

# The Long Paddle 2021- Sponsorship

## Our Mission

Brendon Prince will be attempting to be the first person to circumnavigate mainland Britain by Stand Up Paddle Board. Starting in Torquay at the end of April. Brendon will paddle the 3800km, clockwise, attempting to set the world firsts for the circumnavigation, Lands End to John O'Groats and the world's longest every SUP journey.

## Check out these key videos to explain The Long Paddle and the WHY...

Why do we need sponsorship?

<https://vimeo.com/533471438>

What is The Long Paddle2021?

<https://youtu.be/wVmxFzrvOp0>

WHY?

[https://youtu.be/L\\_6tz7p4K50](https://youtu.be/L_6tz7p4K50)

- **Be the first** human to SUP paddle the coast of mainland Britain, achieve 3 x World Records (First circumnavigation & Lands' End to John O'Groats, World's Longest ever SUP journey)
- **Raise sponsorship to facilitate The Long Paddle 2021 world record attempt and produce the world's first interactive gamified app to teach water safety & drowning prevention.**
- **Promote charitable donations** to support water safety awareness, Men's health & impact on our Oceans via 7 chosen Charities- RNLI, Above Water, SLSGB, Christian Surfers, Surfers Against Sewage, Andy's Man Club & The Wave Project.

## Sponsorship Overview

The Long Paddle 2021 can provide some unique branding & marketing opportunities with the chance for your business or organisation to be part of history. We have a full-time photographer/videographer attached to document this ultimate test of endurance and to provide content for media and sponsors. The BBC, Heart FM and a number of national magazines have all committed to wanting to follow the entire journey starting on 24<sup>th</sup> April. This media interest, like our social media numbers are 'snow balling' as the general public understand the magnitude of the challenge, learn the back story and want to contribute to the legacy The Long Paddle will create to save lives from drowning. Commercial sponsorship will facilitate the World Record attempt (all associated costs) and contribute to The Long Paddle legacy of created the worlds first interactive gamified app for water safety & drowning prevention.

### Headline Sponsor

The headline sponsor is the name that will be associated with the title of this world record attempt, The '.....' Long Paddle 2021 and as a result will be visible on all media and association for the duration of challenge.

### Price on application

### Regional Sponsor

The Long Paddle is looking for commercial sponsorship of the different coastal regions that Brendon will be paddling through on this WR attempt. These are the following regions in order of paddling- SW England, Wales, NW England, SW Scotland, W, NW, N, NE, E, SE, NE England, E, SE, South England. This opportunity helps those commercial partners who wish for maximum coverage in a region of mainland Britain.

**From £500 per region. List of regions below.**

### Beach/Harbour Sponsorship

Due to the nature of the attempt, no support boat, Brendon will be paddling from beach or harbour to the next beach or harbour. Stopping at these locations is an opportunity for local communities or businesses to sponsor the stop.

Designed to give maximum coverage for that one specific spot when Brendon arrives and departs from that location. Offering an affordable opportunity for any business or organisation to support this world record attempt.

**From £200 per location. List of beaches below.**

### Kit & Logistic Sponsorship

A world record attempt of this nature requires a considerable volume of specific kit from land-based support vehicles to a fin for the paddle board. Our land crew will be driving thousands of miles to support Brendon and spread the water safety message! If your business or organisation can offer product or facilitate logistics that could contribute to making a world record, we would love to hear from you!

**Please call for a chat or any further information, it would be awesome to welcome you to TEAMLongpaddle!**

[www.thelongpaddle.co.uk](http://www.thelongpaddle.co.uk) zoe@thelongpaddle.co.uk

**Please select your beach and regional and let us know as soon as possible, we cannot guarantee it hasn't already been sponsored.**

BEACH Sponsorship	Beach Sponsorship	Regional Sponsorship
Torre Abbey Sands (Start & Finish) £500	Just Past Droman- £200	England
Salcombe (North Sands) £400	Skerry Bay- £200	South West- £2000
Polperro- £200	Ham (John O'Groats) £400	North West-£1000
Lizard- £200	Wick- £200	North East- £1000
Sennen- £200	Dornoch- £200	East- £1000
Towan Beach/Newquay Harbour- £200	Burghead- £200	South East-£1000
Bude- £200	Portsoy- £200	South- £1000
Ilfracombe- £200	Peterhead- £200	
Porthcawl- £200	Stonehaven- £200	Wales- £2000
Tenby- £200	St Andrews- £200	
Little Haven- £200	North Berwick- £200	Scotland
Fishguard- £200	Tweedmouth- £200	South West- £500
Aberystwyth- £200	Amble- £200	West- £500
Abersoch- £200	Sunderland- £200	North West- £500
Trefor- £200	Cowbar- £200	North-£1000
Colwyn Bay- £200	Filey- £200	North East- £500
Liverpool- £200	Withernsea- £200	East- £500
Fleetwood- £200	Skegness- £200	South East- £500
Whitehaven- £200	Sheringham- £200	
Garlieston- £200	Lowestoft- £200	
Port Logan- £200	Felixstowe- £200	
Girvan- £200	Clacton-on-Sea- £200	
West Kilbride- £200	Margate- £200	
Carradale- £200	Folkestone- £200	
Machrihanish- £200	Hastings- £200	
Ormsary House- £200	Brighton- £200	
Oban- £200	Selsey- £200	
Portuairk- £200	New Milton- £200	
Mallaig- £200	Lulworth Cove- £200	
Applecross- £200	Lyme Regis- £200	
Mellon Udrig- £200		
Culkein Drumbeg- £200		

Sponsorship for beaches and regions are taken on a 'first come' basis.

Whilst every endeavour is made to reach a beach location, weather, safety and other factors may influence a beach stop. If your beach stop is not completed then The Long Paddle will highlight your partnership at a later date or location, making sure you will have the same level of coverage.

Please make a SPONSORSHIP payment to The Long Paddle via Bacs transfer

**Account name: Brendon Prince      20-87-94 93025772**

\*Please reference the payment with the location you are sponsoring