PRAETOARIAN

Benefiting Make-A-Wish CENTRAL AND NORTHERN FLORIDA

# TEAM PRAETOARIAN

TALISKER WHISKY

ATLANTIC CHALLENGE

ORGANIZED BY atlantic campaigns

# SPONSORSHIP OPPORTUNITIES

# TALISKER WHISKY ATLANTIC CHALLENGE

Dubbed by many “The World’s Toughest Rowing Race,” the Talisker Whisky Atlantic Challenge provides a unique platform for a once in a lifetime event. More people have traveled to space or have climbed Mount Everest than have rowed 3,000 miles across the Atlantic Ocean.

December 2020 marks the start of Team Praetoarian’s journey from the Canary Islands to Antigua, in a quest to be competitive and for the opportunity to support the Make-a-Wish kids we have had the pleasure of meeting during our preparation.

Attracting sponsors will allow us to cover the costs of necessary equipment and entry fees to compete in the challenge, all of which amounts to around 200,000 USD. Without your support, we will not be able to make this dream a reality.

We hope to spark your excitement about the prospect of partnering with our Team throughout our epic Journey.

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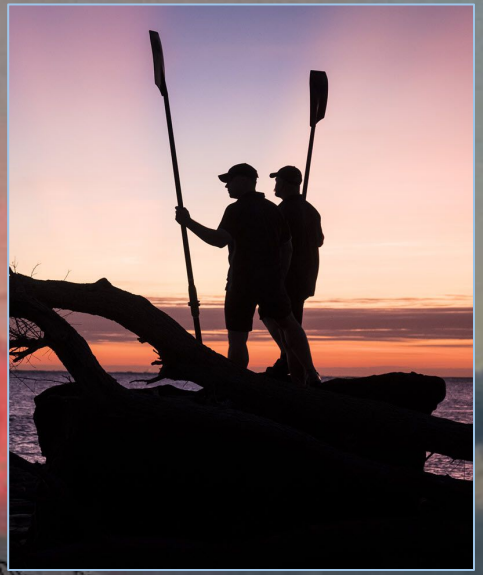
# THE TEAM

Mat Steinlin and Ben Odom met as coworkers at Peerfit in early 2019. Both fans of the principles of “Extreme Ownership” and “Discipline Equals Freedom” as promoted by Jocko Willink, they quickly formed a partnership on the job as well as a friendship around shared goals and philosophies.

Mat shared his goal of competing in the Talisker Whisky Atlantic Challenge with Ben, and after enlisting the support of friends, family and employer, they formed Team Praetoarian. Now they train and prepare daily to execute the mission of the team: to row the Atlantic Ocean to grant wishes for children with critical illnesses.



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# MAT STEINLIN

Age: 41
Height: 186 cm
Weight: 105 kg
Location: Jacksonville, FL USA
Hometown: Rebstein, Switzerland

Rowing experience: Currently rowing at the Jacksonville Rowing Club in Florida under the direction of Mark Frampton.

Endurance experience: Double Spartan Trifecta completed in 2018, 160 miles of cycling to benefit MS

Best sporting moment: Any moment which felt like I am done, and I am ready to quit, but I kept on pushing through it.

Reason for the row: This race has been a long dream of mine. Changing the world, making an impact while pushing yourself beyond your comfort zone, what is better than that.

Most missed item at sea will be: Family and Friends.

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# BEN ODOM

Age: 42
Height: 190 cm
Weight: 102 kg
Location: Kyle, TX USA
Hometown: Angleton, TX USA

Rowing experience: Currently rowing at the Austin Rowing Club in Texas under the direction of Patrick Kelly and Jacksonville Rowing club in Florida under the direction of Mark Frampton.

Endurance experience: Ben is a fan of endurance cycling. Some of his previous rides include The Hotter'N Hell Hundred, The Katy Flatlands 100, and the LIVESTRONG Challenge.

Best sporting moment: Running through the Brazos Bend State Park with his wife in a full rainstorm during the Brazos Bend 50 Trail Run… dodging alligators and lightning bolts was quite the memory!

Reason for the row: Ben is eager for the opportunity to challenge himself physically and mentally in ways that he's never been tested before. That he can engage in this endeavor and raise awareness for the mission of Make-a-Wish Foundation is a dream come true for him.

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# OUR PARTNERS

Angus Collins / Rannoch Adventure: two-time world record holder and renown Atlantic row boat maker

Dawn Wood / Row Aurora: We are delighted to be collaborating with Dawn Wood to participate in a variety of training courses required to row across an ocean

Peerfit: digital fitness company on a mission to empower individuals to live healthy and active lifestyles

Jacksonville Rowing Club: A natural partnership with an excellent local rowing club in the Heart of Jacksonville

RANNOCH ADVENTURE

ROW AURORA
SOLO ATLANTIC CHALLENGE
2019

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# OUR INSPIRATION

Make-a Wish of Central and Northern Florida

Make-A-Wish grants a wish, on average, every 34 minutes, to a child facing a critical illness.

Creating such inspiring moments for children facing these challenges can make a tremendous difference in outlooks and outcomes, and we completely stand behind the mission of Make-A-Wish® Central and Northern Florida.

# OUR INSPIRATION

Team Praetoarian is taking on the Atlantic Challenge out of free will, kids who suffer from a critical illness don't have a choice. We are proud to support the Make-a-Wish ® Foundation of Central and Northern Florida on its mission:

*"Together, we create life-changing wishes for children with critical illnesses."* — Make-A-Wish® Mission

- Since 1980, more than 315,000 children in the United States and its territories have had their wishes granted by Make-A-Wish supporters.
- Every wish experience is driven by the wish kid's interests, creativity and personality.

Wish kid Allie, diagnosed with hypoplastic left heart syndrome, receives her wish to sing in NYC on a Broadway Theater.

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# EXPOSURE

## PR Reach

121,450,200 Audience Impressions

52,600,000 People Reached

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# EXPOSURE

## TV Reach

The record-breaking edition of the race and a focus on supplying major broadcasters with high-quality video footage and PR efforts helped generate record television coverage for the 2018/19 race.

| | |
|---|---|
| 223+ | Individual Broadcasts |
| 248+ | Hours of Coverage |
| 15,100,000 | Total Viewers |

Source: TWAC 2019

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# EXPOSURE

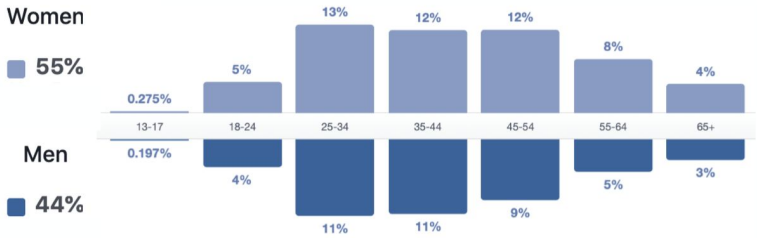
## Social Media - Facebook

The Talisker Whisky Atlantic Challenge page has significantly more followers in the 25-54 age group than the Facebook average. Photos and videos were the most engaging content type with Facebook Live proving to be hugely popular, attracting over 588,553 unique live video views.

| | |
|---|---|
| 18,070,125 | Total reach |
| 25-34 | Moat reached age group |
| 19,250 | Page likes |
| 3.9 | Average posts per day |
| 80.10% | Post engagement |

Source: TWAC Facebook Analytics - April 2019

### FANS BY AGE GROUPS




### FANS BY COUNTRY (TOP 10)

| | | | |
|---|---|---|---|
| United Kingdom | 6,949 | Denmark | 674 |
| United States of America | 1,903 | Ireland | 670 |
| Brazil | 1,473 | Spain | 662 |
| Antigua and Barbuda | 1,173 | Netherlands | 632 |
| Egypt | 840 | Romania | 485 |

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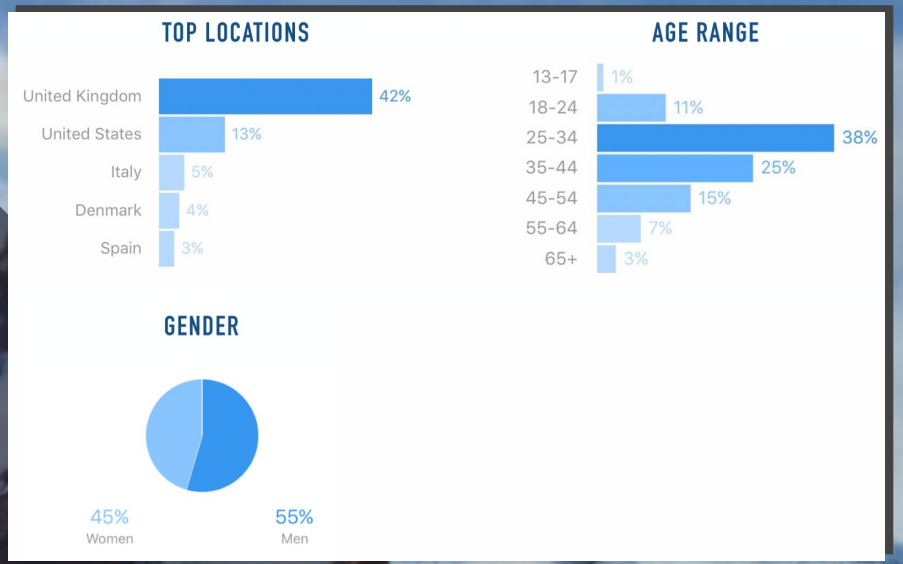
# EXPOSURE

## Social Media - Instagram

Instagram is proving to be one of the most popular ways for fans to engage with the race. The latest content from the fleet is constantly uploaded by a dedicated content manager, on site at the start in La Gomera and at the finish line in Antigua.

| | |
|---|---|
| 42,354 | Total post likes |
| 25-34 | Most reached age group |
| 4,351 | Total page likes |
| 20.2% | Engagement rate |

Source: TWAC Instagram Analytics - April 2019

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# EXPOSURE

## Social Media - Twitter

Twitter is the fastest way to get the latest news from the fleet. The feed is updated by a dedicated content manager aggregating the latest information, videos and photos from the race.

| | |
|---|---|
| 18,163 | Followers |
| 20,234 | Engagements |
| 717,246 | Impressions |

Source: TWAC Twitter Analytics - April 2019

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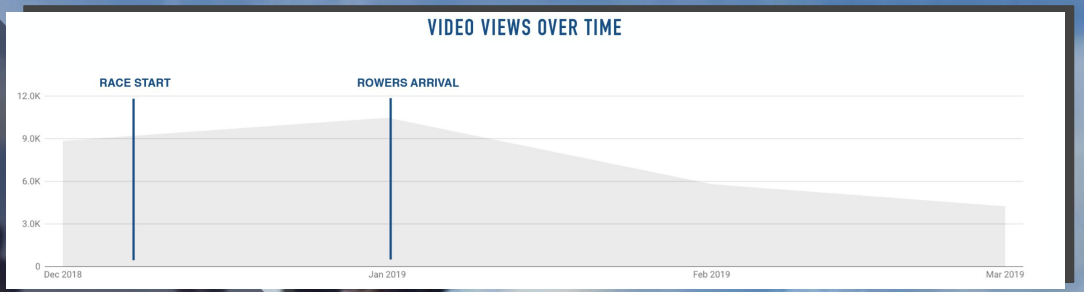
# EXPOSURE

## Social Media - Youtube




The Talisker Whisky Atlantic Challenge's official YouTube channel generated more than 2 million lifetime views over 53 countries. Most views come from Western Europe. Over 66% of the YouTube audience is between 18 and 44 years old.

| | |
|---|---|
| 2,053,33 | Lifetime views |
| 6,983,926 | Estimated minutes watched |

Source: TWAC YouTube Analytics - April 2019

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# YOUR ONCE IN A  LIFETIME OPPORTUNITY

Ocean and Coastal Rowing are growing in popularity worldwide and in the U.S. markets.

The Talisker Whisky Atlantic Challenge provides a unique platform for storytelling with brand partnerships, especially those brands centered on providing inspiring experiences.

Team Praetoarian is one of only two 2020 teams representing the U.S. in this international competition, and offer a chance for brands to represent both domestically and internationally during and after the competition.

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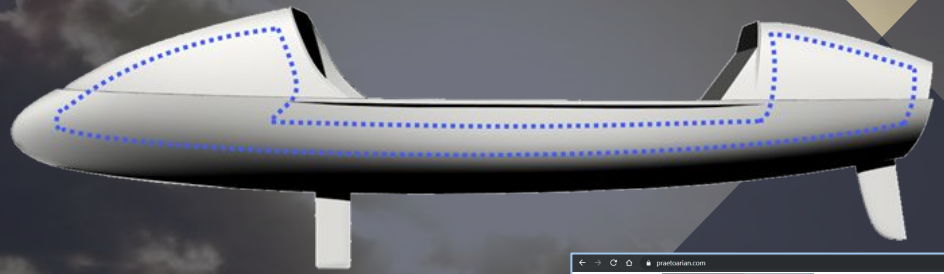
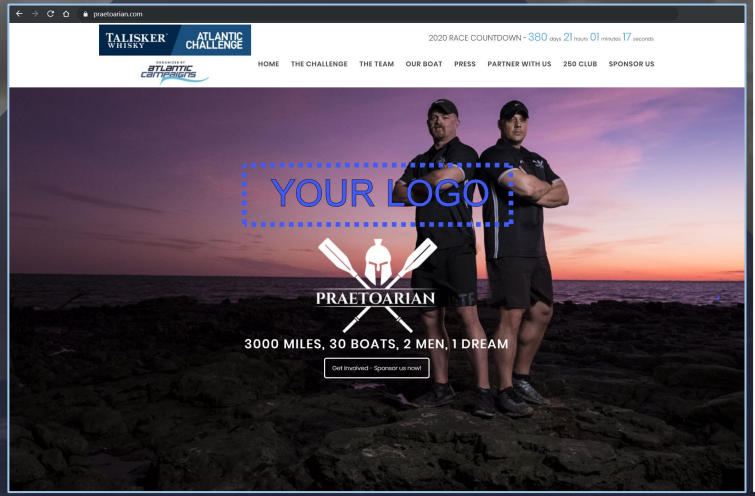
# AMBASSADOR LEVEL






## Ambassador Level (Sole Main Sponsor - (Investment TBD )

- Entire boat will be made available for the Ambassador Sponsorship
- Logo on Team Clothing
- Attendance at PR shoots and promotional events
- Large Logo on Website
- Endorsement of your product
- Post-Race talk at your company
- Access to all media / events
- Autographed team arrival picture
- Custom features and appearances as part of the Ambassador Package

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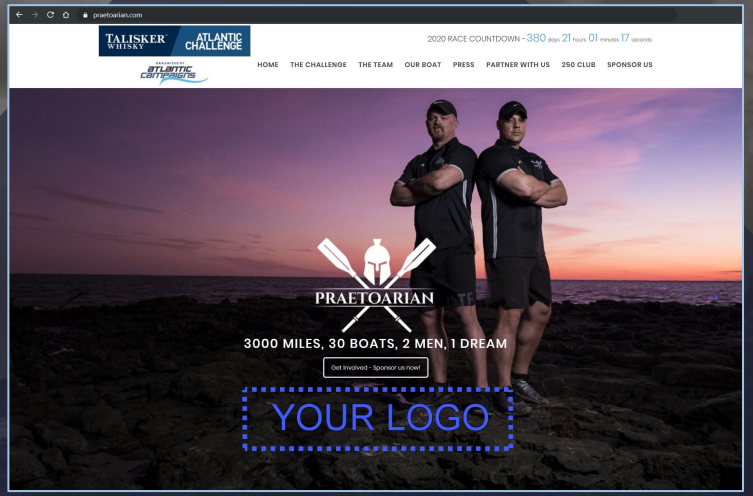
# PLATINUM LEVEL




## Platinum Level (Shared Main Sponsor - (Investment TBD )

- Large Logo on Boat
- Logo on Team Clothing
- Attendance at PR shoots and promotional events
- Large Logo on Website
- Endorsement of your product
- Post-Race talk at your company
- Access to all media / events
- Autographed team arrival picture

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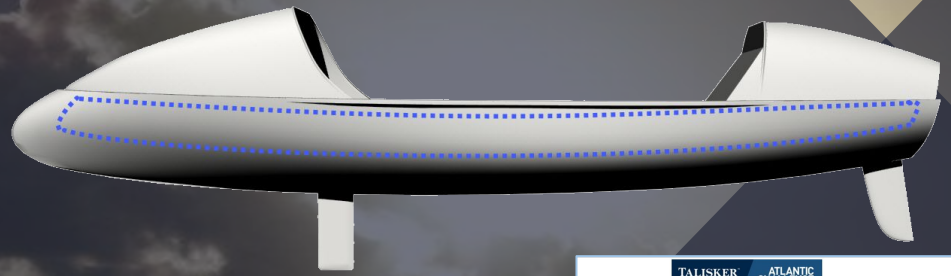
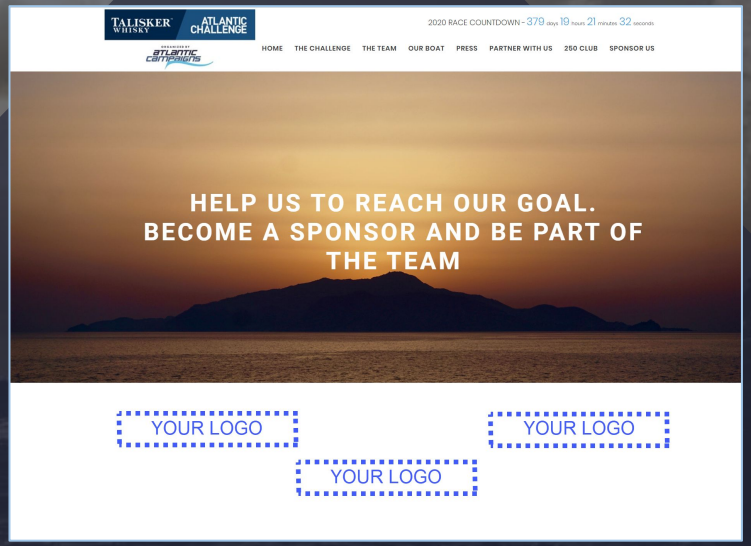
# GOLD LEVEL






## Gold Level
## (Investment 15,000 USD)

- Medium Logo on Boat
- Logo on Team Clothing
- Large Logo on Website
- Endorsement of your product
- Post-Race talk at your company
- Access to preselected media / events
- Autographed team arrival picture

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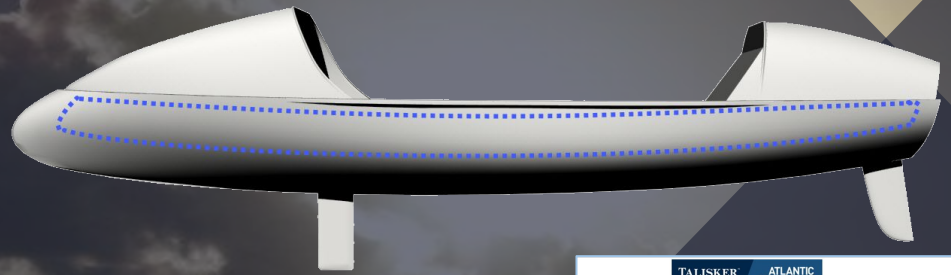
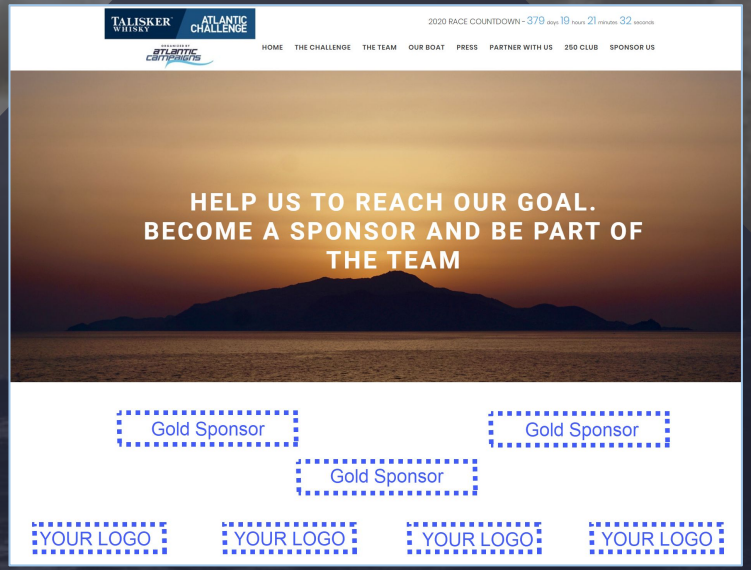
# SILVER LEVEL






## Silver Level
## (Investment 6,000 USD)

- Small Logo on Boat
- Small Logo on Website
- Endorsement of your product
- Autographed team arrival picture

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# INDIVIDUAL SPONSORSHIP

## 250 Club

Donate 250 USD or more and you will be memorized on in our 250 Club Page with pictures, plus your personal note will be written on the inside of our boat!

## Buy-a-Mile

For 20 USD per mile We will dedicate a corresponding mile in someone's name. The name will make it on our boat.

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