

SCOTLAND THE WAVE



4 ROWERS – 1 OCEAN

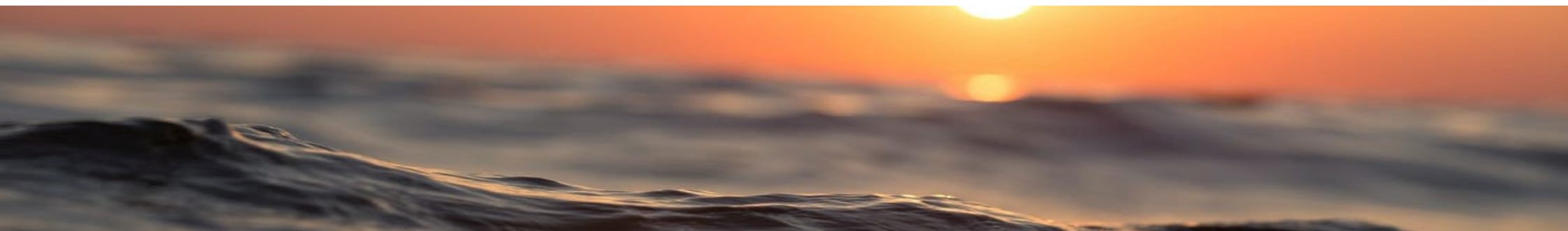
The world's toughest row



Welcome to our Partnership Package

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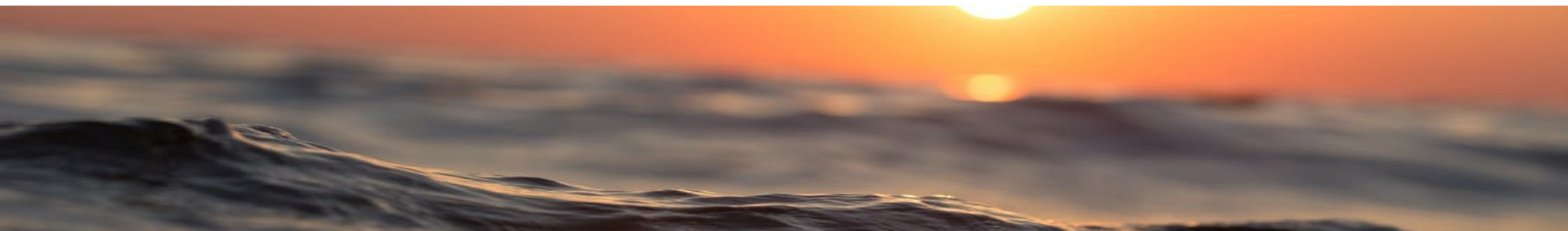
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Classification: Restricted

The Challenge

In December 2025, we will take on the challenge of a lifetime — joining 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'll row in relentless shifts of two hours on, two hours off, for up to 55 days. Life on board will mean surviving on rehydrated food, coping with salt sores, seasickness, and sleep deprivation, while facing 40-foot waves, fierce storms, and encounters with marine life. This is the ultimate test of endurance across the world's second-largest ocean. Our mission is to make history by becoming the first all-female Scottish team of four to row any ocean — and to set a world record in the process.



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.



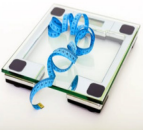
- Each rower will use 800 sheets of toilet paper. There is no loo - just a bucket!



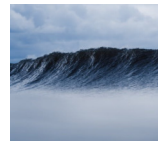
- Row 2 hours, sleep 2 hours 24/7.



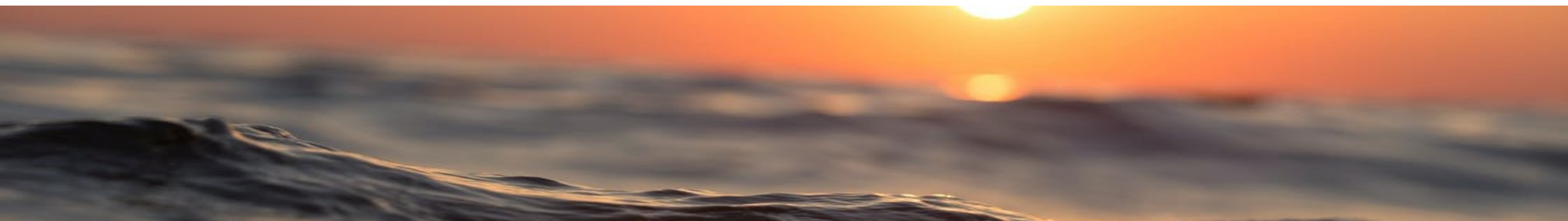
- The team will spend 45-65 days at sea.



- 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.



ification: 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

ver 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. As a child, I struggled with reading and spelling due to dyslexia, so I channelled 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 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. During the row I will be raising vital funds for RNLI.

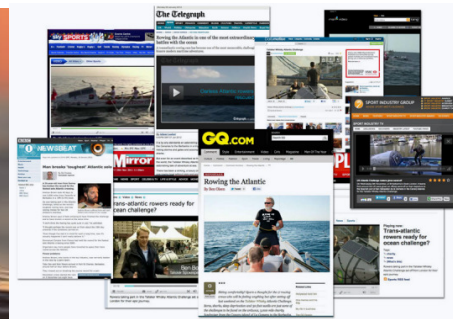


Classification: Restricted

The Coverage

- The race benefits from a dedicated media and PR team, delivering extensive international coverage with access to royalty-free content.
- Official film crews are present at both the start and finish to capture key visual highlights.
- Each team is supported with press releases and video news reels to ensure a continuous flow of content.
- Teams also send regular updates directly from the ocean.
- The race website attracts around 1.5 million page views annually.
- Coverage spans television, print, digital, and social media, reaching millions worldwide each year.

-A short film documenting our journey is currently being produced by The One Show and will be broadcast to more than 2 million viewers upon our arrival in Antigua in February.



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.



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

Mark Davis
The ladies are pictured during one of their training sessions.

Andrena, who was also seeking to create an all-female crew for the Atlantic row, said: "I started rowing in my early 20s when I first moved about the Atlantic Challenge. At that time, I had a young family and I couldn't pursue the idea, but as life progressed, I returned to rowing seven years ago when I joined Moray Rowing Club. "At this time I saw a news crew from North Forewick

Every essential piece of kit is designed in well right, all equipment must be secure, however, which makes the row themselves.

Nicky added: "Atlantic Campaign, the governing body behind the World's Toughest Row, have tough regulations regarding the row. There are a number of courses, from navigable to see survival, that must be completed. We need to be able to at least 100 hours on water. Nicky undertakes a number of rowing challenges including weekends.

Despite the tough conditions, the crew is eager to undertake their incredible

Angus County



Challenge of a lifetime

Nicky joining all-women team to row the Atlantic

BY ISLA GLEN

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

She will be joined by Fiona Deakin, 57 from Cromarty, Heather McCulloch, 28 from Dunoon, and Andrena McShane, 40 from Glasgow.

The 2023 trip will see the women go from the Canary Islands in August, rowing two hours a day and two hours off.

take it to the Highlands to practice living on it.

Other preparation includes navigation, survival and nutrition courses.

Fiona, who runs a bed and breakfast, said: "We will be the first crew of Scottish women to compete."

"Fewer than 300 women have ever rowed across the Atlantic. More people should know."

She was inspired to take on the challenge after the book, but best friend



you all and congratulations on

Lauren Laverne

Nick Grimshaw sits in

@scotlandthewave

Classification: Restricted How to get involved

Partnership Packages Available

Bronze - £1,500 (Four available)

Deck Hand - £1,000 (Two available)

Oar - £750 (One available)

250 Club - £250 (Six available)

Small Donations – Please scan QR code below



Scan to donate to Scotland's fundraiser
"Scotland The Wave"



Classification: Restricted

How to get involved

Deck Hand - £1,000 (Two available)



BRANDING

- Small company logo on one of the two deck hatches on board the boat - this prominent position will be visible on most of the on board footage taken for social media and The One Show.
- 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 deck hand 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).

Classification: Restricted

How to get involved

Bronze - £1,500 (Two available)

BRANDING

Small company logo on each side of the boat (see diagram).

Company logo to feature as bronze partner on our website.

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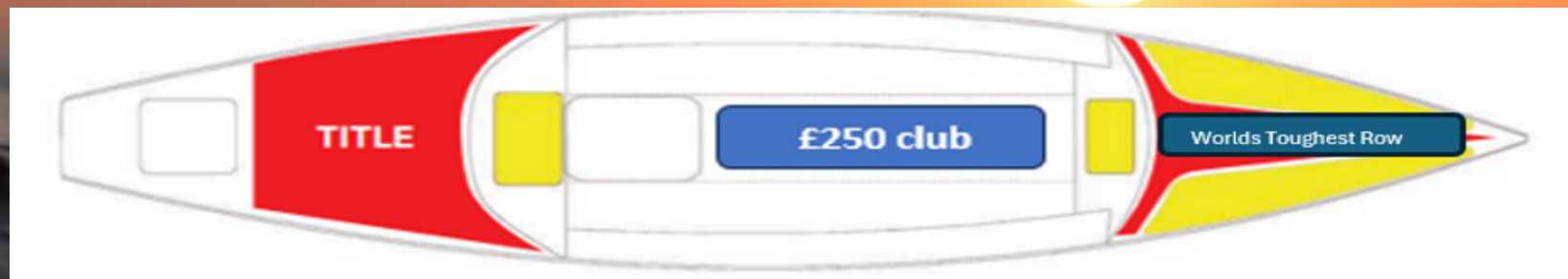
Exposure through official race media content (photos and videos).



How to get involved

Sponsor an oar (Limited opportunity - One available) For £750, 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, large 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.

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