



# SCOTLAND THE WAVE

4 ROWERS – 1 OCEAN

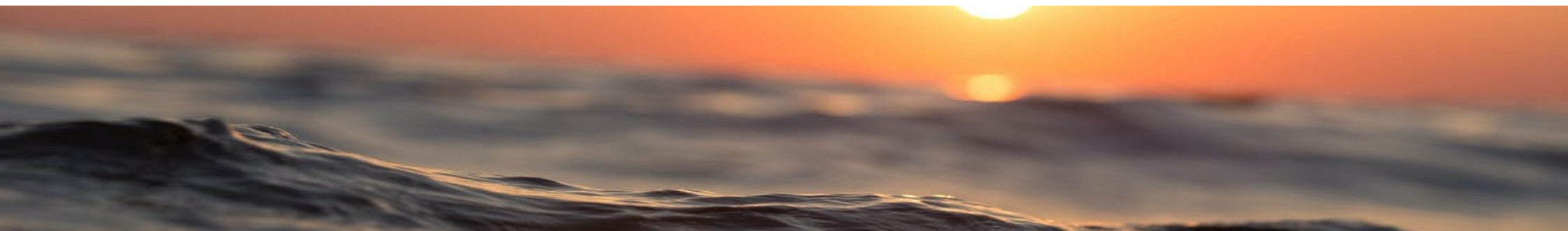
The world's toughest row

Welcome to our Partnership Package



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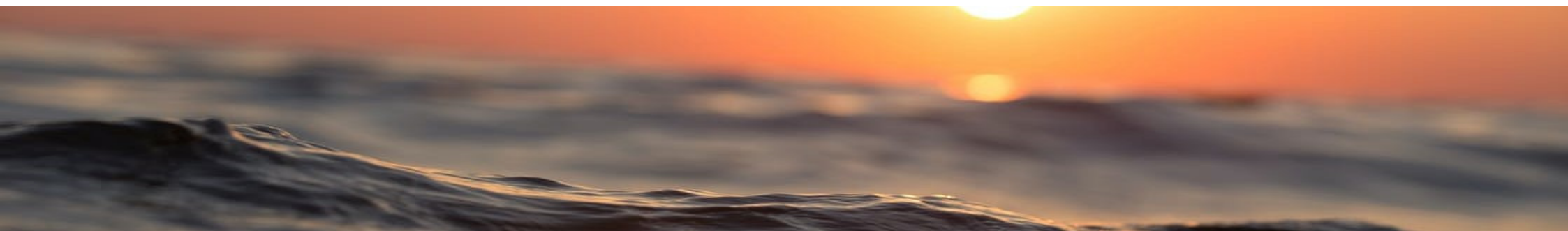
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Classification: Restricted

# The Challenge

In December 2025, we will join around 35 other teams to row 3,000 miles across the Atlantic Ocean, unaided, in what is known as the world's toughest row! We will row in shifts of 2 hours on, 2 hours off, for up to 60 days. The journey will include living on rehydrated food, battling salt sores, sleep deprivation, seasickness, 40-foot waves, fierce storms, and encounters with marine life. This is the ultimate endurance challenge across the world's second-largest ocean. Our goal is to set a world record as the first Scottish female team of four to row any ocean. Join us now and become part of this incredible adventure!



# Some Facts



- More people have climbed Everest than rowed an ocean.



- Each team will row in excess of 1.5 million strokes.



- 5000+ calories and 10 litres of water will be consumed per person each day.



- Each rower will use 800 sheets of toilet paper. There is no loo - just a bucket!



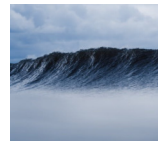
- Row 2 hours, sleep 2 hours 24/7.



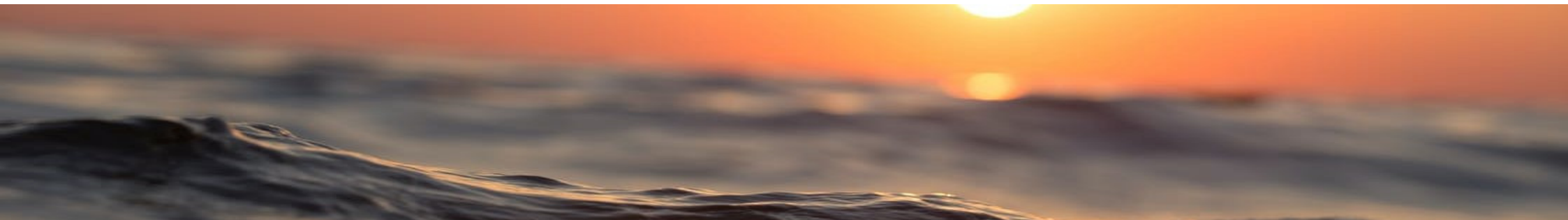
- The team will spend 45-65 days at sea.



- Average weight loss of 8kg per person.



- Up to 20-foot waves and wild storms.



# The Rowers - Andrena

We are a team of four women from Scotland, all determined to push ourselves both physically and mentally to raise money and awareness for our chosen charities, while also aiming to set a world record along the way! Throughout my life, I've always been active in various sports, and now I'm setting myself the ultimate challenge. As an accountant for the past 9 years, I spend most of my free time kayaking, mountaineering, and hill walking. When I first heard about the Atlantic Challenge, I knew it was the perfect fit for me. I've always had a love for the water, and once I set a target, I give it my all to make it happen. With the support of my wife and children, I decided to assemble a team of like-minded women who share my passion for adventure and are willing to give everything to achieve this dream, while raising funds for my chosen charity, SiMBA.



Classification: Restricted



## The Rowers - Fiona

I'm a single mum to three incredible children, a sister, daughter, cousin, and friend. I'm also a proud rower in a fantastic coastal rowing club and the owner of a B&B in the beautiful village of Cromarty on the Black Isle, where I have the pleasure of hosting amazing travellers from all over the world. These wonderful people have inspired me to take on the most challenging journey of my life, both mentally and physically, and I hope to inspire others to push their limits too. From being the "chubby, un-sporty" kid at school and making some questionable choices along the way, I've finally found my path and will complete this row a month or two before my 60th birthday. I'll be raising funds for Breast Cancer UK in honour of my cousin Nicky, my two school friends Susan and Sally, Betty, a dear guest at my B&B, and Uncle Peter, all of whom have bravely battled this preventable disease.



# The Rowers – Heather

Over the years, I've been fortunate to travel to many countries, including living in Australia for a year and spending two and a half months volunteering in Rwanda. I've also participated in skydiving and bungee jumping, and I enjoy hiking and camping in my free time. I work for Police Scotland and have been looking for a bigger challenge to work towards. Two of us only began rowing after signing up for the challenge, so it's really pushing us outside our comfort zones. I'll be raising funds for the Scottish Charity Air Ambulance, who go above and beyond to assist those in need across Scotland. They rely on public donations to respond to trauma incidents and medical emergencies.



Classification: Restricted



## The Rowers - Nicky

I'm an ordinary person with four incredible daughters, six beautiful grandchildren, and a supportive partner who understands my dream of completing the Atlantic Challenge. I've worked for Angus Council for over twenty years in Social Work, where I find great joy in supporting families. As a child, I struggled with reading and spelling due to dyslexia, so I channeled all my energy into sports, where I felt equal to my peers. This love for sports has stayed with me throughout my life. I began rowing in my early twenties, and I also enjoy hill walking and team events like Tough Mudder. I've cycled through Vietnam and completed a tandem parachute jump. I first heard about the Atlantic Challenge over twenty years ago, and since then, it's been a goal I've wanted to pursue. So, here I am. The question isn't why would you do it, but why wouldn't you? You only have one life, and it's important to chase your dreams.





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# The Charities

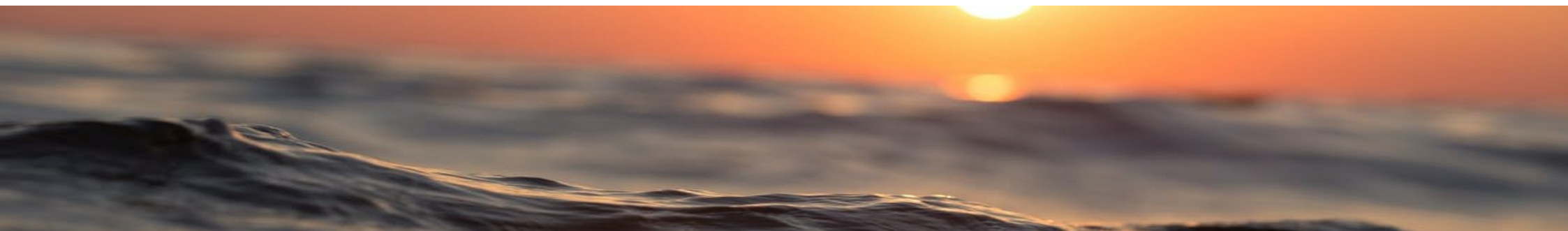
Each of the team have chosen a charity that is important to them and hope to raise as much as possible during the event to split equally between these charities. Please visit our JustGiving page for more information (<https://gofund.me/ddd65ebe>)

SiMBA was set up in 2005 to help those affected by the loss of a baby during pregnancy and offers a wide range of services including providing memory boxes, trees of tranquillity, family rooms to say goodbye and support groups to those who need it.

Registered Charity Number: SC038243

RNLI Scotland is the charity that saves lives at sea. Powered primarily by kind donations, their search and rescue service has been saving lives for nearly 200 years. Their volunteer lifeboat crews provide a 24-hour rescue services, seasonal lifeguards look after people on busy beaches and Flood Rescue Team helps those affected by flooding.

Registered Charity Number: SC037736



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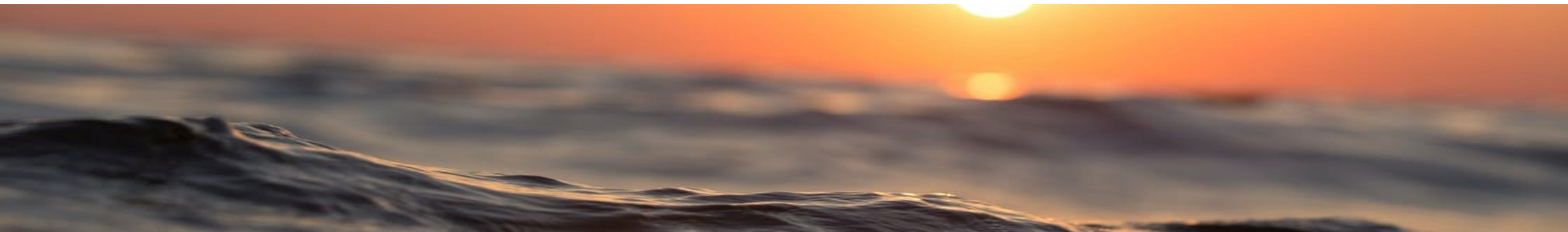
# The Charities

SCAA – Scotland's Charity Air Ambulance responds, on average, to one time-critical emergency call out each day. A patient's chance of survival and full recovery are greatly increased if they receive the right medical care within the first hour of injury or illness. The fast response of SCAA and its ability to reach Scotland's most remote and rural areas saves vital minutes when every second really does count.

Registered Charity Number: SC041845

BREAST CANCER UK was formed in 2001 with a mission to prevent cancer through education, scientific research, collaboration and policy change. Around 55,000 women and 390 men a year in the UK are diagnosed with breast cancer. Yet over a quarter of these cases could be prevented through lifestyle changes, saving millions of lives, avoiding unnecessary suffering, and reducing the cost to the NHS by over £1.5 billion a year. By raising awareness breast cancer UK can have a significant impact in helping reduce the risk of breast cancer.

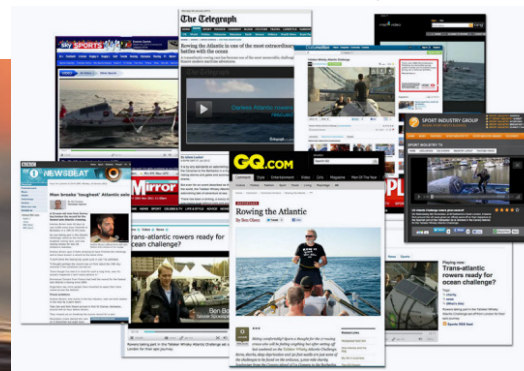
Registered Charity Number: 7348408



Classification: Restricted

# The Coverage

- The race has a dedicated media and PR team with extensive international media coverage with royalty free content.
- Official film crews are at the start and finish to capture the key visual assets.
- Press releases and video news reels are produced for each team to ensure a steady stream of content.
- Teams send content from the sea.
- The website receives 1.5m page views.
- Coverage comes in the form of Television, Print & Digital, Social Media which sees a reach spanning millions each year.





Andrena McShane-Kerr, from the Southside, is taking on the brutal challenge this year after becoming "obsessed" with the World's Toughest Row.

This gruelling race spans over 3,000 miles, undertaken in a seven metre ocean rowing boat without any external assistance.

READ MORE: Fundraiser for memorial service after 'superhero' tot died



Left to right Fiona, Nicky, Heather and Andrena again in La Gomera in December watching the race start.

Highlands & Islands

# Highland mum, 59, aiming for world record in first all-woman row across the Atlantic

Fiona Deakin, from Cromarty, could be celebrating her 60th birthday on the high seas.



Ross-shire Journal logo and navigation icons.

# Trans-Atlantic rowing challenge for Black Isle woman after she and three other crew announce plans to be first all-female team from Scotland to row across and entire ocean



## Crew eager for event

Andrena, who was also seeking to create an all-female crew for the Atlantic row... Nicky added: 'Atlantic Campaign, the governing body behind the World's Toughest Row, have tough regulations regarding their survival, that must be completed. We need to undertake at least 100 hours on water. We have undertaken a number of rowing trips including weekends... Despite the tough conditions, the crew is eager to undertake their incredible journey across the Atlantic for charity.'

Angus County logo and date: Thursday, January 8, 2025.



## Challenge of a lifetime

# Nicky joining all-women team to row the Atlantic

A BROUGHTY Ferry rower is set to take on a 3,000-mile journey across the Atlantic for charity. Nicky Larkin, a 36-year-old family support worker, joins part of the team Scotland the Wave.



you all and congratulations on Lauren Laverne Nick Grimshaw sits in @scotlandthewave

# How to get involved

## Our Partnership Packages

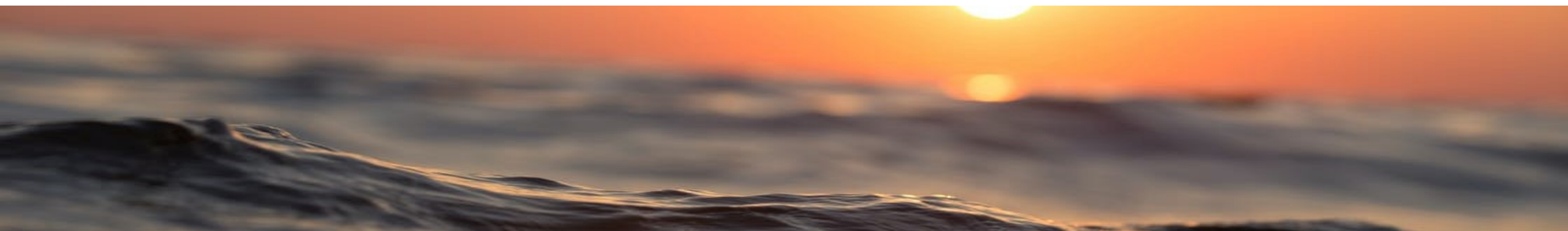
**Title - £30,000 (One available)**

Platinum - £20,000 (One available)

**Gold - £10,000 (One available)**

Silver - £5,000 (Two available)

**Bronze - £1,500 (Four available)**



# How to get involved

Classification: Restricted



Classification: Restricted

# How to get involved

## Platinum - £30,000 (One available)

### BRANDING

- Large company logo on each side of the boat (see diagram).
- Company logo to feature as platinum sponsors on our website along with a direct link to your webpage.
- Company logo on crews rowing vests used in training, during row.
- Large prominent company logo on all printed and digital promotional material.
- Company logo and branding on an oar that will be used in training and during the race.

### CORPORATE

#### ENGAGEMENT

- On completion you will receive your signed oar for display in your office, if it survives the crossing.
- The team will be available to present the story of their venture at a corporate event of your choosing.
- Regular newsletters on our preparation for the row.
- Display of company material at fundraising/promotional events.
- A day on the boat for 3 employees with the crew.

#### MEDIA

- Company will feature prominently as platinum sponsor in our online monthly blogs and social media streams (Facebook, Instagram, Twitter).
- Rights to use team videos, photos and press releases.
- Exposure through official race media content (photos and videos).
- Where possible your company will be named in all public and press events/media interviews and documentary as title sponsors.
- Signed and framed team photograph on completion of the race.

Classification: Restricted

# How to get involved

## Gold - £10,000 (One available)

### BRANDING

- Company logo on each side of the boat (see diagram).
- Company logo to feature as gold partner on our website along with a direct link to your webpage.
- Company logo on all printed and digital promotional material.
- Company logo on crews rowing vests used in training and during the row.

### ENGAGEMENT

- Regular newsletters on our preparation for the row.
- Display of company material at fundraising/promotional events.

### MEDIA

- Company will feature regularly as gold partners on our social media streams (Facebook, Instagram, Twitter).
- Rights to use team videos, photos and press releases.
- Exposure through official race media content (photos and videos).
- Where possible your company will be named in public and press events/media interviews and documentary as gold partners.
- Signed and framed team photograph on completion of the race.



Classification: Restricted

# How to get involved

## Silver - £5,000 (Two available)

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### BRANDING

- Company logo on each side of the boat (see diagram).
- Company logo to feature as silver partner on our website.
- Company logo on all printed and digital promotional material.
- Company logo on crews rowing vests used in training and during the row.

### CORPORATE

#### ENGAGEMENT

- Regular newsletters on our preparation for the row.
- Display of company material at fundraising/promotional events.

### MEDIA

- Company will feature regularly as silver partners on our social media streams (Facebook, Instagram, Twitter).
- Rights to use team videos, photos and press releases.
- Exposure through official race media content (photos and videos).
- Where possible your company will be named in public and press events/media and documentary interviews as silver partners.

Classification: Restricted

# How to get involved

## Bronze - £1,500 (Four available)

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### BRANDING

- Small company logo on each side of the boat (see diagram).
- Company logo to feature as bronze partner on our website.
- Small company logo on all printed and digital promotional material.
- Small company logo on crews rowing vests used in training and during the row.

### CORPORATE

#### ENGAGEMENT

- Quarterly newsletters on our preparation for the row.
- Display of company material at fundraising/promotional events.

### MEDIA

- Company will feature regularly as bronze partners on our social media streams (Facebook, Instagram, Twitter).
- Rights to use team videos, photos and press releases.
- Exposure through official race media content (photos and videos).

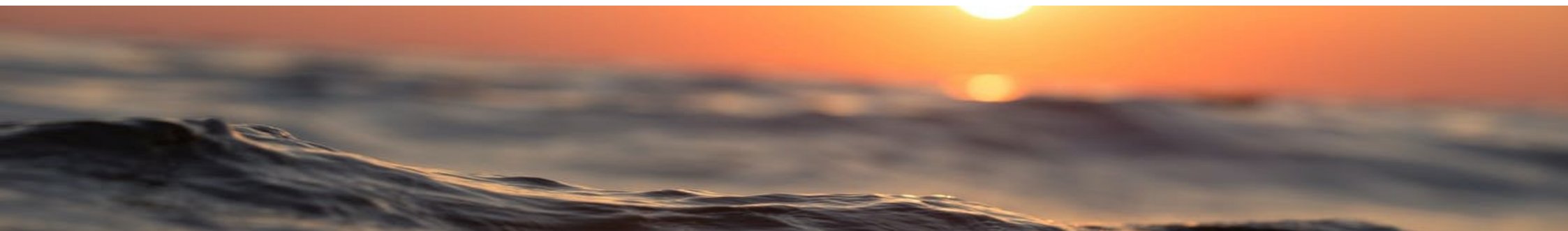
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# How to get involved

Other ways to get on board:

**Sponsor an oar** (Limited opportunity - One available) For £1,000, your business can sponsor an oar, featuring your company's logo and branding on both the blades and the shaft. This oar will accompany us through training and the race itself. Your logo will also be showcased on our website and across our social media platforms!

**Join our "250 Club"** – Whether you're an individual or a small business, your £250 contribution will help propel us toward the starting line. In return, your name or an inspiring quote will be displayed on our boat deck, allowing you to join us symbolically on our journey. Plus, you'll receive a shout-out on social media and 4 complimentary tickets to our annual fundraising events!



Classification: Restricted

# Thank-You

We thank you in advance for your interest in partnering with us.

WE LOOK FORWARD TO HEARING FROM YOU.

For more information follow us on social media:

Facebook @scotlandthewave

Instagram @scotlandthewave

Twitter @Scotland the wave

GET IN CONTACT

PHONE - 0044 (0) 7740 26 26 88

EMAIL – [ScotlandTheWave@gmail.com](mailto:ScotlandTheWave@gmail.com)

