

HMS OARDACIOUS Partner Introduction Pack

Four Royal Navy Submariners row the Atlantic Ocean December 2019





OUR AIM IS TO RAISE OVER £100,000 FOR THE ROYAL NAVY AND ROYAL MARINES CHARITY (RNRMC) A CHARITY WHICH SUPPORTS SERVING AND VETERAN PERSONNEL AND THEIR FAMILIES AT ALL STAGES OF LIFE.

HMS Oardacious is a team of four serving Royal Navy Submariners taking on the Talisker Whisky Atlantic Challenge, the world's toughest rowing race in December 2019.

The team will row unsupported for a month for over 3000 miles, from La Gomera in the Canary Islands to Nelson's Dockyard in Antigua.



TALISKER
WHISKY

**ATLANTIC
CHALLENGE**

ORGANIZED BY
**ATLANTIC
CAMPAIGNS**



**ROYAL NAVY &
ROYAL MARINES
CHARITY**



**GREENWICH
HOSPITAL**

SUPPORTING THE ROYAL NAVY SINCE 1694



CORPORATE PARTNER OPTIONS

Becoming an HMS Oardacious partner is more than just advertising; it is an alignment of values and a way to engage with the wider Royal Navy and Submarine Service network in an environment they are passionate about.

An HMS Oardacious Partnership Package is an opportunity to strategically position your brand amongst some of the worlds most renowned companies who are committed to supporting the Royal Navy, the team and more importantly the deserving charity they represent.

BRAND VISIBILITY

MEDIA COVERAGE

- Overall race reach of 3.3 Billion:
 - National Geographic (250+ broadcasts of 2 x 60 min documentaries in 120+ countries),
 - BBC One (2hrs across BBC breakfast and race day BBC1),
 - 100+ National and regional TV broadcast since 2015, as well as online and print articles in national papers.

SOCIAL MEDIA

- Total reach 20.1 Million, over 1 million engagements.

EVENTS AND MILESTONES

- HMS Oardacious Charity Dinner at Greenwich Naval College; 4 Oct 19.
- Military Open days and conferences.
- Dartmouth Regatta and Southampton Boat Show.
- Company engagements.
- STEM ambassador events.

GOLD PARTNER PACKAGE

Donations >£10,000

- Logo placed on the largest, most prominent part of the boat.
- Company Logo embroidered on the front of the team kit.
- Status as Gold Partner on the home and partners pages of our website.
- Team promotion of your organisation at associated media interviews/press events.
- 5x Complimentary tickets to our Charity gala (Sep/Oct 19).
- Corporate Engagements.

SILVER PARTNER PACKAGE

Donations £5,000 - £10,000

- Company logo boldly displayed on the hull of the boat.
- Company logo embroidered on the back of the team kit.
- Status as a Silver partner placed on the partners page of our website.
- Video footage and photos of your product/brand on our blog.
- 2 x Complimentary tickets to our Charity gala.

BRONZE PARTNER PACKAGE

Donations £1,000-£5,000

- Company logo placed on the boat and website.
- Announcement on our Social Media Channels.
- Signed picture from the team and branded Gifts (Mug/Mouse-mat/T-shirt).

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With thanks to our HMS Oardacious Corporate Partners

Gold Partners



GREENWICH HOSPITAL
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Silver Partners



tpgroup



Ruddy Nice

Cohort plc

Institution of
MECHANICAL ENGINEERS

Bronze Partners



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#Hmsoardacious



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