

# HELPing People Live with Dementia



ATLantic Challenge  
2023

# Supporters Pack

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# Our mission

- To help people live with dementia

# Our objectives

- Raise awareness of dementia support
- Raise £250,000 for dementia services

# Our strategy

- Row across the Atlantic Ocean



# Dementia Facts

- Almost 1 million people in the UK have dementia
- One in 14 people aged 65 and over are diagnosed with this condition
- 7.5% of people diagnosed with dementia are under the age of 65
- Dementia does not discriminate and there is no cure
- With early diagnosis, treatment and support, many people can lead active and fulfilled lives

# Charities we are supporting



TV actor Vicky McClure formed this choir for Nottinghamshire people living with dementia. Recognising music makes a positive and considerable difference to people living with dementia, the choir facilitates regular singing sessions. Our Blimey are aiming to provide funds to ensure Our Dementia Choir remains active and sustainable.



Ladybrook Enterprises Ltd is a small, independent charity. Supporting the local community they help people living within it to improve their lives, to thrive and reach their potential. Our Blimey are working with this charity to improve their dementia services.



# Atlantic Challenge 2023

- Ocean row - One of the world's toughest
- Event - Independent
- Support - None out on the sea
- Distance - 3,500 nautical miles
- Exertion - Two million oar strokes
- Repetition – Alternating 2 hour shifts
- Psychological – Isolation & confinement





## Fact

*More people have  
climbed Mount Everest  
than rowed across an  
ocean*





# Team Oar Blimey

## **George Nelson:** SKIPPER

Chartered Safety, Mining and Mechanical Engineer

*This is a monumental challenge with elements of adventure, risk and excitement. It's a great vehicle to raise awareness for helping people live with dementia.*

## **Russ Davis:** OARSMAN

Long Distance HGV Driver

*I wanted a challenge which would take me outside my comfort zone. Not being able to control the weather and sea whilst navigating across the Atlantic will be mentally and physically challenging.*





# Our Boat

- Rannoch Adventure - R20
- Length – 6.75m
- Width – 1.6m
- Height – 1.5m
- Weight – 750kg
- Rowing positions – 2
- Self righting - Yes








# Route

- Start point
  - Portugal
  - 1 December 2023
- Somewhere in between
  - Equatorial currents
  - Trade winds
  - Storms
- Finish point
  - St Maarten
  - Circa 20 February 2024



# Atlantic Challenge Costs

Item	Cost (£)	Total
Boat – Hull / Fixed Equipment	44,000	 <b>£116,000</b>
Boat – Ancillary / Logistics	21,000	
Portable / Loose Equipment	12,000	
Electronic Equipment	13,000	
Safety Equipment	6,000	
Training	3,000	
Food, Nutrition & Cooking	10,000	
Health, Hygiene & Clothing	7,000	

# Helping People Live with Dementia - Fundraising Target

Charity	Donation (£)	Target
Our Dementia Choir	125,000	£250,000
Ladybrook Enterprises – Helping Hands	125,000	





## Select your Support Package

- Name
- Oar
- £1,000
- £500
- £250
- £100



# Boat Name



## Sponsorship Opportunity

<b>Available</b>	<ul style="list-style-type: none"> <li>• Boat Name</li> </ul>
<b>Cost</b>	<ul style="list-style-type: none"> <li>• £2,000</li> </ul>
Sponsorship Benefits	
<b>Boat Name</b>	<ul style="list-style-type: none"> <li>• Choose the name of the boat</li> <li>• Announce the boat name at an official naming ceremony</li> </ul>
<b>Recognition</b>	<ul style="list-style-type: none"> <li>• Showcased as the official Boat Name sponsor of the Atlantic Challenge 2023</li> </ul>
<b>Branding &amp; Advertising</b>	<ul style="list-style-type: none"> <li>• Your chosen name printed on the boat stern</li> <li>• Business logo printed on the hull (Size - 150mm x 100mm)</li> </ul>
<b>Website</b>	<ul style="list-style-type: none"> <li>• Featured as the official Boat Name sponsor of the Atlantic Challenge 2023 with links to your business website</li> </ul>
<b>Social Media</b>	<ul style="list-style-type: none"> <li>• Featured as the Boat Name sponsor of the Atlantic Challenge 2023 across all social media platforms - Facebook, Instagram, and Twitter</li> </ul>
<b>Events</b>	<ul style="list-style-type: none"> <li>• 2 complimentary tickets to Oar Blimey's spectacular Row-Away party</li> </ul>
<b>Photography</b>	<ul style="list-style-type: none"> <li>• Image with Team Oar Blimey and the boat – pre Atlantic Challenge</li> <li>• Images with Vicky McClure's Our Dementia Choir / Help at Hand charities</li> </ul>



# Oar Club



## Sponsorship Opportunity

<b>Available</b>	• 6 oars ( <b>ONLY 2 REMAINING</b> )
<b>Cost</b>	• £1,500 per oar

## Sponsorship Benefits

<b>Recognition</b>	• Showcased as an official Oar sponsor of the Atlantic Challenge 2023
<b>Branding &amp; Advertising</b>	• Your name and/or business logo printed on your sponsored oar blade • Your company mission statement or message printed on your sponsored oar loom
<b>Website</b>	• Featured as an official Oar sponsor of the Atlantic Challenge 2023 with links to your business website
<b>Social Media</b>	• Featured as an Oar sponsor of the Atlantic Challenge 2023 across all social media platforms - Facebook, Instagram, and Twitter
<b>Events</b>	• 2 complimentary tickets to Oar Blimey's spectacular Row-Away party
<b>Photography</b>	• Image with Team Oar Blimey and your sponsored oar blade – pre Atlantic Challenge • Images with Vicky McClure's Our Dementia Choir / Help at Hand charities





# £1,000 Club

## Sponsorship Opportunity

<b>Cost</b>	<ul style="list-style-type: none"><li>• £1,000</li></ul>
<b>Sponsorship Benefits</b>	
<b>Recognition</b>	<ul style="list-style-type: none"><li>• Showcased as a £1,000 club member</li></ul>
<b>Branding &amp; Advertising</b>	<ul style="list-style-type: none"><li>• Your name and/or business logo printed on the boat hull (Size - 150mm x 100mm)</li></ul>
<b>Website</b>	<ul style="list-style-type: none"><li>• Featured as an official £1,000 club member of the Atlantic Challenge 2023 with links to your business website</li><li>• Leave a personal message on our wall</li></ul>
<b>Social Media</b>	<ul style="list-style-type: none"><li>• Featured as a £1,000 club member of the Atlantic Challenge 2023 across all social media platforms - Facebook, Instagram, and Twitter</li></ul>
<b>Events</b>	<ul style="list-style-type: none"><li>• 2 complimentary tickets to Oar Blimey's spectacular Row-Away party</li></ul>
<b>Photography</b>	<ul style="list-style-type: none"><li>• Images with Team Oar Blimey and Our Dementia Choir / Help at Hand charities</li></ul>



# £500 Club

## Sponsorship Opportunity

<b>Cost</b>	<ul style="list-style-type: none"><li>• £500</li></ul>
<b>Sponsorship Benefits</b>	
<b>Recognition</b>	<ul style="list-style-type: none"><li>• Showcased as a £500 club member</li><li>• Your name or business logo printed on the inside of the boat (Size – 85mm x 55mm)</li></ul>
<b>Website</b>	<ul style="list-style-type: none"><li>• Featured as a £500 club member with a link to your website</li><li>• Leave a personal message on our wall</li></ul>
<b>Social Media</b>	<ul style="list-style-type: none"><li>• Featured as a £500 club member across all social media platforms - Facebook, Instagram, and Twitter</li></ul>
<b>Photography</b>	<ul style="list-style-type: none"><li>• Images with Team Oar Blimey</li></ul>



# £250 Club

## Sponsorship Opportunity

<b>Cost</b>	• £250
<b>Sponsorship Benefits</b>	
<b>Recognition</b>	<ul style="list-style-type: none"><li>• Showcased as a £250 club member</li><li>• Your name or business logo printed on the inside of the boat (Size - 85mm x 55mm)</li></ul>
<b>Website</b>	<ul style="list-style-type: none"><li>• Featured as a £250 club member with a link to your website</li><li>• Leave a personal message on our wall</li></ul>
<b>Social Media</b>	• Featured as a £250 club member across all social media platforms - Facebook, Instagram, and Twitter
<b>Photography</b>	• Images with Team Oar Blimey



# £100 Club

Sponsorship Opportunity	
<b>Cost</b>	• £100
Sponsorship Benefits	
<b>Website</b>	<ul style="list-style-type: none"><li>• Featured as a £100 club member with a link to your website</li><li>• Leave a personal message on our wall</li></ul>



# Support Package Breakdown

Benefits	Boat Name	Oar	£1,000	£500	£250	£100
Naming of the Boat	✓					
Name / logo and message printed on oars		✓				
Business logo / name printed on the external hull (Size - 150mm x 100mm)	✓		✓			
Business logo / name printed on the external hull (Size – 85mm x 55mm)				✓		
Business logo / name printed on the inside or deck area of the boat (Size – 85mm x 55mm)					✓	
Complimentary tickets to our Row-Away party	2	2	2			
Images with Team Oar Blimey, Our Dementia Choir / Help at Hand charities	✓	✓	✓			
Endorsement of your products and/or services	✓	✓	✓			
Featured across social media platforms	✓	✓	✓	✓	✓	
Images with Team Oar Blimey	✓	✓	✓	✓	✓	
Featured with links to your business website	✓	✓	✓	✓	✓	✓
	<b>£2,000</b>	<b>£1,500</b>	<b>£1,000</b>	<b>£500</b>	<b>£250</b>	<b>£100</b>

Donations of any amount are gratefully welcome



# Support Us

...by helping our campaign...

*every contribution will make an impact*

- Gifts for raffle prizes
- Equipment and supplies
- Hosting and organising events

**Help People Live with Dementia**



# Publicity

**NEWS**

## Duo's Atlantic challenge



George and Russ' route will take them 3,500 nautical miles from Portugal to St Martin.

### Pair set for 3,000-mile rowing test

**John Smith**  
john.smith@nottinghamworld.com

day throughout the three months

do great and generous things no matter how big or small.

**NEWS**



George Nelson, left, and Russ Davis will be rowing the Atlantic.



Members of Our Dementia Choir singing.

to reopen. Added to that, my mother and a lot of her friends were reluctant to go back out of the house again because they thought they were going to get this terrible disease and die.

"That's why we want to raise £250,000, to help dementia sufferers and activities for them, not just in Mansfield and Ashfield but across Nottinghamshire as well."

The challenge is a completely independent event and not connected to events like the annual Talisker Whiskey Race which goes across the Atlantic from the Canary Islands.

George and Russ are starting off from Mansfield...

be the mental aspect of the row will be the toughest part, particularly the isolation when it's dark and we're out there for long periods of time.

George said: "We're going to be getting the boat out in April and going through the Firth of Clyde in Scotland and then rowing the entire length of Loch Ness and that will be our first time on the water."

**BBC RADIO NOTTINGHAM**

**MANSFIELD 103.2**

**NJ**

Home > News > Vicky McClure's Our Dementia Choir to perform at Splendour with Tom Grennan

**News Top Story**

## Vicky McClure's Our Dementia Choir to perform at Splendour with Tom Grennan

By [chris.breese@nottspost.com](#)



## Vicky McClure's Our Dementia Choir perform in London to highlight power of music as therapy

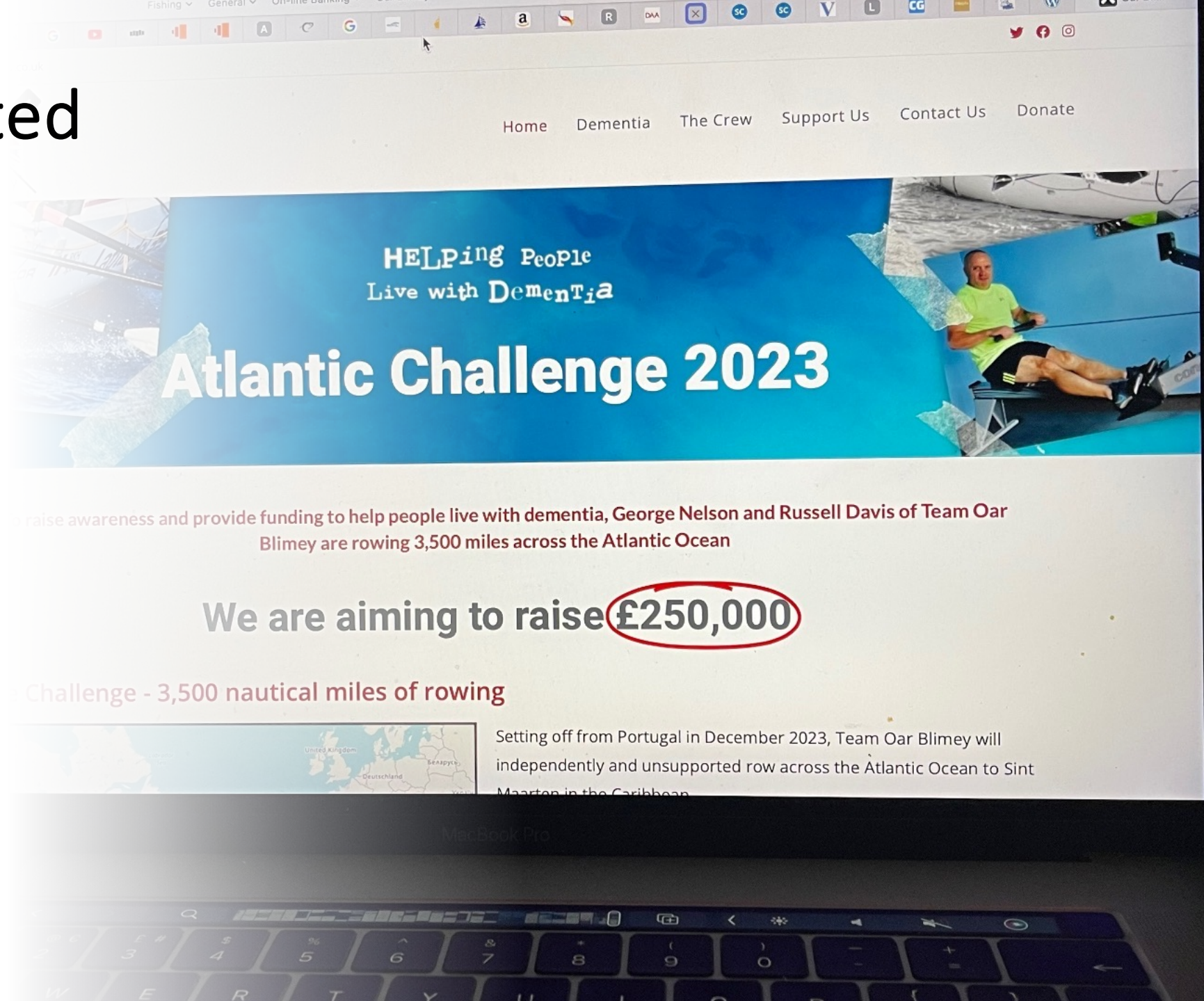
AND FINALLY | DEMENTIA | MUSIC | Wednesday 20 April 2022, 9:27pm



OaR  
Blimey

# Staying Connected

- Website
  - [www.oarblimey.co.uk](http://www.oarblimey.co.uk)
- Social Media
  - @Oar-Blimey



The screenshot shows the homepage of the OAR Blimey website. At the top, there is a navigation menu with links for Home, Dementia, The Crew, Support Us, Contact Us, and Donate. Below the navigation is a large blue banner with the text "HELPing People Live with Dementia" and "Atlantic Challenge 2023". To the right of the banner is a photo of a man in a yellow shirt rowing. Below the banner, there is a paragraph of text: "To raise awareness and provide funding to help people live with dementia, George Nelson and Russell Davis of Team Oar Blimey are rowing 3,500 miles across the Atlantic Ocean". Below this text is a large heading: "We are aiming to raise £250,000", where the amount is circled in red. Below the heading is another paragraph: "Atlantic Challenge - 3,500 nautical miles of rowing". At the bottom, there is a map showing the route from Portugal to Sint Maarten, and a paragraph of text: "Setting off from Portugal in December 2023, Team Oar Blimey will independently and unsupported row across the Atlantic Ocean to Sint Maarten in the Caribbean".



# Get Involved

Reach out to George to discuss sponsorship, support and raising awareness

- Mobile: 07939 554445
- Email: [info@oarblimey.co.uk](mailto:info@oarblimey.co.uk)  
[george@oarblimey.co.uk](mailto:george@oarblimey.co.uk)
- Website: [www.oarblimey.co.uk](http://www.oarblimey.co.uk)
- Social Media: @Oar-Blimey



*Courage starts with  
showing up and letting  
ourselves be seen!*

