

# WILD WAVES PACIFIC CHALLENGE 2024



## TEAM WILD WAVES

On January 26th 2022 best friends Charlotte Harris and Jessica Oliver set a **New World Record** for the fastest female pair to row 3,000-miles across the Atlantic Ocean.

With no previous Ocean or Rowing experience the duo completed the crossing in 45 days, 7 hours, and 25 minutes beating the previous world record.

Team Wild Waves also achieved their goal of raising **£100,000 for Shelter and Women's Aid**.



## PACIFIC CHALLENGE 2024

Now the team are ready for their next challenge! In June 2024 Wild Waves will depart from Monterey Bay California and row 3000 miles across the Pacific Ocean to Hawaii.

Race Facts:

- Only 31 teams have successfully completed the challenge
- The average crossing time for all crew sizes is 62 days. The current World Record for Female Pairs is 57 days, 16 hours, 9 minutes (2016)
- The Pacific Ocean is the World's deepest ocean
- 75% of the World's volcanos are situated in the Pacific ocean basin which is called 'The Ring of Fire'

The girls proved that **teamwork, grit, determination and the power of female friendship** was a winning formula when crossing the Atlantic. Now they will have to dig deeper than ever to take on the **Worlds Toughest Row!**

# BENEFITS OF SPONSORSHIP



## Charity Selection & CSR

Launch or drive your Corporate Social Responsibilities initiative through this unique partnership. Our Platinum sponsors will be able to choose the charity we will raise money for.



## Corporate Speaking

'An outstanding presentation. Jessica and Charlotte have great charisma and the energy they bounce off each other is infectious. With a mix of striking videos and stories they really brought the whole experience to life. A phenomenal achievement. And given they had no rowing experience before they started training, It is truly an inspiring story. It shows if you set your mind to something - you can achieve it. Great insights into leadership, resilience and communication skills.'

Richard Rudman IBM:  
Leadership trainer and Executive coach



## Brand & Media Coverage

Get your Logo on our Boat! Our boat is your floating billboard. Advertise your company to 3.4 billion people and raise your company profile on a global scale. Team Wild Waves reached **76.2m people** during their Atlantic Challenge



## Business Opportunities

Benefit from the massive exposure of this global event. Capitalise on your partnership with Wild Waves to engage with customers. Wild Waves will speak at customer events as required.



## Aligned Values

Our Values: Authenticity, Friendship, Generosity, Determination, Fun. Themes such as women empowerment, commitment, resilience and community.

Team Wild Waves **reached 76.2m people** during their Atlantic Challenge



**THE TIMES**

Novices Jessica Oliver and Charlotte Harris smash Atlantic rowing record

**The Telegraph**

British friends who had never rowed before break world record for Atlantic race

Jessica Oliver and Charlotte Harris overcome 30ft waves, sharks and a collision with another boat to seal victory ahead of 35 other teams

**Daily Mail**

Two friends who had never rowed before smash Atlantic record and beat 35 other teams in 3,000 mile race



British rowing pair with no previous experience smash fastest Atlantic crossing record



## TESTIMONIALS

Hear what our Atlantic Sponsors had to say!



Becoming Wild Waves Platinum Sponsors for TWAC21 was the best decisions we made. We got so much more out of the experience than we expected. The girls were fantastic. Their drive and ambition were inspiring. They motivated our team and launched our CSR strategy. It was such a unique event to be a part of. Thank you Jess and Charlotte.

*Andrew Megson - CEO*



We were incredibly proud to be able to support Wild Waves. Our colleagues loved following their progress as they crossed the Atlantic and after their amazing adventure, we were delighted that they took the time to speak at an internal conference about their journey. They are truly inspiring and have helped engage our teams into having a positive attitude towards their own goals and ambitions whether at work or in their personal lives.

*Paula Stevenson - Managing Director Corporate Services*



Sullivan & Worcester was very pleased to sponsor 'Wild Waves' and to be involved, not only to support Jessica and Charlotte' efforts in beating the world record, but in taking on the challenge to raise crucial funding for Shelter and Women's Aid. The team's desire to succeed and the charities that the initiative supported resonate well with Sullivan's core values

*Sullivan & Worcester*



The whole team at GTR were thrilled to support Jess and Charlotte. Their energy is simply infectious. They team provided so much entertainment throughout the year to our employees and customers. We loved working with them on their campaign. Watching them cross the finish line after seeing all their efforts throughout their two year project was brilliant and truly motivating. Well done ladies!

*Elisabeth Spry - Head of Marketing & Strategic Partnerships*



# Corporate Packages

Be part of the team! All packages are completely customisable and can be adapted to suit specific requirements and budget.



POA



£20,000



£10,000



£5,000



£2,500

	POA	£20,000	£10,000	£5,000	£2,500
Charity selection	1 Charity selected by sponsor	N/A	N/A	N/A	N/A
Logo on our boat	Stern or Bow Branded Wrap	Super Large Logo	Medium	Small	Small
Wild Waves CSR Content	2 Year CSR Strategy and Blogs	Tailored Campaign	3 x Tailored Content	Social Media	Social Media
Product & Service Endorsements	2 Year PR Strategy	5 x Tailored Content	3 x Tailored Content	Social Media	Social Media
Wild Waves Fundraising Event	2 Company Tables & 2 Page Booklet Advert	Company Table & Booklet Advert	Booklet Advert	Booklet Logo	Small Logo
Employee Resilience & Engagement Sessions	As required with Branded boat to Office	2 Sessions	1 Session	1 Session	N/A
Global Trade Review Wild Waves Communications	All Communications & 1 Campaign	Logo on Communications	Yes	Yes	N/A
Custom Requirements	Anything!	Almost Anything!	Yes	TBC	TBC

# Charity



Our goal is to raise £50,000+ for Shelter throughout this campaign

Shelter helps millions of people every year struggling with bad housing or homelessness through advice, support, and legal services. They campaign to make sure that, one day, no one will have to turn to them for help.

17,281

Households received support from Shelters emergency helplines

5.1 million

Visits were made to Shelters online advice and service pages

15,478

Households came to Shelters local hubs in England for support

3,589

Cases were handled by Shelters justice services

17,009

Conversations were had on Shelters webchat services

15,012

Queries responded to by our professional advice services



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