



ONE MAN ONE OCEAN ONE DESERT

SPONSORSHIP
OPPORTUNITIES

THE CHALLENGE OF A LIFETIME!

The Nothing Ventured Campaign is a solo and unsupported endeavour, comprising of physical and mental challenges in two of mother nature's most testing environments.



scan to **visit website**

TALISKERTM
WHISKY

ATLANTIC
CHALLENGE

THE WORLD'S TOUGHEST OCEAN ROW

The Talisker Whiskey Atlantic Challenge is known as the world's toughest ocean row. Covering more than 3000 miles from La Gomera, Canary Islands to Antigua in the Caribbean. The unsupported crossing takes anywhere between 40-100 days and will see rowers face the everchanging conditions of the Atlantic Ocean; from the scorching equatorial heat to brutally violent storms that generate waves up to 30ft.

Pushing the boundaries of endurance, Jamie will battle sleep deprivation, salt sores and the physical demand of rowing up to 18 hours a day. Alongside the physical stress placed upon the body, Jamie will also have the incredibly tough test of being alone and isolated for months in an environment totally out of his comfort zone. This will undoubtedly be the biggest and most demanding challenge of his life.

Jamie has entered the race in the solo category and will row alone, departing in December 2022.



***More people have been to
space than rowed an ocean solo***

The Challenges



MARATHON DES SABLES

The Marathon Des Sables (MDS) is a multi-day 'ultra-marathon' run in six days over a course of approximately 156 miles (254km). This gruelling multi-stage race takes place in one of the world's most inhospitable climates – the Sahara Desert.

Similarly, to rowing the Atlantic, he is required to be self-sufficient and will carry everything he needs to survive in a backpack weighing up to 15kg. Jamie will need to operate in temperatures that regularly reach 50°C during the day and freezing at night.

The extreme heat, distance and dehydration will undoubtedly bring long periods of suffering where Jamie's character will be tested. The nature of this race has led it to be called "the toughest footrace on earth" by The Discovery Channel.

Dubbed the "toughest footrace on earth", people say I'm insane to run the marathon des sables (MDS). They're probably right...

WHO AM I?

My name is Jamie Carr, I'm a 29-year old football coach born and bred in Dublin, Ireland. Although I currently live and work in the UK, I was raised in a small seaside town. Don't let this fool you – I am by no means a seafarer and have no previous maritime experience. This is me stepping well and truly outside my comfort zone.

I have spent much of the last decade coaching football to children all over the world and I am so lucky to have a career doing something I love. Although coaching children in rural India is very different to coaching some of Europe's most exciting young players at Manchester City, I take great pride in playing a small part in shaping the lives of young people.

Football has always been the main priority in my life and in all honesty has taken over much of it. Although I absolutely love working in football, nothing has ever been able to replace the sense of purpose I had when I was playing.

/// There is no greater feeling than having completed something really hard - and this has led me here. ///

I struggled to find a purpose for quite some time and although travel replaced this for a number of years, I never quite discovered the feeling of contentment that I crave. To me, there is no greater feeling than having completed something really hard - and this has led me here.

In 2018 I ran my first marathon. Having always been part of a team this challenge was unique. For the first time I was going solo with no teammates, managers or help from the side lines – it was just me and the miles ahead. The marathon was slow and painful, but it was exactly the physical and mental test that I had wished for – but it left me wanting more.

Over the past three years I have continued to test my body and mind with challenges big and small. However, nothing comes close to what I have ahead of me.

This is the challenge of a lifetime – and I cannot wait!



Campaign Objectives

01: TO HELP

By raising £50,000 for charities that provides SUPPORT, HOPE and FUN to the lives of children all-over the world.

02: TO INSPIRE

The next GENERATION and demonstrate the importance of having the COURAGE to try.

03: TO EXPLORE

My perceived PHYSICAL and MENTAL limits when tested far beyond anything I have undertaken before.

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WHAT DRIVES ME TO COMPLETE THESE TWO CHALLENGES?

We do not decide where we are born, who our parents are and what opportunities life brings us, nor do we choose to be diagnosed with a life-threatening illness.

As children, we often do not have the opportunity to choose - and for many, this is the most vulnerable period of life. No child should come and go without the opportunity to truly live.

Unfortunately, these children deserve more than life has given them and somewhere along the way everyone needs a little help. Together, let us make the choice to help.





In 2014 I was coaching children in Arunachal Pradesh, India whilst working for Reading Football Club. This was an eye-opening experience for me having been brought up in Ireland. Arunachal Pradesh is a rural state that is tucked away in the north east of India near the Himalaya mountains bordering Bhutan and China. For many of the local's, life was a struggle. The lack of infrastructure and daily battle to find work and provide food was evident almost everywhere you looked. Regardless of their challenges I was humbled by the children and their positive outlook on life.

We visited busy towns, small villages, schools and orphanages, but one thing remained consistent everywhere we went. Children were happy to see us! They smiled, played and communicated in whatever way they could.

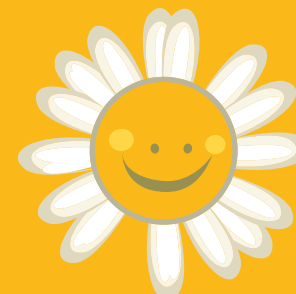
These children had very little (some even without shoes) yet they managed to have such a positive attitude. I will never forget how much these children appreciated the little we could do for them. Whether it was a coaching session, a five minute conversation or simply a handshake and smile – they were so grateful.

I left India with a sense of pride knowing that we made a positive impact and brought fun and hope to the lives of a few. Living in Arunachal Pradesh taught me to never underestimate the power of your actions. Such small things can leave a lasting impression and can make a big difference in the lives of others.

On reflection, this experience left a mark on me – I recognised that I want to help and I want to help the people who need it most – the next generation, the children.

As adults we often underestimate the importance of our behaviours and actions around children. We are the role models. We are showing the way and have huge responsibility. Our actions inspire future generations.

/// The Nothing Ventured campaign will be my vehicle to help and inspire. ///



cancer fund
for children



Artist impression of Daisy Lodge, Co. Mayo Ireland

Cancer Fund for Children provides support to children diagnosed with cancer and their families by offering vital therapeutic short breaks at Daisy Lodge, Co. Down. Daisy Lodge is a nurturing and restorative space that is purpose-built to support families at the most vulnerable, difficult, and exhausting time in their lives. These families have spent months in hospital and attended endless stressful clinic appointments that can bring a family to breaking point. The charity creates safe spaces for families to rebuild their confidence, and their hope for the future by providing a sense of comfort and wellbeing.

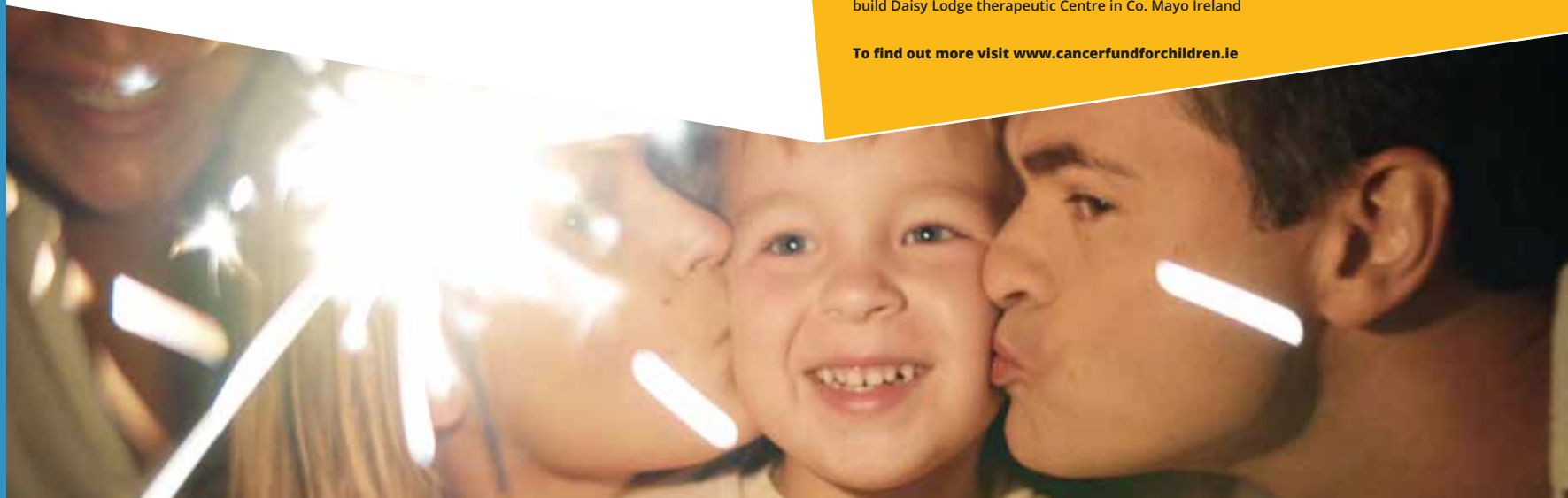
We have been providing short breaks to families struggling to cope with a childhood cancer diagnosis in Daisy Lodge for over five years. It is our vision to build and open a second short break therapeutic centre for children with cancer and their families.

However, for every family we can support, there are six more we cannot help due to the demand for our service. Therefore we are building a much needed second Daisy Lodge in Co Mayo. With the wonderful support from Rory McIlroy, Cancer Fund for Children have purchased a magnificent site in Co. Mayo to build Daisy Lodge and they have full planning permission and completed design stage.

Cancer Fund for Children Ireland need your support to help build this magical, tranquil centre, where children with cancer and their families can spend valuable quality time together as a family.

All proceeds will go towards Cancer Fund for Children's Capital Appeal to build Daisy Lodge therapeutic Centre in Co. Mayo Ireland

To find out more visit www.cancerfundforchildren.ie



The Cause

CHARITY 02



City in the Community is Manchester City's Official Foundation. Since its creation in 1986, the charity has worked tirelessly to build a healthier Manchester by creating opportunities for local people to fulfil their potential. Based at the Etihad, the team deliver socially inclusive football-led community programmes that create health and education benefits for people in Greater Manchester. Reaching 40,000 people each season, CITC proudly offers eighteen different projects for participants aged from just two to 85.



CITY IN THE COMMUNITY

City Thrive harnesses the power of football to help provide support for thousands of people aged 14 to 25.

A dedicated team has developed a new mental health curriculum, blending specially adapted football sessions with one-to-one mentoring and group workshops on mental health awareness, to improve mental wellbeing. Additionally, specific mental health themed football sessions will be delivered from youth clubs across Manchester, enabling participants to enjoy physical activity whilst also accessing the benefits of one-to-one mentoring and group workshops.

50% of Jamie's incredible fundraising will support City in the Community and will help to improve the lives of thousands of local people. All proceeds will support City in the Community's new mental health project, City Thrive.

Head of CITC, Mike Geary, added: "We are blown away by Jamie's challenge and truly humbled that he has chosen City in the Community as a beneficiary. The Foundation is proud to have a strong relationship with the Manchester City staff, but Jamie's fundraiser goes above and beyond any support we have seen before. We are committed to supporting him on what will be long, tough journey, and cannot thank him enough for helping us to support young people in Manchester."

For more information about City in the Community's work, visit www.mancity.com/community.



Challenge Exposure

MEDIA RESULTS

TALISKER[™]
WHISKY

ATLANTIC
CHALLENGE

This year's race generated an unprecedented amount of media attention. Coverage was generated by the combined efforts of Talisker 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.

PRESS COVERAGE

Talisker employs leading communications agency CSM to deliver dedicated coverage for its sponsorship and the race all year

Earned Media: **911** pieces of news coverage Owned Media: **40m** audience reach
7.4m views

RACE MEDIA TEAM

The dedicated race media distributes feature stories, news coverage, images and videos to major news outlets across the world.

Race specific press coverage: **362** Total audience reach: **522 million**

TEAM PR EFFORTS

The individual teams also generated coverage in abundance themselves. Global and local news outlets were fascinated by the teams' diverse backgrounds, amazing accomplishments, and spirit of adventure!

Estimated
Total press coverage of teams: **180+** Total team specific TV coverage: **35+**
Team specific audience reach: **362 million** Total team specific TV viewers: **36.4 million**

THE BROAR BROTHERS

The team became 'the darlings' of major media publications and TV networks, appearing on the likes of BBC and CNN multiple times, generating a huge amount of press exposure whilst raising funds for multiple children's charities.

200+ Pieces of Coverage **52,345,405** Total Reach



Challenge Exposure

MEDIA PLATFORMS



PRESS COVERAGE

With the largest ever fleet, this year's race generated more print and digital news coverage than in any previous year. Substantial coverage in the US, HK and China boosted the figures.

732

Pieces of Coverage

884

People Reached

TELEVISION

Some teams in particular caught the eye of the news networks. BROAR became the darlings of the BBC in the UK, whilst ROWHOME had their own primetime documentary on ZDF in Germany.

60+

Global Broadcasts

42.5m

Global TV Audience

DIGITAL MEDIA

All the teams aggregated thousands of posts, with sponsors, friends and family chipping in. Greetings from the likes of Coldplay (11.5m Instagram followers) and David Beckham (62.5 Instagram) delivered huge visibility.

3,6000+

Estimated Total Posts

150m+

Estimated Potential Reach

INFLUENCER

Talisker engaged a number of professional lifestyle and outdoor influencers, including award-winning actor Matt Smith, to visit the race. Combined they extended the reach beyond the ocean rowing community.

50+

Estimated Total Posts

12.5m

Audience Reach



THE IRISH TIMES The Daily Telegraph

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Challenge Exposure

MEDIA COVERAGE



FACEBOOK

The 2019 race reached close to 20 million people on Facebook, with reach among the 25-54 age group being substantially higher than the global average for the platform. Facebook Live proved to be hugely popular in this race, attracting more than 588,553 unique live video views.

18,256,873 Total Reach

25-34 Most Reached Aged Group

26,333 Page Likes

186,748 Impressions

152,926 Post Reach

Source - Facebook Analytics: April 2020



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.

68,649 Total Post Likes

25-34 Most Reached Aged Group

8.578 Total Page Followers

4% Post Reach

Source - Instagram Analytics: April 2020



TWITTER

Twitter provides the fastest way to get the latest news from the fleet. The race's content team continuously updates the feed with the latest information, videos and photos as they capture or receive from the teams.

2,486 Followers

4,800 Impressions Per Day

44,700 Tweet Engagement

Source - Twitter Analytics: April 2020



YOUTUBE

The Talisker Whisky Atlantic Challenge's official YouTube channel has generated more than 2 million lifetime views over 53 countries. Most views come from Western Europe.

2,113,574 Lifetime Views

Over 66% of the audience is between 18 & 44 years old

Source - YouTube Analytics: April 2020

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Sponsorship Opportunity

BECOMING A CORPORATE PARTNER

The rowing boat is the ultimate blank canvas

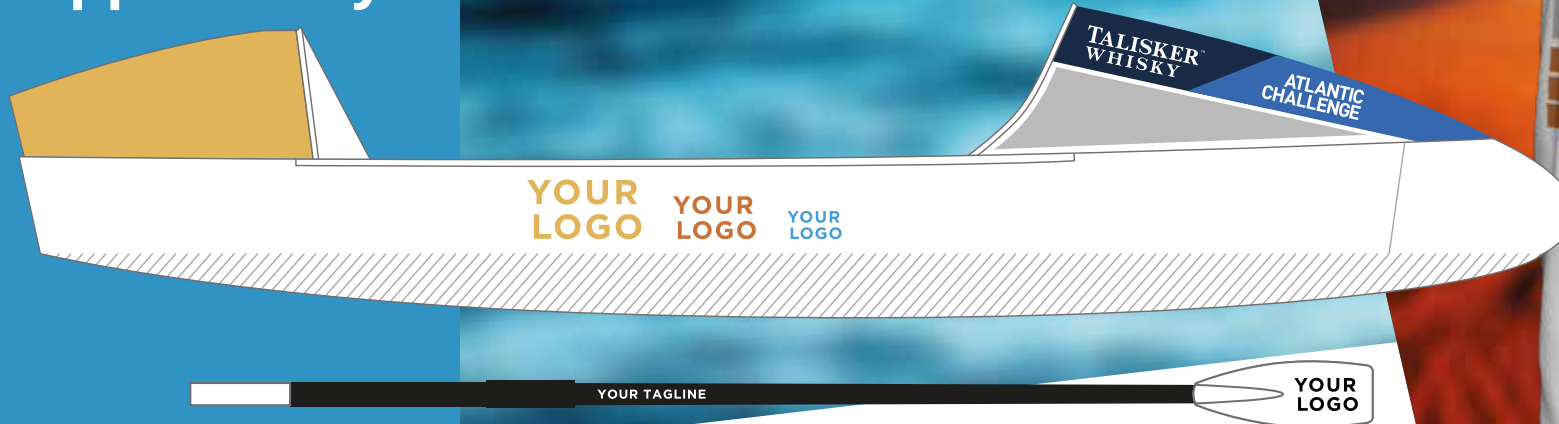
The Talisker Whiskey Atlantic Challenge offers potential sponsors, brands and ambassadors the opportunity to raise the profile and brand perception of their company on a local, national and international scale.

Sponsoring a teams challenge provides a platform for companies to align with a campaign that not only represents their core values as a business, but whose story could be seen by over **3 billion people worldwide**.



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Sponsorship Opportunity



PLATINUM (£POA)

Naming - Nothing Ventured Campaign powered by

Branding - Boat to be coloured/branded to maximise impact

Branding - Premium branding locations (boat/inside of cabin)

Branding - Premium branding locations on all clothing (run + row)

Promotional Events - For your clients/employees/partners (with boat if feasible)

Speaking Events - Post race speaking event/presentation for clients/partners/employees

Events - Four complimentary invitations to all fundraising events

Video Message/Postcard - From the desert + ocean highlighting your support

Attendance at PR events pre/post-race

Website - Feature as lead sponsor on campaign website (logo + link)

Social Media - Feature prominently as lead sponsor on social media

Media - Access to all photography/video/press release

Content Creation - Footage and photos of products being used during campaign

Exposure - Through official race media content (photos and videos)

Oar ownership - To be presented to the company post-race.

GOLD (£15,000)

Branding - Large logo/branding on forward cabin

Branding - Large logo on inside of cabin (media posts)

Branding - Logo on the front of all clothing (run + row)

Speaking Events - Post race speaking event/presentation for clients/partners/employees

Video Message/Postcard - From the desert + ocean highlighting your support

Attendance at PR events pre/post-race

Events - Two Complimentary invitations to all fundraising events

Website - Feature as gold sponsor on campaign website (logo + link)

Social Media - Feature prominently on social media

Media - Access to all photography/video/press release

Content Creation - Footage and photos of products being used during campaign

Exposure - Through official race media content (photos and videos)

SILVER (£10,000)

Branding - Medium logo on hull of the boat

Branding - Logo on all clothing (run + row)

Attendance at PR events pre/post-race

Events - Complimentary invitation to all fundraising events.

Website - Feature as silver sponsor on campaign website (logo)

Social Media - Feature regularly on social media

Media - Access to all photography/video/press release

Exposure - Through official race media content (photos and videos)

BRONZE (£5,000)

Branding - Logo on hull of the boat

Website - Feature as bronze sponsor on campaign website (logo)

Social Media - Feature regularly on social media

Media - Access to all photography/video/press release

Exposure - Through official race media content (photos and videos)

OFFICIAL OAR PARTNER (£POA)

Naming - Official oar partner of Nothing Ventured "powering the crossing with....."

Branding - Oar (blade) to be coloured as per company requests to maximise impact.

Branding - Company Logo to be displayed on blade of oar

Branding - Company tag line displayed on loom

Website - Feature as Official Oar Sponsor on campaign website (logo)

Social Media - Feature as Official Oar Sponsor on social media

Ownership of oar - To be presented to company on return

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FOLLOW THE JOURNEY

Follow my epic journey every step of the way on social media



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