



SPONSORSHIP OPPORTUNITY

IN PARTNERSHIP WITH...





WHO ARE WE?

We are a unified team of locals and inhabitants of Antigua, representing our island in the 2025 Atlantic Dash. We will row 3,200 miles from Lanzarote to Jolly Harbour in a 28ft ocean rowing boat, starting January 3, 2025. Notably, two of our members, from the amazing National Sailing Academy, will become some of the youngest Caribbean Nationals to ever row an ocean!

Our mission goes beyond the journey—we are using this challenge as a platform to raise awareness of the importance of water safety and much needed funds for the Caribbean Maritime Safety Association (CMSA), a non-profit registered in Antigua and Barbuda. The CMSA is dedicated to improving maritime safety, providing accessible/free, essential training to various community groups on these islands.

A recent CMSA survey revealed that a significant percentage of nationals cannot swim, this is not referring to the inability to swim perfect butterfly stroke, this refers to the inability to tread water or float, key life saving skills. This includes adults and children, highlighting the need for basic water safety lessons to be integrated, as well as increased safety cover for beaches and access to safety equipment. A great example of this is the “Making Waves” project, providing free water safety talks and swimming sessions to many schools across the island, as well as free learn to swim sessions for adults.

In addition to all this great work, the CMSA is also addressing the disparity between nations represented in the ocean rowing community. Currently, only 1.35% of rowing teams arriving in Antigua represent our nation, compared to 53.19% from the UK. Let’s change that! All equipment used in this journey, will be available for use by other groups, to row around the Caribbean Islands/across the Ocean. This means your support will not only be for our crossing, but for future members taking to the water with the bonus of your logo displayed for a year after the project end.

We appreciate your interest in our project and support for increasing water safety and awareness in Antigua & Barbuda and the wider Caribbean. Together, we can enjoy our beautiful island beaches safely!

Please read on to learn about our challenge, more about the CMSA and how you can help!

Love from, Team Waves To Awareness



THE CHALLENGE

The Atlantic Dash is the **WORLD'S LONGEST ROWING EVENT**, it's the ultimate test of mental resilience, preparedness and teamwork. The team must work together to ensure their success, with the whole row being unsupported..

Yes, unsupported, no support vessels, no back-up's, just the team, the equipment they set off with and that's it. That includes self reliance in medical emergencies, capsizes, equipment failure... everything!



HOW FAR?

The crew will be rowing from **Rubicon Marina, Lanzarote** in the Canary Islands, across 3,200 miles of open ocean, before arriving at the finish line in **Jolly Harbour Marina, Antigua**.

On finishing, the team would have rowed over 1,000,000 strokes and consumed over 1,200,000 calories between them!

HOW LONG?

Preparing for the worst, the team must be self reliant for over 70 days. During that time they will experience sleep deprivation, extreme fatigue, mass weight loss, huge seas to name just a few!

Equipment will break and fail, the vessel may capsize and extreme weather may be encountered. There will be little room to shelter in the cabins which are smaller than a double bed (without all the equipment in them!).

Just some of the things the team has to look forward to...



HALLUCINATIONS



SICKNESS



SHARKS



STORMS



BLISTERS



EXHAUSTION



DEHYDRATION



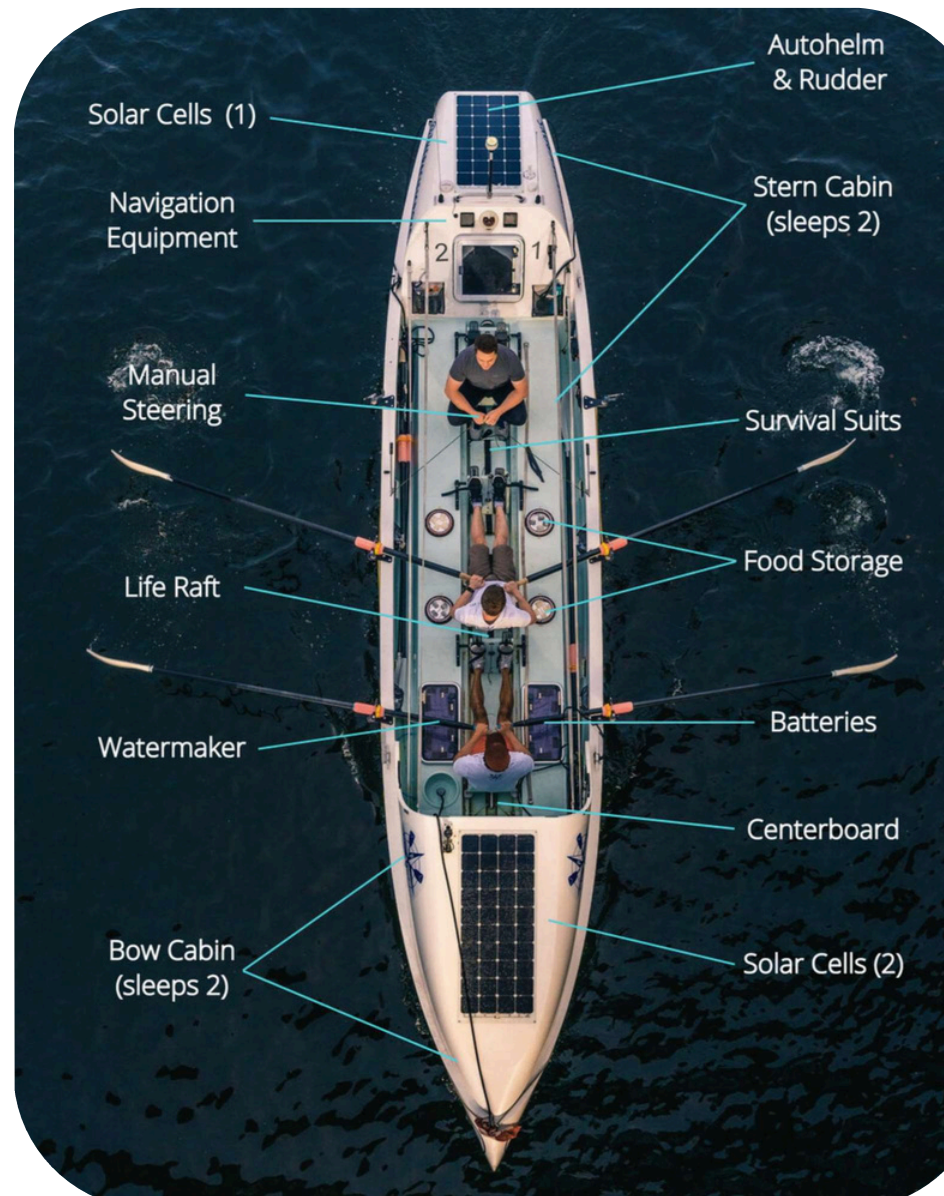
SHIPPING
& TRAFFIC

AN OCEAN ROWING BOAT

Measuring 28ft long and a little under 6ft wide, this is the crew's life support system, from start to finish. The boat will carry everything they need for the duration of their journey. The team will be rowing in pairs and will be running on a shift pattern of two hours rowing followed by two hours resting for 24 hours a day, 7 days a week. That means for anything between 35 and 70 days, nobody will be getting more than 90 minutes of sleep at a time.

From the second the crew push off, until they next set foot on land, the boat will be everything to them.

They will either be on deck rowing or they will be in the tiny cabin which is about two thirds the size of a double bed. Inside this, they will rest, cook, eat, sleep, film vlogs, navigate, communicate with the outside world and each other, patch up any injuries, write blogs, carry out equipment repairs, clean themselves... in fact, the only thing they won't be doing in the cabin is going to the toilet.



To most people's amusement, using the toilet facilities is an alfresco affair that bears a striking resemblance to a bucket on deck. This is largely due to the fact it is a bucket on deck. Lovely when it is sunny and calm but try to imagine yourself balanced atop of said bucket whilst there are howling winds and towering waves crashing onto you, whilst being watched by your rowing partner!



CARIBBEAN MARITIME SAFETY ASSOCIATION INC.

The Caribbean Maritime Safety Association (CMSA) is a pivotal not-for-profit organisation headquartered in Antigua, dedicated to enhancing maritime safety across the Caribbean's vast and vibrant waters.

Established to serve as a beacon of best practices, the CMSA is committed to fostering a culture of safety at sea through comprehensive education, rigorous training programs, and the promotion of stringent safety standards. Its mission is to ensure that the maritime industry within the Caribbean operates within the parameters of international maritime law, with a strong emphasis on the protection of marine environments.

The CMSA Offers the following services, free of charge, to individuals on the island. These are run by experienced and industry-leading professionals:

- Making Waves Water Safety School's Project
- The Rookie Lifeguard Programme
- Beach Lifeguard Training and Certification
- Watersports and Beach Safety Consultation
- Learn to Swim Training for Adults and Children
- Search and Rescue Training (Land and Sea for Government and NGO Organisations) as well as planning and assistance (on special request)
- Water Smart Award
- Caribbean Rowing Excursions



Being a not-for-profit organisation means that all and any funds raised go directly towards resources required to continue offering these services at no cost to the participant as well as providing better equipment, more resources and more training for those that find themselves in times of need, both on land and at sea!





CHARITY PARTNERS

THE NATIONAL SAILING ACADEMY

The National Sailing Academy's mission is to change the lives of children and differently abled children and adults in Antigua by introducing them to sailing not just as a sport or leisure option but also as a career. Lessons are offered free as part of the National Curriculum.



The Academy has also offered water confidence and safety classes to local school children since 2017 following a generous donation for the purchase and installation of a swimming spa. The academy offers a safe environment for children to learn where their parents and guardians can be confident that they are in safe capable hands. Volunteer instructors offer their time and knowledge to assist children to learn these essential skills, many of whom progress to one of the sailing programmes available at the Academy.

The Sailability programme offers the differently-abled community of Antigua the opportunity to sail to the best of their abilities. Due to the nature of challenges both children and adults experience, whether of a physical or an intellectual nature, the individual is assessed and then lessons will begin.



For some who have very limited or no mobility, this may mean a 'joy ride' experience where the instructor operates the boat and the student sits back and enjoys the adventure. In doing so, they experience the real pleasure of being out on the water and the sense of adventure it can bring to their lives. For others, it may mean developing their skills over time until they are sailing the boat independently, and in some cases, learning to race. Sailability is the only organisation of its kind in Antigua which offers this very important service to the disabled community.





HOW YOUR SUPPORT WILL BENEFIT YOUR COMMUNITY

What are the benefits of individuals participating in these events and programmes...?



Mental Health

Promoting good mental health among the island's citizens leads to reduced healthcare costs, improved public safety, and overall enhanced socio-economic development.



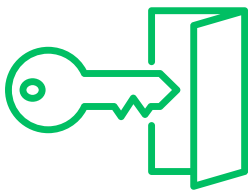
Physical Health

Good physical health reduces healthcare expenditures, increased overall productivity, and improved overall well-being, leading to increased quality of living..



Community

A close-knit community fosters a sense of belonging, support, and collaboration, resulting in enhanced social connections, resilience, and improved quality of life for all of its members.



Opportunities

Participating in sports and community projects opens doors to a wide range of opportunities, including scholarships, career prospects, and personal growth, while fostering teamwork, discipline, and leadership skills.



Discipline & Awareness

Sports instill discipline and self-awareness, enabling individuals to develop focus, resilience, and a strong work ethic, ultimately translating into improved performance and personal growth in numerous aspects of life.



Environmental Awareness

Environmental awareness leads to a healthier planet, sustainable resource management, and a better quality of life for current and future generations.



Teamwork & Friendship

Engaging in sports cultivates teamwork and friendships, fostering mutual support, personal growth, and shared achievements.



Leadership

Sports nurture leadership skills, empowering individuals to take initiative, inspire others, and make confident decisions, fostering personal development and preparing individuals for leadership roles in diverse settings.



MORE REASONS TO GET INVOLVED

Media Exposure

We've conducted an interview at ABS TV and are developing a media plan to enhance exposure for The Dadli Explorers, the CMSA, and our partners in Antigua and internationally.

Social Media

We have a social media campaign ready to engage a significant portion of users in Antigua and globally. Sponsors will be tagged in all posts, and we'll create tailored content for your company.

Positive brand association

Your brand will help create a safer water environment for Caribbean nationals through our projects in Antigua. We are collaborating with the Department of Sports and Education to establish a school program where our team will visit schools to spread the word on water safety and inspire students to pursue their dreams, regardless of life's challenges. By supporting us, you're spreading awareness and enabling future representatives of Antigua to experience the water!

Logo on the boat and website...

Your logo will be on both the boat and our social media. As our boat will be used for future trips around the Caribbean, your logo will not be removed after our Atlantic Crossing, it will stay on the boat for the next event around the Caribbean, providing your logo and business with continued exposure across the islands.

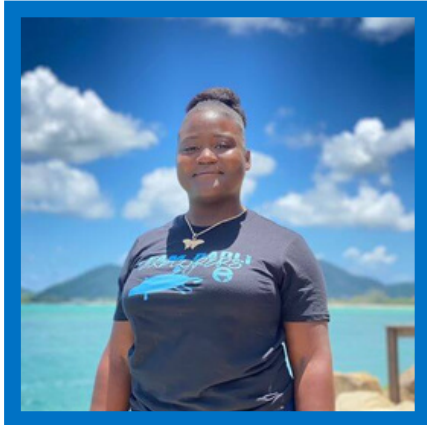
Showing your love for Antigua!!

We are a united team of Antiguan and long-time residents, representing Antigua in this international event while supporting future teams in safely enjoying water activities. By partnering with us, you will provide the communities of Antigua and Barbuda free training and a platform for safe water enjoyment.

As well as these typical sponsorship perks, we hope you'll join us for more meaningful reasons than just ROI. Sponsoring this event creates positive impacts, and it boosts employee engagement. Past sponsors have seen their teams take ownership of the challenge, fostering a sense of belonging and teamwork. We also invite sponsors to join us on a trip! Employees are welcome to come down and take a trip out on the rowing boat, maybe to another island...interacting with the project and enhance team building.



MEET THE TEAM...



TERRIQUA CHRISTOPHER (The Spring Chicken)

How old will you be when you start the row?

18

Where in Antigua do you live?

I live in All Saints Village

What do you do (Job, study) and what you like doing outside of that?

I'm a sailor at the national sailing academy who aspires to become a yacht captain someday but outside of sailing I have other hobbies such as cooking and going to the beach.

Why do you want to do the row?

Well, I've always wanted to row after being inspired by other rowers but I personally want to row to test my level of confidence, fierceness and strength as a female

What are you most looking forward to?

I'm mostly looking forward to seeing the beautiful creatures that are below us and the milky way sky at night cause I've heard that it's something very remarkable to witness so I want to be the judge of that personally

What are you least looking forward to?

I'm least looking forward to the seasickness at first so our bodies can adjust to the atmosphere we're gonna call home for the next 7 weeks!



RUBY COATES (Team Mum)

How old will you be when you start the row?

29

Where in Antigua do you live?

I live in Falmouth Harbour

What do you do (Job, study) and what you like doing outside of that?

I'm a Maritime Instructor at Ondeck Maritime Training. Outside of work I love swimming, hiking and exploring the island.

Why do you want to do the row?

I saw the rowers arrive into Antigua a few years ago and I decided that would be me one day! Antigua has welcomed us and we would love this chance to offer something back. Working alongside the NSA and ABSAR & knowing the amazing work they do, we are excited to be raising money/awareness for such great causes.

What are you most looking forward to?

Finally setting off and seeing what we encounter along the way!

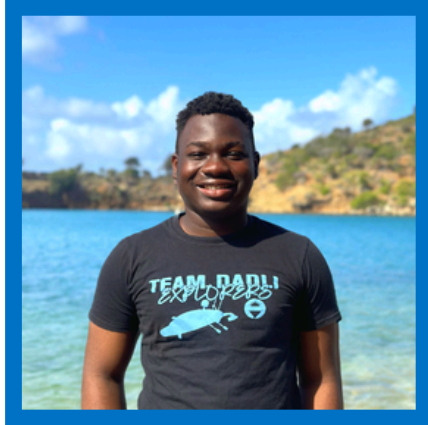
What are you least looking forward to?

Having to apply lots of suncream.. hiding from the sun is hard enough in daily life let alone in the middle of the ocean!



MEET THE TEAM

CONTINUED...



TQUAN JAMES (The Middle Child)

How old will you be when you start the row?

19

Where in Antigua do you live?

I live in new field village St Philip , St. John

What do you do (Job, study) and what you like doing outside of that?

I am a royal yacht association dinghy sailing instructor at the National Sailing Academy. Out side of that I play video games.

Why do you want to do the row?

I want to row to influence the young people of Antigua and Barbuda and to make my self better in Society.

What are you most looking forward to?

I am mostly looking forward to the sea life and see bioluminescent.

What are you least looking forward to?

I am not looking forward getting sea sickness and capsizing.



STEFF EVANS (The Old (and Wise) One..)

How old will you be when you start the row?

33

Where in Antigua do you live?

I live in Falmouth Harbour

What do you do (Job, study) and what you like doing outside of that?

I am the Principal/Manager of Ondeck Maritime Training. Outside of work I enjoy reading and getting on the water.

Why do you want to do the row?

I have supported many rowing teams, but always remained on land. I think it's about time I jumped onboard!

What are you most looking forward to?

Finishing.

What are you least looking forward to?

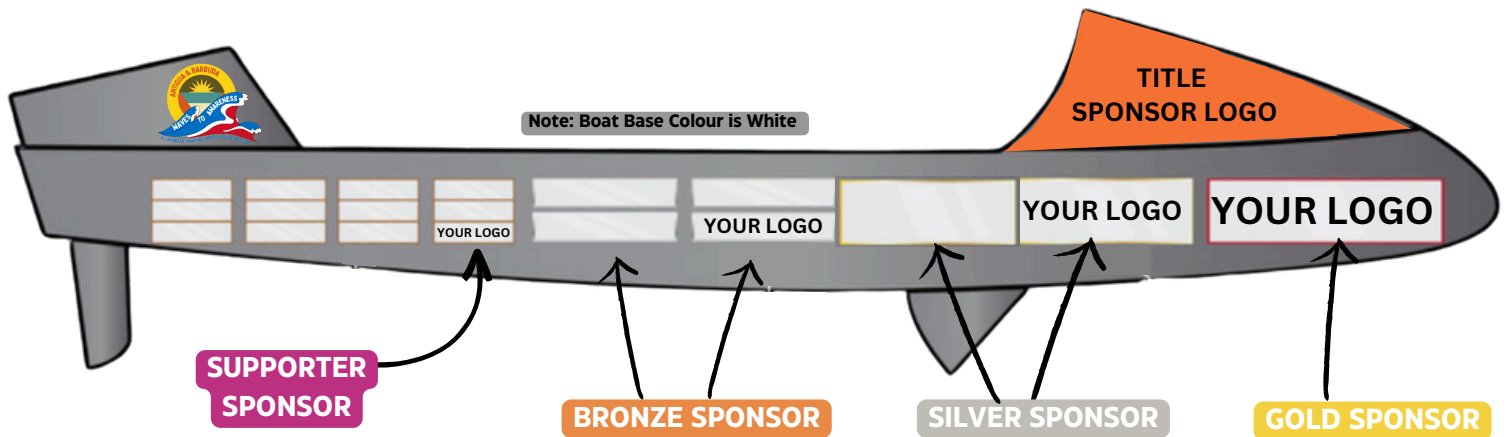
Starting.



SPONSORSHIP LEVELS

We have split our Sponsorship packages into different levels so you can support as much or as little as you like!

As a Sponsor you will have your logo printed on the hull of our boat, plus additional benefits... remember, when the boat rows to another island, so does your logo!



TITLE SPONSOR

(Only 1 Opportunity)*

- Full branding Rights to the company name
- boat branding, including prime positioning of logo on exterior and interior of boat
- Boat to change organisation's brand colours
- Organisation's logo to feature on ALL team attire worn pre, during and post row
- PR and promotional partner - involvement in press releases, press and launch events, photography, media interviews and all promotional materials
- Media access – full access to live streaming chats, photos and video footage

- Product showcase - use of organisation's products/services by crew and in boat
- chess to crew – crew available pre, during (via) and post row to talk to employees/speak at corporate or team-building events
- Access to location mapping. Office map in reception can pinpoint where row are on any given day
- Flag to mark end of row - crew hold flag aloft to signal end of row. Flag will bear the logo/tag of the lead sponsor

**Please note that Title Sponsor Investment and Benefits are to be negotiated*

GOLD SPONSOR

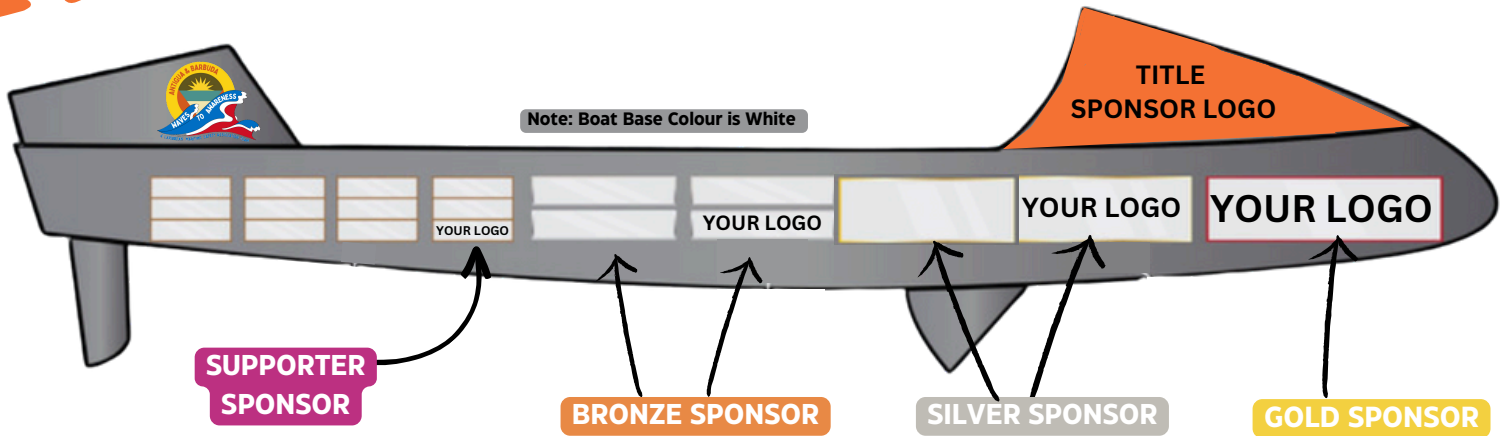
USD 25,000 (Only 1 Opportunity)

- Logo positioned in most prominent position on the boat hull
- Logo on all crew clothing
- Long on home page of team website with hyperlink
- Logo on teams social media platforms
- Bi weekly bespoke social media posts introducing company as gold sponsor
- Company tagged in every social media post by crew
- 2 x post row talks by the team on their experiences

- Logo on 2 oars, to be presented to company post row
- Company name to be mentioned in all Press and media interviews with hyperlinks where possible
- Bespoke video and photo content created by crew for company
- PR photo opportunities with crew and boat
- Access to all video footage taken during row for content creation



SPONSORSHIP CONT.



SILVER SPONSOR

USD 15,000 (Only 2 Opportunities)

- Logo in prominent position on the boat hull
- Logo on team's social media platforms
- Logo on home page of team website with hyperlink
- Bespoke social media post introducing company as sponsor

- Company tagged in every social media post by crew
- PR photo opportunities with crew and boat
- Access to all video footage taken during row for content creation
- 1 x post row talk by the team on their experiences

BRONZE SPONSOR

USD 7,500 (Multiple Opportunities)

- Logo on hull of the boat
- Logo on home page of team website with hyperlink
- Bespoke social media post introducing company as sponsor

- Company tagged in weekly social media post by crew
- PR photo opportunities with crew and boat

OAR SPONSOR

USD 5,000 (Only 1 Opportunity!)

- Logo on 1 pair of oars
- One presentation oar to be presented to company by crew post row
- Logo on sponsor page of team website with hyperlink

- Bespoke social media post introducing company as sponsor
- Company tagged in 1 social media post per week during the crossing

SUPPORTER SPONSOR

USD 2,000 (Multiple Opportunities)

- Small logo on hull of the boat
- Logo on sponsor page of team website with hyperlink

- 1 post on social media thanking company

CUSTOM SPONSOR

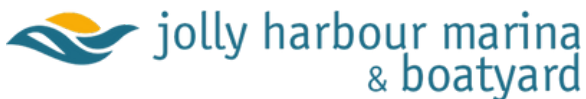
\$???? (Multiple Opportunities)

- You decide! What are your specific needs?
- Tell us what you would like, and we can make a deal!



THANK YOU!

SO, WHY NOT JOIN OUR CURRENT SPONSORS...



SHEERROCKS

THANK YOU FOR TAKING THE TIME TO LEARN MORE ABOUT THE CHALLENGE AND OUR MISSION! YOUR SUPPORT IN INCREASING MARITIME SAFETY IS HUGELY APPRECIATED.

TO FIND OUT MORE OR TO SIGN UP AS A SPONSOR...

CONTACT US ON:



www.sea-safety.org/team-waves-to-awareness



ruby@sea-safety.org



[makingwavesproject](https://www.instagram.com/makingwavesproject)



[thecmsa](https://www.facebook.com/thecmsa)



[+1 \(268\) 724-3111](https://wa.me/12687243111)

**TEAM WAVES TO AWARENESS
- FOR SAFER CARIBBEAN WATERS -**