

INSPIRATIONAL
FRIENDS



ATLANTIC ROWING RACE 2013



Sponsorship Opportunities

TALISKER Whisky Atlantic Challenge 2013: The World's Toughest Rowing Race

In 1966 Sir Chay Blyth and John Ridgway performed their legendary open-boat row across the Atlantic Ocean in English Rose III. The trip took 92 days and it laid the foundation for the TALISKER Whisky Atlantic Challenge of 2013.

The challenge begins early December. More people have been into space than have rowed the Atlantic, and it is rightly considered as one of the toughest challenges on the planet.

Since 1997 this ocean-rowing race has attracted the brave and the intrepid to pit themselves against the elements and race the 2,900 miles from La Gomera, Tenerife, to English Harbour, Antigua.

Rowers have to cope with blisters, salt rashes, sleep deprivation and rowing in two-hour shifts around the clock for weeks on end.

Boats are seven metres long and just under two metres wide, with only a small cabin for protection against storms. All boats are equipped at the race start, and cannot take any repair, help or food and water during the crossing.

The Atlantic Challenge is proudly supported by TALISKER Whisky.

WHO WE ARE...



Hannah Lawton...

As Jessie will try and tell you that she is the older and wiser member of the crew, I'm going to tell you that I'm the younger more sound member. I will be 24 when we start the race. We plan to finish before my 25th. CAKE please! I grew up in Stoke-On-Trent, a land of many towns and for those that live south of the M4...The North. I have rowed for over 9 years and I now coach grass root rowing to enable more people the enjoy the sport, whilst completing my Masters. Always up for a challenge, lets hope the older, wiser one can keep up! My competitive spirit means we're going out to win and beat the women's pairs record!



Jessie VanBeck...

Having grown up on a small farm in the wilds of West Wales, I am already used to deprivation, the outdoors and lots and lots of water! At the age of 33 I am clearly the older, wiser member of the crew, bringing a level-headed maturity and fierce determination to the boat.

Several years of working for the Civil Service and four years of rowing have taught me that to achieve anything in life, you have to work in harmony with your equipment, your surroundings and, above all else, your colleagues.

This is, without doubt, the greatest challenge of my life so far, and I am reaching for the stars!

Team Name...

When it came to deciding a team name, we threw plenty of ideas at each other. But finally we came up with something personal to both of us.

For Hannah...

In our lives we meet many people, but only a few will make a lasting impression on our minds and hearts. When life throws challenges at me, it is my friends who stand by my side. They believe in me, even when I have stopped believing in myself. Friends are priceless. They make me push myself, they make me live for the moment, and they make me take risks. But most of all...they inspire me. Time waits for no one. Without my friends, I would still be waiting.

For Jessie...

I have never found inspiration by looking inside myself. All the great things I have been inspired to achieve in my life have been due to friends who have pushed, pulled, shamed, supported and dared me to act. I took up this challenge because I was inspired by Hannah to see if I could row across an ocean. By doing so I hope to prove an inspiration to others who want to achieve something great and different with their lives and just need to hear a story of spirit and determination to take that first step.

IF... you become our Inspirational Friend, together we can DO!

Inspirational Friends can...

Identify our every weakness and push us to exceed our limits.

Yet every time we reach our limits, we do not meet them, we increase them.

Together we can rediscover **ourselves**, our pride and our dignity, turning our weaknesses into strengths.

We reconnect and **respect** ourselves, our family, our friends and the world around us.

Then we are able to push **ourselves** harder, believe - and trust ourselves.

We are giants. Because **together**, **IF** becomes **DO**.

SPONSORSHIP...

There are almost no endeavours worth speaking of that are achieved by people acting in isolation. Everywhere we look, great things are achieved by people working together, in partnership.

We are actively seeking sponsorship from companies and individuals who are interested in supporting our efforts and help us to raise the necessary funding to complete the Atlantic Challenge 2013.

We do not view sponsorship as a money pot but a partnership between us and our sponsors.

We aim to provide sponsors with the best possible publicity to help raise awareness of the sponsor and their product.

We have therefore devised a number of sponsorship packages to meet the variety of requirements that our sponsors will have.

This package allows you to be our ultimate sponsor. We will do all we can to accommodate your requirements and work closely with you to make sure we do the best possible job in promoting you or your company.

What can we offer?...

- You can name our boat
- Wearing of sponsors Clothing or logo prior to race. (subject to any over-riding requirements of the race title holder)
- Press releases (local, national and international)
- Name and logo on the boat (size will be exceptionally bigger than any other sponsor and will be in the most visible place for photos etc)
- Name and logo on associated equipment e.g. oars, trailer, car etc.
- Logo, name and personal section on our website, with links.
- Tweets and Facebook page to acknowledge our sponsor.
- Interviews with rowers
- Invitation to specific fundraising events.
- Book rowers for speeches (free to title sponsor)

Plus more that can be discussed upon request.

If you are interested in being our title sponsor we would be happy to work closely with you to create a bespoke package.

EQUIPMENT/KIT SPONSORSHIP

This sponsorship package allows you to purchase a certain piece or pieces of equipment/kit that we need to complete our Atlantic crossing. We understand that different sponsors have different needs and therefore this package can be made up of any or all of the items below.

- Wearing of logo prior to race on clothing. (subject to any over-riding requirements of the race title holder)
- Press releases (local, national and trade media)
- Logo on the boat
- Name and logo on associated equipment e.g. oars, trailer, car etc.
- Logo and name on our website, with links.
- Tweets and Facebook page to acknowledge our sponsor.
- Interviews with rowers
- Invitation to specific fundraising events.
- Book rowers for speeches (at small charge)

Plus more that can be discussed upon request.

GENERAL SPONSORSHIP

This package allows you to sponsor us with a figure that you decide is appropriate to you. However, we will then decide where that money would be best spent.

- Wearing of logo on clothing prior to race. (subject to any over-riding requirements of the race title holder and title sponsor)
- Press releases (local and trade media)
- Logo on the boat
- Logo on associated equipment e.g. oars, trailer, car etc.
- Logo on our website.
- Tweets and Facebook page to acknowledge our sponsor.
- Interviews with rowers
- Invitation to specific fundraising events.
- Book rowers for speeches (at a small charge)

Plus more that can be discussed upon request.

Email: insfriends@hotmail.co.uk

Hannah Mob: 07747 066311

Jessie Mob: 07837 743585

Website: insfriends.org.uk

Facebook: facebook.com/InspirationalFriends

Twitter: [@insfriends](https://twitter.com/insfriends)