

# INFORMATION AND SPONSORSHIP OPTIONS

This Guinness World Record attempt by RIB skipper 17 year old Harry Besley is intended to highlight the development of electric propulsion in the leisure marine sector and the need for investment in shore power.

Harry intends to raise significant money for charities at the same time.

March 2023

## Our Mission

Harry Besley (age 17) will be attempting to be the first person to circumnavigate mainland Britain by electric-propelled vessel. Starting in Lyme Regis in July 2023, Harry will skipper the 1700 nautical miles, clockwise, attempting to be the world's first electric circumnavigation of Great Britain, as well as the youngest skipper to circumnavigate by powerboat.

## Why?

- To set a baseline Guinness World Record for electric circumnavigation of Great Britain and a Round Britain Record for youngest Skipper of a powerboat (age 17).
- To build momentum and accelerate the transition to a cleaner marine leisure sector for the future of our young people, our oceans and climate, through increasing public engagement, understanding of the issues and showcasing products available.
- To bring together and showcase some of the technologies which are leading the market in zero emission propulsion, eBoat charging and adaptive boat design, both through collection of evidence, demonstration and brand promotion. Change can happen if we do it together.
- To help develop knowledge, skills and an understanding of shore-side infrastructure options at over 40 locations around the UK, varying from small fishing harbours to commercial ports, through preparation and planning discussions, local community engagement, provision of online STEM educational resources, Q&A with crew, engagement with local press, and independent Guinness World Record witness reports.
- To raise the profile of, and create a fundraising event/opportunity for key maritime charities at each of our 40 STOP Locations. These charities include the Maritime Volunteer Service, National Coastwatch Institution, the Armed Forces charity SSAFA, Sea Cadets, and RNLI.
- To raise funds directly through the Challenge for one or more marine conservation charities through direct donations, challenge merchandise and post challenge sale/auction of any assets acquired. This charity is to be decided by headline or key sponsors and will be announced in due course.

## How?

By securing support from relevant industry bodies, building networks within the industry and offering media coverage to all involved organisations, from small innovative businesses to large corporates and networking organisations.

By running a social media, PR and public engagement campaign in the lead up to the Challenge including marketing of online STEM resources and materials to schools and colleges local to STOP Locations.

School resources kindly supported by [Jordan Wiley](https://www.jordanwylie.org/) through Expedition STEM:

<https://www.jordanwylie.org/>

<https://www.expeditionstem.co.uk/>



By developing a live tracker application to engage the public and sponsors in the Challenge, the distance to the next waypoint, the charge remaining in the battery, and the speed and power assumptions.

By supporting the STOP Locations in engaging their local communities, businesses, RYA and British Marine members and local sponsors in the discussion about zero emission propulsion in the leisure marine industry and in publicising their local fundraising event.

## Sponsorship Overview

The Round Britain eRIB Challenge project will provide some unique branding and marketing opportunities with the chance for your business or organisation to be part of this public engagement campaign. We will be creating videographic evidence on the water as well as at each STOP Location to provide exposure and content for media and sponsors. We have already been featured in a number of national industry-specific magazines and have also featured in local and national press websites and in print. This media interest, like our social media numbers, is now growing as the general public understand the magnitude of the challenge, learn the backstory, and want to contribute to the transition of leisure marine to zero emission propulsion.

***Both commercial and personal sponsorship is required to facilitate this World Record attempt (all associated costs), to create the media platform to raise the profile of this debate and to deliver some much-needed funding to our chosen lifesaving and marine charities.***

## Headline Sponsor: only ONE available

The headline sponsor is the name that will be associated with the title of this world record attempt, The '.....' Round Britain eRIB Challenge, and as a result will be visible on all media and materials for the duration of Challenge.

***Price circa £50,000***

## Premium Sponsors: SIX available

For **PREMIUM** level sponsorship a custom package of the below plus options for branding web pages, nominating waypoints, nominating a charity and more can be discussed.

***Price circa £10,000***

- Press Release announcing the sponsorship distributed to marine, lifestyle and media.
- Right to use the Round Britain eRIB Challenge Logo for promotional purposes and link through to Challenge website.
- A feature in the Challenge eNewsletter including supporting statement.
- Right to use the official label 'PREMIUM Sponsor' associated to the partnership.
- 2 X VIP seats on CHASE boat for the START.
- A flag on the Challenge boat for the START.
- Logo on sponsors and on the console.
- Branded sub section of the website, rights to name a waypoint e.g. Lands End, The Solent, the Scottish Border etc. and sponsor specific # for your waypoint

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- Logo on Ground Support Vehicle and on Standing Flag at each of 40 STOP as listed on the Challenge website.
- Hospitality at the Green Tech Boat show on 21<sup>st</sup> April 2023, Ocean Village Southampton.
- Access to the Challenge vessel for demo and factory tour.
- Name listed on 'Sponsors Pages'.
- Name or logo visible on some VLOGs as video credits and on some social media posts.
- Access to images of the Event and crew for own content creation.
- Opportunity to provide product samples for distribution from the Ground Support Vehicle and right to communicate key brand messages through our media channels.
- Options for nominating a charity and more can be discussed.

### **GOLD Sponsors: £5,000 donation**

- Press release announcing the sponsorship and article on the Challenge news page.
- Right to use the Round Britain eRIB Challenge logo for promotional purposes (should you choose to) and link through to Challenge website.
- A feature in the Challenge eNewsletter including a supporting statement.
- Right to use the official label 'GOLD Sponsor'.
- Rear flag on chase boat for the start.
- Logo on sponsons and on the back of Challenge crew on-water clothing.
- Name on the back of Challenge ground crew T-shirts.
- Logo on ground support vehicle.
- Logo on Standing Flag at each of 40 STOP Locations as listed on the Challenge website.
- Hospitality at the Green Tech Boat Show on 21<sup>st</sup> April 2023, at Ocean Village Southampton.
- Name listed on 'Sponsors Pages' on the Challenge website.
- Name or logo visible on some vlogs as video credits and on some social media posts.
- Access to limited rights images of the Challenge.
- Opportunity to provide product samples for distribution from the ground support vehicle.

### **SILVER Sponsors: £1,000 donation**

- A feature in the Challenge eNewsletter including supporting statement.
- Right to use the Round Britain eRIB Challenge logo for promotional purposes (should you choose to) and link through to Challenge website.
- Right to use the official label 'SILVER Sponsor'.
- Name on the back of Challenge ground crew T-shirts.
- Logo on ground support vehicle.

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- Name listed on ‘Sponsors Pages’ on the Challenge website.
- Name or logo visible on some vlogs as video credits and on some social media posts.
- Access (view only) to images of the Challenge.

**Location Sponsors: £500 donation (or £200 for more remote locations\*)**

The Round Britain eRIB Challenge is looking for commercial sponsorship for each of the STOP Locations that Harry will be charging at. Stopping at these locations is an opportunity for local communities or businesses to sponsor the stop. Sponsors will receive a VIP invitation to the MDL Green Tech Boat Show in Ocean Village , Southampton on 21<sup>st</sup> April 2023 as well as meeting the Skipper and crew at their chosen location during charging on the Challenge itself. The Location Sponsor will also be invited to send a dignitary to sign the Guinness World Record log book as an independent witness to the event for that Location which will be logged on our website and submitted to Guinness World Records as evidence of the Challenge.

Locations in order of STOP, from Lyme Regis (clockwise) and listed left to right in the table below:

Lyme Regis	Dartmouth	Plymouth	Falmouth
Newlyn Harbour	Hayle Harbour	Padstow	Bideford
Saundersfoot	Milford Haven	Fishguard	Aberystwyth
Abersoch	Holyhead	*Port St Mary IOM	Portavogie (NI)
Larne (NI)	*Ballycastle (NI)	*Port Ellen	*Oban
*Laggan Locks	Inverness	*Buckie	Fraserburgh
Peterhead	*Stonehaven	Dundee	Eyemouth
Amble	Hartlepool	Scarborough	*Bridlington
Grimsby	Wells-next-the-Sea	Great Yarmouth	Harwich
Margate	Folkestone	Eastbourne	Shoreham
Chichester	Cowes	Poole	Portland

**Equipment Sponsors (various values)**

Accommodation	
Ancillary outboard	
Boat accessories (e.g. mooring lines)	
Camera equipment	
Charging accessories and adaptors	
Clothing	
Communications	*SOLD
Flags	
Graphics and vinyls	*SOLD
Ground Support Vehicle	

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Lifejackets	*SOLD
Navigation	
Off grid charging	*SOLD
Official Timekeeper	
Provisions	
Safety	*SOLD
Solar charging for mobile devices	*SOLD
Website and live tracker	*SOLD

### **Name on the Vessel: £100 donation**

A World Record attempt of this nature requires a considerable investment in influencing the development and subsequently chartering a brand new vessel, as well as a certain volume of specific kit, from safety and navigation equipment and charging accessories to mobile high voltage battery systems. All of this has to be transported in an electric ground support vehicle with our ground crew driving thousands of miles to support the Challenge.

If you would like to come on the journey with us then please consider getting your company name, your family name, a friend or family members name on the console of the vessel. This is the front of the drive station and will be shown in close up on the website so that you can find your name on some of our footage.

### **Enter our PRIZE DRAW: £25 donation**

We will be running a PRIZE DRAW to meet the Skipper and step about the Challenge vessel at one of our STOP Locations. To enter, users must make a £25 donation through the specific Prize Draw Entry link on the Round Britain-eRIB website by midnight on 31st May 2023. Terms and Conditions are on the website.

For **FREE ENTRY** to the draw, users must visit the Round Britain eRIB stall at the MDL Green Tech Boat Show and complete an online registration form. Only one FREE ENTRY will be allowed per person.

If you are able to support us by contributing to our Challenge then please get in touch with the Project Manager, Jaqui Besley, on 07970 173155 or at [admin@roundbritain-erib.org](mailto:admin@roundbritain-erib.org).

### **Any donation**

We welcome any contribution large or small towards making this Challenge a reality. Help make change happen and Follow the Adventure!

## The Shoreside Charities



### SSAFA

When anyone in our Forces family finds themselves in need, SSAFA is the charity they can turn to. Whether it's financial, practical or emotional, they provide the right kind of support, ensuring independence and dignity is protected at all times. Addiction, relationship breakdown, debt, homelessness, post-traumatic stress, depression and disability are all issues that affect members of our Armed Forces community. SSAFA is committed to helping our brave men and women overcome these problems, and rebuild their lives.

### RNLI

There are over 5,600 volunteer crew members and over 3,700 volunteer shore crew at 238 lifeboat stations around the UK and Ireland. They all rely on training, kit, rescue equipment, lifeboats and lifeboat stations to save lives at sea. There are also over 1,600 seasonal beach lifeguards. They patrol 245 beaches across the UK and Channel Islands and rely on training, kit, rescue equipment and lifeguard units to save lives.

### Maritime Volunteer Service (MVS)

The MVS advances the education and training of members in all aspects of maritime and communication skills and promotes the protection and preservation of life and property within the maritime environment. The MVS provides skilled support for local maritime organisations and maritime events around the country and aims to stimulate interest from all ages and walks of life in maritime affairs and the water.

### Sea Cadets

Sea Cadets helps teenagers to stretch themselves and become the best they can be. They know what that takes because they've been doing it for over 160 years. As a charity, they rely on the support of people and organisations including the Royal Navy who feel strongly about helping teenagers to find their way in life. This include supporting national training centres, boating stations and vessels for all units as well as creating a welcoming and warm physical environment.



## National Coastwatch Institution (NCI)

NCI watchkeepers provide the eyes and ears along the coast, monitoring radio channels and providing a listening watch in poor visibility. They are there to alert HM Coastguard and direct the appropriate rescue services to the casualty. Technology has vastly improved safety at sea, but there is no substitute for a watchful pair of eyes. A computer cannot spot a distress flare, an overturned boat, a yacht with problems, a water sports enthusiast in difficulty, or children or adults in trouble, or possible pollution incidents. That is why the NCI lookouts and watchkeepers are an important service provider to all those who use our coastal waters, footpaths and coastline.

## Press and Media Support

PR and Media Support to be provided by marine event specialists: <https://www.gingeragency.co.uk/>

# GINGER

Supported by:



and MDL Marinas, our Official Marina Partner

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***Fundraising Promise:*** *This is a non-profit activity, no wages are being paid and all funds will be directed towards achieving our core objectives: raising the profile of the innovators and investors in the sector, building public awareness of products in the market, developing and sharing knowledge and skills, supporting marine charities and ultimately leaving a legacy for the future.*