



The 'Impossible Voyage'

**"Seize the opportunity of a lifetime
in the lifetime of opportunity".**

Sir Chay Blyth MBE



The 2010-11 Westabout Challenge

A world record attempt to sail non-stop around the globe single-handed - against the prevailing winds and currents



THE EVENT

This winter Steve White will sail non stop and alone around the globe Westabout - the “wrong way”, against the prevailing winds and current in the Southern Ocean, one of the harshest and most desolate environments on earth. This remarkable feat, first set by Sir Chay Blyth forty years ago in the winter of 1970/71 and described then by The Times as the “Impossible Voyage”, this record is still considered to be the toughest challenge in sailing. The current record, held by Jean Luc Van Den Heede, was set in March 2004 when the Frenchman completed the 22,000 miles in 122 days, 14 hours and 4 minutes.

ABOUT THE BOAT

Steve will be sailing a Volvo Open 70, a state of the art 70 foot long monohull which would usually be crewed by ten people. These boats are at the cutting edge of modern technology, and currently hold the record for the fastest 24 hour run at 596.6 miles at an average speed of 24.4 knots, topping out at 39 knots! The boat is made from carbon fibre, and has a canting keel.

ABOUT THE SKIPPER - STEVE WHITE

Steve White has been a professional sailor for ten years, and has covered over 150,000 miles, much of that alone. Steve finished eighth in the 2008/9 Vendée Globe, and the story that surrounded his remarkable entry into this race against huge adversity was both inspiring and compelling. He not only survived the toughest solo ocean race, but from 30 starters only 11 finished and Steve proved himself a talented solo ocean racer competing alongside the top professional names in the sport, and also an excellent, colourful and good humoured communicator.

Possibly more than any other skipper in the 2008/9 Vendée Globe, Steve proved a genuine, down to earth inspiration to others to follow their dreams and remain positive and upbeat in difficult times. His natural communications skills are not artificial but merely reflect the desire to report and reflect on each mile and each day, whether good or bad, with equal enthusiasm.

Steve became hooked by every aspect of solo and short handed racing, refusing to let anything stand in the way of his goal. His sheer drive and determination saw him become a household name in France and make headlines all around the globe.

Steve has kept himself grounded. In him, there is no artifice or ego, just a relentless determination and focus that will see him through this challenge.



Now a solo ocean racer, Steve previously worked for many years as a training instructor with Sir Chay Blyth's Challenge Business, and has wide experience of teamwork and building a winning team.

WHY SHOULD YOU SPONSOR THE WESTABOUT?

This is a unique and extremely cost-effective opportunity for a company to be associated with an epic, exciting and captivating story of human endeavour to break a world record, which will deliver national and global awareness on a huge scale before, during and after the voyage. Your company can be a part of this amazing story, as Steve's attempt will capture the imagination of both the national and international media.

The record attempt will enable sponsors to align themselves to an environmentally sound project that is highly technical as well as being exciting and competitive. It will be a true test of personal preparation, courage and endurance.

WHAT CAN AN ORGANISATION EXPECT FROM THE SPONSORSHIP?

Media Coverage: National TV news e.g. BBC News (national) and ITV with the News at 10. National, international and local press, radio and TV. Sailing press, lifestyle magazines, sponsor trade press.

White Ocean Racing has strong relationships with the media locally, nationally and internationally from previous campaigns, which has led to widespread coverage for Steve's projects.

We can expect exceptional media coverage for this event; for example, Ellen MacArthur received £2m of TV coverage in a morning, global coverage in print and airtime in the four days prior to her finish worth over £75m, and over £100m total EAV for her solo Eastabout record.

(Source; Red Mandarin).

The media will be interested because;

- This is the 40th anniversary of the first record attempt.
- The human interest angle - Steve, an ordinary person doing an extraordinary thing.
- The sheer difficulty of the task, this is the toughest challenge in sailing and "The Impossible Voyage".



- Steve's link with and backing from arguably one of the most famous sailors in the world, Sir Chay Blyth.
- This is a story of true British grit and determination.

Additional benefits;

- Drive brand awareness.
- Create a platform for global business development.
- Align with a personality and an achievement that promotes both internal and external communications, naturally motivating employees, and drawing in clients and prospects as they follow Steve's progress during the build up and through the course of the record.
- Opportunity to host clients and prospects onboard the boat on sailing days.
- Use of the boat and Steve for Team Building days.
- An excellent motivational tool for building morale and increasing the sense of company pride amongst employees.
- The campaign is very "steerable" by a sponsor, as there are no race organisers or start dates - you can create and execute your own programme to suit your needs and goals.
- Sponsors will enjoy exclusive media coverage as there will be no other competitors as with a race.
- We can create a 'branded' trophy that would keep your company name forever linked with the record.
- Sailing is the ultimate "Green Sport", it is possible to sail around the world using fuel cells, solar panels and wind generators, which will take the place of fossil fuels. Sailing demographics:
- Sailing Demographics; Predominantly ABC1, 60/40 gender split.

WHAT WILL IT COST?

It will cost a total of £1.4m. This cost is relatively low, and includes a season's corporate sailing days, and motivational speaking if required, but excludes activation. There are a broad range of sponsorship packages available from 'Business Club' to 'Title Sponsor'. Packages start from £100,000.



For further information please contact, Simon Kearsley, MD bluQube,
Tel: 0845 644 7788 or email: simon.kearsley@bluqube.co.uk