



atlantic
dutchesses

TALISKER[™]
WHISKY

ATLANTIC
CHALLENGE

SPONSORSHIP BOOKLET

www.atlanticdutchesses.com

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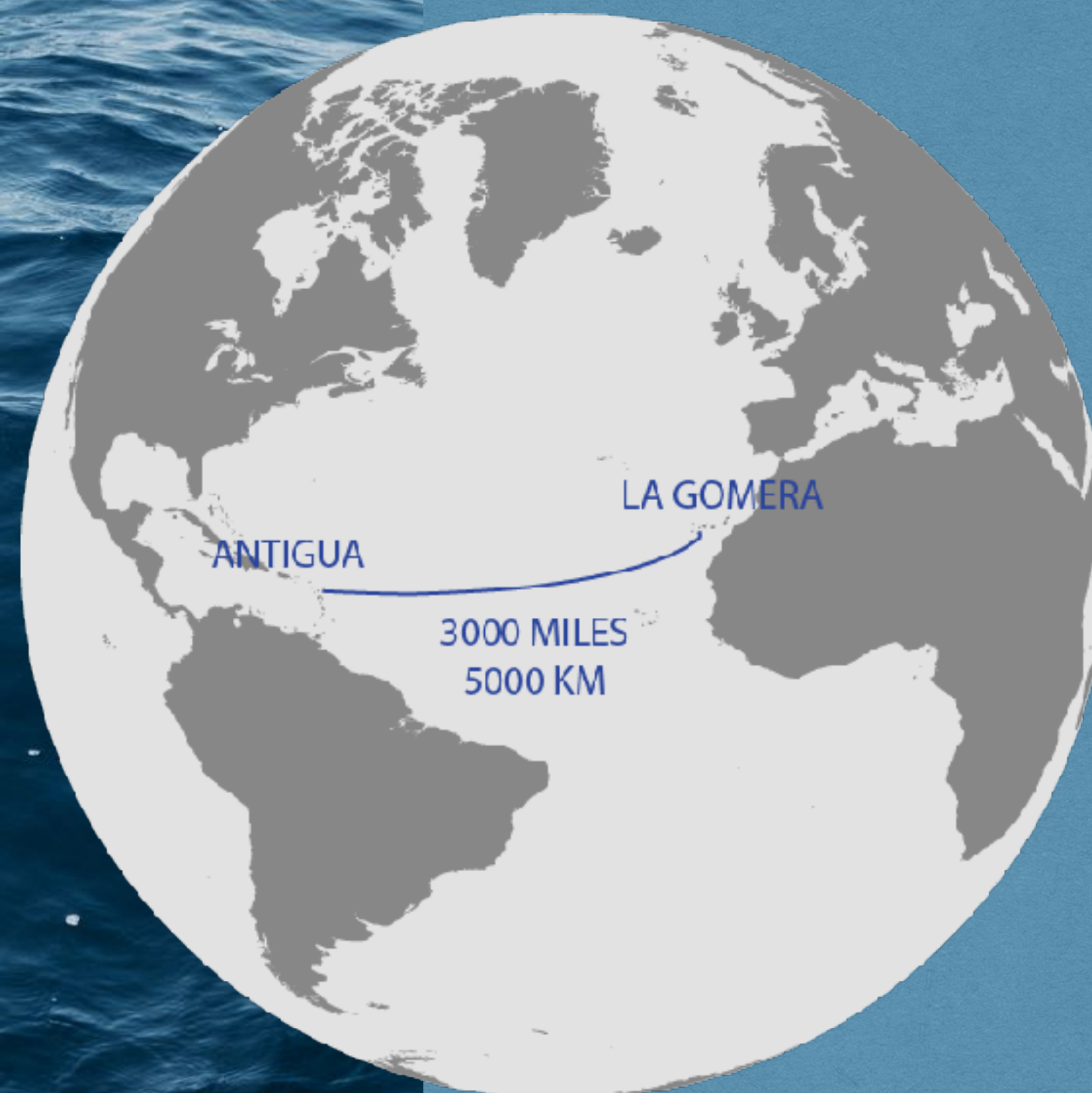
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● 4 DUTCH WOMEN ROWING ACROSS THE ATLANTIC OCEAN

In December 2020 we, **The Atlantic Dutchesses** will take part in the toughest rowing race in the world and the biggest adventure of our lives: **The Talisker Whisky Atlantic Challenge**. We'll row for 5000 km from Canary Island La Gomera to Caribbean Island Antigua in a 9 meter boat. This will make us not only the first Dutch women's team to row across the Atlantic ocean, but any ocean!

TALISKER
WHISKY

**ATLANTIC
CHALLENGE**



● THE WORLD'S TOUGHEST ROW

A **rowing race** in complete autonomy across the Atlantic Ocean

● 3000 NAUTICAL MILES

We'll head west from La Gomera and finish after +/- 5000km at Antigua

● 40-60 DAYS AT SEA

We'll be on our own and row in complete autonomy across the Atlantic Ocean

● 1,5 MILLION STROKES

The power in every stroke will take us across the ocean

THE CHALLENGE

TALISKER WHISKY ATLANTIC CHALLENGE

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MEET THE CREW

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RENATE



MELISSA



MARIEKE



IRIS

● 2 HOURS ON 2 HOURS OFF

2 hours on, 2 hours off, 24/7 for somewhere between 40-60 days....

During the 2 hours off we'll have to drink, eat, wash, maintaining the boat, navigate and ow yeah of course.... sleep!

ROW

● 8000 CALORIES A DAY

$8.000 \times 4 = 32.000 \times 50 = 1.6$ million calories of expedition food we'll have to bring on board!

CARRY ON

● 10 LITRES OF WATER A DAY

We have an electric watermaker which works with the electricity from the solar panels. We can use the manuel watermaker when the system breaks down. A lot of pumping... So let's hope the sun shines a lot

CELEBRATE



ROUTINE



PUSHING OUR LIMITS



HOW IT LOOKS

A VIDEO SAYS MORE THAN 1000000 WORDS

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 PRESS PLAY



OUR AMBITION

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TO WIN THE RACE IN 2020 AS
THE FIRST **DUTCH WOMEN'S TEAM**

STATISTICS*

and counting...

● ENORMOUS REACH

The Talisker Atlantic Whisky Challenge is a fast growing race with a lot of media attention. The race is becoming more **famous** and therefore it gets more and more screening time on TV, internet, radio, newspapers and talks about the city. Worldwide!



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20

MILLION

accounts reached on social media

3.7

MILLION

watched videos

2500+

ARTICLES

of media coverage

80

MILLION

tv viewers

6,7

MILLIONS €

advertising value

* DURING 2016 RACE

COMMITTED WITH

OUR CHARITY

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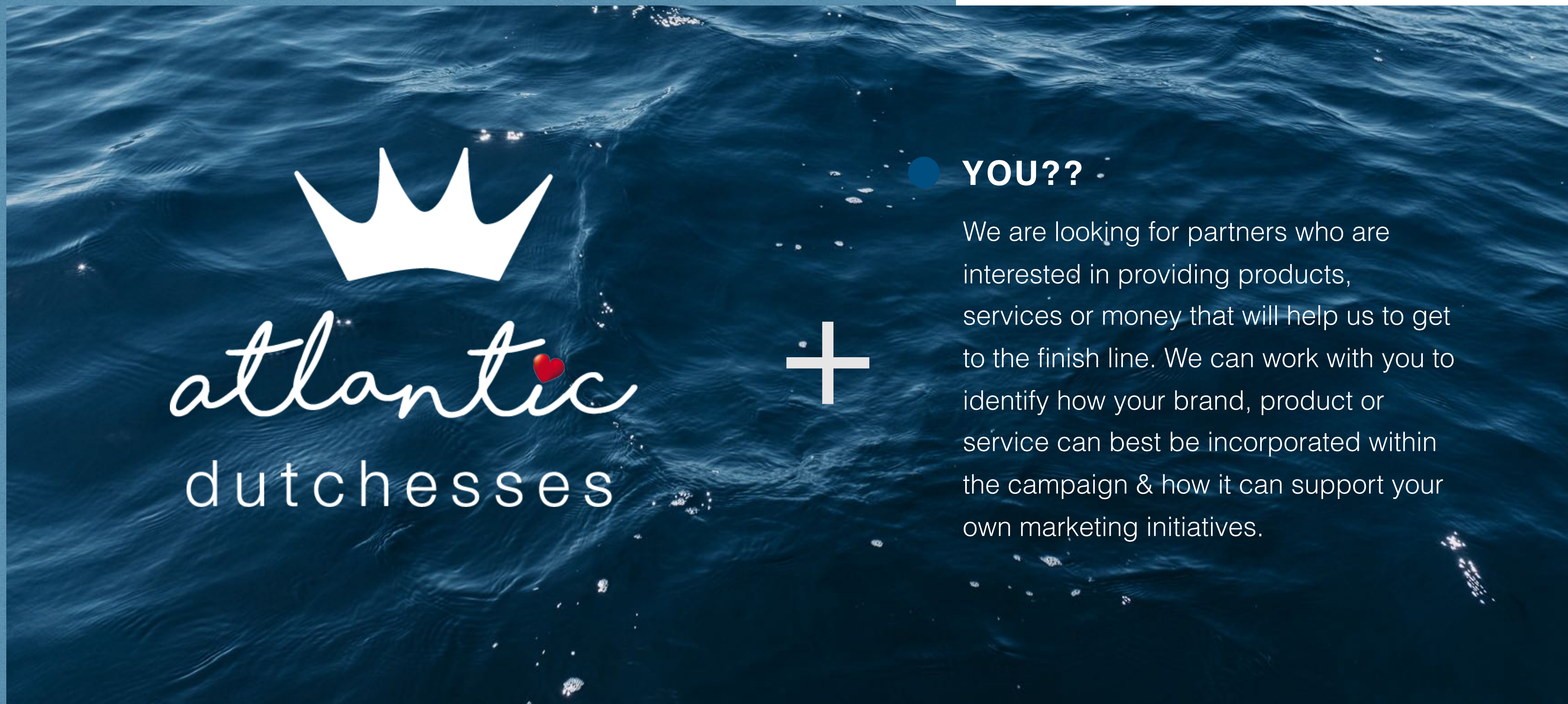
● COLLECT DONATIONS

The team's slogan is 'by women, for women' and that is why, as a charity, we have chosen to raise money to support scientific research that focusses on heart disease in women. We also want to promote awareness towards preventing heart disease with the public.

● PUBLICISE THE CHARITY

At the moment, 57 women per day die of heart disease in the Netherlands. This number will only rise if we don't do something. By researching the early symptoms, which sometimes differ from men, their chances of survival can be improved significantly. And of course preventing is even better than curing.





● **YOU??**

We are looking for partners who are interested in providing products, services or money that will help us to get to the finish line. We can work with you to identify how your brand, product or service can best be incorporated within the campaign & how it can support your own marketing initiatives.

SPONSORSHIP

B E C O M E A S P O N S O R

UPDATED

WHO IS ALREADY ON BOARD

FOR OUR EXPEDITION

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DO YOU ALSO WANT TO GET ON BOARD OF THIS ADVENTURE? PLEASE CONTACT US FOR POSSIBILITIES

WHAT WE STILL NEED

TO CROSS THE OCEAN

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● RACE ENTRY	23.5k	● TRAVEL COSTS	6k
● BOAT TRANSPORT	12k	● MEDICAL TEST & KIT	3k
● FOOD	5k	● SHORE CREW	4k
● TRAININGS & COACHING	10k	● BRANDING	2.5k
● COMMUNICATION DURING OUR CROSSING	4.5k	● EXTRA MATERIAL	3k

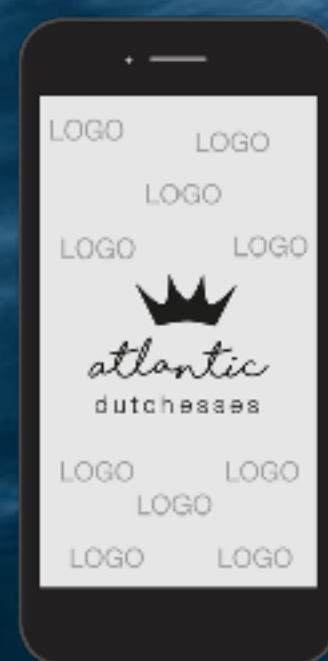
+/- €70k

HEY YOU, LET'S BE A TEAM!

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+



+








OUR ROYAL SPONSOR

PACKAGES

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	BRANDING	EMPRESS	QUEEN	DUCHESS	PRINCESS	CORPORATE ENGAGEMENT	EMPRESS	QUEEN	DUCHESS	PRINCESS	MEDIA	EMPRESS	QUEEN	DUCHESS	PRINCESS
Boat Naming	Your company get to decide about our boat's name					Boat Visit					Footage Access				
Boat Branding	Our boat branded and colored in style of your branding					Pre Race Presentation					Exposure				
Tenue Logo	Your company logo will be embroidered on the team clothing worn during the race/training and at events pre/post-challenge. Size/location depending on the package.					Post Race Presentation					Endorsement				
Boat Logo	Your company logo will be placed on the boat. Size/location depending on the package.					PR Event Attendance									
Online Logo	Your company logo will be featured on our website and socials. Size/location depending on the package.														

	THE EMPRESS PACKAGE	€POA 
	THE QUEEN PACKAGE	€ 25.000
	THE DUCHESS PACKAGE	€ 10.000
	THE PRINCESS PACKAGE	€ 5.000

OUR ROYAL SPONSOR

PACKAGES

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€ 1500

OAR

Oar branding

Your Business logo featured on a blade of the oar

Online Logo

Your company to be featured on our website

Footage Access

Your company given rights to use all team photos/videos for marketing purposes.

€ 250

250 LADY CLUB

Join the club

Join our 250 LADY club and have your name on our boat for only €250.

Boat Branding

A business card size space on the boat to add your message of support and optional photo/logo

● **For more details or if you feel you may be able to contribute in any way (no sponsorship is too small!!) please get in contact with us**

THANK YOU!

XXX ATLANTIC DUTCHESSES

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CHALLENGE



CONTACT US

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FOUNDATION

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SOCIAL MEDIA



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