

South Wales
Fire and Rescue Service



Gwasanaeth Tân ac Achub
De Cymru



TEAM ATLANTIC DASH

ATLANTIC OCEAN ROWING CHALLENGE

4th December 2011



Photograph courtesy of Media Wales

Sponsorship and
Exhibitor Opportunities

Introduction

By Cllr Anthony Ernest, Chair, South Wales Fire and Rescue Fire Authority and Andy Marles, Chief Fire Officer, South Wales Fire and Rescue Service.



Andy Marles
Chief Fire Officer -
South Wales
Fire and Rescue Service



Cllr Anthony Ernest
Chairman - South Wales
Fire and Rescue Authority

In December 2011, two Firefighters from South Wales Fire and Rescue Service will embark on the incredible 'Atlantic Dash' challenge. Firefighters from Cardiff Fire Stations, John Haskell and Jamie Windsor will attempt to row over 3000 miles across the Atlantic Ocean to raise money for several charities.

The duo will row totally unsupported in a 'Woodvale Pairs' class boat, designed specifically for the race, which measures a mere 7 metres (23.4ft) long and 1.9m (6.3ft) wide.

The expedition will start on December 4th with the team launching their boat from the Island of La Gomera (Canary Islands). John and Jamie are expected to cross the Atlantic Ocean in approximately 3 months, reaching the Island of Barbados in February 2012.

This is an extraordinary challenge that will raise a lot of money for some very worthwhile charities. However, the team desperately needs your support to have any chance of completing this gruelling task.

As such, the team is currently seeking financial sponsors. Please take just a few minutes to read through the information that comes within this pack. It will give you a taste of the fantastic enthusiasm and passion of the team members, John and Jamie, as well as the incredible and highly attractive 'Atlantic Dash' sponsorship opportunities available.

We hope you will be able to help support John and Jamie to enable them to take part in this punishing but incredible challenge by becoming an 'Atlantic Dash' team sponsor and help them achieve their aim of raising over £100,000 for charity.

We look forward to hearing from you soon.



The Causes



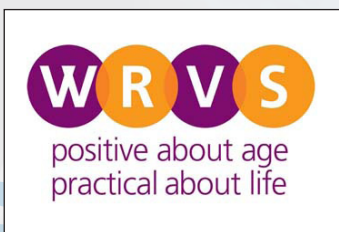
We are both full time serving fire fighter with over 40 years of fire fighting experience between us. Over these years we have had colleagues killed and injured in the line of their duties. The support this charity gives to fire fighters and their families is essential.



John's wife is recovering from breast cancer. Over the last 2 years this charity has provided both emotional and physical support without which John and his family would not have coped as well as they have. Their gratitude for this led to John's decision to do the crossing to raise money for charity.



John's father saw active service in the Army and his brother served in the Royal Navy for 10 years, with other members of the family serving in Afghanistan. The connection with the armed forces in John's family is a strong one. When it came to choosing charities for the campaign, picking Help For Heroes was not a difficult decision to make.



Working within the Fire Service gives a great insight into the very diverse nature of our community. We often come into contact with elderly people living on their own. The WRVS do a wonderful job providing care and support to these sometimes vulnerable, always important, members of society. It is John and Jamie's wish not only to raise much needed funds, but to highlight the profile of this hard working charity. The WRVS are based in South Wales.



The Atlantic Dash Challenge

To reach our target of £100,000 we needed to do something special to gain the interest of sponsors like yourselves, and the media that will promote it. An unsupported crossing of the Atlantic Ocean is just that. The journey has difficulties, dangers, experiences and will take us to places, psychologically and physically, that we have never been before. We are gaining contacts and followers all the time and we are becoming well known in Wales. In short it's going to be a hell of a ride and we'll get some great photos!

Some facts and figures:-

- **The journey is over 3000 miles long across the Atlantic Ocean**
- It will take up to three months at sea to complete
- **The team and the boat will be totally unsupported and self-sufficient, taking their own food/supplies and water purifier**
- Weather will be unpredictable with waves of over 40 feet high during tropical storms
- **If the waves are travelling in the right direction the team will attempt to surf the waves, both day and night**
- Mileage can be lost with the boat being pushed backwards for days
- **Demanding physical and emotional turmoil of rowing for 24 hours a day in strict alternating shifts of two hours on, two hours rest, for the duration of the row**
- Once the boat leaves La Gomera any chance of rescue would take several days
- **Team members will each burn up to 10,000 calories a day, losing up to 20% body weight over the duration of the crossing**
- John and Jamie will be rowing naked as any clothing combined with salt spray causes extreme chaffing and open sores. It doesn't sound much fun, but does gain great publicity and raise a few eyebrows!
- **More people have been in space or climbed Mount Everest than have rowed the Atlantic Ocean**

Why we will succeed...

John has extensive boat and water experience from scuba diving around the world, and is a qualified Dive Master and boat handler. He has played rugby for the Great Britain Fire Service rugby team and captained the Wales Fire Service team, demonstrating great dedication and commitment in a playing career that has spanned more than 20 years.

Jamie is an international mountaineer/caver, marathon runner and mountain biker to name a few of the sports he practices. Both John and Jamie are part of the fire services international search and rescue team that recently helped in the earthquakes in Japan and New Zealand.

The team has the support of Olympic standard rowing coaches and yacht masters.

John and Jamie are personally committed to the four causes they have chosen and have already raised over £20,000 through organising small events locally. They have also secured the loan of the boat they will use to cross the Atlantic. They have many more events planned over the coming months and hope the target figure will be achieved with the help of corporate sponsors.



Sponsorship Opportunities

We are hoping to attract sponsors that are committed to making a difference to the community. The charities we have chosen have Welsh links, and we are working with youth organisations in South Wales.

Partnering Atlantic Dash allows for a different and unusual way to raise the profile of a company. We are visible in Wales by the nature of the challenge and what we are aiming to achieve. The boat is distinctive and is seen regularly around Cardiff and Cardiff Bay whilst we are training and promoting. From the coverage we have had so far people know who we are and what we are doing. Many are coming over to talk to us and ask questions about the challenge.

Team Atlantic Dash has been featured in the following media:-

- **ITV Wales news**
- **Wales on Sunday**
- **The Echo**
- **Fire Times (National Fire Service magazine)**
- **Bro Radio (Barry and the Vale radio station)**

We offer a fantastic opportunity for product testing, promotional photography and testimonials where relevant. We have a growing following on Twitter and Facebook of over 3000, and your company would feature on our website www.atlanticdash.com.

We are aiming for the following in the months to come

- Documentary/DVD (Filming has started with Candy Jar Productions)
- Further articles in the media
- Weekly updates of progress on radio and ITV news
- International Press in Spain and Barbados
- International press articles from the event itself
- Pre and post-race speaking at schools and other groups/societies
- Attendance at boat shows, festivals, shopping and cinema complexes
- A post crossing display at Cardiff museum with the boat giving the history of Atlantic crossings.
- Treadmill runs in full fire kit with the boat as a static display advertising sponsors logos in shopping centres/retail parks etc.

We can tailor a sponsorship package specifically with your company, as we are looking for sponsors that want to be part of this event. We can offer:

- Full branding of the boat for the title sponsor and company logos strategically placed on the boat
- Association with the Fire and Rescue Service and our Community Safety campaign
- Brand/company awareness at local and regional events and locations and in the media
- Motivational speaking
- Linking with youth organisations, making a positive difference
- Association with our charities and the positive changes they make
- Product testing and testimonials
- We would be more than happy to work together with your marketing department on joint initiatives/strategies

Finally and most importantly you will be supporting four very worthy charities.



Equipment list

Another way in which you can support the Team would be donating or lending some of the equipment that will be needed to do the crossing. We have also compiled a list of vital equipment that your company might be able to help with.

- **Ruggedised satellite telephone**
- **Ruggedised laptop (for navigation and keeping in touch with followers)**
- **Handheld backup GPS**
- **AIS (digital identification system for boat to help prevent us being run down by larger ships)**
- **12 volt sealed gel batteries x3**
- **Various chandlery items**
- **Comprehensive first aid equipment including drugs, anti fungal powders and antibiotics**
- **Freeze dried expedition type food**
- **Updated marine rated solar panels**
- **Sunblock (by the litre)**
- **Powdered electrolyte solution, several kilograms**
- **Canoe type dry bags. Several dozen in various sizes from 1.5 litres up**
- **Cooking Stoves**
- **Polarised Sunglasses**

We appreciate the value of some of these items is high and they could be returned upon completion of the trip. If items do not need to be returned they will be auctioned for the charities.

If you feel that you can help with any of the equipment listed we would also be extremely grateful. This is not a comprehensive list and if you think you can help in any way, please get in touch with the team.

Event sponsorship

The team has numerous events throughout the year, the highlight being a sporting legends gala dinner in the Millennium Stadium hosted by previous Welsh rugby/sporting legends.

This event is a black tie dinner, has 300 attendees and will be held in the president's lounge. We have been sponsored for the room and we are now hoping for corporate sponsorship for this event to support the food for a 3 course dinner. There is also the opportunity to sponsor the wine for the evening and have your company brand as the label on the 200 bottles of wine.

We have several sporting legend speakers booked and will be auctioning Sam Warburton's captains' shirt which he wore for his first Welsh international as captain against the Barbarians this year.

We are planning an official campaign launch/naming ceremony with a celebrity carrying out the honours.

There will be a sending off party in Cardiff bay in November when the boat leaves for La Gomera

There are also several other events such as fire station live band and bar gigs, volleyball tournaments, fetes, sky dives, chats with youth groups, any of which could be sponsored.



How to contact us

For more information or to discuss your sponsor requirements please contact the team:



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Or write to:

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Thank you for your time in considering this proposal and we very much look forward to hearing from you.

www.atlanticdash.com



<http://twitter.com/@atlanticdash>



Team Atlantic Dash 2011

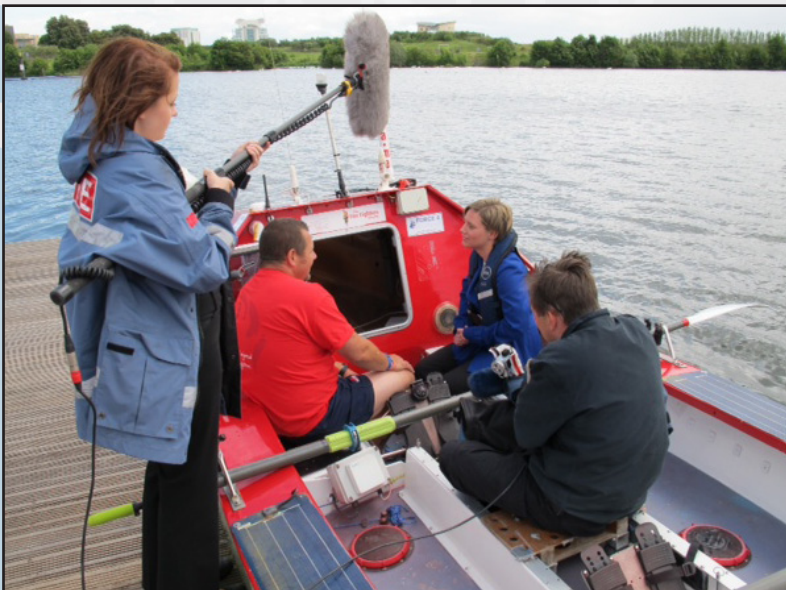




Launch in Cardiff Bay



Welsh Rugby international Sam Warburton donates his captain's shirt for auction



Interview with ITV news

A journey of 3000 miles

Up to 3months at sea

Rowing 24hrs a day

Totally unsupported, carrying all supplies and equipment

Gruelling shifts of 2hrs on followed by 2hrs off for the whole duration

Unpredictable weather with waves over 40ft



Photograph courtesy of Media Wales

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