

GBRow 2013

1st June

starting: Tower Bridge, London

We are an **edinburgh**-based team of eight attempting to break the world record for an unsupported non-stop row around mainland Britain that currently stands at just under 27 days. All power must be generated by solar panels, all water made by desalinators and all propulsion by us on our oars.

Media & television coverage:

Based upon the previous around-Britain race in 2010, news coverage will feature on both BBC and ITV channels (previously two segments on GMTV in 2010 and a feature on CountryFile on the BBC). We are negotiating with BBC Scotland and the Scotsman as potential crew-specific media partners. We will be providing daily blogs, giving live at-sea interviews via satellite phone, and will be providing footage from specialized outdoor high definition cameras.



The Team

- **Mark Cooper** - an extreme ultra-runner and motivational speaker (www.runwithmark.com)
- **Mark Hughes** - a trainee neurosurgeon and previous Wales under-19 oarsman
- **John Higson** - a competitor in the Atlantic Rowing Race 2011, now finishing a PhD
- **Ant Clifford** - a runner of ultra-marathons, in the Territorial Army, successful finisher of Marathon des Sables.
- **Ben Andrews** - a farmer from Herefordshire who previously captained the University of Edinburgh boat club
- **Jon Cowie** - a former under-19 Scottish international oarsmen, now an accountant in the City of London
- **Richard Lawrence** - ex-university rower, now in the Royal Engineers as troop commander and diver

Sponsorship Proposal

Title Sponsor (To be negotiated):

Will name our boat, will have their logo/name dominating the boat's 30-foot-long hull and on all training and racing kit. Select company personnel will enjoy hospitality at the start of the race at Tower Bridge. The crew and boat will make themselves available for photo opportunities and will give presentations/speeches to company staff where possible. At the start of the race there will be an opportunity for company personnel to see us off and enjoy some pre-race hospitality.

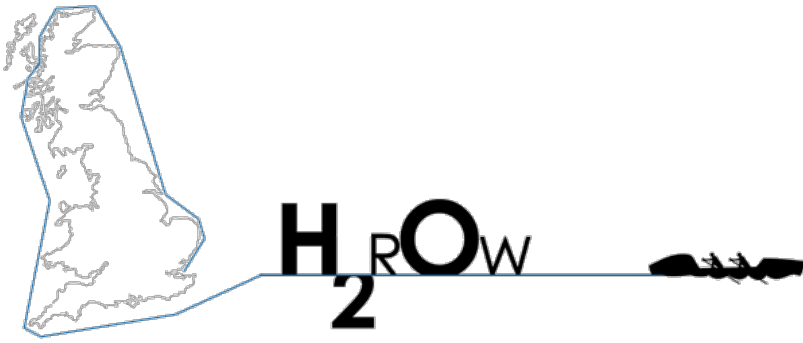
Participating Sponsor (£1000 or donation of equipment):

Will have their logo on the forward and aft cabin walls. We will link to your company from our website and our linked social media pages.

Exhibiting Sponsor (£200):

Will have a smaller logo on the cabin entry walls adjacent to hatches. We will link to your company from our website and linked social media pages.





contactus

✉ teamh2row@gmail.com

☎ +44 7812602554

🐦 teamh2row

Advertising and promotion of event:

We will advertise the event and our crew via our www.h2row.com and through linked social media pages on Facebook and Twitter. Our media partners (in discussion with Forth One, BBC Scotland, and The Scotsman) will promote us as the Scottish entry for this around-Britain race. Media interest this year is heightened by an, as yet, anonymous bounty of £100,000 being staked for a crew that breaks the world record.

The University of Edinburgh development and alumni team are also helping to promote us both on-campus and to the alumni network.

Current Supporters & Previous Sponsors



Forth Corinthian
Yacht Club

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INGLEBY
GALLERY



n
nairn's
OATCAKES



Pi545



ultrasuno
Professional Protection

Who we are supporting:

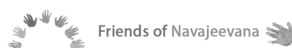
We are supporting CRY (Cardiac Risk in the Young), Friends of Navajeevana and Wobbly Williams, and any prize-money we win will go directly to this cause.

Reach of sponsorship:

Intermittent national television coverage will reach an audience of at least several hundred thousand. Local radio coverage as we circumnavigate Britain will reach smaller numbers, but your exposure will be geographically diverse. At certain iconic points (for example leaving Tower Bridge, passing under the Skye Bridge) we will be visible from the coastline as we race - a fantastic photo opportunity for media partners. We will also be seen training out on the Firth of Forth and in the Solent in the months leading up to the race.

Measures of your sponsorship:

We will provide a catalogue of all media and third party coverage of our crew and of the race itself. This will cover the lead-up to the race, our training and fundraising, and the race itself. We will supply details of hits to our crew website, our social media sites, and the race website itself.



www.H2rOw.com