

PARTNERSHIP OPORTUNITIES

WAVE WRANGLER

THE TALISKER WHISKY ATLANTIC CHALLENGE

THE WORLD'S TOUGHEST ROW
WAVEWRANGLER.CO.UK

TALISKER[™]
WHISKY

ATLANTIC
CHALLENGE

JOIN THE CREW!





BATTLING ARRHYTHMIA, ONE WAVE AT A TIME.

In December 2023, Elliot Awin, under the guise of the Wave Wrangler, will take part in the Talisker Whiskey Atlantic Challenge; a 3000 mile endeavour to cross the Atlantic Ocean solo and unsupported. Dubbed as “The World’s Toughest Row”. Following his battle with arrhythmia, resulting in the implantation of a pacemaker, Wave Wrangler aims to provide a platform for raising funds for the British Heart Foundation.



DAYS AT SEA — 40+



HOURS OF ROWING PER DAY — 12+



CALORIES A DAY — 6,000+

The premier event in ocean rowing – A challenge that will take teams more than 3000 Miles west from San Sebastian in La Gomera, Canary Islands, Spain (28oN 18oW) to Nelson’s Dockyard, English Harbour, Antigua & Barbuda (17oN 61oW). The annual race begins in early December, with up to 30 teams participating from around the world. The race structure brings together an environment where teams from across the globe gather in the race village San Sebastian in La Gomera, Canary Islands. The atmosphere is electric as people help each other prepare for the challenge of the mighty Atlantic Ocean. All with the same objective – to take on the unique experience of crossing an ocean in a rowing boat.

THE CHALLENGE.

1,500,000 STROKES

3,000
MILES

= 71 MARATHONS



ELLIOT'S STORY



Following 5 years of being in and out of hospitals trying to maintain a regular heart rhythm, Elliot became the recipient of a (Medtronic) CRT-P device in February 2020. In November 2014 when he woke with a racing pulse (perhaps 200 bpm or higher). Thinking nothing of it he headed to the office for a regular day – luckily his colleagues (one happened to be his father) persuaded him to contact his GP, whom quickly sent him to A+E.





After what was to be the first of many hours hooked up to a 10 lead ECG, an abnormal wave was observed on the readout: a delta wave. This indication of an accessory pathway (a shortcut, circumventing the AV-node) lead to a tentative diagnosis of Wolff-Parkinson-White Syndrome. However, following an electro-physiological examination, Elliot was also diagnosed with paroxysmal atrial fibrillation, in conjunction causing a far larger threat than either in isolation.





This experience of fully “living” the frustrations that go hand in hand with an irregular heartbeat, including multiple cardioversions has led Elliot to found Wave Wrangler; a platform for anyone living with an arrhythmia to share stories and experiences, as well as raise and carefully distribute funds to assist charities, companies and individuals who are also in a position to support.





WAVE WRANGLER

X

British Heart
Foundation

A CHARITY CLOSE TO MY HEART

Wave Wrangler will incorporate as a registered charity with a mission to build a platform, community, and infrastructure, to support and raise funds and awareness, for individuals diagnosed and living with heart conditions characterized by arrhythmia.

Working with corporate partners, Wave Wrangler will build an online platform containing information and moderated forums for individuals to digest; alleviating the angst brought about by a lack of knowledge and sight of others “in the same boat”.

Through large scale events and activities, Wave Wrangler looks to generate funds for large charities with deep community reach and plentiful resources. In doing so, providing a platform for corporate partners to generate exposure through affiliation, utilising campaign material and content for internal and public workshops and events.



PARTNERSHIP OPPORTUNITIES

TITLE PARTNER

PLATINUM

GOLD

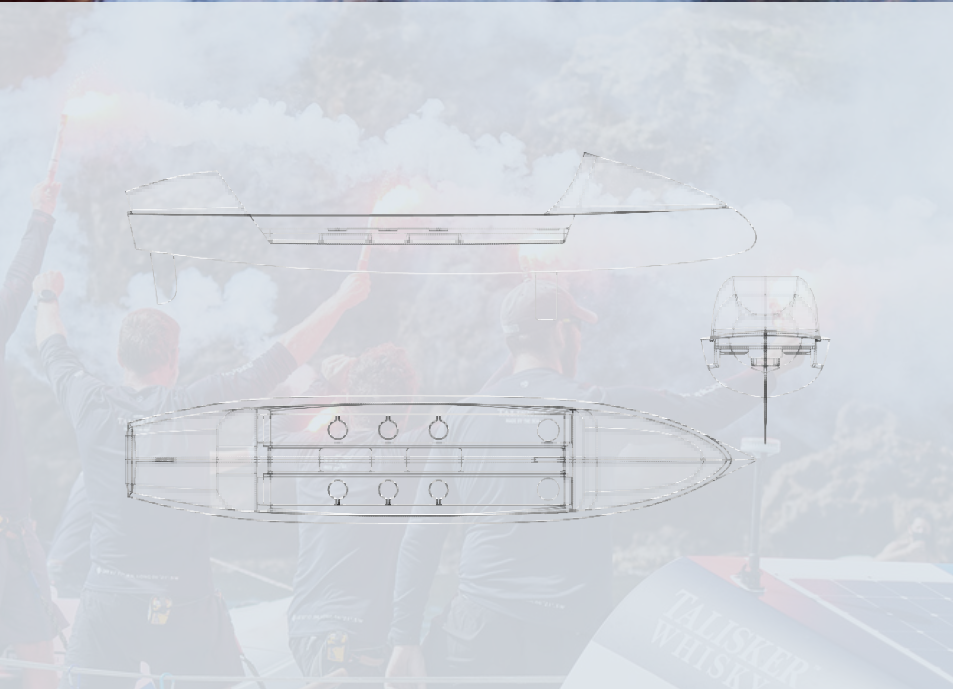
SILVER

OAR INSPIRING

WAVE WRANGLER CLUBHOUSE MEMBER

CREW

Whilst Elliot may be the one in the boat, the final 3000 miles is akin to jogging down the Mall during the London Marathon; getting to that point requires considerable endeavour, and we would love you to be a part of that. The opportunity to increase brand exposure, build awareness, and utilise the experience in company communications is significant. The partnership packages that follow are all indicative and ideas we envisage may be useful; they are by no means exhaustive or prescriptive. We would love to chat about ideas you may have such that they meet your requirements, and in turn help build a platform fund raising for the British Heart Foundation. Much of the expense of the campaign is derived from equipment, sustenance, and transportation, if you would like to discuss offering goods or services to form a partnership, please do get in touch.



ATLANTIC CHALLENGE

TALISKER

BITTER PLANET

FABS

LES MILLS



	TITLE PARTNER
	PLATINUM
	GOLD
	SILVER
	OAR INSPIRING
	WAVE WRANGLER CLUBHOUSE MEMBER
	CREW

TITLE PARTNER

NAME THE CAMPAIGN

£40,000




What better way to engage with customers, suppliers and employees whilst demonstrating a company ethos. Becoming the lead partner in the Wave Wrangler TWAC Campaign, will not only see you and your company naming the boat and team for the crossing, but involve you at every step of the way; from the opportunity to join training sessions, to hosting post-crossing workshops and events.

BENEFITS TO INCLUDE, BUT NOT LIMITED TO:

- Naming of the Wave Wrangler boat (effective until July 2023)
- Company name included in all mention of the campaign
- Input to other partnership involvement
- VIP invitation to the boat's launch
- Primary Branding on the Wave Wrangler Boat
- Primary Branding on all Wave Wrangler Clothing
- Primary Branding on Wave Wrangler Website
- Primary positioning on any printed materials
- Branded headline positioning on all social media
- Constant Social Media coverage
- Unlimited use of 'Wave Wrangler' branding and imagery
- Access to Elliot for use in company material
- 3 pre/post-row executive engagements days (staff workshops/annual conference etc)
- 2 half days training with Elliot on the company named boat.
- 10 sets of Wave Wrangler Team Kit
- Post-race interviews with Elliot with unlimited permissions to use
- Post-race lunch with Elliot in Antigua (excludes Flights/Accommodation)
- One of the oars from the crossing - adorned with company and Wave Wrangler Logos and information about the crossing.



SPONSORSHIP PACKAGE

	TITLE PARTNER
	PLATINUM
	GOLD
	SILVER
	OAR INSPIRING
	WAVE WRANGLER CLUBHOUSE MEMBER
	CREW

TALISKER
WHISKY

**ATLANTIC
CHALLENGE**

PLATINUM

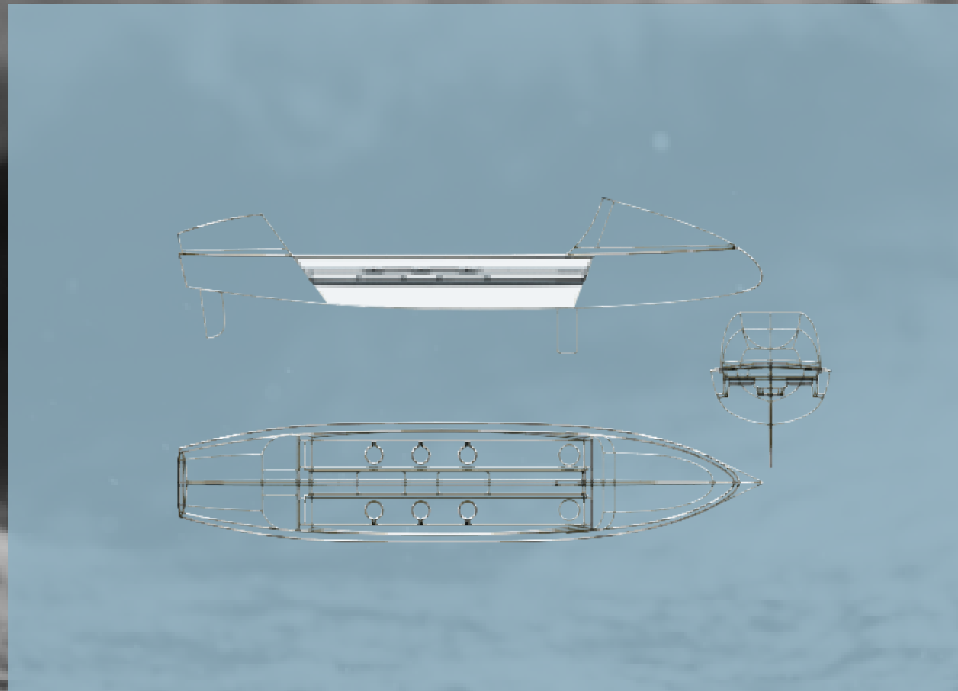
KEY CAMPAIGN PARTNER

£20,000








LIMITED TO 1

BENEFITS TO INCLUDE, BUT NOT LIMITED TO:

- Prominent branding on the Wave Wrangler Boat
- Prominent branding on all Wave Wrangler Clothing
- Prominent branding on Wave Wrangler Website
- Prominent positioning on any printed materials
- Branded positioning on all social media
- Social Media coverage
- Unlimited use of 'Wave Wrangler' branding and imagery
- Access to Elliot for use in company material
- 2 pre/post-row executive engagements days (staff workshops/annual conference etc)
- 1 half day training with Elliot on the boat.
- 5 sets of Wave Wrangler Team Kit
- Post-race interviews with Elliot with unlimited permissions to use



SPONSORSHIP PACKAGE

	TITLE PARTNER
	PLATINUM
	GOLD
	SILVER
	ON INSPIRING
	WAVE WRANGLER CLUBHOUSE MEMBER
	CREW

TALISKER
WHISKY

**ATLANTIC
CHALLENGE**

GOLD

SIGNIFICANT CAMPAIGN INVOLVEMENT

£10,000








BENEFITS INCLUDE:

- Prominent branding on the Wave Wrangler Boat
- Prominent branding on all Wave Wrangler Clothing
- Prominent branding on Wave Wrangler Website
- Prominent positioning on any printed materials
- Branded positioning on all social media
- Social Media coverage
- Unlimited use of 'Wave Wrangler' branding and imagery
- Access to Elliot for use in company material
- Pre/post-row executive engagement day (staff workshops/annual conference etc)
- 5 sets of Wave Wrangler Team Kit
- Post-race interviews with Elliot with unlimited permissions to use

LIMITED TO 3



SPONSORSHIP PACKAGE

	TITLE PARTNER
	PLATINUM
	GOLD
	SILVER
	QAR INSPIRING
	WAVE WRANGLER CLUBHOUSE MEMBER
	CREW

TALISKER
WHISKY

**ATLANTIC
CHALLENGE**

SILVER

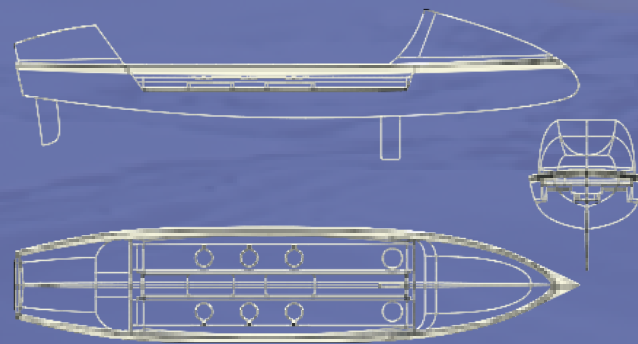
SIGNIFICANT CAMPAIGN INVOLVEMENT







£5,000

BENEFITS INCLUDE:

- Branding on the Wave Wrangler Boat
- Branding on Wave Wrangler Website
- Branded positioning on all social media
- Social Media coverage
- Unlimited use of 'Wave Wrangler' branding and imagery
- Access to Elliot for use in company material
- 2 sets of Wave Wrangler Team Kit
- Post-race interviews with Elliot with unlimited permissions to use

LIMITED TO 5



	TITLE PARTNER
	PLATINUM
	GOLD
	SILVER
	OAR INSPIRING
	WAVE WRANGLER CLUBHOUSE MEMBER
	CREW

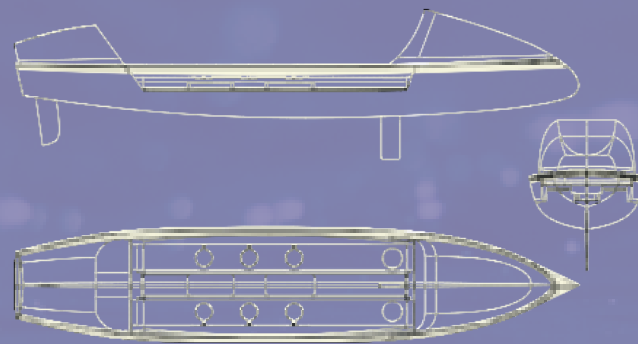
OAR INSPIRING

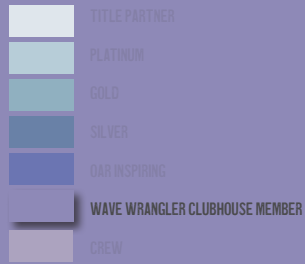
OWN A PIECE OF THE CROSSING

£3,500

BENEFITS INCLUDE:

- To make sure Elliot is not stuck miles from anywhere without a method of propulsion, the boat will be equipped with 4 oars.
- On returning, these would make an incredible statement piece in a boardroom, lobby or gym.
- Post-row, own a co-branded oar that has crossed the Atlantic as one person's means of motion. Elliot will present this on its return to the UK at a venue of your choice.





WAVE WRANGLER CLUBHOUSE MEMBER

BECOME A NAMED CLUBHOUSE FOR THE CAMPAIGN

£1,500

X 20

- Use the Wave Wrangler Campaign to promote your business, demonstrate a company ethos that supports adventure through community activities. Clubhouse companies will feature on the Wave Wrangler Website as a charity partner until July 2023. Receive team kit and the opportunity to co-brand marketing collateral.

BENEFITS INCLUDE:



- TITLE PARTNER
- PLATINUM
- GOLD
- SILVER
- OAR INSPIRING
- WAVE WRANGLER CLUBHOUSE MEMBER
- CREW

CREW

JOIN THE CREW



£250

X 250 INDIVIDUALS

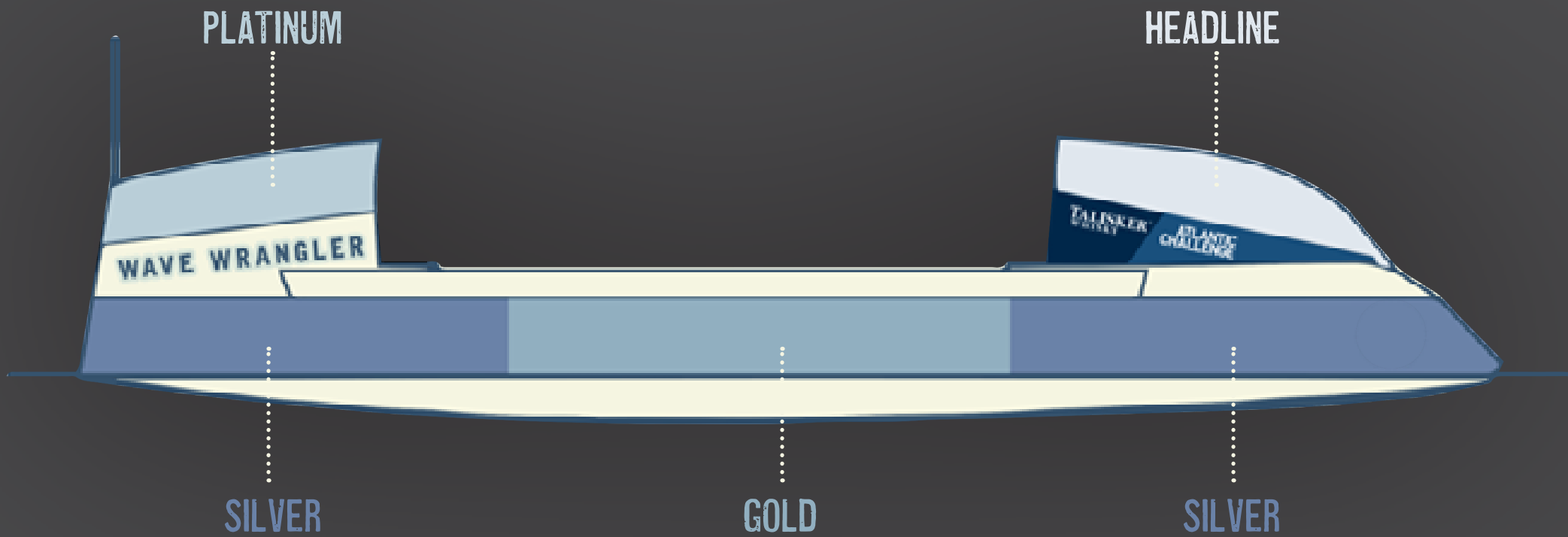
BENEFITS INCLUDE:

- As part of the Wave Wrangler Crew, you will receive the full team kit, have your name in the boat's cabin and bio on the WW website. Pick some top tunes for Elliot to listen to on the crossing and leave him voice notes; it'll be like you're with him all the way!

BOAT BRANDING

An Ocean Rowing boat is quite a sight! Not only will the Wave Wrangler boat be crossing an ocean, as part of race with the best media coverage of any ocean rowing event, but for over two years prior, will be wheeled out to charity fundraisers regularly.

Partnering with the Wave Wrangler TWAC 2023 will cement your logo on one of the world's more unique billboards; with access via all media platforms to over 3 billion people across the globe!





**“GLORY IS IN THE TEAM,
NOT THE INDIVIDUAL.”**

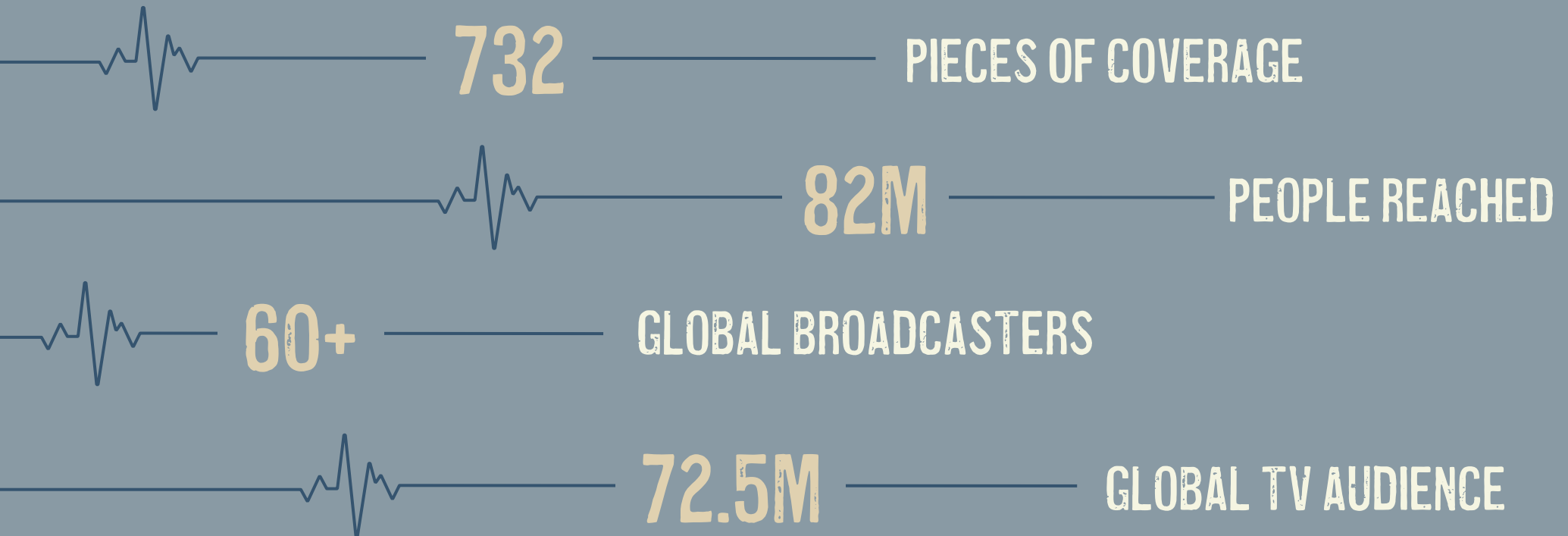
THE BUDGET



ITEM	BUDGET
BOAT AND EQUIPMENT	£85,000
RACE ENTRY	£20,500
SHIPPING	£12,000
TRAVEL	£1,500
BOAT INSURANCE	£1000
TRAINING	£3000
CAMPAIGN PROMOTION	£4000
BOAT MOORING	£1000

REACH AND ENGAGEMENT

The race generates an unprecedented amount of media attention. Coverage was generated by the combined efforts of Tallisker Whisky's communication agencies, the dedicated race media team, and the tremendous effort put in by many of the teams to create coverage for their campaigns.



4800 KILOMETER OER DEN ATLANTIK BERUIJST

Diese Deerns sind die Härte

+++ Erstes Frauenteam der Renn-Geschichte +++ Sechs Wochen Kampf gegen Wind, Wellen, Regen und Müdigkeit +++



Naik Al Hajri and team finish from France (left), South Korea, Maria Benavente and Catherine Stead (right) at the start of the 'DASH' in the Atlantic Ocean.

sky news

Brit ish friends battle to win 3,000-mile Atlantic rowing race



Gentse broers zijn Atlantische Oceaan overgestoken in roelboot: hoe slaag je in deze "zotte onderneming"?

De Gentse broers Dirk en Dierck van Dierckx zijn er na twee maanden en 10 dagen met succes over de Atlantische Oceaan overgestoken. In deze "zotte onderneming" zijn ze niet minder te herkennen dan in de Caribben. Dit is de laatste aflevering van de serie.

The Daily Telegraph



Mail Online



Esquire

Bekijk de beelden van de indrukwekkende start van de Talisker Whisky Atlantic Challenge



brobible

The Talisker Wilderness Bar: Bringing A Taste Of The Isle of Skye To The Canary Islands



Mail Online

Mates from Bondi row 4,800 kilometres across the Atlantic - battling 12-metre waves, capsizing and colliding with a marlin on their way to setting a record

The rowing team from Bondi, who set a record in the world's toughest rowing race, celebrating a British record in just 56 days. The team, Maria Benavente, Kate Clifton, Catherine Stead and Naik Al Hajri, completed the 4,800km Atlantic Challenge in 56 days, 10 hours and 49 minutes, setting a new record for the Atlantic Challenge.

Before setting off to 'beat the world's toughest' rowing race, the team arrived in England for their final pre-race training session, including 48 hours of rowing.



South China Morning Post

Atlantic Challenge: four Brits win rowing race from Canary Islands to Antigua, experiencing magical combination of 'twisted, sadistic' moments

Oliver Phipps, Tom Day, Hugh Glanville and the crew won the Atlantic by rowing 4,800 miles, despite capsizing repeatedly in the final few days.



Four 'Ancient Mariners' row across the Atlantic in record-breaking time

Four 'Ancient Mariners' row across the Atlantic in record-breaking time. The team, consisting of four men, completed the 4,800km Atlantic Challenge in 56 days, 10 hours and 49 minutes, setting a new record for the Atlantic Challenge.



DEDICATED CHARITY PARTNER FOR TWAC 2023

The Wave Wrangler Talisker Whiskey Atlantic Challenge campaign endeavours to raise £150,000 and more for the British Heart Foundation.

Over the course of the campaign, from inception to the dust settling back on terra firma in the UK, all activity will encourage donation and support of the British Heart Foundation; contributing to funding their exemplary research and innovation.

ATRIAL FIBRILLATION IS ONE OF THE MOST COMMON FORMS OF ABNORMAL HEART RHYTHM (ARRHYTHMIA) AND A MAJOR CAUSE OF STROKE.



7.6 million

people living with heart and circulatory diseases



450 deaths

every day from a heart or circulatory disease



more than

100,000

hospital admissions each year due to heart attacks




1 stroke

every
5 minutes

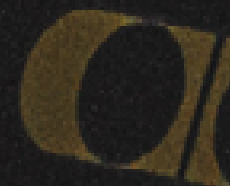
<https://www.bhf.org.uk/what-we-do/our-research/heart-statistics>

- Around **1.5 million people in the UK** have been diagnosed with atrial fibrillation – around 1 in 8 people are not treated effectively.
- It is estimated that there are at least 270,000 people aged over 65 with **undiagnosed** (or silent) atrial fibrillation in the UK.

A close-up, low-angle shot of a person's hands gripping the handle of a rowing machine. The machine is dark-colored with a large flywheel on the left. The person is wearing a dark long-sleeved shirt. The background is dark and out of focus, suggesting a gym setting. The lighting is dramatic, highlighting the textures of the machine and the person's hands.

“THERE IS NO STRENGTH

JOIN THE



A close-up, low-angle shot of a person's legs and feet on a Concept 2 rowing machine. The person is wearing dark athletic shoes and is captured in the middle of a rowing stroke, with their feet firmly planted on the footplate. The machine's dark, textured surface and the person's muscular legs are the primary focus. The lighting is dramatic, highlighting the contours of the legs and the texture of the shoes.

TH WITHOUT UNITY."

CREW....

concept 2



HELLO@WAVEWRANGLER.COM