

INDIAN OCEAN 2018

3,600 MILE ROW ACROSS THE INDIAN OCEAN FOR PARKINSON'S PARTNER OPPORTUNITIES



clear
TRUST

PARKINSON'S^{UK}
CHANGE ATTITUDES.
FIND A CURE.
JOIN US.

The
Cure
Parkinson's
Trust

raft
Restoration of Appearance and Function Trust



Photograph: John Cleare

“*The skipper Billy epitomises the modern-day adventurer. Not content with inspiring thousands during his record breaking Pacific Ocean Row in the inaugural Great Pacific Race, he has turned his attention to breaking the world speed record for rowing across the Indian Ocean, and in doing so, raising awareness of Young Onset Parkinson’s disease. With less than 50 people in the world having successfully rowed the Indian Ocean, Billy and the Indian Ocean Row 2018 crew will be joining an elite list of adventurers, and I am delighted to support Indian Ocean Row 2018 in their landmark crossing*”

Sir Ranulph Fiennes OBE,
English explorer and holder of several endurance records



NOTE FROM THE SKIPPER

Sailing and rowing have been passions of mine since the age of 17. I’ve been fortunate enough to have been on many incredible ocean adventures – rowed across the Pacific Ocean and sailed the Indian Ocean twice. My goal has always been to row the Indian Ocean, which in my view is far more challenging than any other ocean row.

I’ve pulled together a team of four extraordinary men, all with different stories and reasons for undertaking this huge challenge.

What we are striving for – aside from completing the crossing safe and well, and in record time – is to raise awareness and funds for Young Onset Parkinson’s Disease.

I originally became aware of Young Onset Parkinson’s Disease after a school friend was diagnosed at the age of 36. Parkinson’s is widely considered an “older” person’s condition, however, what most people don’t realise is that those in their 20s, 30s and 40s can receive a diagnosis.

My friend started his own initiative called the 10 million metres campaign, which involved him taking part in various accredited endurance races around the world to raise funds for The Cure Parkinson’s Trust. I wanted to help. What I soon discovered is that there is no support network to help those diagnosed at a young age. There is a lot people with Parkinson’s can do to help themselves through diet, exercise and lifestyle but this was not being promoted.

One of our crew, Robin Buttery, was also diagnosed with Parkinson’s at the age of 43. He will be closely monitored by researchers from Oxford Brookes University who will assess how his body copes and adapts to prolonged endurance activity. The results have the potential to turn how we diagnose and treat Parkinson’s on its head. That has to be a good thing.

We also want to inspire and encourage the next generation of would-be adventurers. The Indian Ocean Row Schools Project is a great opportunity for kids to learn about the ocean, geography, marine life, conservation, and having Robin on board will demonstrate that it doesn’t matter what hand life deals you, there is always something that you can do to improve not only your own life but the lives of others.

For us to undertake this enormous challenge, we need partners and row sponsors. This is a great opportunity for any organisation to do something good and play a big part in our exciting journey.

Thank you for your consideration.

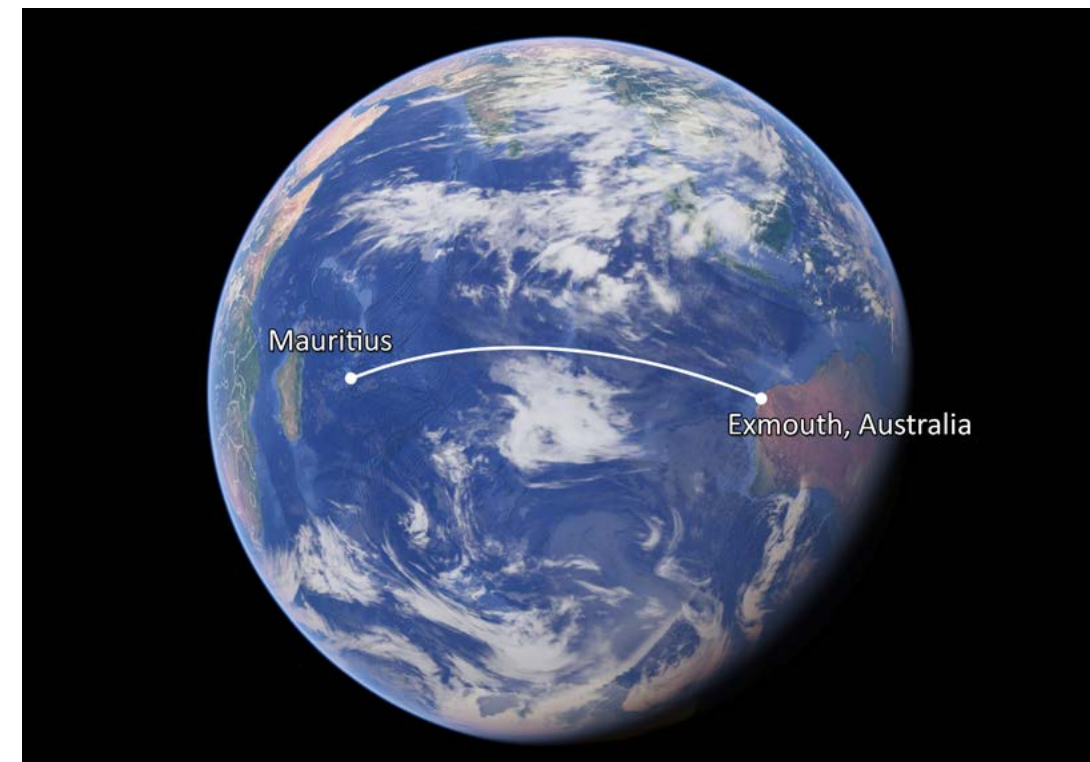
Billy Taylor



THE CHALLENGE

In June 2018, four British men plan to row their way into the record books by becoming the fastest four-man crew to row the Indian Ocean. Only half of the crews that have attempted the crossing have been successful - **less than 50 people** can claim to have rowed across the Indian Ocean. To put that into context, over 500 people have been into space, and Everest has been summited over 7,500 times.

The quartet will start their journey in **Exmouth, Western Australia** and row **3,600 nautical miles** in a 29-foot long ocean rowing boat until they reach their destination in **Port Louis, Mauritius**.



The crew will be **unsupported** and once they leave Western Australia, they will be on their own and at the mercy of the elements and vast open ocean.

The journey is likely to be fraught with many dangers and discomforts. **Sleep deprivation** and **exhaustion** are real concerns, especially as they will be rowing non-stop day and night in a 2-hour on/off shift pattern. **Extreme weather** conditions and temperatures could hamper their challenge. And then there are other dangers that are less obvious such as passing tankers, whales and sharks - all of which could inflict severe damage or even sink the boat.

Because there is no support crew, the men must also deal with any health issues - salt sores, blisters, infections etc. and boat or equipment fails themselves.

The crossing will be an enormous mental and physical challenge.



RESEARCH HAS THE POTENTIAL TO REDEFINE PARKINSON'S

MOTIVATIONS

RAISE AWARENESS AND FUNDS FOR YOUNG ONSET PARKINSON'S DISEASE

The aim of the Indian Ocean Row is to raise awareness and much needed funds for Young Onset Parkinson's Disease. The crew want to improve and build the support network for those diagnosed with Parkinson's at a young age. They also want to spread the word and promote the benefits of exercise and healthy living as a way of improving the symptoms associated with Parkinson's.

SUPPORTING VITAL RESEARCH INTO PARKINSON'S

Robin's involvement in the row will support vital research into the disease. Oxford Brookes University's Movement Science Group will closely monitor Robin's motor skills pre, during and post the row to better understand how his metabolic, cardiovascular and neuro-muscular system cope and adapt to prolonged endurance activity.

Already the study is providing important insights into the condition and could redefine how Parkinson's is viewed and ultimately treated through new drug therapies and neuro-rehabilitation programmes.

ROW THE INDIAN OCEAN SCHOOLS PROJECT

As well as promoting a healthy, active lifestyle to those living with Young Onset Parkinson's, the crew are using the row as an opportunity to encourage school children to take up exercise and be inspired by the world around them.

The crew will live-stream to schools around the country so that children can chat to them about a whole host of topics including geography, oceanography, meteorology and marine life and conservation. The boat will also be fitted with a tracker so the children can follow the crew's progress online.

“ We had the pleasure of meeting Billy just before the Pacific Row Race and agreed to become a sponsor as the row provided the perfect testing ground for our durable watches. We deal with many athletes and ambassadors and Billy stands out from the crowd because he understands the commercial aspects of these kinds of arrangements and has been such a great asset for our brand. From writing content to providing photography it is amazing how he manages to do so much in addition to his role as a fire fighter and massive fundraising efforts for charity. Billy is one of those guys who does what he says and achieves more than promised no matter if it's an extreme feat of endurance or arriving on time for a meeting. It's a pleasure to be associated with him and I would suggest any organisation will get back more than they put in if they support him. ”

Ian Elliot, co-founder of “Animal” and CEO of Elliot Brown Watches



3,600
MILES
TO ROW -
UNSUPPORTED

THE OPPORTUNITY

The Indian Ocean Row 2018 provides a fantastic opportunity for any organisation to boost its profile and reputation by aligning itself with an incredible cause and an important piece of research by Oxford Brookes University into Parkinson's.

In addition, it also provides a unique opportunity to "row test" products and showcase them via video streaming.

The crew have engaged the services of Mave, a PR agency and THIRTEEN, a digital marketing agency to raise the profile of the challenge and of the sponsors.

The row and crew have already received a lot of positive media attention nationally - The Daily Telegraph, ITV and Radio 5 Live, as well as in the local media. Their following on Facebook and Twitter is also steadily growing.

Discussions are also underway with TV networks about a documentary which will follow the men on their incredible journey.

This is just the start. 2017/2018 is about ramping up the media and social media efforts not only in the UK but globally. The crew will also be attending various boat shows, festivals and other key events around the country to promote the row.

THE OPPORTUNITY DEFINED:



SUPPORT YOUNG ONSET PARKINSON'S DISEASE

A condition that affects people as young as 20.



SUPPORT VITAL RESEARCH INTO PARKINSON'S

A study that has the potential to redefine Parkinson's and how it is treated.



SUPPORT A SCHOOLS PROGRAM

Teaches kids about geography, oceanography, meteorology, marine life, conservation and a host of other subjects.



MEDIA COVERAGE

Their previous challenge generated extensive media coverage: 3.2 million people reached through print, tv and radio. Their blog was read by 40,000 globally.



DOCUMENTARY

The men will be filmed before, during and after their challenge.



PRODUCT SHOWCASE

Use of organisation's products by crew and in boat.



THE CREW



BILLY TAYLOR (45)

Billy is a fire fighter and lives in Bracklesham Bay on the South Coast. He divides his time between Bracklesham Bay and North Oxfordshire where his partner Louise lives with her three children. Billy sailed from Australia to England aged 17, delivered yachts all over the Mediterranean for many years and has sailed across the Indian Ocean twice. He has rowed across the Pacific Ocean with Barry Hayes and two other crew members and achieved two world records. He has run ultra-marathons and was also a consultant for a record-breaking ocean row across the Black Sea.



ROBIN BUTTERY (45)

Robin is a technical instructor at De Montfort University. He lives in Leicester with wife Nicola and son Rory. Robin was diagnosed with Young Onset Parkinson's Disease in June 2015 before his 44th birthday. Rowing the Indian Ocean is so different to the lifestyle that Robin leads. He is neither an adventurer nor explorer but feels that an experience like this provides a unique opportunity to show others that life doesn't have to stop with a diagnosis, whatever the diagnosis. Robin hopes to show a positive image for Parkinson's sufferers and those struggling to come to terms with a recent diagnosis.



BARRY HAYES (36)

Barry is a motivational speaker and lives in North Wales with his fiancé Emma and stepson Jack. Barry summited Kilimanjaro when he was 16, has completed marathons and ultra-marathons, trained for an Antarctic Challenge and more recently undertook an overland trip with Billy from the UK to Asia. Barry and Billy first met when they rowed the Pacific Ocean in 2014. This experience led him to become a motivational speaker and inspired him to start writing his first book.



JAMES PLUMLEY (28)

James is an adventurer and business owner from Guernsey. He has competed in six world coastal rowing championships. In 2013, he took part in the GB Row race, rowing non-stop around the UK coastline. His crew broke the world speed record - a title that he still holds today. In 2014, he cycled two thousand miles from the UK to Serbia to raise awareness of flooding in the Balkans.



£200,000
TO BE
RAISED

A WORD ABOUT YOUNG ONSET PARKINSON'S DISEASE

Everybody has heard of Parkinson's Disease (PD), but unless you have been directly affected it is unlikely that you will know much about this degenerative neurological condition. You may know that it makes people shake, and you probably think that you must be old to have it.

The reality is that you can be diagnosed with PD at any age. People in their 20s, 30s and 40s have the condition and for them, the impact on their life is much more dramatic. Sadly, there is no support network to help those diagnosed at a young age. This is something that needs to be addressed.

The purpose of the row is to bring about awareness of Parkinson's in younger people and through the chosen charities, raise much needed funds for them to continue and grow the great work they are doing in this area.

“ We all find ways of defying our Parkinson's. I make jokes about it. Robin Buttery has chosen to row across the Indian Ocean. I can't help feeling my way is a bit easier. I am full of admiration for Robin, Billy, Barry and James. They are clearly four of the most incredibly courageous, inspirational and determined total lunatics on the planet. ”

Paul Mayhew-Archer, BBC scriptwriter and author

WHAT IS PARKINSON'S DISEASE?

Parkinson's is not a diagnosis that you bring on yourself. It's not because you have eaten the wrong diet, or because you have not exercised enough. It's not because of the lifestyle choices that you make, or those that you don't. You most likely receive a diagnosis of Parkinson's due to nothing more than a genetic lottery.

Parkinson's occurs when somebody does not produce enough dopamine, a neurotransmitter that is important for movement. This lack of dopamine can present itself in many ways in a person with Parkinson's (PWP). It affects each person in different ways, which means that when they receive a diagnosis, the only thing that they can be told is that there is no cure and it's going to get progressively worse.

Tremors, slowness of movement, rigidity, bladder and bowel problems, eye problems, falls and dizziness, fatigue, freezing, pain, restless legs syndrome, skin and sweating problems, insomnia, speech and communication problems, swallowing problems, anxiety, dementia, depression, hallucinations, delusions and memory problems. Although not every person diagnosed with PD will experience all of these, they are all Parkinson's symptoms.

THE CHARITIES



THE CLEAR TRUST

CLEARTRUST.ORG.UK

Clear Trust enables children and adults suffering neuro-developmental and co-ordination difficulties, brain injury, spinal damage or long-term neurological disorders to participate in physical exercise and rehabilitation programmes.

They raise funding to:

- advance the treatment and care of children and adults with brain/spinal injuries, neuro-developmental and coordination disorders, learning difficulties and long-term physical disabilities
- provide specialist equipment and rehabilitation facilities
- fund research and education in clinical exercise and rehabilitation science

“ *The boys have worked incredibly hard for this row – they’re driven and tenacious, which is crucial when undertaking a challenge of this enormity. They will be pushing their bodies to the absolute limit and the pressure on them to succeed will be immense. This is where their mental strength will be vital in overcoming any doubts or fears during the challenge. Having worked with Billy on his 2014 row across the Pacific, and with the pedigree that the crew already possess in the sport of Ocean rowing, I believe that they’re more than ready and I have no doubt they will succeed.*

Professor Greg Whyte,
former Olympian and renowned sports scientist

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PARKINSON'S UK

PARKINSONS.ORG.UK

Parkinson's UK is a charity that drives better care, treatments and quality of life for Parkinson's sufferers. Its goal is to bring forward the day when no one fears Parkinson's.

They:

- provide expert information on Parkinson's
- influence and fund ground-breaking research
- offer support and promote opportunities to live life to the full
- campaign and influence
- fundraise to find a cure and improve life



THE CURE PARKINSON'S TRUST

CUREPARKINSONS.ORG.UK

Founded by four people with Parkinson's (PwP's) in 2005, The Cure Parkinson's Trust (CPT) has one bold aim to find a cure for Parkinson's. CPT was set up specifically to raise funds for pioneering research projects which have the potential to make an impact on the lives of people living with Parkinson's. CPT identifies, evaluates and funds research projects. In addition, they act as a facilitator between researchers and other funding organisations and host scientific forums and meetings for people with Parkinson's to enable them to hear first-hand the developments being made in the research field.

“ *The Indian Ocean is no place for the faint-hearted, but Billy and Barry have already proved their mettle on the Pacific Ocean as part of Team Battleborn in 2014. On that crossing they not only proved that they have what it takes physically and mentally, but even managed to write quite possibly the funniest ocean-rowing blog ever, every post a gem of laugh-out-loud moments. I wish them all the best in their bid for the speed record and to raise funds for Spotlight YOPD and other charities, and eagerly await a new season of blog posts. Reading about the Indian Ocean will, I'm certain, be a lot more fun than rowing it.*

Roz Savage M.B.E,
English ocean rower, environmental advocate, writer and speaker

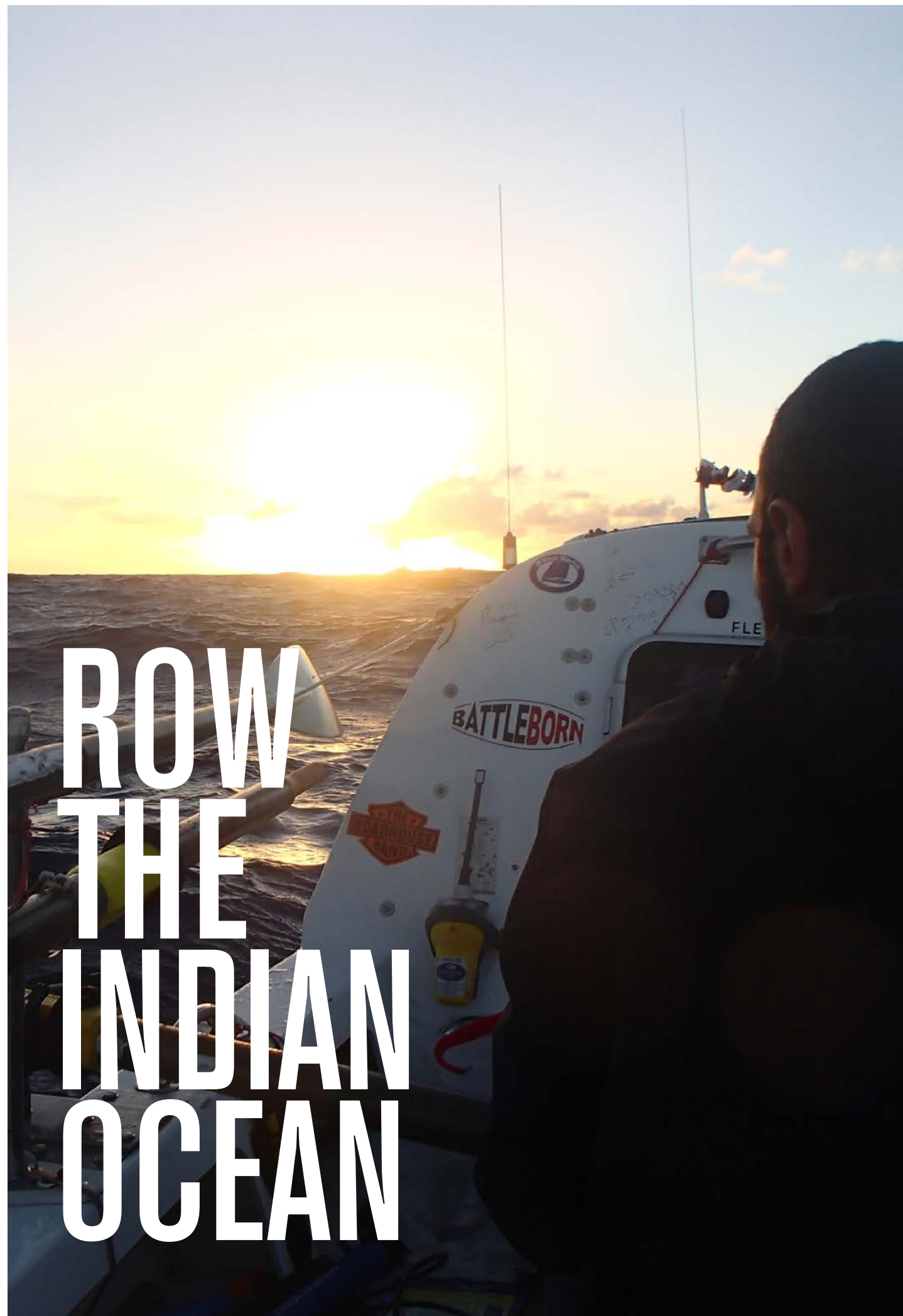
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RESTORATION OF APPEARANCE AND FUNCTION TRUST

RAFT.AC.UK

Restoration of Appearance and Function Trust (RAFT) is a medical research charity working in the field of tissue regeneration. Our aim is to give people who have suffered severe tissue damage (e.g. skin or bone) through accident, disease or birth abnormality access to pioneering new treatments that will significantly improve their quality of life, independence and dignity.



LAND SUPPORT CREW

We want to acknowledge the amazing work and dedication of our support crew - we couldn't get to the start line without their help.

- Professor Helen Dawes, Movement Science Group at Oxford Brookes University
- Professor Greg Whyte, former Olympian and renowned sports scientist
- Tracy Postill, Mave - PR agency
- John Dibb, THIRTEEN - digital agency
- Liz Hillman, Parkinson's disease nurse specialist
- Anne-Marie Faulkner, GP and partner at Strawberry Medical Centre. Providing 24-hr on-call medical advice
- Best Services Europe (Ltd), marine communications/data specialists
- Chris Martin, weather router and consultant
- Dr Shelley Coe, Research Fellow at Oxford Brookes University. Qualified Nutritionist specialising in Parkinson's and will be advising the team on the food choices taken on the row to ensure proper nutrition during the 2-month period

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“As part of the four-man Team ‘Battleborn’ in the Great Pacific Race, Billy and Barry have already inspired thousands who followed their progress through their upbeat blog posts. I know that in the months and years that have followed their successful completion of the World’s Ultimate Endurance Challenge, they have continued to inspire others, not only through their charitable work, but also in their humorous retelling of their encounters with the mighty Pacific Ocean.

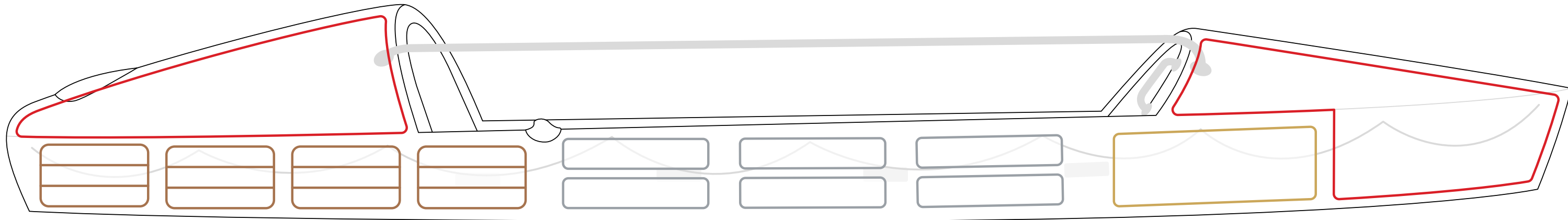
They have continually shown good humour, determination and camaraderie which has, and continues to, excite and interest their followers and supporters from around the world. It was an honour to be part of their journey as their crew set not one, but two new Guinness World Records in the Great Pacific Race.

I have no doubt that their unique brand of storytelling will engage audiences all over the world as they take us with them on their challenge to break the world speed record for crossing the Indian Ocean.”

Chris Martin, British explorer

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SPONSOR LOGO POSITIONING



SPONSORSHIP PACKAGES

There are a variety of investment packages available, all tailored for different levels of investment and requirements.

The sponsor packages are merely suggestions and not set in stone. We can meet all reasonable requests - subject to availability, logistics and contribution amount - if there is something specific you have in mind.

LEAD SPONSOR

INVESTMENT AND REQUIREMENTS TO BE NEGOTIATED WITH LEAD SPONSOR

- Full branding rights for the row, including:
 - Boat name to change to company name
 - Challenge name to change to company name
 - Boat branding, including prime positioning of logo on exterior and interior of boat and boat to change to organisation's brand colours
 - 1 x oar to bear organisation's logo/name. Organisation to retain oar post row
 - Organisation's logo to feature on ALL team attire worn pre, during and post row
 - Organisation's logo/name to appear on boat's trailer
 - Organisation's logo and web link to feature on rowtheindianocean.com homepage and on all social media platforms including Facebook, Twitter and Instagram
- PR and promotional partner - involvement in press releases, press and launch events, photography, media interviews and all promotional materials
- Media access – full access to live streaming and chats, photos and video footage
- Product showcase – use of organisation's products/services by crew and in boat
- Access to crew – crew available pre, during (via satellite) and post row to talk to employees/speak at corporate or team-building events
- Access to location mapping – office map in reception can pinpoint where crew are on any given day
- Flag to mark end of row – crew to hold flag aloft to signal end of the row. Flag will bear the logo/tag of the lead sponsor
- Boat to be displayed at sponsors office(s) either temporarily (six months) or permanently

GOLD PARTNER – £15,000k (1 opportunity)

- Organisation's logo featured on boat
- Organisation's logo/name to appear on boat's trailer
- Organisations logo/name to feature on 1 x oar. Organisation to retain oar post row.
- Organisation's logo to feature on all team attire worn during press and public appearances
- Organisation's logo and web link to feature on rowtheindianocean.com sponsorship page and all social media platforms including FB and Twitter
- Sponsor's name and web link to be included in all press and promotional materials
- Access to photos and video footage from the crossing
- 2 x post-row talks from the team on their experiences

SILVER PARTNER –£7,000 (multiple opportunities)

- Organisation's logo featured on boat
- Organisation's logo and web link to feature on rowtheindianocean.com sponsorship page and all social media platforms including FB and Twitter
- Sponsor's name and web link to be included in all press and promotional materials
- Access to images and video footage from the crossing
- 1 x post-race talk from the team on their experiences

BRONZE PARTNER - £3,000 (multiple opportunities)

- Organisation's logo featured on boat
- Organisation's logo and web link to feature on rowtheindianocean.com sponsorship page and all social media platforms including FB and Twitter
- Sponsor's name and web link to be included in all press and promotional materials

OAR PARTNER - £2,000 (2 oars per sponsorship)

- Logo and quote positioning on 1 x oar
- Retention of the oar/s post row

£500 CLUB

Our 500 club will get your organisation's logo or name on the boat's front and rear bulkhead and on rowtheindianocean.com sponsorship page.

INDIAN OCEAN 2018

GET IN TOUCH

Feel free to drop us a line if you have any questions or would like to discuss the sponsorship packages.

Email: sponsor@rowtheindianocean.com

Phone: +44 (0) 7982 602 005

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