



Welcome to our

Corporate Sponsorship Packages

2021

TALISKER
WHISKY

ATLANTIC
CHALLENGE



Hello!

A bit about what we're doing. In December 2021 we will depart from La Gomera, Canary Islands competing against 37 international teams in the the world's toughest row to reach the finish line in English Harbour, Antigua with our sights set on breaking the mixed pairs record. In addition we will use the row to further our research into female performance in ultra-endurance events where they are equalling or outperforming their male counterparts.

Partnering with the Emergensea Duo for the Talisker Whisky Atlantic Challenge is an opportunity to promote your business on multiple media platforms by supporting two highly motivated and dedicated medics whilst raising money for charity.

To understand the international PR exposure and benefits available to your business please review the partner packages on the next few pages.

Thank you for your interest in supporting us.



Adam



Charlie

Adam & Charlie
Emergensea Duo
www.emergenseaduo.com

From A&E to the sea

Adam and Charlie, two frontline Emergency Medicine doctors, have worked tirelessly throughout the Covid-19 pandemic.

With your help we are hoping to **raise £100,000** for essential medical charities.



The Challenge

More than a gentle row

3,000 Miles

Rowing across
open **ocean**

Battling
30ft waves

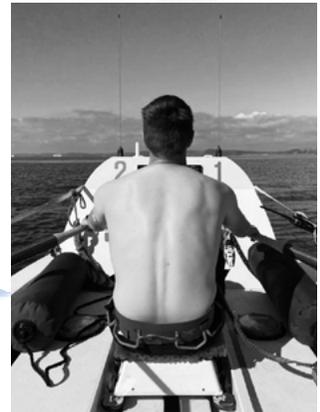
The record to beat

43 days

15 hours

22 minutes

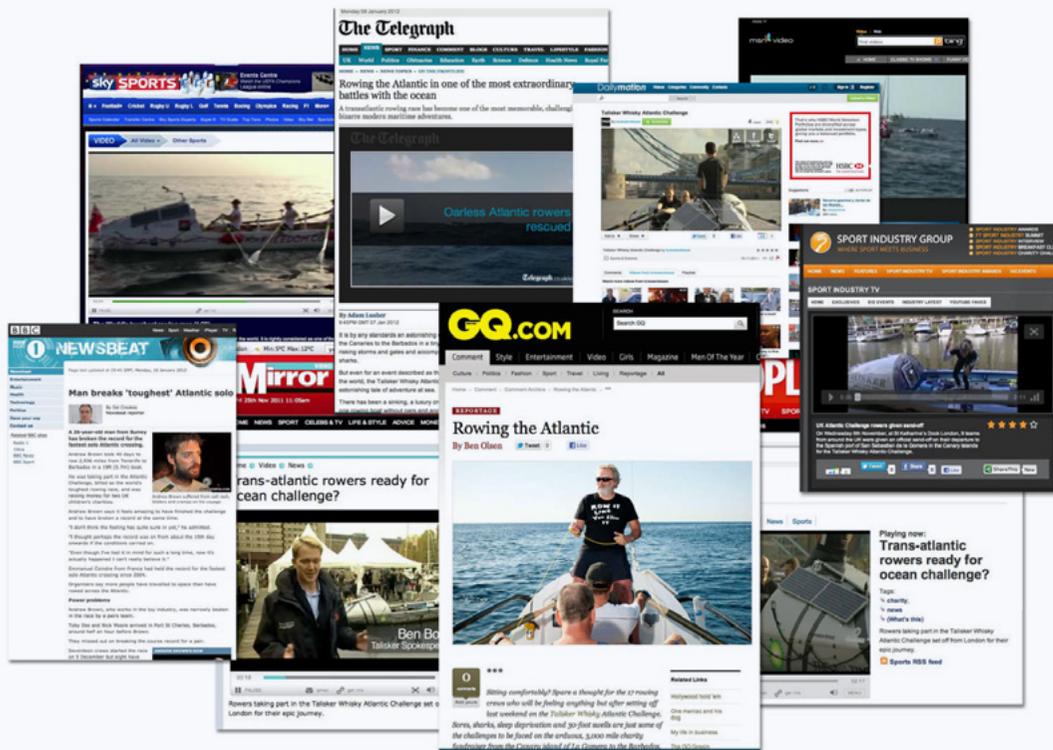
For a mixed pair



Serious business
PR Coverage

Advertising value:
£6.7 Million
based on previous races

During the race, satellite transmissions from our boat and the race support boats provide videos and imagery from the ocean. The race has a dedicated media and PR team with extensive international media coverage with royalty free content.



Awareness across Multi Media Channels



Press Coverage

The International print and digital news coverage grows year on year with substantial coverage previously in the UK, USA, Hong Kong and China.

732

Pieces of coverage

884m

People reached



Television

Teams regularly feature on both national and international news channels. BROAR became the 'darlings' of the BBC In the UK, whilst ROWHHOME had their own primetime documentary on ZDF in Germany.

60+

Global broadcasts

42.5m

Global TV audience



Digital Media

All of the teams aggregated thousands and posts, with sponsors, friends and family chipping in. Greetings from the likes of Coldplay (11.5m Instagram followers) and David Beckham (62.5m Instagram followers) delivered huge visibility.

3,600+

Estimated total posts

150m+

Estimate potential reached



Influencers

Talisker engaged a number of professional lifestyle and outdoor Influencers, including award winning actor Matt Smith, to visit the race. Combined they extended the reach beyond the ocean rowing community.

50+

Estimated total posts

12.5m

Audience reach

Coverage through Social Channels Alone



Facebook

The **2019 race** reached close to **20 million people** on Facebook, with reach among the **25 - 54 age** group being substantially higher than the global average for the platform. Facebook Live proved to be hugely popular in this race, attracting **more than 588,553 unique live video views**.

18,256,873

Total reach

25 - 34

Most reached age group

26,333

Page likes

186,748

Impressions

152,926

Post reach



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.

68,649

Total post likes

25 - 34

Most reached age group

8,578

Total page followers

4%

Engagement rate



Twitter

Twitter provides the fastest way to get the latest news from the fleet. The race's content team continuously updates the feed with the latest information, videos and photos as they capture or receive from the teams.

2,486

Followers

4,800

Impressions per day

44,700

Tweet engagements



YouTube

The Talisker Whisky Atlantic Challenge's official YouTube channel has generated **more than 2 million lifetime views over 53 countries**. Most views come from western Europe.

2,113,574

Lifetime views

Over 66%

of the audience is between 18 and 44 years old

Where we have been
Featured so far

TORBAY
WEEKLY

THE
BRISTOL
MAGAZINE



one
magazine

heart⁹⁶⁻¹⁰⁷
turn up the feel good!

MIDWEEK
Herald

Rise & Shine
Your morning slice of hospitality news in the South West

EXMOUTH
JOURNAL

BBC RADIO
Devon

SIDMOUTH
HERALD

DAILY
Mirror

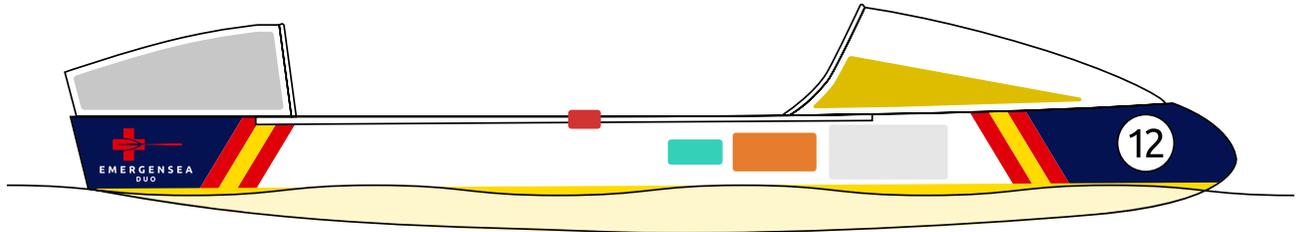


THE **WAVE**
The Coastal & Offshore Rowing Magazine



MailOnline

Our oarsome Sponsorship Packages



- **Platinum**
 £POA
- **Gold**
 £12,500
- **Silver**
 £7,500
- **Bronze**
 £2,500
- **Oar**
 £1,500
- **Entry**
 £1,000
- **250 Club**
 £250

Your logo placement on Persistence (That's our boat's name) & Kit		Platinum	Gold	Silver	Bronze	Oar	Entry	250 Club
XXLarge Advertisement (Wrap back of the boat)	PARTNERSHIP AGREED. Scilly Spirit Distillery	✗	✗	✗	✗	SOLD OUT. Partnerships agreed.	✗	✗
XLarge (Below Talisker brand)		✓	✗	✗	✗		✗	✗
Large		✗	✓	✗	✗		✗	✗
Medium		✗	✗	✗	✓		✗	✗
Small		✗	✗	✗	✗		✓	✗
Gunwale logo		✗	✗	✗	✗		✗	✓
On our team kit		✓	✓	✗	✗		✗	✗
Social Media & Website		Platinum	Gold	Silver	Bronze	Oar	Entry	250 Club
Logo on social media & website		✓	✓	✓	✓	✓	✓	✓
Product endorsement by social media		✓	✓	✓	✓	✓	✓	✓
Media & Presentation		Platinum	Gold	Silver	Bronze	Oar	Entry	250 Club
Post race presentation		✓	✗	✗	✗	✗	✗	✗
Access to race photography / videos for marketing purposes		✓	✓	✓	✓	✓	✓	✓

To purchase one of the packages available or for more information, please contact us on:

(+44) 7518 498 245 | emergenseaduo@gmail.com

We can arrange a video chat at a time that suits you. We would love to hear more about our sponsors in person.



EMERGENSEA
DUO

We thank you in advance for your interest in partnering with us.

We look forward to hearing from you.

Want to sponsor us, need more information or simply want a chat? Email us to arrange a video chat at a time that suits you. We would love to hear more about your business and talk all things ocean rowing!

Charlie: (+44) 7516 422 429

Adam: (+44) 7518 498 245

emergenseaduo@gmail.com

Skip the video chat?

Call or Email us with the sponsorship level you're interested in and we can take the conversation from there.

Follow our journey

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 Emergensea Duo

www.emergenseaduo.com