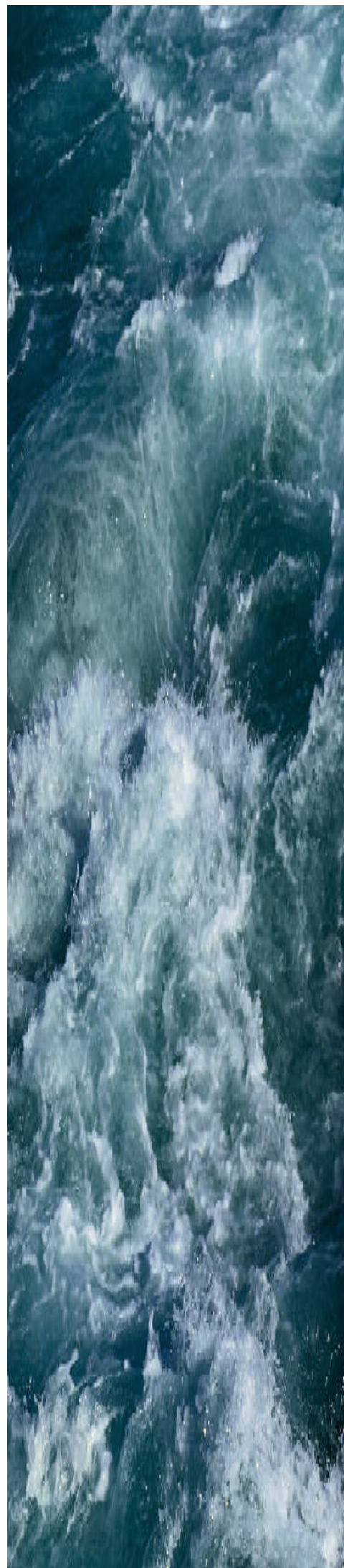


# Team: DRYing OUT

## The Woodvale Challenge

Jamile Siddiqui & Thomas Crawford Fitzsimons



Team DRYing OUT are offering a rare and exciting opportunity to be part of an epic challenge by sponsoring Jamile Siddqui and Tom Fitzsimons as they row 3000 miles across the Atlantic Ocean in the toughest rowing race on earth:

### *The Woodvale Challenge*

This proposal outlines the various packages and benefits available for prospective sponsors.

## **The Challenge**

On the 4th Dec 2011 Tom & Jamile will row away from La Gomera in the Canary Islands. They will row nearly 3000 miles across the Atlantic Ocean in a 23 foot long purpose built boat and by the time they reach their final destination of Antigua, they will have rowed over a million strokes, and will have been at sea for up to 60 days.

During the row they will face the extreme conditions of the Atlantic and will have had to overcome extreme emotional and physical stress, as well as coping with dangers ranging from being run down by oil tankers to being capsized by inquisitive whales.

Everything Tom and Jamile need to survive for the duration of the journey will have to be carefully packed onto the tiny craft, they will each need to consume 8000 calories a day, will sanitize sea water to drink and will endure sleep deprivation as they row for two hours on and two hours off, 24 hours a day, 7 days a week.

The Woodvale Challenge is an organised international race known as the world's toughest rowing race, where teams compete in on equal terms in three different categories.

Team DRYing OUT are a pair's team and will strive to win in this category.



## About Team:DRYing OUT?

Team: Drying Out are two highly inspirational people;-

Jamile Siddiqui and Tom Fitzsimons.

The motivation to undertake such a huge challenge comes from the belief that from adversity comes great strength, determination and ambition to achieve things that previously seemed out of reach.

### About Tom



A recovering alcoholic, Tom has been sober for over three years. Since he stopped drinking Tom has regained control of his life, losing five stones in weight, rebuilding his relationships with family and friends, qualifying as a Personal Trainer and becoming an Ultra-endurance athlete. In April 2010 Tom ran and completed the gruelling Marathon Des Sables, a 256Km self-sufficiency race through the Sahara Desert in 50 degrees of heat.

Tom is committed to helping others understand the problems of Alcohol addiction and the illness of Alcoholism, and now visits schools to share his story.

### About Jamile



In 2009 Jamile was obese (18.5 Stone) with hypertension and a resting heart rate of 110bpm (normal is between 60-80). Deciding to change his life over the following year, Jamile ran 1,500 miles to become an ultra-endurance athlete and one year later completed the 2010 Namibia Ultra-marathon; running 126 km across the Namib Desert whilst carrying equipment on his back in less than 24 hours. Only 35 other people in the world have ever achieved this. In 2011 Jamile will run the Marathon Des Sables attempting to become only the second person ever to complete the Marathon Des Sables and the Woodvale challenge in

the same year. Jamile is committed to improving the society in which he lives and has raised several thousand pounds for children's charities in 2010.



# Why Sponsor team DRYing OUT?

This is a rare, exciting opportunity to be associated with such an extreme challenge. Inspirational stories like Tom and Jamile's send out a positive and exciting message of determination, courage and achievement over adversity.

## **Achievement of multiple objectives**

Sponsorship of team DRYing OUT offers a combination of sales and marketing opportunities, and is a cost effective way of accessing press and TV coverage which may otherwise be out of budget.

Team DRYing OUT expect to be able to generate both local and national media interest, Tom Fitzsimons generated media coverage of his personal story of alcohol addiction and recovery and as well as local press, radio and TV coverage he has also been featured in The Sun newspaper and on ITVs This Morning, he is also one of four subjects covered in one of this seasons BBC Horizon programs (broadcast 25<sup>th</sup> October 2010).

The last Woodvale Challenge transatlantic race 2009/2010 was featured on TV on Trans World Sport, Gillette World Sport and Sports News Television to name just a few. It also appeared across the Internet in many forms, from blogs to the live race website and in many international newspapers and Radio stations.

Team DRYing OUT also aim to publish the story of their voyage, and sponsors would feature in this publication.

## **Main Sponsors**

As the main sponsor of team Drying OUT you will have the exclusive naming rights for the team.

All main sponsors will have the option for company logos to be used on training kit, which would be worn to all media coverage events.

## **Increase your brand loyalty**

By sponsoring Team DRYing OUT you are differentiating your business in a tangible way from your competitors at an emotional level. Sponsoring Team DRYing OUT tethers your business to issues that your customers care about. Without emotion, a product or service is just like every other product or service. This is your company's opportunity to demonstrate its support for society and the community in which you do business. As a project this event is as green as possible, being human powered and all electricity on board is generated using solar power.

## **Merchandising opportunities**

Use team DRYing OUT for themed point-of-purchase promotions to bring excitement, colour and uniqueness to in-store displays.



### **Change/reinforce image**

An opportunity to create, change or reinforce your brand image, both to external and internal customers.

Picture your brand sponsoring team DRYing OUT, reinforcing leadership, innovation, pioneering spirit, determination, dependability and team work, and all in turbulent times - our message is 'You can achieve anything'.

### **Drive retail traffic**

In the months leading up to the event the boat and team can be available to create traffic-building promotions, for example in store, or at trade shows, public events your company attends.

### **Showcase community responsibility**

Customers are willing to reward or punish companies with their wallets based on corporate citizenship. BP fuel sales were recently hit hard following events off the coast of the US. Sponsoring team DRYing OUT is a cost effective way of showcasing your company's commitment to corporate social responsibility while generating a market advertising opportunity.

### **Drive sales**

Invigorate your sales force, use as an example of investing in people and have Team DRYing OUT present to your staff on leadership, ownership, team work, dependability and adventure at work.

### **Engage employees (Recruit/retain)**

This is an innovative opportunity to engage your employees in an event in which you will co-partner. The race will last approximately two months. Your sponsored team (you even have the opportunity of naming the boat) will be trackable in real time daily via the race website. This is a chance to unite your workforce behind your companies sponsored team. There will be plenty of opportunity for your staff to engage with the team both prior to, and after the race.

### **Sample/display brand attributes**

Sponsorship of team DRYing OUT allows your company to showcase your products and their benefits to the market in which your brand is competing.

### **Differentiate your product from your competitors**

Sponsorship of team DRYing OUT provides your company a competitive selling advantage because it offers opportunities for category exclusivity and can be used as a platform for creating currency with customers. By being associated with team DRYing Out your customers will associate your company with dynamism, team work, robustness, dependability, leadership, exploration and adventure.

### **Combat larger ad budgets of your competitors**

The cost-effectiveness of sponsoring team DRYing OUT relative to traditional



media advertising allows companies to compete with the competitors with larger advertising budgets.

## Sponsorship Packages

### Diamond Sponsor £20,000.00 upwards

- Naming rights for the boat
- Boat to display company logo in your preferred position
- Option of dedicated sub surface advertising
- Training kit to incorporate company logo
- Team DRYing OUT will be available to speak at corporate events \*
- Invitation to weekend rowing experience in UK \*\*
- Ad Hoc requests (subject to agreement by both parties)
- Promotion of sponsor in press and media, either by naming and/or wearing branded kit
- Mention in press releases
- Promotion of sponsor in proposed book
- Opportunity for Team to give a motivational talk either pre or post race
- Top listing on the sponsor pages of [www.dryingout.org](http://www.dryingout.org)
- Use of sponsors name in all social networking updates
- Copies of promotional photographs for use in-house
- Pre prepared editorial for use in-house
- Copies of post race report
- ROI Report
- Invitation to attend the official leaving party\*\*
- E-mail updates before and during the race
- Postcard from Antigua



### **Gold Sponsor £10,000 - £19,999.00**

- Boat to display company logo.
- Training kit to incorporate company logo.
- Promotion of sponsor in press and media, either by naming and/or wearing branded kit
- Mention in press releases
- Promotion of sponsor in proposed book
- Opportunity to add sponsors name/ logo to Team clothing
- Opportunity for Team to give a motivational talk either pre or post race
- No 2 listing on the sponsor pages of [www.dryingout.org](http://www.dryingout.org)
- Use of sponsors name in all social networking updates
- Copies of promotional photographs for use in-house
- Pre prepared editorial for use in-house
- Copies of post-race report
- ROI Report
- Invitation to attend the official leaving party\*\*
- E-mail updates before and during the race
- Postcard from Antigua

### **Silver Sponsor £3,000.00 - £9,999.00**

- Boat to display company logo
- Listing on the sponsor pages of [www.dryingout.org](http://www.dryingout.org)
- Copies of promotional photographs for use in house
- Mention in press releases
- Pre prepared editorial for use in-house
- Copies of post race report
- Invitation to attend the official leaving party\*\*
- E-mail updates before and during the race
- Postcard from Antigua



### **Bronze Sponsor £1,000.00 - £2,999.00**

- Boat to display company logo (size and position at the discretion of Team DRYing OUT)
- Copies of post-race report
- Listing on the sponsor pages of [www.dryingout.org](http://www.dryingout.org)
- Invitation to the official leaving party \*\*
- E-mail updates before and during the race
- Postcard from Antigua

### **Named Individual Sponsor (Over £200.00)**

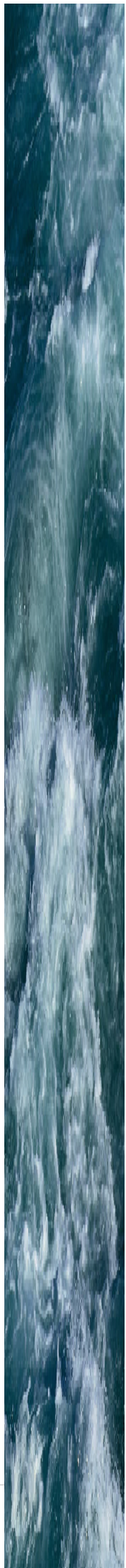
- Boat to display sponsor name (size and position at the discretion of team DRYing OUT)
- Invitation to the official leaving party \*\*
- E-mail updates before and during the race
- Postcard from Antigua

### **Miscellaneous**

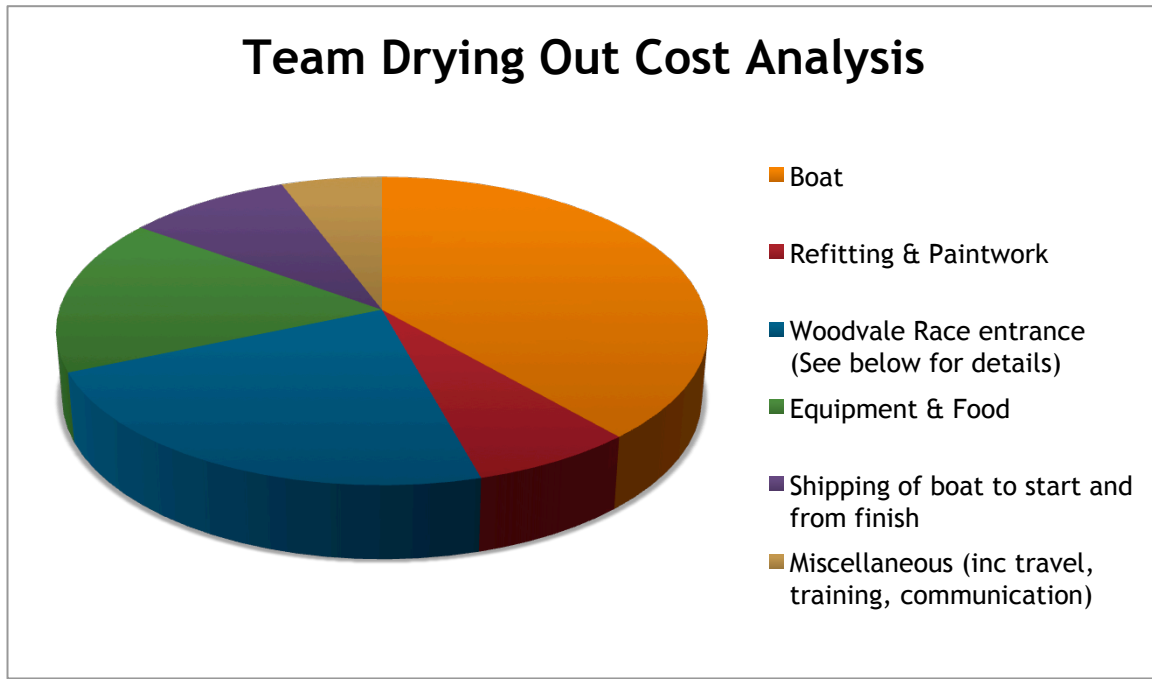
Equipment and kit sponsorship will be valued and placed in the appropriate category accordingly.

*\*Invitation to the official leaving party - full details - tbc: the number of complimentary tickets given will be dependent on the level of sponsorship.*

*\*\*Invitation to weekend rowing experience in UK - full details tbc.*



## Allocation of Funding



Item	Cost
Boat	27,000
Refitting & Paintwork	5,000
Woodvale Race entrance (See below for details)	16,000
Equipment & Food	11,500
Shipping of boat to start and from finish	6,500
Miscellaneous (inc travel, training, communication)	4,000
<b>Total</b>	<b>70,000</b>

The costs shown are estimates based on information from previous competitors. Team DRYing OUT will need to raise in the region of £70,000 to get to the start line.

Team DRYing OUT ultimately hope to be able to raise in excess of these costs to support our charities, on completion of the voyage the boat will be sold and the full proceeds will go to the two charities.

## The Charities

We are looking to raise significant funds for two charities which make a positive difference to society and the communities in which we live.

**addaction**

Alcohol and drug misuse cost the taxpayer around £38 billion each year. That is the equivalent of over £2,500 a year for every family in the UK. Last year alone it is estimated that 3.5 million people used illegal drugs in the UK, and 8.2 million have drinking problems.

Drugs and alcohol not only affect the person with the problem. The consequences affect everyone, whether it's through someone you know, a friend, parent or child, where you work, or the community you live in. Addaction works with Adults, Young People and Families to rebuild lives damaged by Alcohol and drug addiction.

**the rfl  
benevolent fund**

"For the relief of people (and their dependants) who play, assist or who have played or assisted in the game of Rugby League in the UK or for a team affiliated to an association primarily based in the UK and who are in hardship or distress as a result of a serious injury, resulting in life changing circumstances caused, through playing or training for the game of Rugby Football League or when travelling to or from a game or training session."

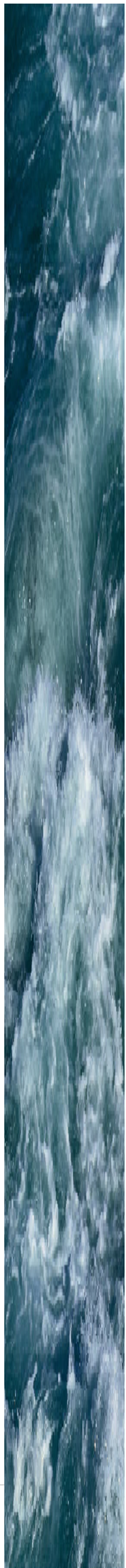
*'I am a supporter and a player sponsor of Wakefield Trinity Wildcats Rugby League Club, and am also involved with a local youth rugby league team. Recent tragic events at Wakefield Trinity, have highlighted the hard work, dedication and commitment the organisation offers to families of players.'*

*Tom*

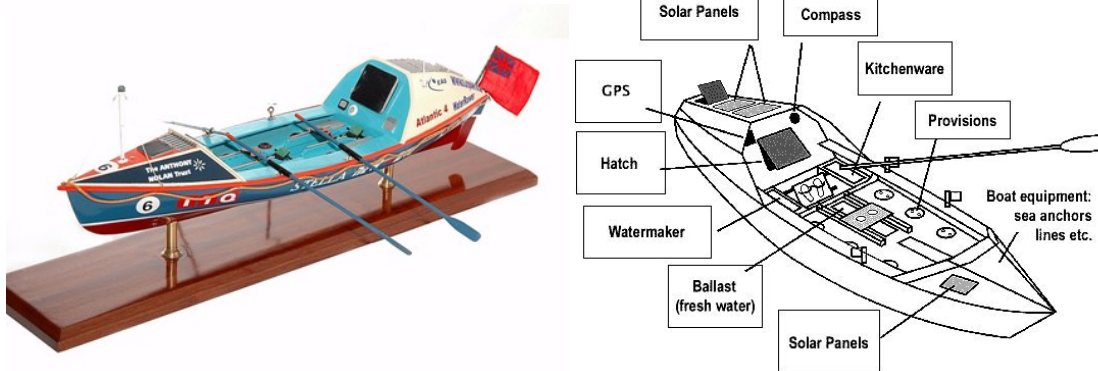
## The Race Organisers

The challenge is organised by a Cornwall based company named Woodvale. They have run this biennial event since 1997 and are world leaders in organising ocean rowing races.

For more information see [www.woodvale-challenge.com](http://www.woodvale-challenge.com).



## The Boat



All boats for pairs are designed to a strict format; which ensures that they are all very similar. Boats must fit these criteria as part of the organiser's rule specifications. Boats are 23 feet long (approx. 8m) and 6 feet wide (approximately 2m). Once fully laden with all equipment they weigh between 750 and 1000kg. They are made from marine ply and fibreglass. As shown the two rowing positions are located in the centre of the boat (although there will be only be one of us rowing at any one time) with space for equipment in the bow cabin. The rear cabin is for shelter and rest.



## Become part of team DRYing OUT

If you are interested in becoming a sponsor for team DRYing OUT and would like to find out more, Tom and Jamile would be delighted to hear from you and can be contacted via email or Tom can be contacted on 07921 998639.

For donations by cheque please send to the address below made payable to Drying OUT. Alternatively visit [www.dryingout.org](http://www.dryingout.org) to make a credit/debit card donation.

DRYing OUT  
C/O 457 Leeds Road  
Newton Hill  
Wakefield  
WF1 2JD



[tom@dryingout.org](mailto:tom@dryingout.org)

Tom Fitzsimons - Crew

[jamile@dryingout.org](mailto:jamile@dryingout.org)

Jamile Siddiqui - Crew

[zoe@dryingout.org](mailto:zoe@dryingout.org)

Zoe Sowden - Administration Support

## *Challenge to Inspire*

