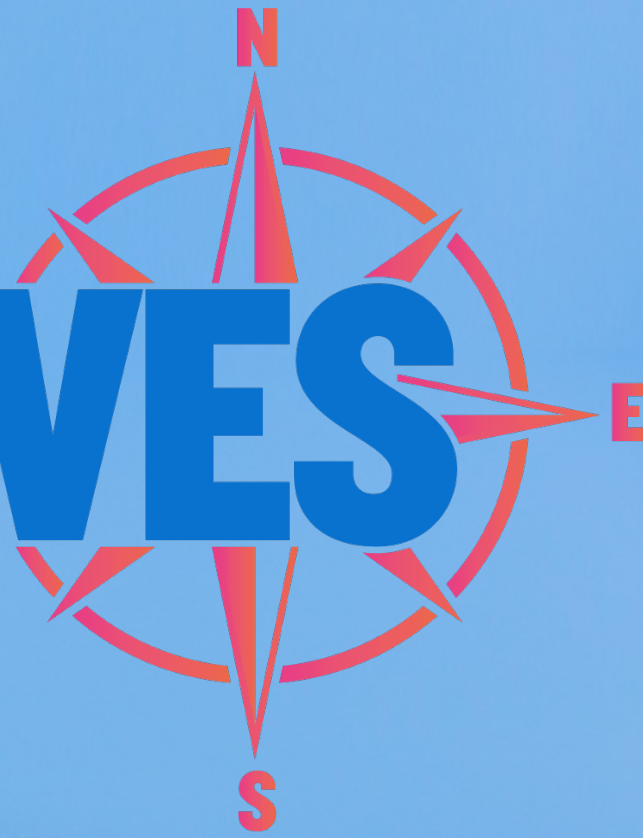


2021

TALISKER WHISKY ATLANTIC CHALLENGE

WILD WAVES



3000
Miles

2hr row
2hr rest



60
days

TALISKER
WHISKY
**ATLANTIC
CHALLENGE**



1.5
Million
Strokes



THE WORLDS TOUGHEST ROW

In December 2021 we will race 35 teams from around the world **3000 MILES** across the Atlantic Ocean powered only by our strength and determination. We will row 2 hrs on 2 hrs off continuously for up to 60 days battling sleep deprivation, sea sickness, blisters, 30ft waves, raging storms, whales, sharks and blue marlin attacks. More info on our website - [HERE](#)

OUR GOAL

We are rowing the Atlantic Ocean for Homelessness and Domestic Abuse

Our goal is to raise **£100,000** for our chosen charities **Shelter** and **Women's Aid**.

Both charities have seen a dramatic increase in demand due to the COVID pandemic.

Your sponsorship will make a huge difference to the lives of so many.



Only 300 people have rowed the Atlantic Ocean



Only 3 Women's Pairs have rowed the Atlantic Ocean since 2012



Over €6 million has been raised via TWAC since 2016

MEET THE TEAM

Jessica Oliver and Charlotte Harris: our friendship was forged through sport at Cardiff University ten years ago. Collectively we have raised over **£8,000** for Charity through sporting challenges. With **no ocean or rowing experience** this will certainly be our toughest challenge yet!

Charlotte is a Global Consumer Planning Procurement Specialist for Diageo where she also heads up the global inclusion and diversity employee resource group. Jessica recently graduated with an MBA from Imperial Business School and is now a Salesforce Consultant at BrightGen.



WHY PARTNER

Our partners become part of the team as we could not do this without you. This is a huge event and campaign with vast scope for a socio-economic **return on your investment**.

Brand Awareness

Our boat is your floating billboard. Advertise your company to 3.4 billion people and raise your company profile on a global scale.

CSR

The housing and domestic abuse crisis has never been more urgent. This is your opportunity to give back to your community and make a real impact.

Employee Engagement

Commitment and resilience speakers are proven to inspire and boost employee moral. Two ordinary women completing an extraordinary challenge is a story worth sharing.

Business Opportunities

Benefit from Wild Waves partnership with the Global Trade Review who have an audience of 28,000 companies weekly as well as the massive exposure of this global event.

Aligned Values

Our Values: Authenticity, Friendship, Generosity, Determination, Fun

Themes such as sustainability, ocean conservation, commitment and resilience, community and giving back

Media Coverage

TWAC 2020 made **11.4 billion** multi-channel media impressions. Capitalise on national and global exposure of your brand through our campaign.

We would love the opportunity to present this challenge to you in more detail. We have multiple customisable sponsorship packages available. We can also create a sponsorship package to suit your requirements and budget. View Corporate Packages - [HERE](#)



women's aid

Until women and children are safe

Women's Aid directly supports victims of domestic abuse by providing life-saving services as well as working within communities to build a future where domestic violence is not tolerated. Since the start of Covid-19 domestic abuse charities have seen a **700% increase** in calls to their helplines. Now more than ever charities such as Women's Aid need vital funds and resources to support the victims and survivors of domestic abuse. No person should ever be living in fear of another's actions with no outlet to escape.



Domestic abuse is a gendered crime – 1.6 million women experienced abuse in 2019



Three women a fortnight are killed by their male partner or former partner



According to the Home Office domestic abuse costs society **£66bn per year**



[Women's Aid Website](https://www.womensaid.org.uk/)

Shelter

Shelter works with the government to address the national housing crisis, ensure rights for renters and increase social housing. Shelter also provide legal advice and help secure safe accommodation for the homeless population. Last year, Shelter helped nearly **30,000 households** through their face-to-face services with **six million** visits to their online advice pages. Through our campaign one of our goals is to end the stigma and public perception towards the homeless community.



At least **320,000** people are homeless in Britain



Anyone can become a victim of homelessness



Loss of Job, Abuse at home, Sick/Disabled/Mental Health Issues, Bills



[Shelter Website](https://www.shelter.org.uk/)



We would love the opportunity to present this challenge to you in more detail and discuss potential sponsorship to 'Get you on-board'!!

For more information visit our website:
www.teamwildwaves.com/partners

GET IN CONTACT



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