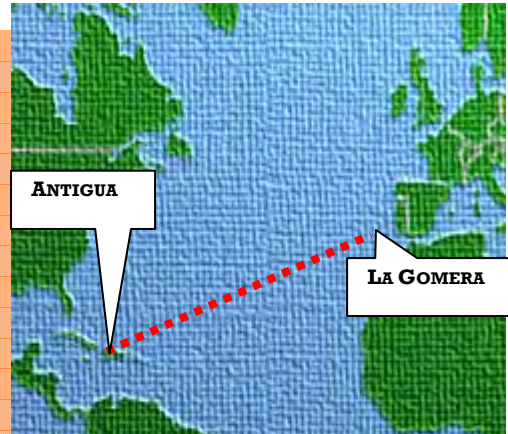


We invite you to sponsor us!

Rowing the Atlantic

We are Mark Story and Steve McCann and we are aiming to raise £100,000 to help build a much needed holiday haven in Cornwall for families with children who have life limiting or life threatening conditions. We will do this by rowing across the Atlantic.

The Atlantic Rowing Race 2009 is the World's Toughest Rowing Race. In fact, far more people have climbed Everest than have rowed the Atlantic. The race begins on 6th December 2009 from La Gomera in the Canaries and finishes 3,000 miles and some 50-70 days later in Antigua.



What is this all for?

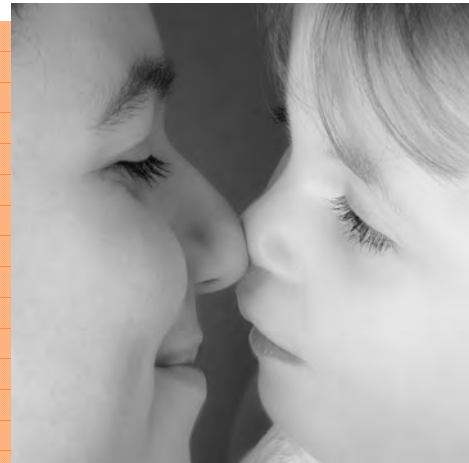
Ellie, who was born on 25th January 2005, is the child of Julie and Nigel Libby.

Ellie requires around-the-clock care and was given a very short life expectancy and was not expected to live beyond her first birthday...she is still with us.

We want to help Ellie's parents make Ellie's life have meaning and help them build something to be proud of, something that will benefit similar children and their families and something that will stand as a permanent memorial to Ellie.

Nigel and Julie established Ellie's Haven as a charity in the beginning of 2008. Already they have raised over £180,000 and had land donated to make this important dream come true. You can help by supporting us.





What are we offering you as a sponsor?

Depending on your level of sponsorship, we can offer the following:

Positive Association

- Association with and practical support for a good cause in the South West of England
- Association with an event which exemplifies a spirit of adventure, team work, planning, dedication, focus and stamina

Exposure

- Exposure of your organisation in local media during preparation for the race
- Continual & heightened local media and website exposure for the 2 month + duration of the race
- Reference and link to your company from our campaign website which will be updated regularly during the race and will be the most engaging website of all competitors

Brand Awareness

- Your logo/brand displayed on the boat itself depending on the level of sponsorship, this could even include the boat being wholly branded in your corporate colours and even offering you the chance to name the boat
- Us displaying your logo/brand on clothing during PR activities

Extras

- Photo opportunity with us and the boat for your own publicity purposes
- Potential for live feeds and link ups during the race
- Invitation to start and finish parties
- Motivational/management development related speaking at corporate events

we are exploring the opportunity of establishing a live video feed of the row – this has never been done before, it could be your company that presents this new insight to the challenge from your website





What levels of sponsorship are there?

Gold - 1 sponsor: £10 per mile - £30,000

- Media exposure during preparation for race
- 2-3 months of heightened exposure during and after race
- Boat painted in corporate colours
- Can name the boat
- Prime placement of logo on side of boat
- Crew to wear co-branded clothing for all PR activities (when not required to wear race sponsors clothing for race photo's)
- Present ceremonial cheque to charity

Silver - 2 sponsors: £12,500

- Media exposure during preparation for race
- 2-3 months of heightened exposure during and after race
- Prominent display of logo/brand on boat
- Crew to wear co-branded clothing for specific photo opportunities
- Invitation and photo opportunities at charity cheque presentation ceremony

Bronze- Unlimited: £1 per mile - £3,000 Minimum

- Media exposure during preparation for race
- 2-3 months of heightened exposure during and after race
- Display of logo/brand on boat
- Invitation to sponsors pre and post race parties
- Links from project website

Local sponsors- Unlimited: 10p per mile - £300

- Invitation to sponsors pre and post race parties
- Links from project website

Individual sponsors- Unlimited: 1p per mile - £30

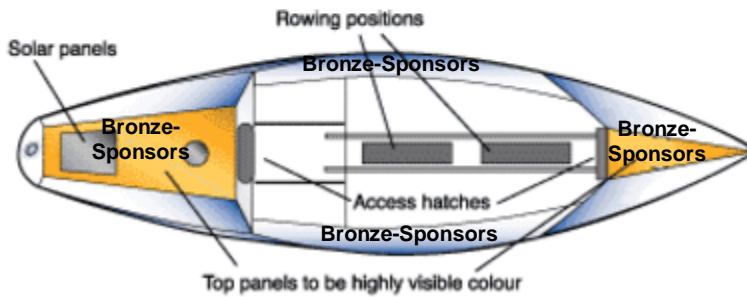
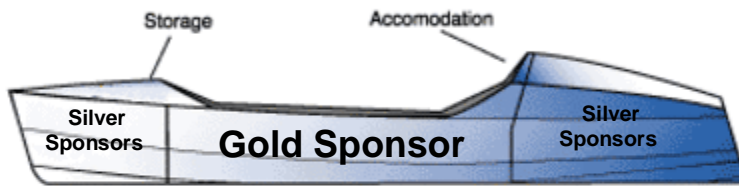
- Via 'just-giving' donation site

Visit www.atlanticfreedom.com for more
information and up to date blogs





Sponsors placings on the boat



Gold = £30,000
Silver = £12,500
Bronze = £3,000



How to sponsor

Project Website: www.atlanticfreedom.com
 E-mail: mark@atlanticfreedom.com
 Phone: Mark on 07974 561901
 Or Steve on 07805 336471

