

SPONSORSHIP OPPORTUNITY

To sponsor our

Pedalo Challenge

Round the Isle of Wight, 60 miles

July 2010 – date to be confirmed

PJ Stevens & Celebrity, non-stop

(Pedalo pictured is the pedalo we will be using)



Executive Summary

The aim of this Pedalo Challenge is for PJ Stevens and one other person to pedalo around the Isle of Wight, a distance of some 60 miles, with tidal movement and weather, the actual distance covered may be somewhat further and will certainly feel much further. Guesstimates suggest that a time of 50-60hours is possible for the Challenge subject to prevailing conditions, but until we start training, we have no knowledge on which to base this timing.

The craft will be a purpose built pedalo, rather than a pedal powered boat, as per the photo above. The craft, as used on a previous Pedalo Challenge on inland waterways, will need a few alterations to go to sea including extra cup holders and appropriate offshore safety equipment.

This challenge will be undertaken by PJ Stevens and a celebrity partner (to be confirmed), to raise money and awareness for South Coast charity Champion Behaviours www.championbehaviours.com and a more main stream charity, yet to be decided – possibly the BBC's Children in Need charity or the chosen Charity of our Sponsor.

It is in PJ's ambitions to break the current 24 Hour World Powerboat Record that was set around the Isle of Wight and the One Lap Record of the Island held by Team Negotiator at over 100mph. In a conversation with a colleague, it was decided that whilst funding was sought for a series of World Powerboat Records, PJ would undertake the slowest lap of the Island for fun in aid of Charity.

We are seeking a title sponsor, several product partners and supporters. To express your interest in this Challenge, please call us for further information. Currently we have interest in this project from the National Boat Shows who we have asked to help us network and who may provide free space at their shows for us to place the Pedalo and raise money and awareness for all those involved.

In addition to sponsors and partners, we will be in need of marketing support, PR and media coverage. Therefore if you can help us network in these areas, we will be delighted to hear from you.

www.championbehaviours.com

Champion Behaviours is a registered charity number 1129004



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Challenge Introduction

Dr Katherine Bond, Field Leader in Sport & Exercise Psychology.

Succeeding in the challenging of a non-stop pedalo journey round the Isle of Wight will require considerable planning and resourcing. The challenge is conservatively estimated to take 60 hours. Success will depend on managing a multitude of factors - having the ability to sustain a medium (and sometimes high) level of exercise intensity over a long period of time; hydrating adequately; taking on board sufficient and appropriate nutrients; managing fatigue - planning and adhering to a sleep/rest programme; staying motivated and 'mentally tough' through difficult periods - night, adverse weather, fatigue, etc; dealing with the interpersonal relationship between the two pedalo-ists; staying warm and dry through the voyage. There are a further set of variables around the equipment (pedalo); weather; sea state, etc - and around the support team and vessels - each of which must be considered if this venture is to be successful. Failure to plan for, and take control of these factors and variables will almost certainly result in the team experiencing some major problems which could derail their attempt to circumnavigate the Isle of Wight. Research and experience shows that limiting the 'failing' factors and controlling everything within our control is vital for success in both elite level sport, and in undertaking endurance and ultra-endurance challenges. From a psychological perspective, this is also crucial for ensuring that athletes/adventurers are mentally 'ready' and optimally confident for the task that faces them. Therefore, the planning and preparation phase for this challenge is absolutely critical - particularly given that the environment is dynamic, the equipment untested, and that journey is unknown. Resources and commitment of time (from crew, logistical team, sport science/medicine team) is obviously required to support this venture, and it is important that this gathers increasing momentum from this point on.

Team Introduction

PJ Stevens, founder of Champs, soft skills trainer, motivational speaker and leadership development expert, will lead the challenge to Pedalo across the Channel. PJ has no experience in this field, is no athlete and has been known to get a little sea sick. That said, he did manage to run the Paris Marathon in April 09 for fun, and believes that with a very strict and well constructed gym and training programme he will be ready in a few months to undertake this '60-hour Challenge'.

It is expected that a celebrity team member will join this challenge, thus completing the two-person challenge. We are still seeking a celebrity team member and will release details when it is confirmed. We welcome interest from Agents who might like to suggest a celebrity who is available and up for this challenge.

Additional support crew in the team will include people to help with physical training, diet, support craft crew and a host of friends and family. As the project progresses we will seek a PR/Marketing team to help make the most of this fun charity challenge.



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Team Record

To our knowledge no one has pedaloed round the Isle of Wight (60 miles). Teams have taken pedal powered craft across the Channel from Dover (22miles) working in relay teams of three, whilst one twenty-seven foot pedal powered boat was taken across the Indian Ocean. We have no reference for what might constitute a good time for this Record Attempt as we will be the first to do it non-stop in a team of two in a genuine pedalo. None of our team has any pedal powered experience, but do have sailing, power boating and race experience.

Marketing Opportunities

Branding on the Charity Challenge Pedalo, clothing, car, website, social networking, paperwork and training events.

TV Advertising opportunities, media opportunities, film and photographic opportunities: Cross fertilization / marketing with the charities, product partners and sponsors. It is expected we will document the training and challenge itself for use on websites. Should you wish, we will be pleased to participate in any media opportunities as required.

Should our sponsors have other media, marketing and PR opportunities, the team will be made available where ever and whenever possible. PJ Stevens is a professional motivational trainer, facilitator and speaker and can provide sponsors and partners with conference speeches, leadership training and team building, subject to needs and budget.

It is expected the successful team and Pedalo will be at the Southampton Boat Show, September 2010, for fundraising, product placement and PR. Other public and private events available subject to budget and availability.

Sponsorship Packages

We are seeking the opportunity to meet and discuss this project with interested parties and partners, so we can create packages to suit specific needs and take advantage of our sponsor's products, in-house services and their networks.

As a guide we are seeking;

One primary Title Sponsor
Several secondary Support Sponsors
Various product partners



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Goods, Services and Product Partners

We are seeking product support, placement and inclusion from;

- ❖ Clothing brand
- ❖ Car brand
- ❖ Road / Mountain bike supplier
- ❖ Health care / face cream brand
- ❖ Food and nutrition supplies
- ❖ Sports University professional support
- ❖ Media / marketing / PR Support
- ❖ Communications and navigation suppliers
- ❖ Weather routing
- ❖ Support boats and Channel crossing safety boat

Budget (guide)

- Guide price for the Pedalo as above, is £3000. (We have taken delivery of the pedalo)
Partial refurb and re-fit of Pedalo £3000
- Training, travel to train, in UK, £5000
- Clothing for 2 pedalo-ers, support crew and some give-aways for sponsors/supporters, £5700 (Henry Lloyd)
- (We need clothing for training, events and the challenge. As the challenge will be 60 hours, day and night, we may need a few changes of clothing and a range of suitable wear.)
- Branding for clothing, £30 average per item, x 160 items, £4800
- Website and marketing, guide budget £5000
- Support RIB during training (ten days) including Thames, Lymington, Southampton and the Solent, £5000
- Photographer / video during training and support on trip, £4000
- Token expenses/time for meetings £6000
- Southampton Boat Show September 2010, set up plus ten show days, £5,000
(including clothing, exs, crew, price to change)
- University support – PJ is working with Chichester University re Physiology, Psychology and Preparations
- Safety kit, radar and communications equipment. TBC and subject to Risk Assessment by the proper authorities
- Total guide cost, some £50,000, plus VAT.

Options;

Business, public and client events, conferences and speeches

Local TV & Radio / Media events

UK events

BBC Top Gear Challenge

BBC Children in Need (we have a relationship with the BBC Children in Need team)

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This budget is a price to change, subject to sponsors needs, product partners and activity schedule. We aim to reduce this cash budget by seeking a boat builder to sponsor the refurbishment; clothing partner to provide branded clothing; a marketing / PR company to provide professional services.

*We have had meetings with the Boat Show Commercial Director Mr Adrian Danson – who is extremely helpful – and who is looking to involve us at the Southampton Boat Show, September 2010.

We have received confirmation from **Mike Bushell at the **BBC** that he would to join us on some of our training sessions and film it for BBC1.

Reporting & Relationships

PJ Stevens will be your key relationship. Subject to a sponsors needs we will set up an agreed reporting line to share information, manage key relationships, expectations and ensure best practice to deliver the best we can.

Subject to a package price, PJ Stevens – an experienced conference host, speaker and motivational trainer – will be available to speak at sponsors' conferences and present the Pedalo Challenge to colleagues and customers. The celebrity may be available subject to agreement.

Contact Information

Paul J Stevens, Founder of Champs, and Leadership Development expert, Motivational Trainer and Conference Speaker
www.leapdelivers.com
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Future Challenges

24 hour Pedalo challenge at London Docklands
Pedalo across the English Channel, Poole-Cherbourg Summer 2011
Pedalo on Lake Geneva, round Mallorca and/or Gibraltar to North Africa

World Speed & Distance Powerboat Records we would like to set with a suitable partner;

- ❖ Powerboat World Record; 24 Hour World Record Round the Isle of Wight
- ❖ Powerboat World Record; First 100mph Crossing of the Channel, Poole-Cherbourg



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Associated events

Apart from our plans to do the Charity Island Challenge and attend September's Southampton Boat Show, we can create a series of events to suit our sponsors and budget.

Additional events might include;

Launch party

A training 'pedal' on the Thames

A training 'pedal' in Poole Harbour (World 24 Hour Pedalo Record round Brownsea Island)

A training run and/or Record on Lake Geneva

Cowes Week sailing regatta Event – participation or spectator

Cowes-Torquay Powerboat Race event in August – PR, Marketing potential

Attending Goodwood Festival of Speed, summer 2010/11 (subject to invitation)

Attending the Outdoor Events and Leisure Show in March 2010 at Ascot

Attending client, sponsor and business events

TV, media, radio as required

Attending London Boat Show, January 2011

Parties and auction events in support of our fundraising activity

Goal of the Charity Challenge

To complete a trip Round the Isle of Wight, by Pedalo non-stop, or as near to non-stop as possible, in under 60-hours for the 60-mile trip, for which we would love to raise £1,000 per mile or £60,000

We want to have fun doing it safely, promote the Charity(s), Partners and Sponsors involved and give value to all concerned.



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Event Schedule / Suggested Itinerary for 2010 Pedalo Challenge

Jan – March 2010

- Gym and fitness work (under way)
- Network at London Boat Show, January 2010
- Take delivery of second-hand Pedalo and refurbish it
- Find Celebrity partner, agree relationship
- Network to find sponsors and partners
- Create alliance with Sports University for support, health info and developing Pedalo
- Set up website

April – May

- Training in Pedalo
- Serious Gym work (aim to be doing 10 hours on recumbent cycle)
- Long training bike rides 6-12 hours, including night rides
- Training sessions in Sports University Gym under surveillance for feedback
- Practice activities to meet our training needs and PR for sponsors such as Pedalo around Southampton, Pedalo up the Thames, Pedalo across suitable Lake
- Work with Charities and Sponsors to raise money, awareness and PR.

June – July

- Training
- Fundraising
- Goodwood Festival of Speed
- Check dates and weather predictions for suitable crossing
- Advise TV, Media etc
- **Go for it!!!! The CHARITY PEDALO CHALLENGE ROUND THE ISLE OF WIGHT**

August – October

- ❖ Client events
- ❖ Cowes Sailing week event (ten days)
- ❖ Attend P1 powerboat Race / Cowes-Torquay Powerboat Event
- ❖ TV / Media
- ❖ Southampton Boat Show (ten days)
- ❖ Great North Run, half marathon with celebrities (PJ already has invite)
- ❖ Create 2011 Programme with sponsors and partners

November – December

- ❖ Possible Children in Need association / TV Party
- ❖ Fundraising, client events and partner days

Weather & Safety

We have, and will continue to take advice on safety, weather and tidal movements right up to and during the events.

In addition we will take constant 'health and safety' advice to give the project – and participants – the best possible chance of success.

Systems such as AIS will be a useful safety feature.

Charity Information

Champs charity delivers workshops for young people, 11-16 years old, in danger of exclusion from school and society due to poor or anti-social behaviours. Some 240,000 young people are temporarily excluded from school and 10,000 are permanently excluded. Surveys show that a permanently excluded young person costs some £65,000, but in reality this cost is far higher to society, state funds and the community, not to mention the cost to the young people, their self esteem and ongoing unemployment. Champs aims to encourage young people to become valuable members of their society, adding to it, not simply taking from it, by harnessing their natural energy, creativity and entrepreneurial spirit.

Mainstream charity partner to be agreed.

