



SADDLE

SAND

SEA

MARKETING PRESENTATION

Sir Steve Redgrave



*"Paddy and Seamus, wishing you the best of luck with your Saddle Sand Sea challenge and fantastic to hear you are raising funds for two great charities. Each discipline on its own will require great courage, skill, strength and a depth of training, but to put them all together is an epic journey.
Good luck; Achieve your Dreams"*

Sir Steve Redgrave – 5 time Olympic Gold Medallist



The Challenges

THE WORLD'S TOUGHEST "TRIATHLON"



"The toughest non-stop cycle event in the world"

August 2015

*The RACE – 2933 miles in 12 days
(The Tour de France is
2131 miles in 21 days)*

**MARATHON
DES SABLES**



"The toughest footrace in the world"

April 2016

*Six day ultra-marathon
covering 250km in the
Sahara desert*



"The World's Toughest Row"

December 2017

*3,000 nautical mile rowing
race across the Atlantic
Ocean from La Gomera to
Antigua*



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Our Mission Statement

- Raise at least £400,000 to support our charities and fund our challenges
- Partner with sponsors who share the same core values and leverage relationship for mutual benefit
- Provide a successful platform for our sponsors to develop brand awareness
- Build awareness of our charities through our challenges and marketing efforts



Media Exposure – Events



- Race Across Europe (RAE) page on course to increase Facebook 'likes' to over **5,000**
- RAE set up in 2012, however longer running equivalent race in America (RAAM), generated:
 - Over **25 million page hits** annually
 - **2,500 articles** in mainstream media



- **c.1,000** runners from over **45** different nationalities
- Coverage from over **1,000** TV channels – broadcast in **200** countries
- Over **700** items of print media



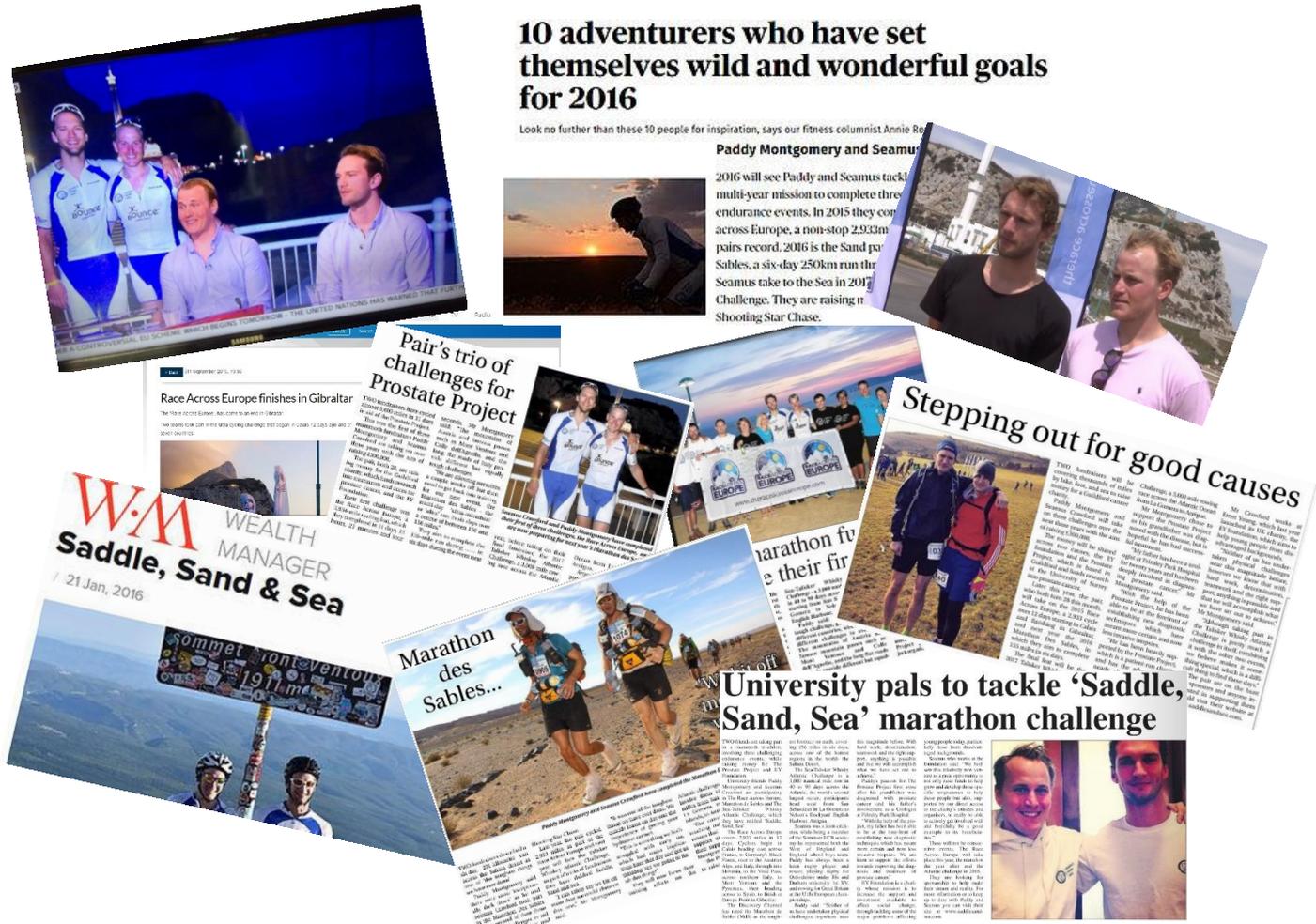
- **3,250** pieces of coverage across **40** countries
- **85** regional broadcast features
- **5,413,128,182** total reach
- **Global AVE £7,753,409**
- Support from celebrities including:
 - Prince Harry, Sir Elton John & Russell Crowe



Media Exposure – Saddle Sand Sea

Team has already generated strong media coverage:

- 8 Newspaper/website Articles – including London’s Evening Standard
- 2 TV appearances – including live interview on Sky News
- Over 1,400 Instagram followers and growing
- c. 500 Facebook Likes



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Sponsorship Opportunity

In return for your support, we would be able to provide a unique return on your investment, pre, during and post completion of these events, namely:

- Increased PR, brand exposure and outreach through global media coverage
- Improved brand perception with customers/clients
- Endorsement of your product to further engage and relate to a target audience
- Unique support and benefits for your staff
- High quality media content



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▪ Talisker Whisky Atlantic challenge alone has a Global AVE of £7,753,409

Indicative Sponsorship Packages

- Outlined below are the indicative packages we are offering
- Our aim is to form a mutually beneficial partnership with our sponsors, so would be happy to discuss these further with you

TITLE SPONSOR

Donation to be negotiated

- Name to be incorporated into campaign name
- Logo to be present on all marketing materials and campaign clothing
- Logo and web link on website
- Boat naming rights
- Logo prominent on all equipment (including hull of boat)
- Talks/presentations covering our experiences

GOLD SPONSOR

Donation of at least £15,000

- Logo to be present on all marketing materials and campaign clothing
- Logo and web link on website
- Talks/presentations covering our experiences
- Logo position on the hull of boat – approx. 1 sq.m

SILVER SPONSOR

Donation of at least £10,000

- Logo to be present on all marketing materials and campaign clothing
- Logo and web link on website
- Logo position on the hull of boat – approx. 0.5 sq.m



Indicative Sponsorship Packages (II)

BRONZE SPONSOR

Donation of at least £5,000

- Logo and web link on website
- Logo position on the hull of boat
– approx. 0.25 sq.m

EQUIPMENT/SERVICES

To be discussed

- Logo and web link on website
- Products to be displayed on website
- Products to be highlighted in blog updates

- **If there are any other ways in which you would like to help the Saddle Sand Sea team, please do let us know**



The Team

- *We are two friends who lived together at University and, having both played a lot of sport in our youth (but in recent years, let ourselves go a little..), were both looking for a big challenge.*
- *We are 2 just normal blokes, neither of us having taken on physical challenges of this magnitude before, but we really wanted to try and undertake something extraordinary.*
- *We decided to put together 3 of the most difficult challenges we could find to create the world's toughest 'triathlon'.*
- *Having now completed the first 2 of our 3 challenges:*
 - *becoming the first pair ever to finish the gruelling 3,000 mile 'Race Across Europe' non-stop cycle event in 11.5 days (The Tour de France is 2,131 miles in 21 days), and;*
 - *completed 6 marathons in 6 days across the Sahara desert, in the Marathon des Sables..*
- *...we now know that with determination, teamwork and the right support, anything is possible.*



Paddy and Seamus (during their first challenge, having reached the 2,744 m (9,003 ft), summit of Col Agnel, the third highest paved road pass of the Alps)

- *We have already invested a significant amount of time and effort, as well as over £20,000 of our own capital but, to get to the start line of our final challenge and make Saddle Sand Sea a continued success, we need your support*



The Charities



The Prostate Project is a registered charity established in 1998 by prostate cancer patient Colin Stokes and his consultant urological surgeon, Mr John Davies. Their ambition is to give men a better chance of beating prostate cancer. In the past 16 years it has raised over £6 million and helped the Royal Surrey County Hospital achieve 'Centre of Excellence' status in the treatment of prostate cancer. The Prostate Project support the Royal Surrey County Hospital, St Luke's Cancer Centre and Frimley Park Hospital in its efforts to detect and treat prostate cancer. It has provided equipment, specialist nursing staff and run an active patient support group.

The Prostate Projects research initiative, launched in 2006 at the University of Surrey, has grown to become the largest charity-funded prostate cancer research group in the UK. Currently 25 strong, the Prostate Project research team is producing results of international importance including the development of antibodies against targets on the surface of prostate cancers, the development of vaccines from the patient's own immune cells and the use of a potential new marker (EN2) in urine to identify the presence of prostate cancer; the first breakthrough in diagnosis since the 30-year-old PSA blood test currently used to detect prostate cancer.



Shooting Star Chase is a leading children's hospice charity caring for babies, children and young people with life-limiting conditions, and their families. Whether lives are measured in days, weeks, months or years, it is there to make every moment count. It supports families from diagnosis to end of life and throughout bereavement with a range of nursing, practical, emotional and medical care.

Its bespoke support is free of charge to families and available 365 days a year. Its care service includes short breaks at its two hospices (Shooting Star House in Hampton and Christopher's in Guildford), Hospice at Home, day care, symptom management, end-of-life care, bereavement care and a comprehensive range of therapies and support groups for the whole family.

It costs £9.5 million a year just to maintain its current level of care. Around 10% of that income comes from government funding, so it relies on its supporters' generosity to keep the service running. What's more, it knows there are many more families desperate for its vital support, so it's crucial it raises more funds to provide more care.



Contact Us

- **Email:** saddlesandsea@gmail.com
- **Phone:**
 - Seamus Crawford: 07552326523
 - Patrick Montgomery: 07825296954



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