



[COMPANY NAME]

Partnership Opportunity



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About Phesheya

- An established Class 40 racing team.
- Led by two experienced and competitive South African ocean sailors:
 - Nick Leggatt: who has two circumnavigations under his belt including on Steve Fossett's record breaking passage plus 2nd place in the Oryx Quest Round the World
 - Phillippa Hutton-Squire: one of the few female competitors and an experienced yachtswoman.
- Competing in the 2011 / 12 Global Ocean Race, a double-handed round the world race now in it's second run after a hugely successful 2008/9 event.
- Provides benefits to sponsors throughout 2011 and 2012; before, during and after the Global Ocean Race campaign.



A unique opportunity...

- Support a competitive male/female team taking on a tough endurance challenge.
- Be part of a truly global race that has a proven track-record and big plans for the future.
- Reach an affluent and difficult-to-reach demographic in a way that speaks directly to them.
- Associate your brand with the elite sport of global ocean racing, which demonstrates your as:
 - Adventurous
 - Exciting
 - Technically innovative
 - Environmentally friendly
 - Inspirational



...that really delivers

- Prominent, global brand exposure through live audiences and media coverage.
- Flexible benefits package that enables activities around the world or in specifically targeted countries/regions.
- Schedule of unique, money-can't-buy pre and post-race hospitality, including at:
 - world-class races (e.g. Normandy Channel Race, France)
 - events (e.g. Cowes Week, UK)
 - sponsor-specific events or activities as required by your needs.
- Networking opportunities with other partners and sponsors of both the race, other teams and other sailing events.



Who is the audience?

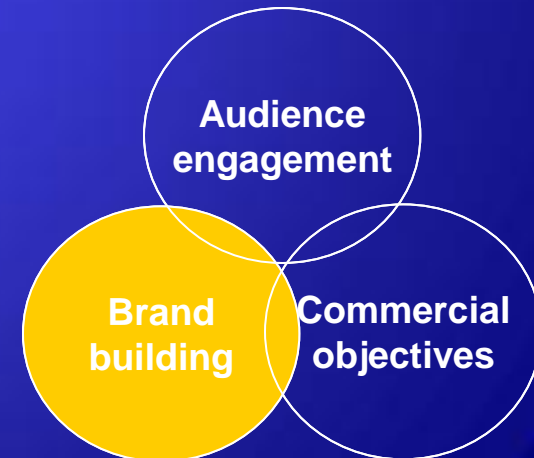
- High socio-economic sailing interested audience (67% ABC).
- 'Interested' age range stretches from 15-54 (72%), with 'sailing enthusiasts' slightly older (46% aged 35-54).
- The Global Ocean Race will reach the sailing audience, plus more general audiences in each of the cities it stops at:
Palma, (Mallorca, start and finish),
Cape Town (South Africa),
Wellington (New Zealand),
Punta del Este (Uruguay) &
Charleston (USA).
- Media coverage will reach a large audience through print, online and broadcast:
 - Sunset+Vine APP appointed to film and distribute footage, to include VNRs and a multi-part television series.
 - Website achieved 30m hits during 2008/9 race, likely to double during this campaign.
 - Addition of a Virtual Race; an online game raising funds for the Global Vision Programme.



An opportunity to meet **your** objectives

- **Brand building:**

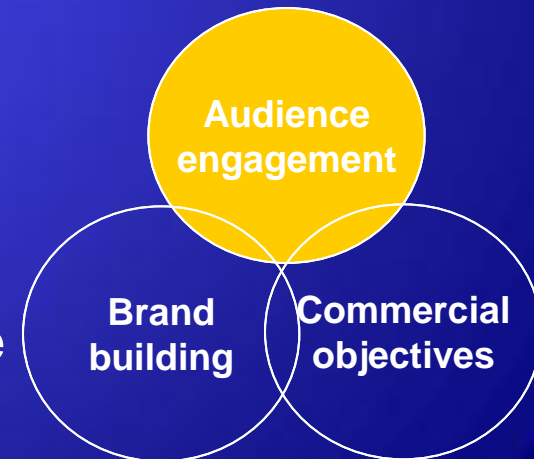
- Profile yourself with boat and crew branding and in-port activities that will reach both a sailing and non-sailing audience.
- Gain significant media coverage around the world, which can be extended through the use of additional targeted PR campaigns.
- Associate your company with this exciting, adventurous and innovative sport.
- Enjoy the prestige of supporting a round-the-world yacht race at an accessible price.



An opportunity to meet **your** objectives

- **Audience engagement:**

- Undertake corporate hospitality during build-up activities and during race stop-overs, either on-board your own fully-branded boat or within VIP hospitality areas on-shore.
- Couple this with the money-can't-buy opportunities of racing with world-class skippers and learning about their experiences.
- Meet other sponsors and develop new relationships with other businesses.
- Offer team building activities, workplace talks and utilise other skills of the Phesheya team, either with internal audiences or your key external stakeholders.
- Get your employees involved through competitions, events, activities etc.
- Support social responsibility projects and environmental initiatives that Phesheya will be undertaking.



An opportunity to meet **your** objectives

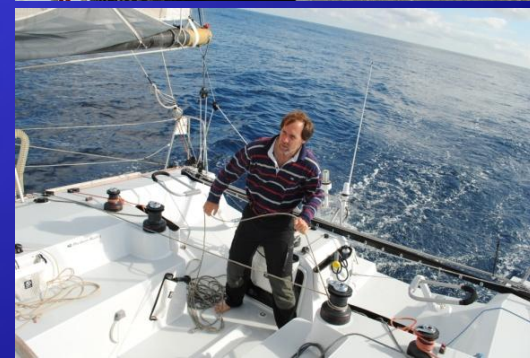
- **Commercial objectives:**

- Showcase your company at this global event that requires reliability, durability and innovation.
- Use the Global Ocean Race as a promotions platform.
- Offer rewards via incentives to suppliers, customer competitions etc.
- Build a database of potential customers to communicate with now and in the future.
- Sample your product or utilise on-site sales opportunities during the project.



An option to suit your business

- **Title Sponsor:** boat naming rights, full branding, hospitality and engagement opportunities
In the region of £200,000 + vat, depending on benefits package.
- **Official Sponsor:** we are also willing to discuss smaller, more targeted packages that deliver branding, engagement and commercial opportunities specific to your audiences.
Price dependant on package.



Contact Details

- www.phesheya-racing.com
- info@phesheya-racing.com
- Phillippa Hutton-Squire:
 - +44 7707 296 111
 - phillippahs@gmail.com
- Nick Leggatt:
 - +44 7732 538658
 - nickleggatt@gmail.com

