



THE BRISTOL GULLS

FOUR GULLS FROM BRISTOL
TAKING ON THE ATLANTIC

THE WORLD'S TOUGHEST ROW

The Talisker Whisky Atlantic Challenge is an annual race that departs from San Sebastian, La Gomera, Canary Islands each December and finishes in the English Harbour, Antigua and Barbuda.

- **AROUND 30 CREWS FROM AROUND THE WORLD TAKE PART IN A RANGE OF CREW SIZES. THE AIM IS TO COMPLETE THE CROSSING COMPLETELY UNASSISTED**
- **THE CURRENT RACE RECORD IS 29 DAYS, 14 HOURS, 34 MINUTES**
- **THE CURRENT ALL-FEMALE CREW RECORD IS 34 DAYS, 13 HOURS, 13 MINUTES**



KEY STATS

- **ROW 2 HRS, REST 2 HRS, 24/7**
- **3,000 NAUTICAL MILES**
- **28FT LONG BOAT, 2 CABINS**
- **5,000 CALORIES PER DAY**
- **20FT HIGH WAVES**
- **UNSUPPORTED ROWING RACE**



OUR MISSION

RESPECT OUR WATERS



'A recent biopsy of whales and dolphins found stranded on the UK coast found microplastics were present in the stomachs and intestines of 100% of subjects.'
– BBC Wildlife magazine, Spring 2019

Human lifestyles have evolved in a way that puts an increasing amount of pressure on our beautiful planet and its eco-systems. Plastic pollution is now recognised as one of the biggest threats facing our oceans. The Bristol Gulls want to help inspire change.

The Bristol Gulls are on a personal mission to complete their Atlantic crossing in a sustainable manner. This means that the girls will be eating, washing, and living only with the use of eco-friendly products.

ECO BOAT

The Bristol Gulls are thrilled to have entered into a partnership with Rannoch Adventure, to build and race an Eco Ocean Rowing Boat.

The 'Eco Boat' will be as lightweight and strong as the Rannoch R45 standard construction - a state-of-the-art vessel designed and built by Rannoch Adventure, 28ft long, 5ft wide, 940kg - but built in a way that has **less** impact on the environment.

The Gulls will be the first ever team to enter an eco ocean boat in the Talisker Whisky Atlantic Challenge, further emphasising their strong commitment to the environment and encouraging sustainable practices.



RANNOCH
ADVENTURE



THE GULLS

The city of Bristol drew the gulls from all over the world.
A love of adventure brought them together.



PHOEBE

Adventurer, global traveller and peanut butter addict. An advocate for sustainable living. Rower and sailor, Phoebe brings a wealth of ocean experience to the team.

'IF IT SCARES YOU, IT MIGHT BE A GOOD THING TO TRY'



LORNA

Driven by challenges, raised in Cornwall, a passionate sportswoman, the sea is what she loves and respects. Lorna is the team eco boat engineer.

'GO INTO THE WORLD AND DO WELL, BUT MOST IMPORTANTLY, GO INTO THE WORLD AND DO GOOD.'



SARAH

An adventurous spirit, strong minded and passionate about inspiring others, born and bred in Scotland and a STEM ambassador, Sarah is the team kit engineer and safety lead.

'THE GREATEST THREAT TO OUR PLANET IS THE BELIEF THAT SOMEBODY ELSE WILL SAVE IT.'



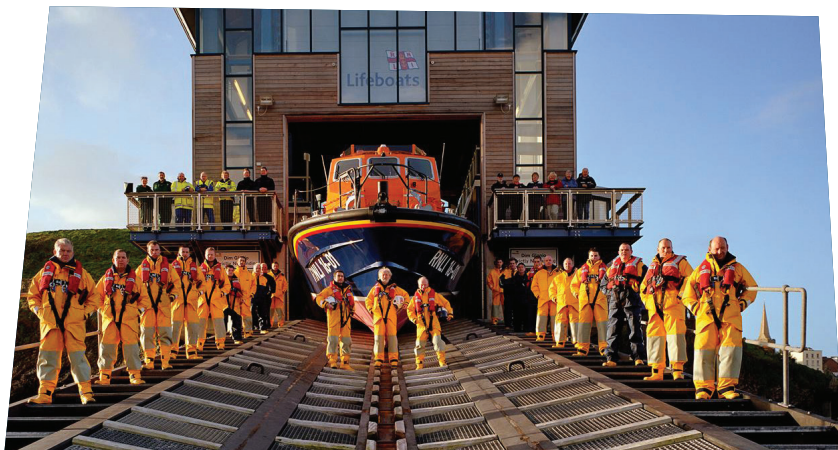
SOFIA

Devoted to fitness, lover of the outdoors, born and raised in Uruguay, eager to inspire others and make a change. Sofia is the team captain and partnerships lead.

'ADVERSITY IS AN OPPORTUNITY FOR GROWTH.'

OUR CHARITIES

The Gulls are passionate about bringing change to two issues surrounding our local and global waters: plastic pollution and drowning prevention. They have partnered with two organisations fighting hard to make a change: RNLI Portishead and Clean Up Bristol Harbour.





Fundraising in aid of the RNLI



The RNLI is a charity and relies solely on public support to run the lifesaving service, with 95% of their organisation being volunteers. The volunteer lifeboat crews provide a 24-hour rescue service in the UK and Ireland, and their seasonal lifeguards look after people on busy beaches. Their Flood Rescue Team also helps those affected by flooding.

RNLI crews and lifeguards have saved over 142,200 lives since 1824 but are much more than a rescue service. Influencing, supervising and educating people too. Their international teams work with like-minded organisations to help tackle the global drowning epidemic in communities at risk all around the world.

Clean up Bristol Harbour is an initiative that was set up by our very own Chloe during the summer of 2016. Every month they invite people to come along and pick up the floating rubbish that accumulates in our beautiful harbour. Over the past year they have managed to collect over 250 bags full of rubbish - nearly half of it recyclable!

CUBH aims to explore ways to push behavioural change when it comes to engagement with the harbour, keeping Bristol harbour clean and, on a wider sense, engaging with marine pollution related issues - such as plastic pollution. CUBH are looking to develop various projects tackling pollution of our local waters.

MEDIA AND PR

The Bristol Gulls' story is unique, and we want to share it with the world. In the run up to December 2020 we have organised various fundraising events that we will be inviting press along to and we are very open to running further events specifically with corporate partners.

The Talisker Whisky Atlantic Challenge has been extensively covered on multiple media platforms globally.

2018-19 RACE

- **PEOPLE REACHED
52,600,000**
- **ACCREDITED MEDIA
TEAMS 44**

2017-18 RACE

- **PEOPLE REACHED
3,363,375,468**
- **ACCREDITED MEDIA
TEAMS 39**

Race stats provided by Atlantic Campaigns



ENGAGEMENT

Race stats provided by Atlantic Campaigns

FACEBOOK

- PEOPLE REACHED 18M
- PAGE LIKES 19K

RACE TRACKER

- PAGE VIEWS 2.7M
- GROWTH IN VIEWS FROM 2017-18 65

INSTAGRAM

- POST LIKES 42K
- PAGE LIKES 4K

RACE WEBSITE

- PAGE VIEWS 1.5M
- UNIQUE MONTHLY VISITORS 100K

TWITTER

- ENGAGEMENTS 20K
- IMPRESSIONS 717K

YOUTUBE

- LIFETIME VIEWS 2M

PR COVERAGE

TELEVISION

- 15 MILLION TOTAL VIEWERS

DIGITAL

- 11 MILLION UNIQUE PEOPLE REACHED

PRINT

- 21 MILLION UNIQUE PEOPLE REACHED

PARTNERSHIP OPPORTUNITIES

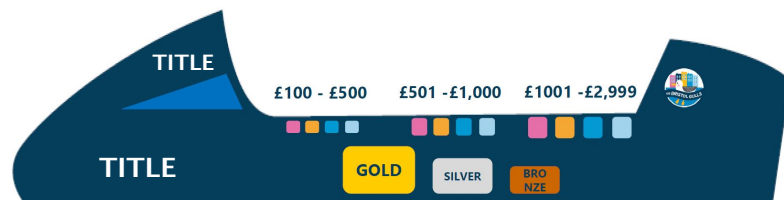
We are happy to discuss our partnership opportunities with you to ensure we can tailor it to your needs.

- **TITLE PARTNER £POA**
- **GOLD £15,000**
- **SILVER £10,000**

- **BRONZE £3,000**
- **OAR £2,500**



Smaller contributions will allow you to feature your logo on our boat, as well as presence on our website and social media platforms.



BRANDING

		TITLE	GOLD	SILVER	BRONZE	OAR
TEAM NAMING	Your organisation will be incorporated into our team name.	✓				
BOAT BRANDING	Boat to be branded and coloured in the style of your organisation to maximise impact.	✓				
KIT LOGO	Your organisation's logo will be embroidered on the team kit worn during the race, training and relevant events.	✓	✓	✓		
BOAT LOGO	Your organisation's logo will be featured on the boat-Size/ location depending on package.	✓	✓	✓	✓	
WEB FEATURE	Your organisation to be featured on our website.	✓	✓	✓	✓	✓
OAR BRANDING	Your organisation's logo to be featured on a blade.					✓

CORPORATE ENGAGEMENT

PRE-RACE PRESENTATION	Presentation to your organisation about the planning, sustainable practices, preparation, training and motivation.	✓				
POST-RACE PRESENTATION	Presentation to your organisation about the eco-friendly challenge, overcoming hurdles, teamwork and motivation.	✓	✓			
PR EVENT ATTENDANCE	Attendance at promotional events pre/post-race.	✓	✓	✓		
OAR OWNERSHIP	The oar will be sent to you after the race.					✓

MEDIA

ENDORSEMENT	Endorsement of your product/service e.g. videos, and photos during the row via our social media platforms (if applicable).	✓	✓	✓	✓	
EXPOSURE	Social media engagement and mentions of your organisation pre/post race.	✓	✓	✓	✓	✓
PHOTOGRAPHY ACCESS	Your organisation given rights to use our logo and team videos / photos for marketing purposes.	✓	✓	✓	✓	✓

IF YOU WANT TO GO FAST, GO ALONE. IF YOU WANT TO GO FAR, GO TOGETHER.

AFRICAN PROVERB

The Gulls have embarked on an immense journey. Through their preparation to row across the Atlantic Ocean, they are looking to shift the mentality of those they can reach through their campaign and encourage a healthy and safe relationship with our global waters.

Strength is in the numbers and the Gulls are looking for financial and equipment partners that have aligned values and a commitment to sustainability.

WE ARE LOOKING FOR PARTNERS TO JOIN US ON THIS JOURNEY AND HELP MAKE A DIFFERENCE.





CONTACT DETAILS

WEBSITE

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TALISKER™
WHISKY

**ATLANTIC
CHALLENGE**

