



THE ENTREPRENEUR SHIP

SPONSORSHIP OPPORTUNITIES

Join Our Adventure!

TALISKER™
WHISKY

**ATLANTIC
CHALLENGE**

JOIN OUR ADVENTURE!

Guy and David are self-funding the entry fee to Atlantic Campaigns, the organisers of the Talisker Whisky Atlantic Challenge. This includes logistics, safety, race support, PR and media.



Smith & Williamson, the accountancy and investment management group (and Guy's current employer), has been secured as the team's principal sponsor.



WE ARE NOW SEEKING SPONSORS WHO ARE KEEN TO SUPPORT US OR OUR CAUSE IN OUR RECORD-BREAKING ATTEMPT, TO MAXIMISE OUR OVERALL FUNDING.

Please support us. We have a long way to go!

SPONSORSHIP BENEFITS

We are offering a variety of different sponsorship packages, which will include some or all of the following benefits:



- A clear and high-profile demonstration of the sponsor's engagement and support for entrepreneurship and the organisations that support it.
- Association with other sponsors, who will be complementary and known brands that work with and support entrepreneurship.
- Branding and awareness from the significant press coverage generated by both the team and the event.
- Use of The Entrepreneur Ship brand for your marketing and PR.
- Prominent positioning of the sponsor's logo on the "The Entrepreneur Ship".
- Prominent positioning of the sponsor's logo on the team's website, including a link to the sponsor and its products and services.
- Inclusion of the sponsor's logo on clothing prior to and during the race, subject to any overriding requirements of the race titleholder.
- A regular flow of news and updates for use by the sponsor in both internal and external marketing materials, including the unrestricted use of the rowers' names, the team's logo and identity.
- Inclusion of the sponsor's name and logo in all press releases.
- Access to the team's photo library, including video and images to be taken both before, during and after the race for use in the sponsor's own internal and external communications.
- Rower attendance and speaking at sponsor's events, including access to the boat and an organised rowing day in an accessible location, by arrangement.

SPONSORSHIP PACKAGES

PLATINUM £POA

BECOME A PLATINUM SPONSOR

Platinum sponsorship is ideal for businesses that understand the importance of entrepreneurship and its role in promoting social mobility, creating jobs and benefiting local communities. They will be seeking to increase their engagement, interaction and, therefore, opportunities within this vibrant community, as well as wishing to support our chosen charity.

BESPOKE PACKAGE

This is a bespoke package that will be shaped to suit the specific requirements of the sponsor, including all of the benefits mentioned on pg 3.



SPONSORSHIP PACKAGES

GOLD

£15,000

BECOME OUR TRAINING PARTNER

This is a crucial partner. We have been lucky to secure the services of Duncan Roy and Simon Ellyatt as our professional coaches. Duncan is an ocean rower and a double Guinness Book of Records holder. He has also rowed 82% of the way around Great Britain in our boat Lily! Simon is a highly accomplished seafarer who owned and ran his own boatyard in Totnes. In 2006, he completed the Round Britain double-handed race in a Sadler 290. Simon will be supporting us on many of our training rows, as well as helping us with the practicalities of making Lily safe and ready for our crossing.

BECOME OUR TRANSPORT PARTNER

Getting Lily safely to La Gomera is just one half of the puzzle. Getting her from Antigua back to the UK is the other half and we are looking for a transport partner. The shipping will be done by Rannoch on both legs of the journey. We will be offsetting our carbon footprint with a tree planting exercise in mid Wales.

BENEFITS

- Prominent positioning of the sponsor's logo on the "The Entrepreneur Ship".
- Prominent positioning of the sponsor's logo on the team's website, including a link to the sponsor.
- Inclusion of the sponsor's logo on all training and rowing clothing prior to and during the race.
- Co-Branded quality hoodie, polo shirt and technical shirt.
- A regular flow of news and updates for use by the sponsor in both internal and external marketing materials, including the unrestricted use of the rowers' names, the team's logo and identity.
- Inclusion of the sponsor's name and logo in all press releases.
- Access to the team's photo library, including video and images to be taken before, during and after the race for use in the sponsor's own internal and external communications.
- Rower attendance and speaking at sponsor's events.

SPONSORSHIP PACKAGES

SILVER

£10,000

**WATER MAKER PARTNER**

Our crossing would not be possible without this most vital piece of equipment. The watermaker that almost all rowers use is from Mactra Marine. Jim, the owner, takes a personal interest in TWAC and Guy and David will be attending a course to make sure they know everything about how to maintain and repair it.

COMMUNICATIONS PARTNER

Sat phone, laptop and other communication devices are vital for us to be able to communicate during the crossing. This includes updates from the Duty Officer at TWAC, interviews with radio stations and other publications and media outlets and of course with our sponsors!

BENEFITS

- Sponsor's logo on the "The Entrepreneur Ship".
- Sponsor's logo on the team's website, including a link to the sponsor.
- A regular flow of news and updates for use by the sponsor in both internal and external marketing materials, including the unrestricted use of the rowers' names, the team's logo and identity.
- Inclusion of the sponsor's name and logo in all press releases.
- Access to the team's photo library, including video and images to be taken both before, during and after the race for use in the sponsor's own internal and external communications.
- Rower attendance and speaking at a sponsor event.

SPONSORSHIP PACKAGES

OTHER CATEGORIES

This package is for companies or individuals who want to help support the key essentials of our row.

These include the 5,000 calories of food per day that Guy and David will need to sustain the effort required to get them to Antigua, our travel, or other items of essential equipment.

BENEFITS

- Sponsor's logo on 'The Entrepreneur Ship', on the essential item (where possible) and on the website including link to sponsor.
- Use of regular flow of news and updates for marketing purposes, including unrestricted use of the rowers' names and the team logo.
- Interviews with Guy and David.
- Access to the team's photo library, including video and images taken before, during and after the race.



TRAVEL

Help us and our equipment get to the start line and back from Antigua.

£5,000



FOOD

Keep us alive and well by sponsoring our food and nutrition.

£5,000



AUTO PILOT

Keep us on course by sponsoring our autopilot and auto helms.

£3,000



CERTIFICATION

Support our mandatory courses and help us gain our certifications.

£2,000



SAFETY EQUIPMENT

Support our safety requirements by sponsoring our water pumps, life raft, life jackets and personal locator beacons.

£5,000



CHART PLOTTER

Help us keep track by sponsoring our chart plotter, charts and other navigation equipment.

£2,000



PARA-ANCHOR & SEA DROGUE

Essential pieces of kit to keep us safe in storms and rough waters.

£2,000



OARS

Sponsor our three pairs of oars, our means of propulsion to get us to Antigua.

£3,000

SPONSORSHIP PACKAGES

£250 CLUB

BE ONE OF THE CREW

Get involved and donate **£250** to either our chosen charity or to our essential row costs.

BENEFITS

- Logos will be included on the www.theentrepreneurship.co.uk website.
- We will do shout-outs during interviews before, during and after the race.
- Mentions in social media posts and blogs.



**THE
ENTREPRENEUR SHIP**
NEVER GIVE UP



OUR SPONSORS

PRINCIPAL SPONSOR



PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



SUPPORTERS

