

ASHORETHING

LONDON 2 LAND'S END

ULTIMATE ROWING CHALLENGE



LAUNCH DATE: 12th JUNE 2021
TOWER BRIDGE, LONDON

• www.ashorething.uk •



4 STRONG WOMEN



1 AMAZING OCEAN ROWING BOAT

500 MILES

CURRENTS • TIDES • WINDS
ALONG THE WORLDS BUSIEST
SHIPPING CHANNEL

2 HOUR SHIFTS,
24 HOURS A DAY,
FOR AS LONG
AS IT TAKES

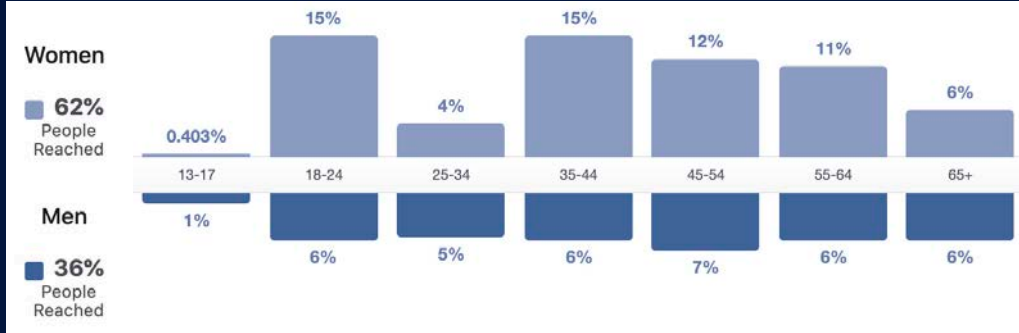
WE ARE RAISING MONEY FOR:



OUR AUDIENCE IS YOUR AUDIENCE

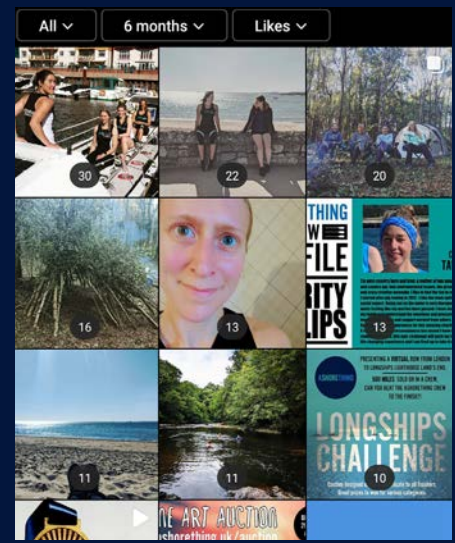
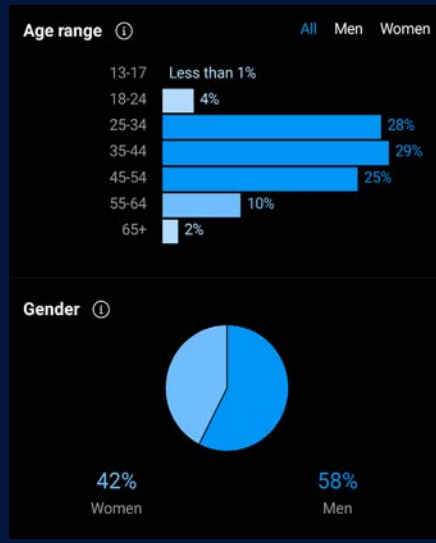
FACEBOOK

Used to regularly post events, competitions and video diaries.



INSTAGRAM

Features our various training, courses and rowing progress.



IN THE NEWS

Newspaper, magazine articles and radio interviews.



Tavistock Times - 27th Feb 2020



Links Magazine - Aug 2020



A Place to Speak your Mind
SourceFM - Aug 9th 2020



BBC Radio Devon
Oct 18th 2020

PROMOTIONS MENU

A few ideas to get you started, how can we best help you to celebrate your business?

SPONSORED LIVESTREAMS

We will display your logo and refer to you in all livestreams including those made aboard the boat during the row.

BRANDING

Your logo in prominent position on our amazing ocean rowing boat and/or crew kit. As well as your links and bio on our website.

PRODUCT REVIEWS & ADVERTS

We can talk specifically about your products or join with you for campaigns and promotions you have ongoing.

EQUIPMENT SPONSOR

Buying us a specific piece of equipment such as oars, clothing or technology means that we can forward more of our donations straight to our charities.

PRODUCT/SERVICES PARTNERSHIPS

Could you supply some of the valuable equipment we need for this challenge?
Clothing, oars, lifejackets, hand/sun creams.

SPONSORED DAILY UPDATES

Social media posts will follow our journey as we row and can be linked back to you via logos or crew videos

BRAND EXPOSURE

As we're featured in local and national newspapers, magazines and broadcasts we'll have lots of opportunities to champion our sponsors.

NETWORKING

Many of the usual networking opportunities are unavailable during the pandemic, but all of our sponsors will be linked via the challenge and will be invited to our celebratory event after the row including cheque hand over.

BLOGS/VLOGS

We run an ongoing blog to talk about our challenges and mental health, we can write about your services or help your customers understand your business better

..OR TALK TO US ABOUT YOUR IDEAS

LEAD SPONSORSHIP

- Still available -



We are looking for a lead sponsor that will collaborate with us for the duration of our fundraising and rowing.

- Sponsored livestreams
- Ocean rowing boat and crew kit branding
- Product reviews & adverts
- Sponsored daily updates from the boat
- Print and digital brand exposure
- Join us for launch and/or finish line celebrations

We are open to options that suit your business, let us know your ideas!

WE WANT TO HEAR FROM YOU

We'd love to hear from you with suggestions, information you feel is missing or questions about us, our challenge or our goals.

Sue will be happy to talk to you via email or on 07940 362506

hello@ashorething.uk



WWW.ASHORETHING.UK



[@ashorethinguk](https://twitter.com/ashorethinguk)



Thanks for your support.

Becky, Charity, Sue & Anya