



PARTNERSHIP OPPORTUNITIES



PENINSULA ROWING

Team Peninsula are rowing 3,000 miles across the Atlantic as part of the Talisker Whiskey Atlantic Challenge (TWAC) December 2021, from La Gomera to Antigua, to raise funds for and awareness about the ever-increasing volume of plastics that are finding their way into the world's oceans each day, month and year.

TALISKER
WHISKY

ATLANTIC
CHALLENGE



WORLD'S TOUGHEST ROW

Inspired by their endless quest for adventure and their desire to conserve the oceans and relieve them from plastic pollution, Team Peninsula have entered TWAC 2021.



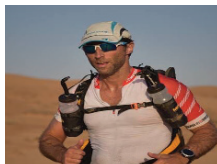
North
Atlantic
Ocean

La Gomera, Spain

Antigua & Barbuda

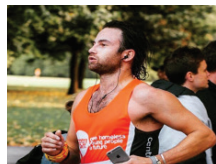
3000 miles

THE TEAM



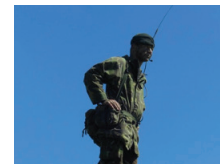
SAM MORRIS
MR. MOTIVATOR
38 yrs old

About:
Head of Real Estate
at Peninsula Real Estate
& Ultra Endurance Athlete



WILL DREW
MR. MORALE
37 yrs old

About:
Developer
& Ultra Endurance
Athlete



TOBY KENDALL
MR. METHOD
36 yrs old

About:
Business Development
Manager & Army Veteran

THE CAUSE: PLASTICS IN THE OCEAN

Our mission is to raise awareness on responsible use of plastic via a multi-facett approach:

1. Change Government Policies
2. Awareness & Education
3. Ocean, Rivers and Beach Clean-ups

Which is reflected in the team's choice of charities.

THE CHARITIES

All funds raised above and beyond the cost of the expedition will be donated to Team Peninsula's chosen charities.

Team Peninsula are currently finalising discussions with our charity partners. We are focused on increasing awareness and education on the plight of our oceans in order to improve the responsible use, disposal and recycling of plastic. Please help us in our fundraising efforts to clean our seas and protect marine life and ocean habitats



Partnership Benefits and Opportunities as follows:
(on Page 2)



PARTNERSHIP OPPORTUNITIES



PARTNERSHIP BENEFITS

MEDIA & PRESS COVERAGE

The 2019 TWAC race had the following:

- 39 articles in international newspapers
- 178 pieces of international online coverage
- 85 regional broadcast features - 5,413,128,182 total reach
- 30-minute BBC documentary
- Articles appeared worldwide across national and broadcast news from Sky News to CNN to Rolling Stone Italia

SOCIAL MEDIA

Team Peninsula's Partners will regularly be referenced to on all social media platforms, featuring constant updates on training progress and campaign developments as well as back-linking to our website.



CORPORATE SOCIAL RESPONSIBILITY

Our mission is to increase awareness of the devastating impact on our oceans by single use plastic via a multi-faceted approach:

- (1) Change Government policies
- (2) Awareness & Education
- (3) Ocean, Rivers and Beach Clean-ups.

The damage caused to marine wildlife and fragile eco systems is becoming critical and work needs to commence now to reverse the tide on ocean pollution before the eco-systems collapse forever.

Partnering with Team Peninsula will ensure you brand association to this vital cause and align your Corporate Social Responsibility requirements with the exposure generated by our campaign across various media outlets.

- TWAC professional media team
- Global Press Coverage
- Global TV coverage
- Global influencers engaged
- Aligning with ocean conservation
- A global social media platform
- 880+ million audience reached
- Live race tracking website with millions of views
- Live content straight from the ocean
- Amazing onsite hospitality (La Gomera and Antigua)

MEDIA OUTLETS

(Multiple outlets, including:)



INDIVIDUAL PARTNERS

Individuals can donate via our GoFundMe page:

<https://www.gofundme.com/f/peninsula-rowing>

All donations above £50+ / AED250+ and £250+ / AED1,250+ will get your name printed on the boat!

DECK CLUB

Friends of Team Peninsula will have their name printed on the boat for a minimum investment of GBP 50+ / AED 250+

250 CLUB

For GBP 250+ / AED 1,250+, friends of Team Peninsula will have their names printed around the hatches (so we will have to stare at your name all day!)

CORPORATE PARTNERS

THE BELOW AMOUNTS ARE FOR INDICATIVE PURPOSE ONLY. TEAM PENINSULA WELCOME THE OPPORTUNITY TO DISCUSS HOW WE CAN TAILOR PARTNERSHIP PACKAGES TO OPTIMISE THE VALUE FOR YOUR ORGANISATION

PLATINUM

Major branding rights across both the vessel, and all clothing / equipment

"Enquiries Welcome"

GOLD

Select branding rights across the vessel and some equipment

AED 100,000+
£20,000+

SILVER

Medium logo placement on the vessel

AED 50,000+
£10,000+

BRONZE

Logo placement on the vessel

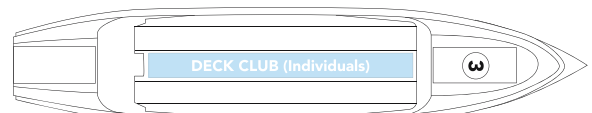
AED 25,000+
£5,000+

All Partners

All Partners will be referred to on our social media (Facebook, Instagram, and website), and will have access to the teams photos and press coverage for use within their own marketing

PARTNERS LOGO PLACEMENT*

(BOAT • OARS • CLOTHING • EQUIPMENT)



* EXACT PLACEMENT & SIZE OF LOGOS SUBJECT TO CHANGE

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