

# GB ROW 2024





# THE CHALLENGE

&

# OUR MISSION

ROW

INSPIRE

EMPOWER





# *The Challenge*



In June 2022, we shall be setting off to row the British coastline in the GB Row race. This challenge will see us row over 2000 miles, supported only by a land crew. We will set off from Tower Bridge and although the coast line will be a constant companion, we will not step foot on land again until we arrive back at Tower Bridge! This challenge has only been achieved successfully by one other female team and we are the only trio to have ever tried it! We stand to gain a Guinness World record if we are successful in our challenge!

Rowing over 2000 miles unassisted requires much more than just strength, stamina and endurance. To be able to successfully circumnavigate Great Britain, we will need to understand navigation and the sea's tidal flow. We will have to battle tides, currents and all the weather the coast has to throw at us. All the while avoiding shipping, rocks and sandbanks. This is why it's acknowledged to be **the toughest rowing race in the world**. Rowing against changeable winds and fast turning tides make this a greater test of endurance and skill than Transocean rowing. It will push us to our absolute limits!! For more information, go to **[www.gbrowchallenge.com](http://www.gbrowchallenge.com)**





The going will be hard! Excruciating in fact! We will need to consume 10000 calories a day just to equal the energy we will be using! That would be the equivalent of 45 bars of chocolate! Even consuming this amount, we will still lose weight! (the 10000 calories that is...not the 45 bars of chocolate).



The unrelenting lows will be punctuated with incredible highs, We will be treated to the spectacular views of an ever changing horizon as we make our way round the UK Coastline.

The wildlife should be incredibly diverse too. We are all looking forward to the amazing skies we will see. Rowing out of the darkness and into the start of a new day will be breathtakingly beautiful!

Our journey from start to finish should be an incredible one. We aren't highly trained athletes. We are just three ordinary women from Norfolk. But what we do have is heart and the courage to see this through to the end!

We want to inspire others to try something new, something that takes them out of their comfort zone! THAT is what each of us wants as a legacy.

We want to be as competitive as possible, but we will not compromise on our friendship at the cost of a Guinness World Record.

We want to train and educate others who are thinking of participating in future races.

We want to focus on inspiring younger generations to follow their dreams and aspirations by showing them that with determination everyone has the chance to succeed!



# *Our Mission*

Our focus from the outset has always to have environmental issues at the core of our team ethos. It's been a driving force and we are excited that this race encompasses the adventure along with the issues of plastic pollution impacting on our waters. We are excited to be involved with such an incredible study and an avenue to fulfil such an important part of who we are.

As we row we will take samples which will help to undertake a detailed survey of pollution around Great Britain's waters measuring:

- Micro plastics
- Acidity levels
- Temperature Levels
- Acoustic noise pollution levels
- 

Helping to support Marine Biological Scientists from the U.K.'s leading Universities to assess the environmental damage and long term impact being done to our seas and Oceans.





**We want to raise as much money and awareness for our chosen charities.**

We want to make our row as sustainable and environmentally responsible as possible. We will limit our carbon footprint where we can and offset it by tree planting where we can't.

Other steps we will be taking include but are not limited to:

All food packaging will be recycled post race.

Only biodegradable or bamboo wipes and eco friendly products

NO unnecessary/single use plastic. We will source and use alternatives if they are available.

NO antifoul on the boat as we see that it damages the surrounding wildlife to stop it from attaching to the bottom of the boat. We just have to get into the blue and clean it more often!

Boat and equipment will be kept and reused in future competitions and training, to offset the single use and the energy used in manufacturing.



**To do all this we need to raise sufficient funds to enable us to participate in the race and to make this adventure happen.**

**We want to put the ordinary in extraordinary and we hope you want to be part of our journey!**



# SPONSORSHIP & CONTACT DETAILS





# *Sponsorship Details...*



We have a variety of Sponsorship packages available. You could have your name on our sportswear, our oars and our boat! We can tailor make any package to suit your needs! Imagine getting photos and videos back from us with your brand being centre stage. Your name could be emblazoned across the boat!

The world will be watching as we race around Great Britain, with a view to break the record!

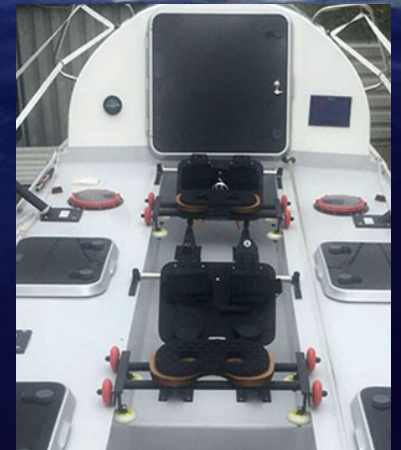
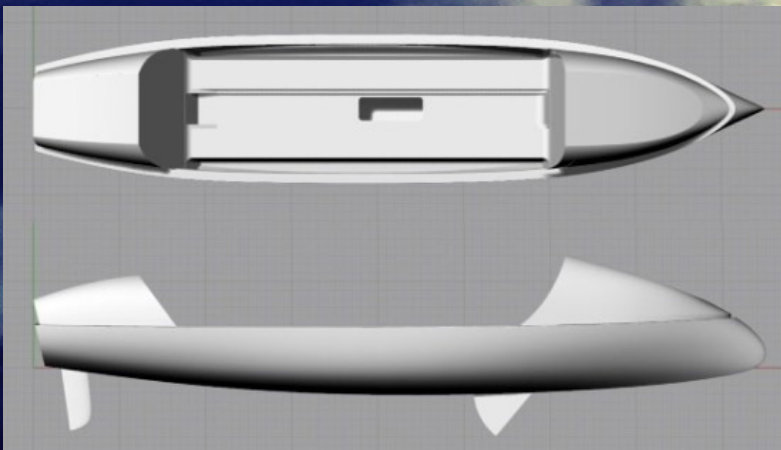
Its not just the race but the run up too. We will be out on the water training, attending events where we can showcase our adventure and to celebrate those who have sponsored us!



# *Sponsorship Details...*

Our boat will be our home for the duration of our adventure! More importantly, we will train in her, row in her, practice everything we will need to make our journey a success! She will be our fourth team member as we row around the British coastline!

So why not sponsor our boat! We can utilise parts of the boat to give maximum exposure to your brand! The cabins, the sides and hatchways can showcase your business perfectly!





# *Sponsorship Details...*

Do you want :

Regular blogs, photos and videos whilst we navigate this adventure?

Want corporate events to inspire and involve your staff?

Branded clothing?

Equipment sponsorship—You can even brand the bucket!



We can deliver these and truly put you centre stage.

We can discuss these or any ideas you have for a truly unique sponsorship designed specifically for you!



# Sponsorship Details...

## PLATINUM PARTNER £30,000

Your company logo will be displayed in a prominent position on the side of the boat and on one hatch for maximum exposure. Opportunity for your company name to prefix our boat Your company logo will be on team kit worn during the race and at events both pre and post race. Your company logo will be placed on our website, both on the homepage and also on a Platinum Partner page. Team promotion of your company at media interviews and press events. Content support including press releases about the challenge and partnership.



Rights to use team photos, videos and press releases. One personal written blog or video blog per week for company use during the race. Team endorsement of your product/company through our social media channels and website.



# *Sponsorship Details...*

## **GOLD PARTNER £15,000**

Your company logo will be displayed in a prominent position on the side of the boat and on one hatch for maximum exposure. Your company logo will be on team kit worn during the race and at events both pre and post race. Your company logo will be placed on our website on a Gold Partner page.



Content support including press releases about the challenge and partnership.

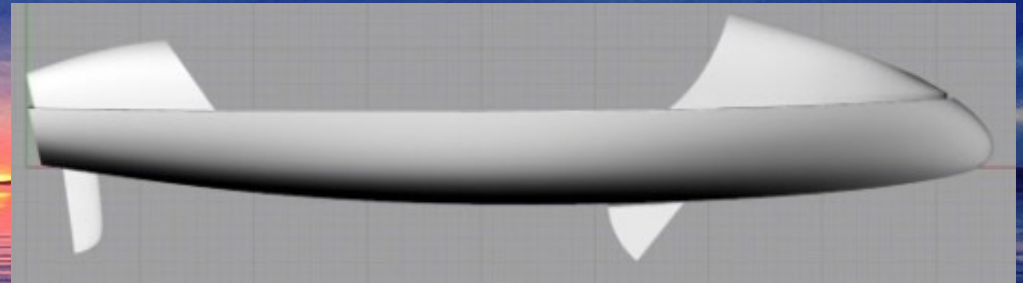
Rights to use team photos, videos and press releases. Receive one personal written blog or video blog per week for company use during the race. Team endorsement of your product/company through our social media channels and website. Attendance at Company PR shoots and promotional events.



# *Sponsorship Details...*

## **SILVER PARTNER £5,000**

Your company logo will be displayed on the side of the boat. Your company logo will be placed on our website on a Silver Partner page. Content support Including press releases about the challenge and partnership.



Endorsement of your product/company through our social media channels and website. Rights to use team photos, videos and press releases.



# Sponsorship Details...

## OARS - £1,500 FOR ONE OR £2,500 FOR A PAIR

You could be with us every stroke of the way....we will be making a million of them!

So why not sponsor an oar...or two! How about all six! We want to work with you to showcase your brand to get maximum exposure!



As an oar sponsor you will get your company logo on the blade and shank of one of the oars that we will actually be rowing with. Following the race, the team will sign the oar and it will be yours to keep with a signed photograph of the team with the oar.

Promotion through the team social media channels, content or channels. Content support including press releases about the challenge and partnership. Rights to use team photos, videos and press releases.





# Contact Details...



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# THE TEAM & OUR CHARITIES



Boots

The Norfolk Broads  
XXXX

Fletch

The Norfolk Broads  
XXXX

Calamity

The Norfolk Broads  
XXXX





## SANDRA SQUIRE - 'BOOTS'

Growing up in landlocked Hertfordshire, she always had a great love of the water and especially the sea, holidays as a child were often spent on the water, but it wasn't until Sandra moved from across the border in Suffolk, some 8 years ago to Norfolk that she learnt to sail and could indulge her passion.

Sandra loves her adopted home of Norfolk, is a Borough & County Councillor and Chairman of a charitable trust involved in....yes you guessed it - sailing and water sports.

Her friends and family aren't entirely unsurprised by her wanting to take part in what is billed as 'The World's Toughest Row', as it's not the first time she's set out to challenge herself; After learning to sail, she signed up for a leg of the 2017/18 Clipper Round the World Yacht Race and sailed over 4000 miles across the North Atlantic as a member of Team GREAT Britain. We're not saying that politicians are competitive or anything...

So perhaps it was a little unsurprising that with nearly 10,000 sailing miles logged, after learning to row, a month later she was taking part in her first rowing race and it wasn't long before she was thinking about taking her rowing to the next level. Surprisingly as someone who loves the water, especially sailing, power boating, rowing and kayaking, Sandra doesn't actually like swimming. Something about getting wet being involved!







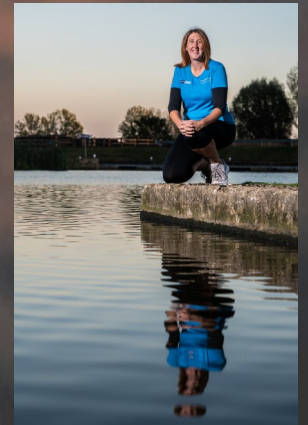
## KATE PALMER - 'CALAMITY'

**Kate grew up with fantastic views of the Nene Valley in landlocked Northamptonshire, about as far away from the coast as you can get in the UK! Family trips to the seaside always filled her with wonderment and sparked an enduring fascination with the sea!**

**In 2004, Kate decided that her life needed a change and relocated to Norfolk in the search of new beginnings. Within a year, Kate had set off on a life changing gap year, traveling around Asia and Australia. Returning to Norfolk, Kate quickly found herself falling head over heels in love with her now partner of thirteen years – it is amazing what you can pick up from an all-night petrol station on the A10! She also became a step mum (a truly terrifying idea to start with) but it wasn't hard to fall in love with all five of them.**

**Kate has always been a keen and determined swimmer, more for fun rather than competition. She has also tried several different sports and fads, most of which have ended unsuccessfully – usually quite painfully and with a certain amount of band aids and plaster casts! Buoyed on by the success of the London Olympics, Kate sought out a 'learn to row course' and within two minutes rowing on the Cam - it ignited a passion, one that has yet to be quenched! Kate took part in the Great River Race in 2017, a 22 mile row up the Thames from Millwall to Richmond. So let's face it, the GB row is only just a little bit further isn't it? Well it seemed the next logical step anyway!**

**Kate rows, kayaks, cycles, swims, and occasionally frequents the Gym, she has one vice in life - chocolate! She also enjoys long evening walks in her spare time, because quite frankly, thirteen miles at work just isn't enough! She is also found tending her garden at silly times of the day, earning the nickname 'the midnight gardener'.**







## KRISTI FLETCHER - 'FLETCH'

Like Kate, Kristi grew up in the middle of England. Landlocked on the border of Buckinghamshire and Northamptonshire, Kristi was lucky that her love of the sea was satisfied with every family holiday. These were spent visiting her family static home on the coast of North Norfolk. Each holiday was spent exploring, with wonderful adventures on the beach, in the woods or cruising the site on her bike with her siblings.

Kristi moved to Norfolk as soon as work allowed and is now working with various companies in the area on a freelance basis. Kristi has recently taken up the mantle of running Social Monkey and is in the process of expanding her newly acquired business.

Kristi gets great pleasure in working with Active Fakenham. She helps out on the various events they run for the public, most of which are free of charge. This has helped her become a valued part of the local community.

After moving to Norfolk, Kristi was also lucky to meet the love of her life, Nick and they now live together with 2 crazy dogs and regularly have Nick's lovely kids.

Kristi enjoys walking the dogs, any beach, cycling, kayaking and a pub with a warm fire and rum. She gets out on the sea on the kayak and in the creeks when time and tides allows.





# OUR CHARITIES

## RNLI

The RNLI is a charity that saves lives at sea.

Volunteer lifeboat crews provide a 24 hour rescue service in the UK and Ireland, seasonal lifeguards look after people on busy beaches and the Flood Rescue Team helps those affected by flooding.

RNLI crews and lifeguards have saved over 142,700 lives since 1824 but they are more than a rescue service. They influence, supervise and educate people too.

The Community Safety teams explain the risks and share safety knowledge with anyone going out to sea or to the coast. And the international teams work with like-minded organisations to help tackle drowning in communities at risk all around the world.



## MIND

Every year, one in four of us will experience a mental health problem. But hundreds of thousands of people are still struggling.

Mind believe no-one should have to face a mental health problem alone. They listen, give you support and advice, and fight your corner.

When you are experiencing a mental health problem, supportive and reliable information can change your life. Mind provide information lines and a network of 135 local Mind branches offering support and care.

Mind campaigns on a range of issues that could affect anybody with a mental health issue, providing specialist workplace training.



## Nelson's Coastal Watersports Trust

Nelson's Coastal Watersports Trust aims to promote sailing and other water sports. To allow everyone, regardless of age, experience the various water sports available around the East Anglian coast.

Whether that be sailing, waterskiing, kayaking or rowing, it is the trust's ambition for young people and their families to be able to enjoy the benefits of being on water, to experience the health and social benefits that water sports can provide in a safe environment.



## Ellie's Love

A local charity supporting local people with Cystic Fibrosis in memory of Ellie Loades, who died aged 16 on 17th November 2013.

During her short life Ellie lived life to the full.

In Ellie's memory, her parents, Nick and Elaine set up the charity "Ellie's Love". The purpose of this charity is to support local people with Cystic Fibrosis and their families. All monies raised will go to help people with cystic fibrosis whilst at home or during stays in hospitals or at the East Anglian Children's Hospices (EACH).

