A Race Against Climate Change
PLATINUM
£30,000
Logo on Jacket Breast
Logo on full back of sled
Logo on 721 homepage
Intro on 721 social media
Access to expedition photography
Company talk before & after event
Product testing if applicable
Company flag at South Pole
Photo of company banner at S.P.
Company message from Nick at start and finish
Company trip up Snowdon with Nick – 50 People

GOLD
£25,000
Logo on Jacket Breast
Logo on profile section of sled
Logo on 721 homepage
Intro on 721 social media
Access to expedition photography
Company talk before & after event
Product testing if applicable
Company flag at South Pole
Photo of company banner at S.P.
Company message from Nick at start and finish

SILVER
£15,000
Logo on Jacket Sleeve
Logo on Sled Profile
Logo on 721 website
Logo on 721 social media
Access to expedition photography
Company talk after event

BRONZE
£5,000
Logo on Jacket Sleeve
Logo on 721 website
Logo on 721 social media
Access to expedition photography
Company flag at South Pole
Company talk after event

ENTRY
£2,500
Logo on Lower Jacket Sleeve
Logo on 721 website
Logo on 721 social media
Access to expedition photography
### NORTH POLE CORPORATE PACKAGES

<table>
<thead>
<tr>
<th><strong>PLATINUM</strong></th>
<th><strong>GOLD</strong></th>
<th><strong>SILVER</strong></th>
<th><strong>BRONZE</strong></th>
<th><strong>ENTRY</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>£15,000</td>
<td>£10,000</td>
<td>£5,000</td>
<td>£2,500</td>
<td>£1000</td>
</tr>
</tbody>
</table>

**PLATINUM**
- Logo on Jacket Breast
- Logo on full back of sled
- Logo on 721 homepage
- Intro on 721 social media
- Access to expedition photography
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- Logo on 721 website
- Logo on 721 social media
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- Company flag at South Pole
- Company talk after event

**BRONZE**
- Logo on Jacket Sleeve
- Logo on 721 website
- Logo on 721 social media
- Access to expedition photography
- Company flag at South Pole
- Company talk after event

**ENTRY**
- Logo on Lower Jacket Sleeve
- Logo on 721 website
- Logo on 721 social media
- Access to expedition photography
## ATLANTIC CROSSING CORPORATE PACKAGES

<table>
<thead>
<tr>
<th>Level</th>
<th>Price</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLATINUM</td>
<td>£30,000</td>
<td>Exclusive Main Sponsor&lt;br&gt;Full stern cabin wrap&lt;br&gt;URL/Logo above bow hatch&lt;br&gt;Logo on Team Polo - Chest&lt;br&gt;Logo on 721 homepage&lt;br&gt;Intro on 721 social media&lt;br&gt;Access to race photography&lt;br&gt;Company video message from Nick at start and finish&lt;br&gt;Company talk before event&lt;br&gt;Company talk after event&lt;br&gt;Company trip up Snowdon with Nick up to 50 People</td>
</tr>
<tr>
<td>GOLD</td>
<td>£25,000</td>
<td>Exclusive: Only one available&lt;br&gt;Logo Above Talisker Brand&lt;br&gt;Logo on Team Polo - Sleeve&lt;br&gt;Logo on Baseball Cap&lt;br&gt;Logo on 721 homepage&lt;br&gt;Intro on 721 social media&lt;br&gt;Access to race photography&lt;br&gt;Company Talk After Challenge from Nick Hollis</td>
</tr>
<tr>
<td>SILVER</td>
<td>£15,000</td>
<td>Large logo – Hull&lt;br&gt;Logo on 721 website&lt;br&gt;Logo on 721 social media&lt;br&gt;Access to race photography&lt;br&gt;Company Talk After Challenge from Nick Hollis</td>
</tr>
<tr>
<td>BRONZE</td>
<td>£5,000</td>
<td>Medium logo – Hull&lt;br&gt;Logo on 721 website&lt;br&gt;Logo on 721 social media&lt;br&gt;Access to race photography&lt;br&gt;Company Talk after Challenge from Nick Hollis</td>
</tr>
<tr>
<td>ENTRY</td>
<td>£2,500</td>
<td>Entry logo - Hull&lt;br&gt;Logo on 721 website&lt;br&gt;Logo on 721 social media&lt;br&gt;Access to race photography</td>
</tr>
<tr>
<td>250 CLUB</td>
<td>£250</td>
<td>Logo - Gunwales&lt;br&gt;Logo on 721 website</td>
</tr>
<tr>
<td>OAR</td>
<td>£1,500</td>
<td>Logo on blade&lt;br&gt;Tag-line on loom&lt;br&gt;Logo on 721 website&lt;br&gt;Logo on 721 social media&lt;br&gt;Ownership of oar on return*&lt;br&gt;Only six available</td>
</tr>
</tbody>
</table>

*May be damaged or lost at sea
Nick Hollis, 45, has recently returned from climbing the world’s highest peak.

Mount Everest deaths: Inside a deadly climbing season.

‘Incompetence’ behind Everest deaths: Mountaineer Nick Hollis explains.

Nick Hollis talks about what it really takes to conquer your ambitions and push yourself to the limit.

Nick Hollis’s ascent of the south side of Everest in Nepal, May 20, 2019

Hollis is in an elite group of around 500 people globally who have scaled the highest mountains on all 7 continents.
## ATLANTIC ROW
### 2017 MEDIA COVERAGE

<table>
<thead>
<tr>
<th>Category</th>
<th>PR Value</th>
<th>People Reached</th>
<th>Total PR Value</th>
<th>Total People Reached</th>
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</thead>
<tbody>
<tr>
<td><strong>TELEVISION</strong></td>
<td></td>
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<tr>
<td>£31,635,921</td>
<td>£1,598,301</td>
<td>365,473,333</td>
<td>£3,363,374,468</td>
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<tr>
<td><strong>PRINT</strong></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>£1,598,301</td>
<td>£4,935,339</td>
<td>2,331,839,199</td>
<td>£114,098,543</td>
<td></td>
</tr>
<tr>
<td><strong>DIGITAL NEWS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>£4,935,339</td>
<td></td>
<td></td>
<td>£2,331,839,199</td>
<td></td>
</tr>
</tbody>
</table>

38% Growth in media accreditation from the 2016-17 race

39 Accredited media teams

100% Participating teams represented

3,363,374,468 Total people reached

£114,098,543 Total PR value

### Growth in media accreditation from the 2016-17 race

39 Accredited media teams

Participating teams represented 100%

**BBC Breakfast, United Kingdom**

**The Sunday Times, United Kingdom**

**SCMP, Hong Kong**

**NBC News, United States**

**CNN, United States**
The website acts as a 'one-stop-shop' for everything about the race and, in particular, provides past, present and future rowers with practical information and key resources for planning and preparation.

**Race Website**

- **1.5M** Page views
- **170,684** Unique visitors
- **5min 10sec** Average time spent on website

Source: Google Analytics: 16 Feb, 2018

**Race Tracker**

- **935,904** Page views
- **3 min 27 sec** Average time spent on tracker
- **67%** Growth in unique viewers from 2016/17 race

Source: Google Analytics: 12 Apr, 2018

**YouTube**

- **140,000** Views during the 2017/18 race
- **320,975** Estimated minutes watched

Source: YouTube Analytics: 16 Feb, 2018

**Facebook**

The Talisker Whisky Atlantic Challenge FaceBook page has significantly more followers in the 25-54 age group than the FaceBook average. The launch of FaceBook Live coverage was hugely popular, attracting more than 588,553 unique video views.

- **15,117,873** Total reach
- **59%** Post engagement rate
- **700,000** Total lifetime video views

Source: FaceBook Analytics: 16 Feb, 2018

**Instagram**

Instagram is proving to be one of the most popular ways for fans to engage with the race. The latest content from the fleet is constantly uploaded by a dedicated content manager, on site at the start in La Gomera and at the finish line in Antigua.

- **16,619** Total post likes
- **25-34** Most reached age group
- **2,161** Followers

Source: Instagram Analytics: 26 March, 2018

**Twitter**

Twitter is the fastest way to get the latest news from the fleet. The feed is updated by a dedicated content manager aggregating the latest information, videos and photos from the race.

- **4,780** Followers
- **408,988** Impressions
- **20,234** Engagements

Source: Twitter Analytics: 26 March, 2018