

Jasmine Harrison

The Yorkshire Rose

representing the RudderlyMad team



**The youngest solo female
rower to cross an ocean**

TALISKER™
WHISKY

**ATLANTIC
CHALLENGE**



The Challenge

TALISKER WHISKY ATLANTIC CHALLENGE -
The world's toughest row

The premier event in ocean rowing. A challenge that will take rowers more than 3,000 miles west from San Sebastian in La Gomera, Canary Islands, Spain, to Nelson's Dockyard, English Harbour, Antigua & Barbuda. The annual race begins in early December, with up to 30 teams from around the world taking part.

The Talisker Whisky Atlantic Challenge brings together teams from all walks of life united by the same objective: to take on the unique challenge of crossing an ocean in a rowing boat. The atmosphere is electric as people help each other prepare for the challenge of the mighty Atlantic Ocean. Teams battle with sleep deprivation, salt sores, and physical extremes inflicted by the race. Rowers are left with their own thoughts, an expanse of the ocean and the job of getting the boat safely to the other side.



Race Organisers

Atlantic Campaigns are the race organiser and owners of the Talisker Whisky Atlantic Challenge. Atlantic Campaigns staff have over 50 years of ocean rowing experience and an inherent dedication and passion for the sport.

Atlantic Campaigns' main consideration is safety, but the rowers' success and achievement of their dreams follow closely behind. Atlantic Campaigns pride themselves in being there from start to finish.

Title Sponsor

Talisker Single Malt Whisky, a brand synonymous with rugged adventure, has been the official title sponsor of the race for seven consecutive years.

Talisker is the oldest distillery on the Isle of Skye, 'made by the sea' in one of the most remote, rugged, yet beautiful landscapes in Scotland. The founders of Talisker Whisky, the MacAskill brothers, rowed from Eigg to Skye to establish the Talisker distillery in Scotland almost 200 years ago.

“I want to inspire young people to get out there and do something”



The Yorkshire Rose

The youngest solo female rower to cross an ocean.

I live in a small town in North Yorkshire, I am part time swimming teacher and part time bartender. In-between work I love going off and exploring new places and creating my own challenges along the way, which also inspired me to do this challenge because so many people have a perception that just because you are young and female that you can't do something, so here I am doing exactly that! This is a life changing race and I can't wait to take it on.

I want to inspire young people to get out there and do something, whether that be changing the world or just doing something outside your comfort zone, too many people fear the world even the smallest thing like going out by yourself without being glued to your phone, too many people are scared to adventure particularly on their own. If I can row 3000 miles by myself taking up to 3 months not seeing anybody or land, stabilising my own mental capability whilst having physical exhaustion then I would hope that somebody could sit by themselves on a lunchtime without thinking they need the image of popularity. Not only that but it would be raising money for an amazing charity.



Jasmine

Shelter Box

Shelter Box is an amazing charity which provides aid and relief world wide for people that have been affected by natural disaster, they provide emergency help and put shelter back over families lives. Volunteers take these lifesaving boxes to people that need it the most, included in them are tents, blankets, food. With environmental disasters continuously in the media these days, the work that Shelter Box does is ever more important and increasingly relevant.



ShelterBox

Disaster relief



My boat

This is my R15 off shore rowing boat, measuring only 7 metres in length, she will be my home for up to 3 months crossing the Atlantic. After completing 2 successful crossings and already holding world records, she is ready to come up to Yorkshire. My sleeping cabin measures a volume of only 43 ft³ and the volume of a red telephone box is 104ft³!

– the only protection I get against the ocean and its 40ft waves.

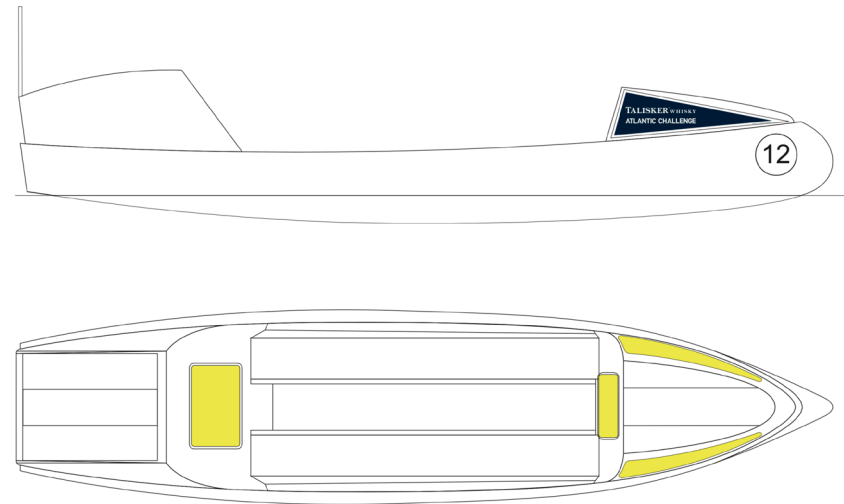
My boat includes 9 solar panels - an environmentally friendly way to power my communication devices and the onboard fresh watermaker.

Branding

The rowing boat is the ultimate blank canvas – a floating billboard that will be shown around the world.

Preparing to row across the Atlantic Ocean takes time, training and money. On average the rowers aim to raise between £ 80,000– £ 100,000 per campaign. The Talisker Whisky Atlantic Challenge offers potential sponsors, brands and ambassadors the opportunity to raise the profile and brand perception of their company on a national and international scale.

Sponsoring a team’ s challenge provides a platform for companies to align with a campaign that not only represents their core values as a business, but whose story could be seen by over 3 billion people worldwide.



Hatch Graphic 330 x 330 mm

12

Race number - 345mm in diameter



Hatch Graphic 330 x 330 mm

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Sponsorship Packages

In order to fund this challenge, I need to raise over £75,000. This sum will cover things like my boat, and insurance for it, the equipment I will need, the food and rations I will eat, and the entry fee for the race itself. After I have covered these costs, I will be able to donate to my chosen charity, Shelter Box. Your sponsorship will help me put Yorkshire on the map, and will inspire others, by showing that this delicate Yorkshire Rose can triumph over a challenge of this scale.

£250 Team

- Small logo positioned on inside cabin walls or around cabin entrances.
- On the list of sponsors, with links directly to any webpage of your choosing.
- A promotional video featuring all £250 Team members to be published and shared.

Bronze

£ 1000 – £ 5000

- Logo positioned on lower hull on boat for company logo
- Listed as a bronze sponsor through all media and links directed to you or a webpage of your choosing.
- More detailed promotional video
- Small logo printed on the lower rear of clothing.

Silver

£ 5000.01 – £ 15,000

- Prominent logo position on upper hull of boat,
- Prominent logo on middle rear of kit
- Link to your website with direct mention in any press.
- More media exposure through a bigger promotional video.
- Potential for obtaining a record breaking oar after race for display.

Gold

£ 15000.1 – £ 25000

- Prime logo location on the outer upper cabin side panel, on sleeves or on top rear of kit.
- Prominent position on list of sponsors on website and social media.
- Direct mention in all press.
- Separate longer promotional video.
- Keep a record breaking oar after race

Elite

£ 25000+

- Bespoke package!
- Logo or slogan on front of kit, oars and chosen position on the boat
- Chance to name the boat
- Top of sponsorship list on any social media platforms
- Prominent mention in any press.
- Promotional video tailored to your business needs

Note: (This is a simplified outline of what can be offered, feel free to discuss any queries with me and get a more suited agreement for your sponsorship).



Official Race PR

The Talisker Whisky Atlantic Challenge employs a dedicated media team to maximise coverage and exposure around the world.

Official film crews and photographers are present at race start and finish to capture key visual assets that are distributed around the world.

Press releases and video news reels (VNRs) are produced for each team, ensuring that a steady stream of content is ready to be consumed by global media.

The Talisker Whisky Atlantic Challenge offers all visiting media royalty-free multimedia content, access to the media centre and free high-speed internet connection at race start and finish.

38% Growth in media accreditation from the 2016-17 race

39 Accredited media teams

100% Participating teams represented

The Talisker Whisky Atlantic Challenge has 2 media centres that are available to use by all accredited media – one in San Sebastian, La Gomera and the other in English Harbour, Antigua. The media centres, situated right at the start and finish of the race, are equipped with high-speed internet, providing peace of mind that the teams' content will be transmitted around the world.

Royalty free content

Accredited media also have royalty-free access to a wide range of media content, equipping attending journalists and press representatives with all necessary assets, produced to the highest possible international standard.



PR COVERAGE

The record-breaking pace of the 2017/18 race and a keen focus on supplying major broadcasters with timely, high-quality video footage and imagery helped generate record media coverage.

3,363,374,468 Total people reached

£ 114,098,543 Total PR value

TELEVISION

£ 31,635,921 PR value

365,473,333 People reached

PRINT

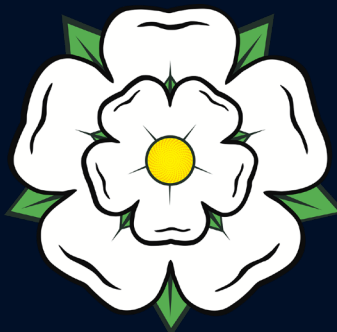
£ 1,598,301 PR value

43,067,017 People reached

DIGITAL NEWS

£ 4,935,339 PR value

2,331,839,199 People reached



Race PR Platforms

Race Website

The website acts as a 'one-stop-shop' for everything about the race and, in particular, provides past, present and future rowers with practical information and key resources for planning and preparation.

1.5m page views

170,684 unique visitors

5min 10sec Average time spent on website

(Source: Google analytics, 16 Feb, 2018)

Race Tracker

The race tracker is the most popular way for fans to follow the progress of the boats during the crossing. Known as 'dot watching', the positions of the boats are updated every 4 hours.

935,904 page views

3min 27sec average time spent on tracker

67% growth in unique viewers from 2016/2017 race

(Source: Google analytics, 12 Apr, 2018)

YouTube

The Talisker Whisky Atlantic Challenge's official YouTube channel generated over 100k views in more than 53 countries during the race.

140,000 views during the 2017/2018 race

320,975 estimated minutes watched

39% average percentage of each video viewed

(Source: Youtube Analytics: 16 Feb, 2018)

Facebook

The Talisker Whisky Atlantic Challenge Facebook page has significantly more followers in the 25-54 age group than the Facebook average. The launch of Facebook Live coverage was hugely popular, attracting more than 588,553 unique video views.

15,117,873 total reach

59% post engagement rate

700,000 total lifetime video views

(Source: Facebook analytics: 16 Feb, 2018)

Instagram

Instagram is proving to be one of the most popular ways for fans to engage with the race. The latest content from the fleet is constantly uploaded by a dedicated content manager, on site at the start in La Gomera and at the finish line in Antigua.

16,619 total post likes

25-34 most reached age group

2161 followers

(Source: Instagram analytics: 26 March, 2018)

Twitter

Twitter is the fastest way to get the latest news from the fleet. The feed is updated by a dedicated content manager aggregating the latest information, videos and photos from the race.

4,780 followers

408,988 Impressions

20,234 engagements

(Source: Twitter analytics: 26 March, 2018)



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Race organisers



Title Sponsor

TALISKER™
WHISKY

ATLANTIC
CHALLENGE

Published by



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