atlantic Ocean.



THE TEAM

The Astro to Atlantic girls make up one unique crew. Already team mates on the hockey pitch, Lou, Helen, Chloe and Emily are swapping their hockey sticks for oars to take on the huge challenge that is the Atlantic. The girls are all Devon born and bred, living, working and breathing the rural way of life. Having played hockey together for the past eleven years (even longer for the two more mature members in our midst!) they are a team both on and off the pitch, united not only in their love for Devon and for hockey, but also in their love of a challenge.

We cannot deny that the Atlantic is a huge challenge for anyone, not least four hockey girls from Devon, but we are out to prove that anything is possible. We're entering into the Talisker Whisky Atlantic challenge with very minimal rowing experience between us, but we have a competitive edge and we know that we make one hell of a team and that is why for Team Astro to Atlantic, taking part is not enough, we are out to win the Talisker Whisky Atlantic challenge and to break a world record in the process, becoming the fastest all women crew to cross the Atlantic.



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THE CHARITY

We have all been lucky enough to be born and bred in Devon; a huge county with two epic coastlines, hundreds of villages, and acres of rural wilderness. The geography can make emergency rescues incredibly complicated. Sometimes people in need of urgent medical support cannot be reached by road, other times it would simply take too long to reach a patient by normal ambulance. Devon Air Ambulance Trust with its two helicopters can be anywhere in the county within minutes. The patients Devon Air Ambulance help to save are ordinary people in extraordinary circumstances. We hope by choosing Devon Air Ambulance Trust as our charity we can help to generate more funds and allow the incredibly important "night time is flight time" campaign to be a complete success.

Devon Air Ambulance Trust

Registered Charity No: 1077998



www.daat.org

PARTNERS

The support of Partner sponsors is crucial for Astro to Atlantic's campaign. This includes both financial investment and the provision of the goods and services which will enable our epic row. But it isn't just all about us, we know that a partnership works both ways and by supporting Astro to Atlantic you will be gaining your company excellent PR and advertising opportunities, and of course, the chance to have your company promoted by one unique group of girls.

Media from the 2015 Talisker Atlantic challenge reached 5.4 billion people globally through 3,250 pieces of coverage in 39 countries. In 2016 the National Geographic channel became the race's global launch partner producing two one hour long documentaries on the challenge. Astro to Atlantic's own PR campaign is well underway alongside that of the official race and we aim to increase coverage and exposure on social media and in local and national media outlets in the weeks and months leading up to the race.

To be honest, it isn't even about the both of us; by supporting Astro to Atlantic you will also be supporting Devon Air Ambulance a charity which is vital to so many people. By partnering with Astro to Atlantic you will be facilitating our race preparations and allowing us to dedicate more time to fundraising, training and ultimately achieving something which some would perceive as almost unachievable. Not bad for four hockey girls from Devon.

We have set out the partnership packages below and would be delighted to discuss these with you further and tailor to your needs as appropriate.

Partner Packages

Lead Partner

Donating over £25,000 additionally to the Platinum Package

Boat Naming: The boat will be named to incorporate your company.

Boat Branding: The boat will be branded for your company and appropriately coloured to maximise impact.

Team Kit: Your company logo will feature on the front of all team attire worn throughout training, fundraising, press and public appearances.

Web Site: Your company logo and web link will be placed on the Home and Partners page of our website. Presentation: Pre and Post-race presentation to your company on the crossing, team work, overcoming adversity and determination.

Race Photography Access: Your company will be given access to all video, photo and press releases. Promotion and Branding: The team will promote your company in all of our marketing activities including in our Newsletter, on Twitter, Facebook and Instagram and your company will be mentioned as a key partner, where possible, in all media interviews.

Events: Attendance at partners PR shoots and events pre and post row.

The team is also open to suggestions of how we can support each other.

Platinum Partner

£10,000

Company Logo: Your company logo will feature on both sides of the boat or main cabin with maximum exposure.

Team Kit: Your company logo will feature on the front of all team attire worn throughout training, fundraising, press and public appearances.

Web Site: Your company logo and web link will be placed on the Home and Partners page of our website.

Race Photography Access: Your company will be given access to all video, photo and press releases.

Promotion and Branding: The team will promote your company in all of our marketing activities including in our Newsletter, on Twitter, Facebook and Instagram and your company will be mentioned as a partner, where possible, in all media interviews.

Events: Attendance at partners PR shoots and events pre and post row.

The team is also open to suggestions of how we can support each other.

Gold Partner

£7,500

Company Logo: Your company logo will feature on the hull of the boat or main cabin.

Team Kit: Your company logo will feature on all team attire worn throughout training, fundraising, press and public appearances.

Web Site: Your company logo and web link will be placed on the Partners page of our website.

Race Photography Access: Your company will be given access to all video, photo and press releases.

Promotion and Branding: The team will promote your company in all of our marketing activities including in our Newsletter, on Twitter, Facebook and Instagram and your company will be mentioned as a partner, where possible, in all media interviews.

Events: Attendance at partners PR shoot pre and post row.

The team is also open to suggestions of how we can support each other.

Silver Partner

£5,000

Company Logo: Your company logo will feature on the hull of the boat.

Team Kit: Your company logo will feature on all team attire worn throughout training, fundraising, press and public appearances.

Web Site: Your company logo and web link will be placed on the Partners page of our website.

Race Photography Access: Your company will be given access to all video, photo and press releases.

Promotion and Branding: You will have company visibility on all of the Team's marketing activities including in our Newsletter, on Twitter, Facebook and Instagram.

Bronze Partner

£3,500

Company Logo: Your company logo will feature on the hull of the boat.

Web Site: Your company logo and web link will be placed on the Partners page of our website.

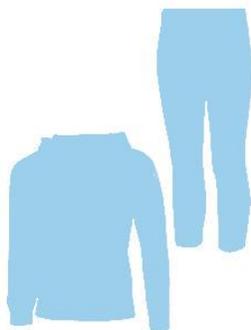
Race Photography Access: Your company will be given access to all video, photo and press releases.

Promotion and Branding: You will have company visibility on all of the Team's marketing activities including in our Newsletter, on Twitter, Facebook and Instagram.

Equipment and Clothing Partner

Donations of clothing and equipment for team use before, during and after the race. Although we have not listed all the equipment that we will require, below is a sample of some of the items that are mandatory. While the costs for these are not definitive they will provide you with an idea of the typical prices involved.

Liferaft - £975.00	EPIRB - £400.00
PLB x 4 - £200 each	Flares - £200.00
First Aid Kit - £500.00	Manual Watermaker - £1620.00
Watermaker - £5400.00	Life Jackets - £400.00
Safety Harness - £160.00	Survival Suits x 4 - £300 each
Fire Extinguishers - £60.00	AIS Radar Transponder - £580.00
Satellite Telephone - £600.00	VHF Radio - £276.00
GPS - £500.00	Handheld GPS - £200.00
Navigation Lights - £360.00	Batteries - £480.00
Solar Panels - £1680.00	Bilge Pump - £100.00
Compass - £200.00	Cooker - £200.00
Para Anchor - £840.00	Drogues - £60.00
Anchor, chain and rope - £400.00	Waterproof Clothing x 4 - £250.00 each
Mattresses - £840.00	Boat Trailer - £2400.00
Fenders - £60.00	Food (enough for 60 days race rules) £8000.00 - £235 per person per week



Promotion and branding: Your company products will be on display throughout the campaign via the website, photographs and videos and in all team marketing activities including our Newsletter, on Twitter, Facebook and Instagram.

Web site: Your company logo and web link will be featured on the Partners page of our website.

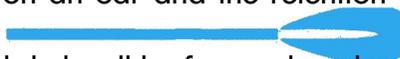
Race Photography Access: Your company will be given access to all video, photo and press releases.

Additional benefits will be on offer as per the examples above, dependent on level of investment.

Oar Partner

£1,000

Provides the partner with their logo on an oar and the retention of that particular oar once the team make it to Antigua.



Website: Your company logo and web link will be featured on the Partners page of our website.

Race Photography Access: Your company will be given access to all video, photo and press releases.

The 250 Club

£250

Gets your name and a message from you written on the inside of the cabin. Your name will also be placed on the Partners page of our website and you will have the rights to use the full video, photos and press releases from the row.

250

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