



Dear Sir/Madam,

My name is Jim, and I would like to offer you the opportunity to get involved with my project to compete in the Talisker Whisky Atlantic Challenge 2023. Both I and one fellow adventurer will be challenging ourselves against nature in a 3,000-mile rowing race across the Atlantic Ocean, breaking multiple world records in the process.

I am approaching you today to ask for your support in this endeavour as a sponsor. The specific equipment needs for this challenge are high, but financial assistance will enable us to prepare for and complete this extraordinary race, as well as helping us raise funds for—and an awareness of—two charitable causes which are very near and dear to us: the promotion of mental health and prevention of suicide in young people, and the search for a cure for myeloma cancer.

What can we offer you in return?

The Talisker Whisky Atlantic Challenge is a world-renowned event which generates media coverage across 120 countries, reaching over 20 million people. Recent Atlantic Challenge efforts have been covered by the BBC and other international news outlets across the globe. Sponsorship of our team as we embark on this record-breaking journey will give you and your brand excellent exposure and marketing opportunities.

I have assembled a pack below which details these and other benefits to our sponsoring partners, as well as who we are and what we are trying to achieve. You can additionally read more about the event and how it works by visiting the Talisker Whisky Atlantic Challenge website at: <https://www.taliskerwhiskyatlanticchallenge.com/talisker-whisky-atlantic-challenge> .

Thank you for taking the time to consider this offer. If you have any questions or would like to discuss this sponsorship opportunity further, please contact:

Jim Ronaldson, Mobile: +44 (0)7710 916925, Email: jimronaldson@yahoo.co.uk

You can also give directly by visiting our GoFundMe page at: <https://gofund.me/543789a4>.

Yours sincerely,

Jim Ronaldson

“To live a fulfilling life is an endurance event, and the only way to get to the finish line is to focus on the present, checking from moment to moment that I am still heading in the right direction. The Atlantic taught me that no matter how huge and seemingly impossible the task, anybody can achieve extraordinary things, by simply taking it one stroke at a time.”

— Roz Savage, *Rowing the Atlantic: Lessons Learned on the Open Ocean*



THE CHALLENGE

The Talisker Whisky Atlantic Challenge brands itself as the world's toughest row, in which crews brave the open ocean in a race over 3,000 miles in length, travelling west from San Sebastian in La Gomera, Canary Islands, Spain to Nelson's Dockyard, English Harbour, Antigua and Barbuda.

The idea of the Atlantic Challenge race came to Sir Chay Blyth whilst he was rowing the Atlantic Ocean in 1966 with John Ridgeway. It was a 92-day battle against hurricanes, 50-foot waves, and near-starvation. It is no surprise, then, that more people have been into space or climbed Mount Everest than have rowed the Atlantic. It takes a certain kind of person to keep going when faced with blisters, salt rash, sharks, and sleep deprivation.

Those who take up the challenge to row the Atlantic do so to test the limit of their physical and mental strength; to achieve something unthinkable. In taking on this formidable race, we seek not only to challenge ourselves, but to challenge the perception of age as a limitation. With an average crew age of **65.6 years**, our successful crossing will beat the **world record** for the oldest crew to have rowed across the Atlantic Ocean.

FUNDING

In order for us to even get to the starting line, we will need help from both corporate and individual partners. Our operational costs are a massive **£100,000** which includes the boat, shipping, training, courses, flights, accommodation, trailer, and all of the equipment which will be required on board. In short, we need you to help us so that we can help others!

BENEFITS TO PARTNERS

Publicity

Through cooperation with the Talisker Whisky Atlantic Challenge's HQ, team Never 2 Late will draw on well-established media outlets to generate publicity for our world record-breaking crossing of the Atlantic, both in the two-year build up to December 2023 and during and after the actual race. Our independent media campaign will additionally work to amplify our message through radio, newspapers, magazines, and social media, allowing our generous sponsors and their brands to be highlighted throughout the world.

In 2016 there were **3,250 pieces of coverage generated across 120 countries**, including 39 articles in international newspapers, 178 pieces of international online coverage, 85 regional broadcast features, and over 2 hours of coverage on the BBC. **Social media coverage reached 20.1 million people, with 3.7 million watching videos of the Challenge and active engagement from 1.2 million.**

Articles appeared worldwide across national and broadcast news from Sky News to CNN to Rolling Stone Italia. This is the kind of exposure that your brand could have with advertising space on our boat. Major sponsors can additionally have the opportunity to name the boat and/or have it painted in your brand's signature colours.

Association

The Talisker Whisky Atlantic Challenge is an epic adventure which requires an epic amount of preparation. Over the next two years, the team will undertake intense training, additionally taking part in numerous other rowing and other fitness-based events throughout the UK. Of course, as it is ocean rowing that will get the team across the Atlantic, we will especially be looking for opportunities to participate in coastal and oceanic rowing events to hone our technique.

Participation in prestigious rowing regattas and head races will enhance PR and marketing opportunities. Early investment in the team will provide our sponsors with **24 months of continuous media exposure** and association with team Never 2 Late at such events.

Inspiration

We are two ordinary chaps in our sixties who are looking to do something quite extraordinary. We are very fortunate to find ourselves in the position of being fit, healthy, and ready for adventure. As such, we relish the idea of the physical and mental challenge of rowing more than 3,000 miles across the Atlantic, pushing ourselves to our limits to achieve something incredible.

By placing ourselves in a boat and rowing our way across open ocean in a journey which will take upwards of 50 continuous days, we seek to challenge preconceptions around age and inspire others to achieve the seemingly impossible. In doing so, we will break the **Guinness World Records** for the **oldest crew to row across the Atlantic**, currently held by a four-person crew who competed in 2020, and **the oldest all-male pair to row any ocean**, last broken in 2018.

In addition to these great feats, we also aim to raise awareness and funds in support of young mental health and the fight against myeloma cancer, outlined under 'Our Cause' below.

MEET OUR TEAM

Jim Ronaldson

Jim was born in Glasgow in 1956. He was very poorly as a young child, afflicted with asthma, bronchitis and pleurisy. Following medical advice, which suggested that a change of climate might help, his family moved to Canada. The move worked to improve Jim's health, and when he was 13 the family moved back to the UK.

Jim has always loved sport and adventure. He began rowing in 1974 and soon was competing at a very high standard, winning international medals in the sport and getting to the semi-final of the Henley Royal Regatta. Jim broke his club's win record with 24 regatta wins in one season, and took gold at both the National Championships (now the British Rowing Championships) and the World Rowing Master's Regatta. He stopped racing when he lost his long-time rowing partner in 2012, but he still greatly enjoys the sport, rowing most Sundays and competing in head races with his local rowing club.

Never one to sit down for too long, Jim took up cycling and rode from Land's End to John O'Groats to raise money for Stoke Mandeville Hospital. He enjoyed this so much that the following year he did the same trip in reverse, cycling from John O'Groats to Land's End. Jim stills cycles around 120 miles per week in addition to rowing in head races, always keeping fit for his next adventure.



In 2024, Jim will have been rowing for 50 years and working as a boatman/coach for 40 years. Recently, he has been shocked by news of a rise in mental health crises caused by the pandemic, especially in children and teenagers. He wants to do what he can to help them by raising money for mental health consultants and resources and highlighting the problem.

"I chose to row the Atlantic with Ian to show that no matter what age you are, if you have the will and mental strength you can do whatever you want." - Jim.

Ian Davies

Ian is an ex-Warrant Officer (Class 1) in the REME with 27 years of service. He has served in the UK, Europe, the Middle East and Southeast Asia, completing Operational Tours in the Gulf, Bosnia, and Southeast Asia.

Ian's forte is open water swimming, and he has completed a Solent Crossing, a Channel relay crossing, and the DART10. A week after his Channel Crossing, Ian was diagnosed with multiple myeloma, a bone marrow cancer. He has received 18 months of treatment including two stem cell transplants, the last being in May 2021, and is now in complete remission.

However, while this cancer is treatable, it is not yet curable. Ian wants to show people that having cancer does not have to stop you from accomplishing amazing things.

Ian is no stranger to the Atlantic Challenge, having previously completed the gruelling journey with a four-man crew in 2019. Now, he joins Jim to take on the Challenge as a pair, traversing the Atlantic Ocean to raise money for mental health services for young people and achieve the world-record feat of being the oldest crew to have ever completed the Atlantic Challenge.



OUR CAUSES



The COVID-19 Pandemic has had a devastating impact on the mental health of young people in particular, many of whom have experienced increased feelings of anxiety, depression, loneliness, and isolation as well as a loss of coping mechanisms and/or motivation. Disrupted schooling, loss of employment, the inability to socialise with friends and the bereavement of lost loved ones are triggering mental health conditions or exacerbating existing ones.

To combat this worrying trend, we are using our expedition to increase awareness on young mental health and are raising money for PAPYRUS, a charitable organization geared toward assisting young people with mental health issues and preventing young suicide. To learn more about PAPYRUS and how it is making a difference, please visit <https://www.papyrus-uk.org/>.



Each year in the UK, approximately 5,700 people are diagnosed with myeloma, and there are around 24,000 people living with myeloma in the UK at any one time. Myeloma UK is the only organisation in the UK dealing exclusively with this type of cancer, with the ultimate goal of finding a cure.

Since being established in 1997, Myeloma UK has helped those affected through research, advocacy, education, and the promotion of understanding. We would like our row across the Atlantic to help support this life-saving research. To find out more about Myeloma UK and their impact on the fight against cancer, please visit <https://www.myeloma.org.uk/>.