



# THE CONQUERORS

- **3 WOMEN, 3000 MILES, 1 OCEAN, 1 BOAT..**



Atlantic  
DASH





# THE CHALLENGE

**The row commences in the January of each year. Our intention is to embark upon this extraordinary challenge in January 2025. Teams from around the world, varying in size and experience take part each year.**



**The challenge is to row over 3000 miles from Marina Rubicon in Lanzarote to Jolly Harbour, Antigua**

**Atlantic  
DASH**



# WHO ARE ATLANTIC DASH?

**BROUGHT TO YOU BY MONKEY FIST ADVENTURES**

**“OUR LIVES ARE MADE OF TWO DATES AND A DASH. WHAT WILL YOU DO WITH YOUR DASH?”**

## **Mental Health Research - Oxford Brookes University**

**Teams are asked if they would be happy to be part of the project and will take part in an online consultation with a psychologist 6 and 3 months prior to leaving.**

**Data will be collected via an app called “during the row” where individuals will fill out a tick box questionnaire about several factors such as weather, sea conditions, contact with family, wildlife sightings, food eaten, levels of happiness, anxiety etc.**

**Teams will then provide this data upon return and have a two further online consultations at 1 week and 3 months after making land.**

**The aim behind the research is to establish character types of people who take on challenges such as an Atlantic row to determine how the same environment and exercise affects people's mental health and also the effects of “post adventure blues”.**

## **Ocean Plastics**

**Plastics in the oceans research will be completed with Plymouth Marine Laboratory and will require the Team to collect water samples while completing the challenge.**

**Samples from Ocean rowing boats are good quality as there is very little in the way of contaminants.**

**Each crew will be asked to take a couple of samples at various lines of longitude as they cross.**

**There is also an option to have a camera mounted on the boat that takes a photo of the sea surface every 10 seconds. They then employ an AI algorithm that identifies plastics on the surface.**





# THE ROWERS

## **The English One!**

**I am a 50 year old mother of three teenagers. I have been a nurse for over 26 years, most of that working in A&E where the motto “life is too short” has become more of a mantra to me, along with my, go to catchphrase, “challenge accepted”.**

**Before the children, I worked as a volunteer Medic in Africa, travelled to many places and experienced many adventures. Along the way I have made some fabulous friends and memories, now its my time again and along with two, crazy, like minded ladies I can't wait to row across the Atlantic Ocean.**

**I have been rowing since 2008, raced every season and won a few too, I have rowed the London River race every year since 2009 and taken part in the Celtic Challenge twice, this experience will be taking my rowing to a whole new level.**

**I want to row the Atlantic to push my boundaries and take myself out of my comfort zone, (don't tell anyone but I don't like being confined in small spaces!) I want to show my children that the world is a big adventure and it needs grabbing with both hands and taking on full speed ahead.**

**The charities are a huge part of this challenge for me, raising awareness and money for such great causes is going to be what gets me through the tough times ahead.**

**One tiny boat, one huge ocean, and two insane ladies, what more could anyone ask for?**

# EMIMA







# THE ROWERS

**I'm a local Pembrokeshire girl with a passion for rowing. It all began as a kid looking for something a little bit different to do, little did I know then that, nearly 15 years later, I would be hooked! What started out as an afterschool hobby has taken me around the world rowing with friends and competing against idols.**

**I've dipped my toe in most aspects of rowing, most recently, coastal sculling. Having just competed in my third World Rowing Coastal Championships on home turf, my mind started to wonder towards the next challenge, and I don't think it will take anyone long to realise where it landed. ...Atlantic Ocean Row...**

**Fortunately, I have found two other girls with the same crazy ambition to share this experience with and I cannot wait to be on that start line.**

# TYENNE







# THE ROWERS

**Having grown up in and on the water in Pembrokeshire it was only a matter of time before I tried my hand at rowing in 2021. I currently row for Neyland Rowing Club and have spent the last season (and a half) rowing competitively as part of their women's and mixed team. I also rather enjoy coxing a race on the odd occasion.**

**Outside of my newfound rowing endeavours I am a keen sportswomen having always taken part in competitive sports in one way or another. Whether it be on the lacrosse field whilst studying at Swansea University, in triathlon in various locations around the world, surfing, wakeboarding or rowing.**

**Outside of my profession, I am a perpetual student having obtained a BA hons, MSc and I am now finding time to squeeze in studies towards a Professional Doctorate at Cardiff University.**

**Rowing across the Atlantic as part of The Conqueroars was an opportunity I couldn't let pass me by!**

# ROWENA







# THE CAUSE

## **The Robin Cancer Trust - Target £30,000**

"We are the UK's germ cell cancer community. We save lives by:-

Raising awareness - we educate young people on the signs & symptoms of testicular and ovarian cancers through our award-winning digital campaigns and lifesaving educational programmes. Offering support - we provide free materials to newly diagnosed young people going through treatment, helping to make the most difficult time of their life a little easier. Connecting our community - we create meaningful connections with survivors through our Ambassador programme, giving a voice to those affected by these rare forms of cancer."

(therobincancertrust.org)



One of Emma's closest friends was sadly diagnosed with ovarian cancer and died at only 52 years old shortly after. Emma has spent the last couple of years fundraising for the Robin Cancer Trust and allows herself to remember the days when Batman (aka Emma) and Robin (aka Liz) were an infamous pair.

## **The MS Society - Target £30,000**

The MS Society help to fund ground-breaking research and provide award-winning care & support. MS is one of the most common causes of disability in young adults, it can affect people in many different ways at any time, and there is currently no cure. The work of the MS Society is invaluable to those suffering from MS and their families, helping them to live and cope with the condition on a day-to-day basis. Rowena's father has been living with MS for over a decade, and she and her family understand the direct impact this has on all aspects of family life.



## **The Welsh Air Ambulance - Target £30,000**

"Every day, 24/7, our medics provide emergency air and road cover across Wales to those who face life-threatening illness or injury, providing advanced critical care on scene. Having Consultants and Critical Care Practitioners working on our helicopters and rapid response vehicles means that patients can receive advanced treatments before reaching hospital. We also undertake time-critical transfers between hospitals when a patient needs urgent specialist care in a different healthcare facility. This is supported by our dedicated Helicopter Transfer Practitioners.

Thanks to your incredible support our charity attended 3,544 life and limb-threatening emergencies in 2021, taking our overall mission count to over 41,000 missions since our launch in 2001. To all our supporters and volunteers, thank you for enabling us to provide this service for the people of Wales.

It's because of you that we're able to serve Wales, and save lives."







# CORPORATE SPONSORSHIP

**The biggest challenge of this campaign is for the three of us to get to the start line, with everything we need and the equipment necessary to make this challenge a reality.**

**In order for us to complete this challenge we will need to fundraise enough money to cover the costs of the equipment and entry fee's. This totals at approximately £130,000.**

**Our primary object to to seek corporate partners and sponsorship to make this a reality.**

**We would like to take this opportunity to offer you the chance to become a partner of the team and support this campaign to succeed.**

**We have a range of sponsorship packages available to fit you and your companies needs.**





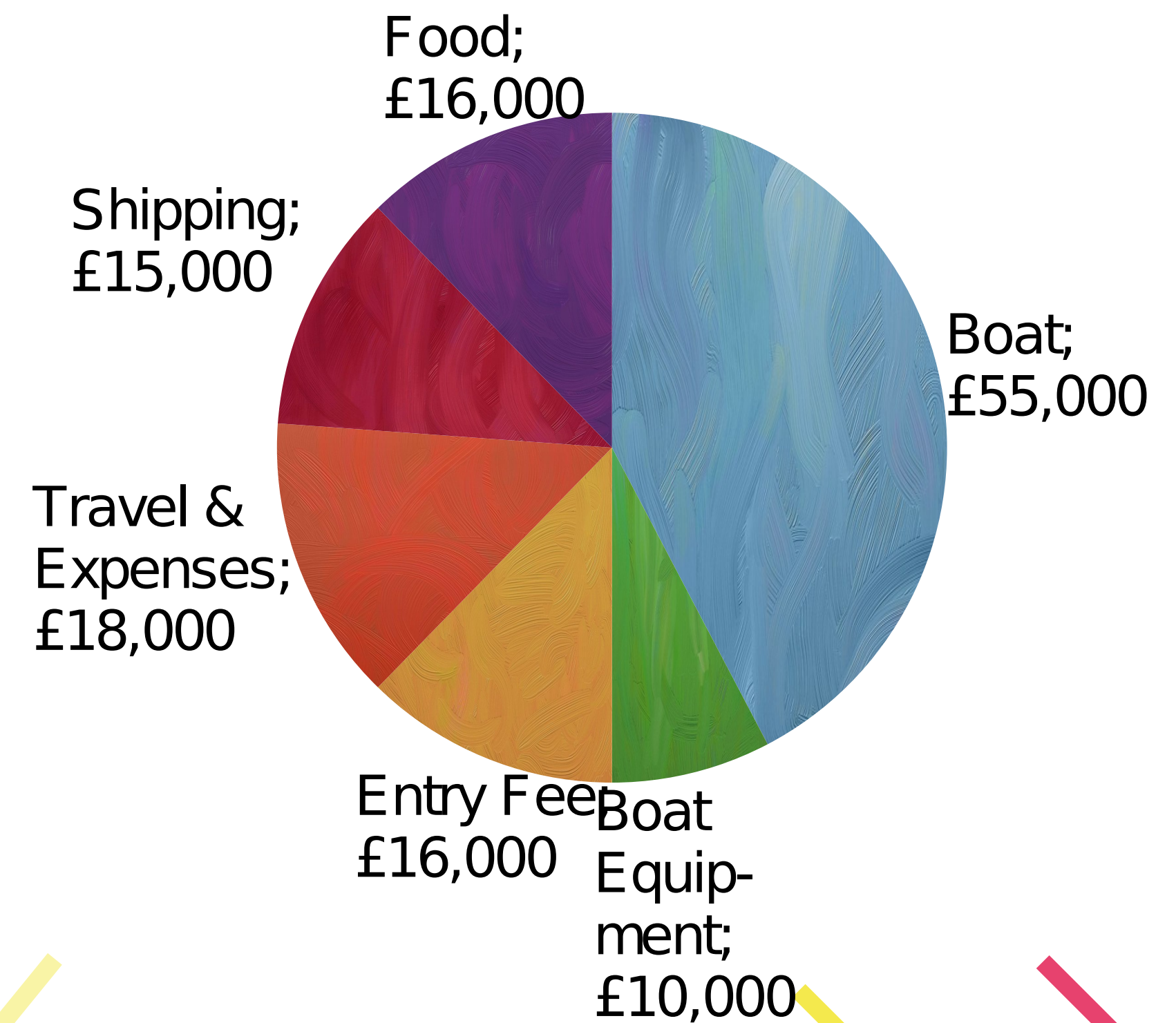


# BREAKDOWN OF COSTS

**For this to happen a boat is obviously needed, along with a large list of equipment. Alongside these substantial costs there are onshore support, shipping and food costs.**

**Following the completion of the challenge the boat will be sold along with the accompanying equipment and the funds will be equally split between the MS Society, Robin Cancer Trust and The Welsh Air Ambulance.**

**Any donations of products and equipment are greatly appreciated and will help to reduce the over all costs of the challenge.**



**THE BUDGET  
£130,000**



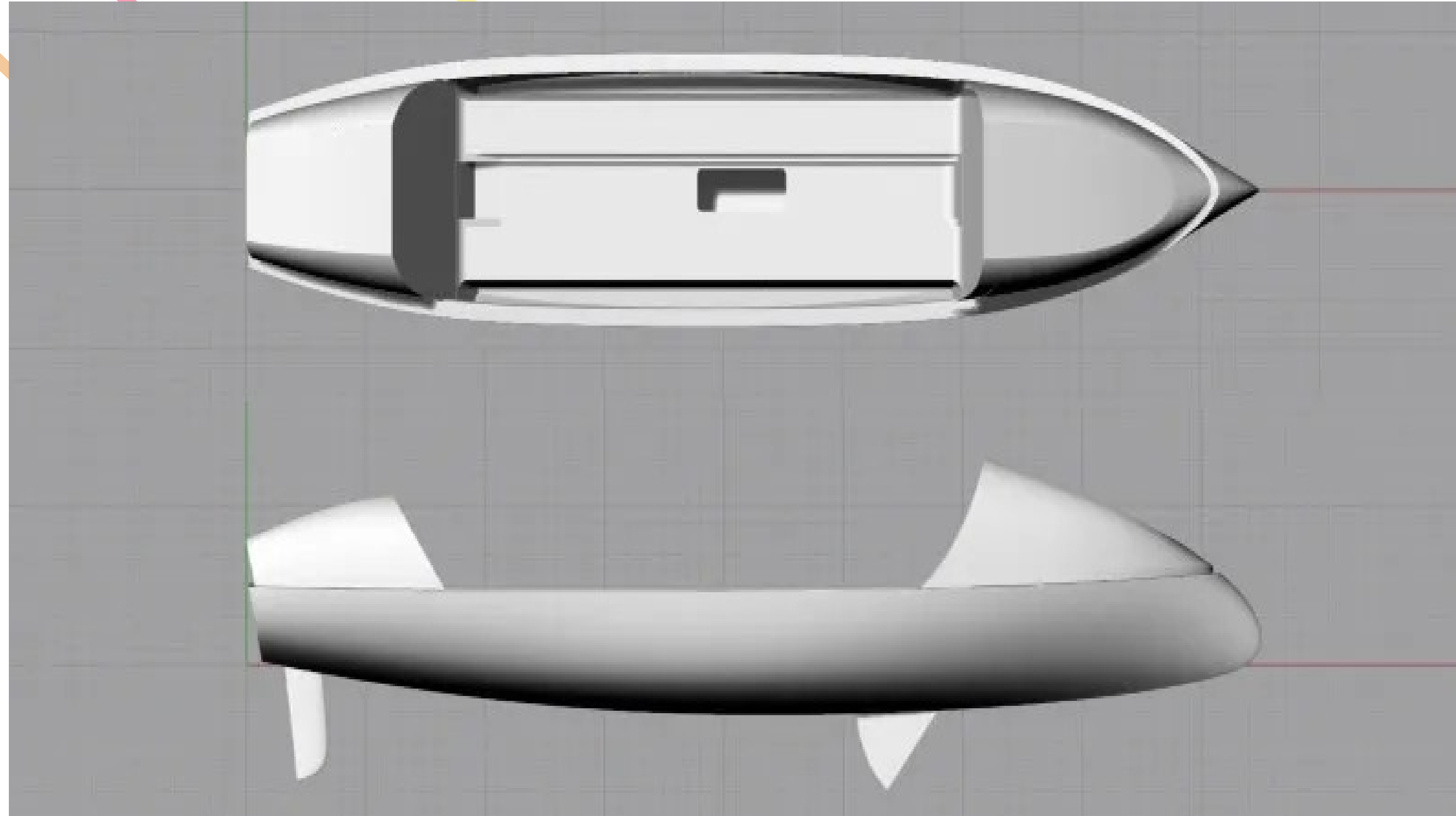


# THE BOAT

## Boat Cost

£55,000/60,000 -  
Secondhand

Rannoch R45 Elite



## Loose Kit Cost

£10,000

Life jackets, raft's,  
tech etc

# RANNOCH R45 ELITE - THE CONQUEROARS





# BOAT BRANDING CORPORATE PACKAGES

LEAD	£15,000
GOLD	£10,000
SILVER	£7,500
BRONZE	£2,500

**We have a range of corporate packages available to suit all business sizes and needs.**

**Below is an example of the branding on the boat specific to each corporate/partner sponsorship level.**

**Each package can be tailored to meet you business or individual needs.**

**We also offer kit branding and oar sponsorship.**







# LEAD SPONSOR/PARTNER

## £15,000+

### Package Includes

- Name the boat
- Boat branding
- Company logo on all kit
- Branded oar which will be presented to the company post row

### PR and Media

- Prime company name and logo on the campaign website with link to your own website
- Your company will feature on the sponsor page of the website and sites as lead sponsor
- Your company will feature on all social media, Facebook/instagram and advertised as lead sponsor
- Your company will be given access to post race photographs

### Corporate Engagement

- Attendance at PR shoots pre and post race
- Speaking at events for your clients/partners
- Unlimited invitations to all fundraising events

**A day on the boat for up to four employees - learn to row and get a taste of what living on a boat is like.**





# **GOLD SPONSORSHIP**

## **£10,000+**

### **Package Includes**

- **Boat branding**
- **Company logo on all kit**
- **Branded oar which will be presented to the company post row**

### **PR and Media**

- **Company name and logo on the campaign website with link to your own website**
- **Your company will feature on the sponsor page of the website**
- **Your company will be mentioned as a key sponsor on all social media, Facebook/instagram**
- **Your company will be given access to post race photographs**

### **Corporate Engagement**

- **Speaking at events for your clients/partners**
- **An afternoon on the boat for up to four employees - learn to row and get a taste of what living on a boat is like.**
- **Five complimentary invitations to all fundraising events**

### **Merchandise**

- **5 branded long sleeve shirts**





# SILVER SPONSORSHIP

## £7,500+

### Package Includes

- Boat branding - medium sized logo
- company logo on training kit

### PR and Media

- Company name and logo on the campaign website with link to your own website
  - Your company will feature on the sponsor page of the website
- Your company will be mentioned on all social media, Facebook/instagram
  - Your company will be given access to post race photographs

### Corporate Engagement

- Speaking at events for your clients/partners
- Two complimentary invitations to all fundraising events

### Merchandise

- Two branded long sleeve shirts





# BRONZE SPONSORSHIP

## £2,500+

### Package includes

- Boat branding - small sized logo

### PR and Media

- Company name and logo on the campaign website with link to your own website
  - Your company will feature on the sponsor page of the website
- Your company will have a specific mention on social media, Facebook/instagram
  - Your company will be given access to post race photographs

### Corporate Engagement

- Two complimentary invitations to all fundraising events

### Merchandise

- Two branded long sleeve shirts





# **SPONSOR AN OAR**

## **£5,000**

### **Oar Ownership**

**The oar will be branded in your company colours/logo and will be used to help us cross the Atlantic. Once the race is complete upon it's return your company will be presented with the oar for display post-race. It is yours to keep!**

### **Website**

**Your company will feature on the sponsors page of our website**

### **Merchandise**

**You will receive two branded long sleeve t-shirts**





# OTHER SPONSORSHIP

## Sponsorship Packages



### Cox - £1000

#### Onboard...

- Your name or business name on the boat and have it rowed across the Atlantic
- Link on The Conqueroars website
- Social media mentions and promotion of products
- Promotion of your products at fundraising events
- 2x Complimentary tickets to all fundraising events
- Meet and greet with The Conqueror's Team. Your chance for a team Q and A session

### Oar - £500

#### Pulling power...

- Your name or business name on the boat and have it rowed across the Atlantic
- Link on The Conqueroars website
- Social media mentions and promotion of your products
- Promotion of your products at fundraising events

### Rudder - £250

#### Steering the way...

- Your name or business name on the boat and have it rowed across the Atlantic
- Link on The Conqueroars website
- Social media mentions

### Bailer - £50

#### There is spirit...

- Your name or business name on the boat and have it rowed across the Atlantic

## Sponsorship packages to suit all business sizes!!

**Any donation towards the row is welcomed to put some smaller figures into perspective here's some broken down costings;**

**£100 is the cost of one ocean safety course for one rower**

**£7 is the cost of one dehydrated meal for one rower**

**£3 is the cost of high calorie treats for on rower**

**As you can see, every pound helps!**



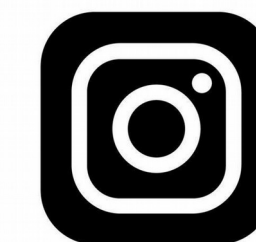


# THANK YOU FOR SUPPORTING THE CONQUEROARS

**For any further information or to discuss the expedition and packages please contact us at any time. We look forward to hearing from you.**



[WWW.ATLANTICROW.ORG.UK](http://WWW.ATLANTICROW.ORG.UK)



**@THECONQUEROARS**