



Corporate Sponsorship Opportunities

2017



thebluerower.com CLICK HERE
across an ocean, against depression



Meet The Blue Rower



to watch The Blue Rower video

The Mission: To be the **FIRST** New Zealander to row **SOLO** across the Atlantic Ocean, and raise money for the **fight against depression** in both Australia and New Zealand.

The Man: Isaac Giesen - Born: 26/08/1992, Christchurch, New Zealand

1995 - Started swimming lessons age 3.

1999 - Began SLS (Surf Life Saving) training at Taylors Mistake.

2000 - Won board race at South Island SLS championships.

2005 - Made the under 14 Canterbury SLS team.

2006 - Achieved SLS bronze award.

- Began volunteering as lifeguard for 20+ hours every summer until 2015.
- Saved the lives of 3 people during his time patrolling.

2008 - 1st in 50 meter backstroke at regional swimming championships.

- Started Olympic weight lifting at CSI, where famous All Blacks, the Franks brothers learned to lift.

2009 - 4th in under 19 double ski at NZ SLS Nationals.

- 2nd in 50m backstroke at regional school swimming championships.
- 2nd in under 19 K2 500m at NZ Kayaking Nationals.
- 2nd in under 19 K2 1000m at NZ Kayaking Nationals.
- 2nd in under 19 K4 500m at NZ Kayaking Nationals.
- 1st in under 19 K4 1000m at NZ Kayaking National.

2011 - Lifeguard and Cabin Councillor at URJ Camp Harlam, Pennsylvania, USA.

2012 - Achieved Australian SLS Bronze Award, patrolled at Noosa Heads.

- Lifeguard and Cabin Councillor at URJ Camp Harlam, Pennsylvania, USA.

2013 - Lifeguard and Cabin Councillor at URJ Camp Harlam, Pennsylvania, USA.

2015 - Finished degree in Viticulture and Oenology from Lincoln University.

2016 - Achieved Yacht Masters in Sail and Motor from Royal Yachting Academy.

- Achieved Power Boat level 2.
- Completed theory for Ocean Yacht Master.
- Completed 5000+ nautical miles of sailing.
- Worked as Chartered Yacht Skipper for Med Sailors from July to October.
- Completed commissioned yacht delivery from Gibraltar to Lanzarote (over 1000 nautical miles).

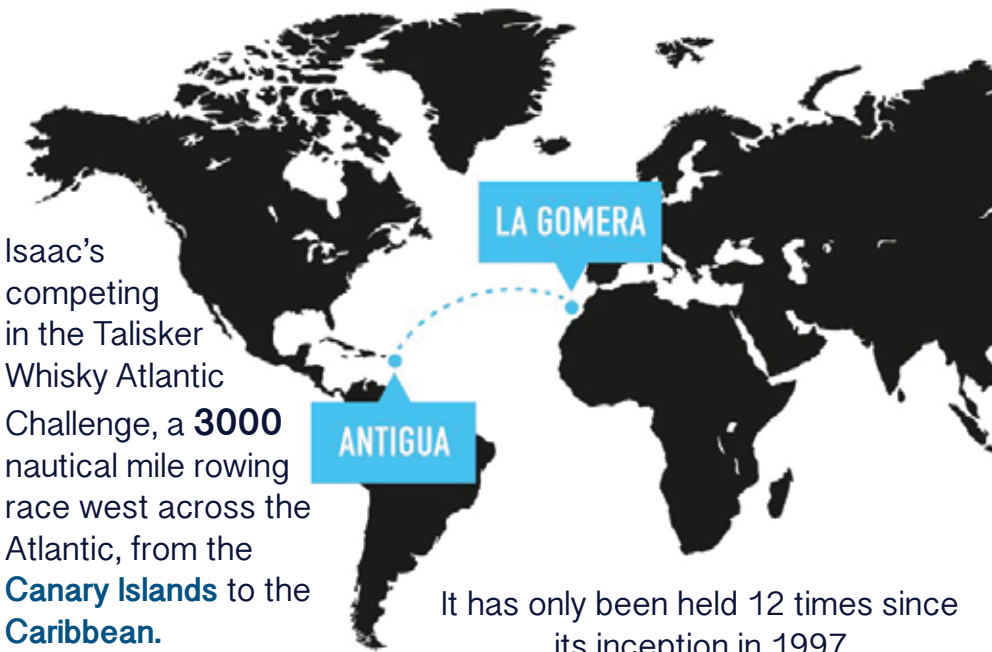
2017 - January - moved to London to train for the Atlantic Challenge full time.

- February - started rowing training with Pro Rowing Coach, Craig Judd.
- July - won 2 races in fine single scull class at Thames Regatta.

The Challenge

The 2017 race begins on December 12th

Isaac's competing in the Talisker Whisky Atlantic Challenge, a **3000** nautical mile rowing race west across the Atlantic, from the **Canary Islands** to the **Caribbean**.



It has only been held 12 times since its inception in 1997.

The Talisker Whisky Atlantic Challenge The World's Toughest Row

The idea of the Atlantic Challenge race came to Sir Chay Blyth while he was rowing the Atlantic Ocean in 1966 with John Ridgeway. It was a 92 day battle against hurricanes, 50 foot waves and near starvation.

It's no surprise then that more people have been into space, or climbed Everest than have rowed the Atlantic. It takes a certain kind of person to keep going when faced with blisters, salt rash, sharks and sleep deprivation.

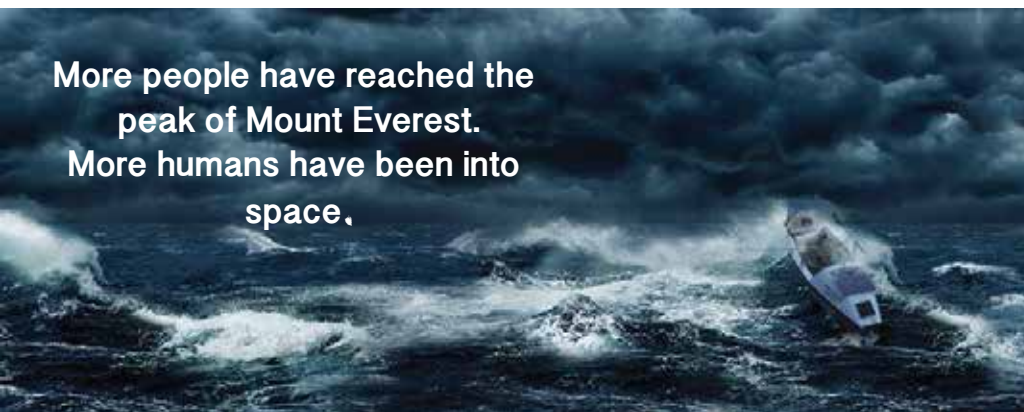
That's why the Talisker Whisky Atlantic Challenge is the world's TOUGHEST row..

Click the logo for more info:



Isaac: "This challenge is going to test the limits of my physical endurance. But with the training I'm putting in, I know I'll smash it. The biggest challenge I'm going to face is the isolation."

More people have reached the peak of Mount Everest.
More humans have been into space.



Race Rules, Record & Boat

The Rules:

1. The boat shall be raced with the correct number of persons on board at all times.
2. Before the race starts, each team shall have rowed their boat for a minimum of 24 hours, at least 12 of those during the hours of darkness.
3. The oars used shall not have blades exceeding 1,530cm².
4. Only flags authorised by the Race Organiser shall be hoisted or carried during the race
5. Each competitor shall hold a valid Ocean Rowing Course Certificate, RYA Essential Navigation and Seamanship, RYA First Aid at Sea, RYA Sea Survival and a VHF Radio Licence.
6. No outside assistance shall be permitted throughout the duration of the race
7. Apart from the use of a watermaker, collection of rainwater and fishing, no boat shall receive any re-supplies of food, drink or equipment during the race.

Class & Record: Teams of 4, 2, & 1 row in two classes of boat: traditional & concept. The record for Traditional Single (Isaac's class) is 52 days, 3 hrs, 26 mins. It was set in 2015 by Matteo Perucchini.

Isaac: "Concept boats have a big front cabin that pushes the boat in the wind like a sail. It's been said that putting the oars in the water from these boats slows you down. That's why I'm rowing in a Traditional class boat."



Bonnie Lass pre race customisation April 2017

Bonnie Lass

Built by Jamie Fabrizio in 2008.

With nearly 25 years experience behind him, Jaime's built boats for many other successful expeditions including Bonnie; she's previously made two Atlantic crossings and circumnavigated Britain.

Although Bonnie Lass is built for a 2 man crew and Isaac is rowing solo, the cabin will still need to be extended to accommodate his large frame.



Construction - marine plywood
Length - 7m
Width - 1.8m
Net weight - 400kg
Gross weight - 920kg (including Isaac)
Class - traditional/pure (cabin at rear)

Media Coverage



Even before our official press release, there are already a number of news and media outlets doing features/interviews/articles.

The New Zealand Herald is doing an upcoming feature piece about Isaac as part of their **Break the Silence** series.

stuff.co.nz

will be publishing an article about The Blue Rower very soon.

Emma Keeling from **TVNZ** will be interviewing Isaac and filming him row in the coming weeks.

The Project NZ

found Isaac through our crowd funding page. Currently arranging an interview with their **UK** correspondent.

TRIPLE M Network Australia

Beginning with the Gold Coast, breakfast radio shows from **all over the country** will be doing a series of syndicated interviews and promotions.

Veitch on Sport - Newstalk ZB will be doing an **on-air interview** and story about Isaac in the coming weeks.

2015 Talisker Whisky Atlantic Challenge international media coverage included...

36 national feature broadcasts in Great Britain.

33 ARTICLES

in international newspapers.

Airtime on **BBC** Breakfast: 2 hours 15 minutes.

69 pieces of **international online coverage**.

64 ARTICLES

on global consumer websites.

69 regional news broadcast features in **Great Britain**.

Total circulation figure: **5,545,989,997**

1 hour global television documentary broadcast on **National Geographic Channel**, aired more than **200** times in **150+** countries, viewed by more than **60 million** people; **500,000 YouTube** views during the race; and shown inflight on 10+ major airlines.

The Cause

Isaac lost his Aunty and two close friends to suicide.

As well as raising awareness, The Blue Rower is raising money for three incredible and diverse charities:

Black Dog Institute

Dedicated to improving the lives of people affected by depression, bipolar disorder and suicide. Combining expertise in clinical management with cutting edge research and evidence-based education and training, Black Dog rapidly translates quality research into life-saving clinical practice and public health policy.



Bravehearts

Happy healthy kids make happy healthy adults. Undoubtedly one of the biggest causes of depression is the trauma people suffer as children. Through intervention, counselling, lobbying and media pressure, these guys are leading the fight to prevent child sexual assault in Australia and will soon be expanding their program to New Zealand.



Victim Support

Puts victims of crime and trauma in control of restoring their lives. Provides a free 24/7 community response to help people find strength, hope and safety in the face of grief and trauma at what may be the worst time of their life.

What are the costs involved?

Due to the **Deductible Gift Recipient** (tax exemption) fund being based in Australia, all prices are listed in Australian Dollars.

Boat (Bonnie Lass)	\$45,000
Fittings & Electronics (including satellite phones & fuel cells)	\$48,065
Fittings, General (including compass x3, sea anchor & bilge pumps)	\$26,384
Safety (including EPIRB, flares & Yellowbrick Tracking System)	\$4,530
Full Medikit	\$825
Shipping to start & from finish (includes marina fees & cranes)	\$17,795
Food & Consumables (5000+ calories a day, 90 day supply)	\$8,270
Seatrials & Training (includes race qualifying safety certificates)	\$7,415
Race Entry Fee (includes Global Rescue Insurance)	\$32,950
Donation Platform, Marketing, Branded Website & Admin	\$7,415
Insurance (includes boat & contents, & separate travel insurance)	\$20,593
Storage Facility Fee	\$823
Total	\$230,065

For a spreadsheet of the complete cost breakdown,
please contact: thebluerower@gmail.com

**Join Isaac in his campaign to row the Atlantic by taking up
a Blue Rower sponsorship opportunity.**



What it takes to get on the water..

Sponsor Packages

Platinum Sponsor \$25,000

Gold Sponsor \$15,000



Past training location: Kerrs Reach, Christchurch, NZ

Sponsorship is completely tax deductible within Australia and New Zealand.

You will be directly contributing to the success of The Blue Rower and the work that we are doing to help Bravehearts, Black Dog Institute and Victim Support.

Platinum Sponsorship includes:

- Logo and company description in 'Sponsors' section of website.
- Link from our website.
- Mention in press releases / interviews / media coverage.
- Logo on The Blue Rower printed and digital promotional materials.
- Press release issued depicting your company as a Platinum Sponsor for the campaign.
- Full involvement in colouring and design of logo on boat.
- Logo on hull and cabin of boat.
- Sticker on cabin of boat.
- Non-exclusive logo on all expedition and fundraising t-shirts.
- Non-exclusive logo on rolling banner at foot of page.
- Facebook and Instagram posts promoting your company.

Gold Sponsorship includes:

- Your logo and company description in 'Sponsors' section of website.
- Link from our website.
- Your company logo on The Blue Rower printed and digital promotional materials.
- Logo on hull and cabin of boat.
- Sticker on cabin of boat.
- Non-exclusive logo on all expedition and fundraising t-shirts.
- Non-exclusive logo on rolling banner at foot of page.
- Facebook and Instagram posts promoting your company.

Silver Sponsorship includes:

- Your logo and company description in 'Sponsors' section of website.
- Link from our website.
- Your company logo on The Blue Rower printed and digital promotional materials.
- Sticker on cabin of boat.
- Facebook and Instagram posts promoting your company.



Past training location: Kerrs Reach, Christchurch, NZ

A campaign partner's commitment may also involve a contribution of services and actions that will lead to increased campaign exposure.

There are so many synergies for presenting a brand in a fresh and adventurous way, or to strengthen the foundations and perceptions of an established one.

Campaign Partner includes:

- Partnership naming rights of boat.
- Exclusive logo on header at the top of website.
- Exclusive logo on social and digital media.
- Press release issued depicting your company as the Campaign Partner for The Blue Rower.
- Prominent logo on The Blue Rower printed and digital promotional materials.
- Your logo and company description in 'Sponsors' section of website.
- Link from our website.
- Mention in press releases / interviews / media coverage.
- Full involvement in colouring and design of logo on boat.
- Prominent logo on hull and cabin of boat.
- Prominent sticker on cabin of boat.
- Prominent logo and company description in 'Sponsors' section of website.
- Link from our website.
- Prominent logo on all expedition and fundraising t-shirts.
- Facebook and Instagram posts promoting your company.

Didn't see an option that suits your company's budget?
You can still contribute!

Talk to us about a custom sponsorship and benefit package.
thebluerower@gmail.com

Silver Sponsor

\$8,000

Campaign Partner

by
negotiation

The Blue Rower Family

The engine of any rowing expedition is the crew...

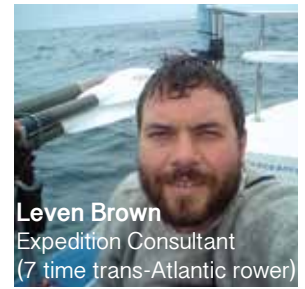
Isaac is an extremely motivated athlete, but his campaign is a success thanks to his amazing team, who are **DONATING** their time and talent.



Nick Giesen
Copywriting & Campaign Manager



Craig Judd
Pro Rowing Coach



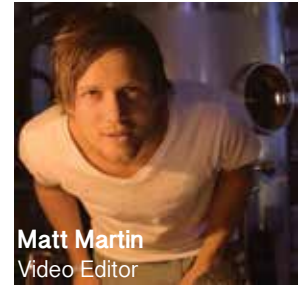
Leven Brown
Expedition Consultant
(7 time trans-Atlantic rower)



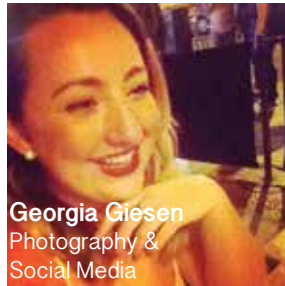
Nicole Johnston
Social Media & Graphic Design



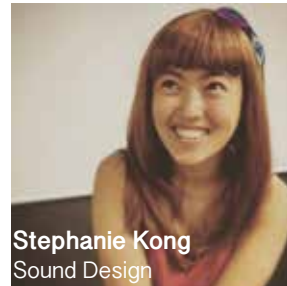
Kit French & Annemarie Duff
Photography & Digital Media



Matt Martin
Video Editor



Georgia Giesen
Photography & Social Media



Stephanie Kong
Sound Design



Chris Crickmay
Sound Design



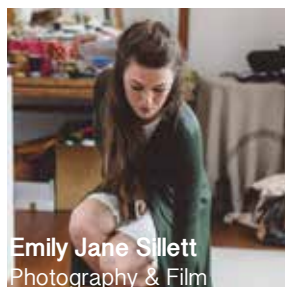
Lauren Redman
Video Graphics & Editing



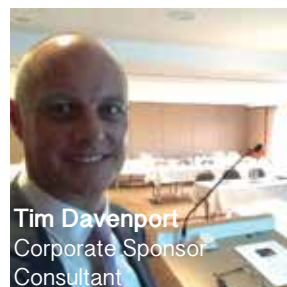
James Carson
Charity Fundraising Coordinator



Crispy Lennox
Logo Design



Emily Jane Sillett
Photography & Film



Tim Davenport
Corporate Sponsor Consultant



Will Ferguson
Corporate Sponsor Liaison



Tim Higgison
I.T. & Website Maestro



Hetty Johnston
Campaign Mentor



Dennis Guthrie
Studio Manager



**across an ocean,
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thebluerower.com



Would you like to find out more
about becoming a
Blue Rower sponsor or campaign partner?

Please contact The Blue Rower team
thebluerower@gmail.com

