

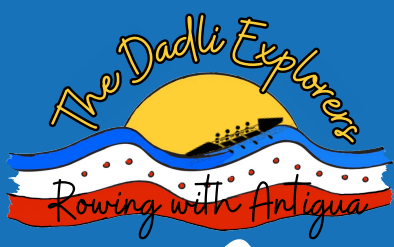
# The Dadli Explorers



## Rowing with Antigua

*In Partnership With....*





# WHO ARE THE DADLI EXPLORERS?

We are a team united of those born and raised in Antigua, and those having lived in Antigua for many years. Together, we are representing Antigua in the 2024 Atlantic Dash.

The Atlantic Dash is a recently new ocean rowing event that will see us rowing across 3,200 miles of open ocean, in a 28ft ocean rowing boat, leaving Lanzarote (Canary Islands) on the 3rd of January 2024. What's more - on completion, two of the team will be the youngest Caribbean Nationals to ever row an ocean!

We are using this challenge as a platform to inspire others to take on such challenges and to demonstrate first hand what can be achieved with a discipline, determination, teamwork and a clear goal.

As well as that, all funds raised will go to towards supporting the amazing work of three dedicated and hard-working charities. The National Sailing Academy, St John Hospice and ABSAR (Antigua & Barbuda Search and Rescue).

It's often said that the most difficult part of the challenge is getting to the start line and to get there we, and the charities need your support.

*Love from The Dadli Explorers x*

# THE CHALLENGE...

The Atlantic Dash is the **WORLD'S LONGEST ROWING EVENT**, it's the ultimate test of mental resilience, preparedness and teamwork. The team must work together to ensure their success, with the whole row being unsupported..

Yes, unsupported, no support vessels, no back-up's, just the team, the equipment they set off with and that's it. That includes self reliance in medical emergencies, capsizes, equipment failure... everything!



## HOW FAR?

The crew will be rowing from **Rubicon Marina, Lanzarote** in the Canary Islands, across 3,200 miles of open ocean, before arriving at the finish line in **Jolly Harbour Marina, Antigua**.

On finishing, the team would have rowed over 1,000,000 strokes and consumed over 1,200,000 calories between them!

## HOW LONG?

Preparing for the worst, the team must be self reliant for over 70 days. During that time they will experience sleep deprivation, extreme fatigue, mass weight loss, huge seas to name just a few!

Equipment will break and fail, the vessel may capsize and extreme weather may be encountered. There will be little room to shelter in the cabins which are smaller than a double bed (without all the equipment in them!).

## Just some of the things the team has to look forward to...



HALLUCINATIONS



SICKNESS



SHARKS



STORMS



BLISTERS



EXHAUSTION



DEHYDRATION



SHIPPING  
& TRAFFIC



## TERRIQUA CHRISTOPHER (The Spring Chicken)

**How old will you be when you start the row?**

18

**Where in Antigua do you live?**

I live in All Saints Village

**What do you do (Job, study) and what you like doing outside of that?**

I'm a sailor at the national sailing academy who aspires to become a yacht captain someday but outside of sailing I have other hobbies such as cooking and going to the beach.

**Why do you want to do the row?**

Well, I've always wanted to row after being inspired by other rowers but I personally want to row to test my level of confidence, fierceness and strength as a female

**What are you most looking forward to?**

I'm mostly looking forward to seeing the beautiful creatures that are below us and the milky way sky at night cause I've heard that it's something very remarkable to witness so I want to be the judge of that personally

**What are you least looking forward to?**

I'm least looking forward to the seasickness at first so our bodies can adjust to the atmosphere we're gonna call home for the next 7 weeks!



## RUBY COATES (Team Mum)

**How old will you be when you start the row?**

29

**Where in Antigua do you live?**

I live in Falmouth Harbour

**What do you do (Job, study) and what you like doing outside of that?**

I'm a Maritime Instructor at Ondeck Maritime Training. Outside of work I love swimming, hiking and exploring the island.

**Why do you want to do the row?**

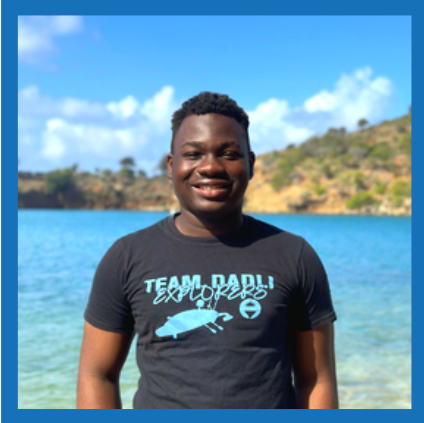
I saw the rowers arrive into Antigua a few years ago and I decided that would be me one day! Antigua has welcomed us and we would love this chance to offer something back. Working alongside the NSA and ABSAR & knowing the amazing work they do, we are excited to be raising money/awareness for such great causes.

**What are you most looking forward to?**

Finally setting off and seeing what we encounter along the way!

**What are you least looking forward to?**

Having to apply lots of suncream.. hiding from the sun is hard enough in daily life let alone in the middle of the ocean!



### TQUAN JAMES (The Middle Child)

**How old will you be when you start the row?**

19

**Where in Antigua do you live?**

I live in new field village St Philip , St. John

**What do you do (Job, study) and what you like doing outside of that?**

I am a royal yacht association dinghy sailing instructor at the National Sailing Academy. Out side of that I play video games.

**Why do you want to do the row?**

I want to row to influence the young people of Antigua and Barbuda and to make my self better in Society.

**What are you most looking forward to?**

I am mostly looking forward to the sea life and see bioluminescent.

**What are you least looking forward to?**

I am not looking forward getting sea sickness and capsizing.



### STEFF EVANS (The Old (and Wise) One..)

**How old will you be when you start the row?**

33

**Where in Antigua do you live?**

I live in Falmouth Harbour

**What do you do (Job, study) and what you like doing outside of that?**

I am the Principal/Manager of Ondeck Maritime Training. Outside of work I enjoy reading and getting on the water.

**Why do you want to do the row?**

I have supported many rowing teams, but always remained on land. I think it's about time I jumped onboard!

**What are you most looking forward to?**

Finishing.

**What are you least looking forward to?**

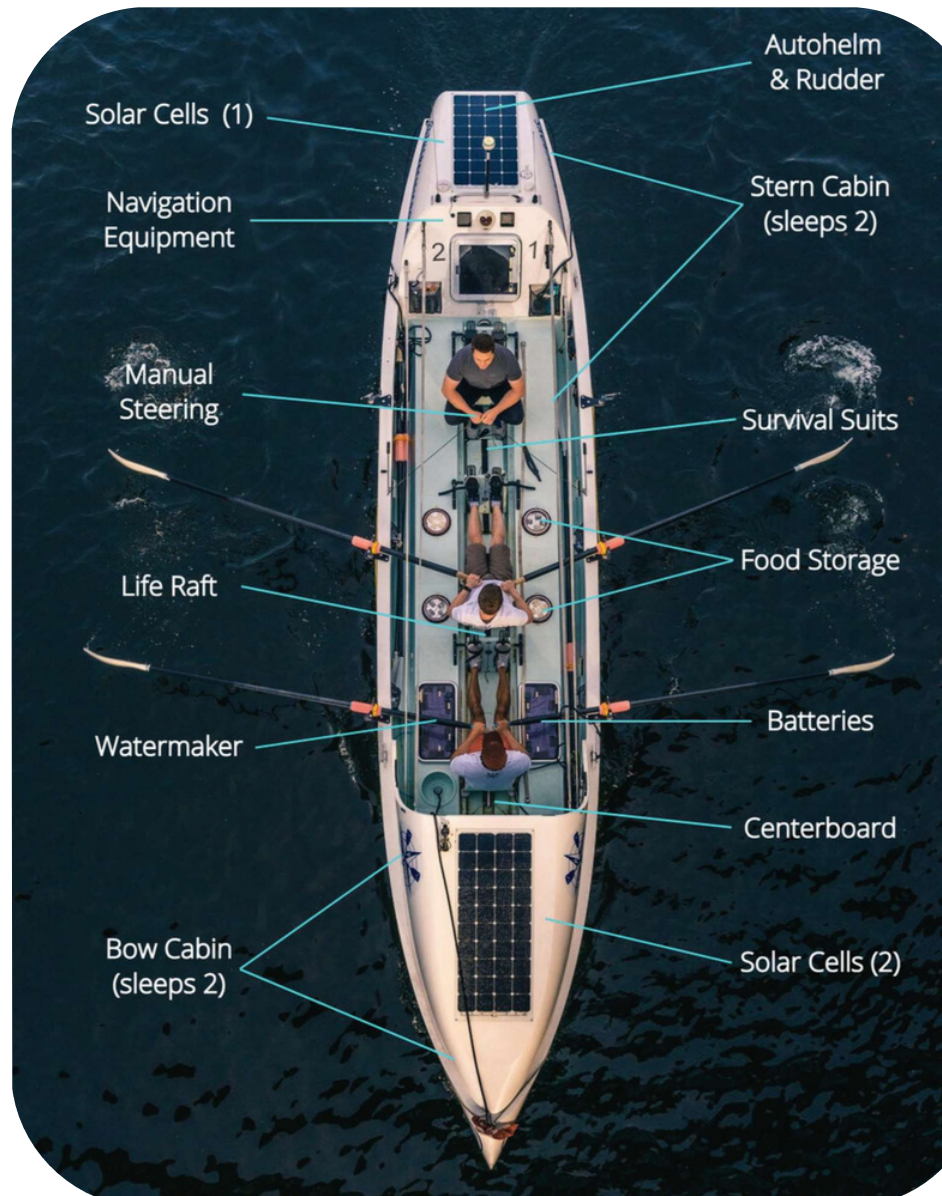
Starting.

# AN OCEAN ROWING BOAT...

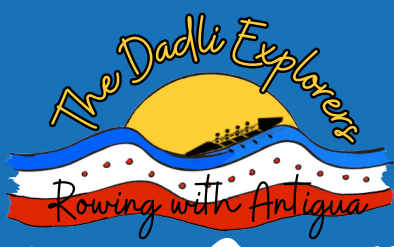
Measuring 28ft long and a little under 6ft wide, this is the crew's life support system, from start to finish. The boat will carry everything they need for the duration of their journey. The team will be rowing in pairs and will be running on a shift pattern of two hours rowing followed by two hours resting for 24 hours a day, 7 days a week. That means for anything between 35 and 70 days, nobody will be getting more than 90 minutes of sleep at a time.

From the second the crew push off, until they next set foot on land, the boat will be everything to them.

They will either be on deck rowing or they will be in the tiny cabin which is about two thirds the size of a double bed. Inside this, they will rest, cook, eat, sleep, film vlogs, navigate, communicate with the outside world and each other, patch up any injuries, write blogs, carry out equipment repairs, clean themselves... in fact, the only thing they won't be doing in the cabin is going to the toilet.



To most people's amusement, using the toilet facilities is an alfresco affair that bears a striking resemblance to a bucket on deck. This is largely due to the fact it is a bucket on deck. Lovely when it is sunny and calm but try to imagine yourself balanced atop of said bucket whilst there are howling winds and towering waves crashing onto you, whilst being watched by your rowing partner!



# WHY GET INVOLVED?

## Media Exposure

We have already been in the ABS TV studio for a live interview and we are currently putting together a media plan that will ensure that the Dadli Explorers and our partners receive great exposure both in Antigua and Internationally.

## Social Media

We have a social media campaign ready to roll out that should see our social media platforms engage with large percentage of all social media users in Antigua and around the world. Sponsors will be tagged in all social media posts and we will also create bespoke content for companies.

## Positive brand association

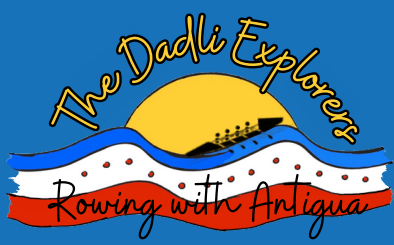
Your brand will be supporting the next generation of Antiguan Ambassadors. We are working with the Antiguan Minister for Sports and Education, Daryll Mathew to create a school's programme. This will see the crew visiting schools across the island before and after the row to tell them about our journey and that it doesn't matter what hand life may deal you, with hard work and determination you can go on to achieve great things.

## Logo on the boat and website...

... and all the things people usually put in sponsorship packs. While we can offer all of that, our hope is that you, or your company, will chose to come onboard and not only because you see a good ROI but because you can also see all the positives that can be achieved through this challenge and that everything else on top is just a bonus. It's great for employees too. In the past, we have seen that when a company becomes a sponsor, the employees take ownership of the challenge and feel like they have become part of the extended team. They can interact with all the various social media platforms and it creates a great 'team building' environment especially if in-house fundraising events are held.

## Showing your love for Antigua!!

We are a team united of those born and raised in Antigua, and those having lived in Antigua for many years. Together, we are representing Antigua in this International event. By becoming a partner, you will be giving us the opportunity to represent our beautiful island home and (hopefully) setting a new world record in the name of all Antiguan!

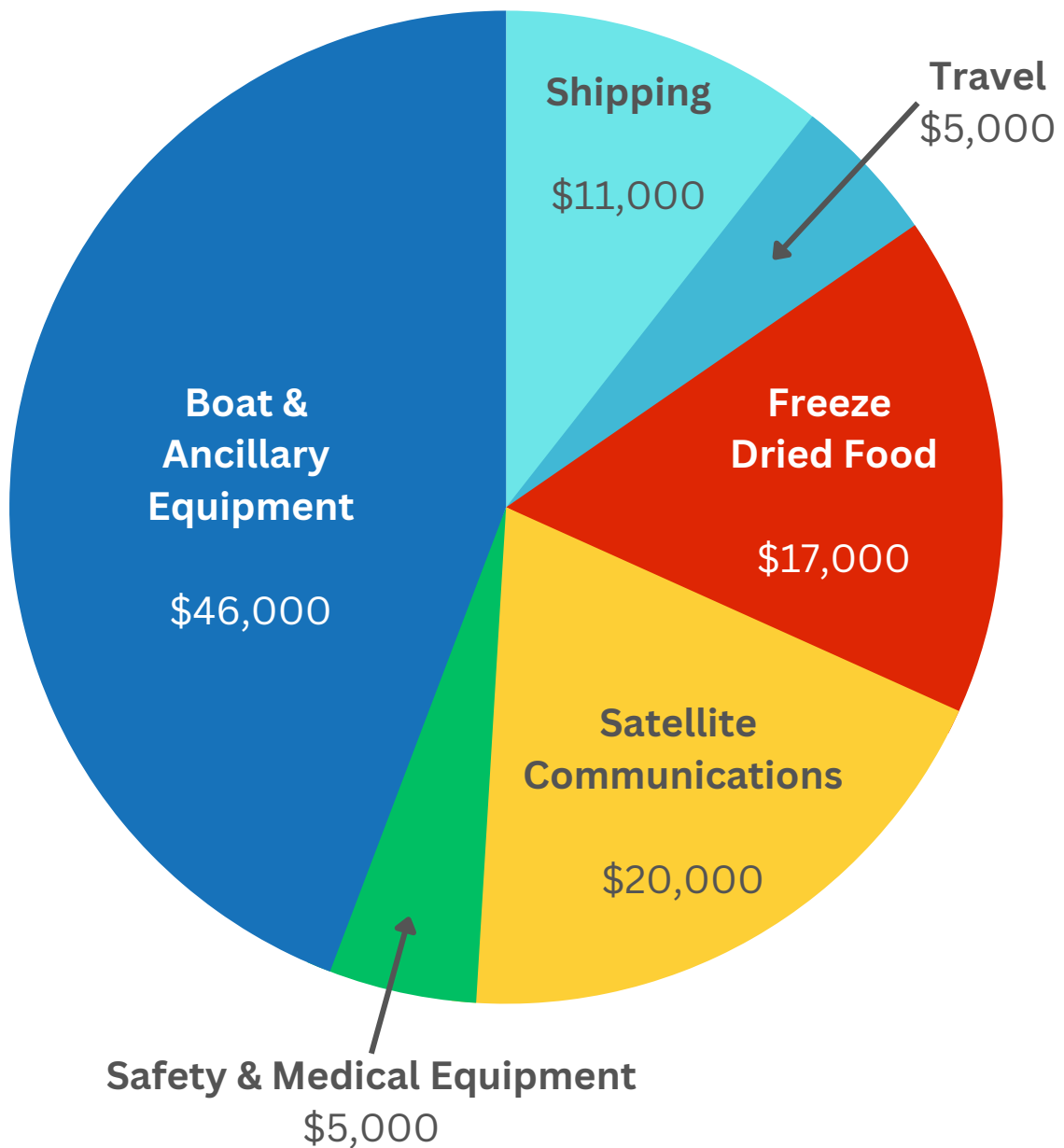


# THE COSTS INVOLVED...

The journey to get to the start line can be as difficult as the actual row itself and poses just as many challenges. The work that goes into the logistics and funding of the challenge is often the biggest obstacle to overcome and would simply not be possible without the help and support of sponsors.

Sponsorship can come in many forms, not just financial. You can also become a sponsor by providing product and / or services.

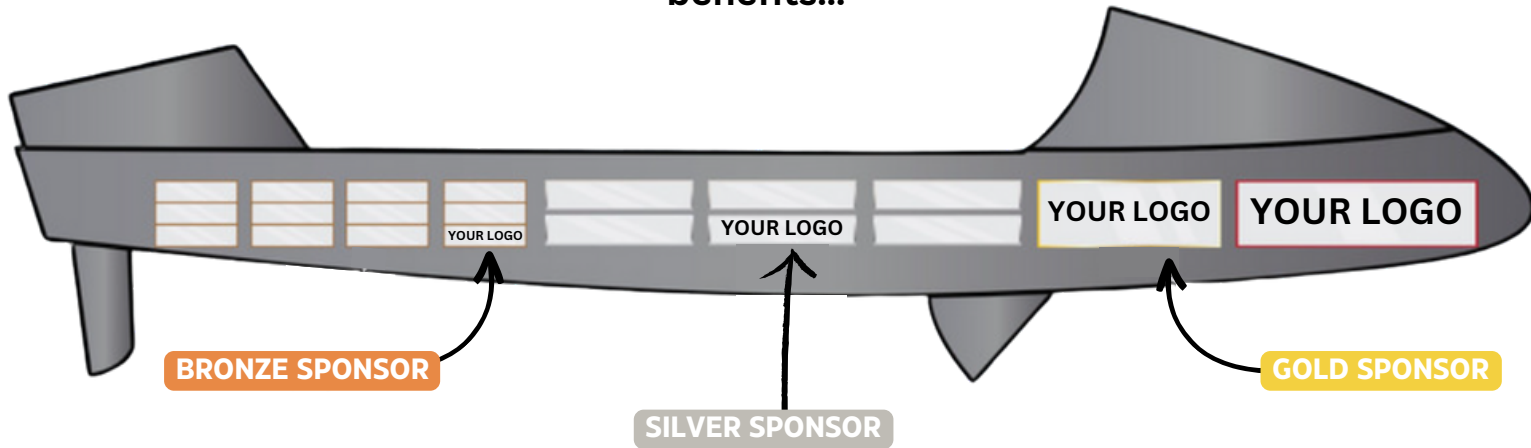
## *How will our costs will be split?*





We have split our Sponsorship packages into different levels so you can donate as much or as little as you like!

**As a Sponsors you will have your logo printed on the hull of our boat, plus additional benefits...**



## TITLE SPONSOR

(Only 1 Opportunity\*)

- Full branding Rights to the company name
- boat branding, including prime positioning of logo on exterior and interior of boat
- Boat to change organisation's brand colours
- Organisation's logo to feature on ALL team attire worn pre, during and post row
- PR and promotional partner - involvement in press releases, press and launch events, photography, media interviews and all promotional materials
- Media access – full access to live streaming chats, photos and video footage

- Product showcase - use of organisation's products/services by crew and in boat
- chess to crew – crew available pre, during (via) and post row to talk to employees/speak at corporate or team-building events
- Access to location mapping. Office map in reception can pinpoint where row are on any given day
- Flag to mark end of row - crew hold flag aloft to signal end of row. Flag will bear the logo/tag of the lead sponsor

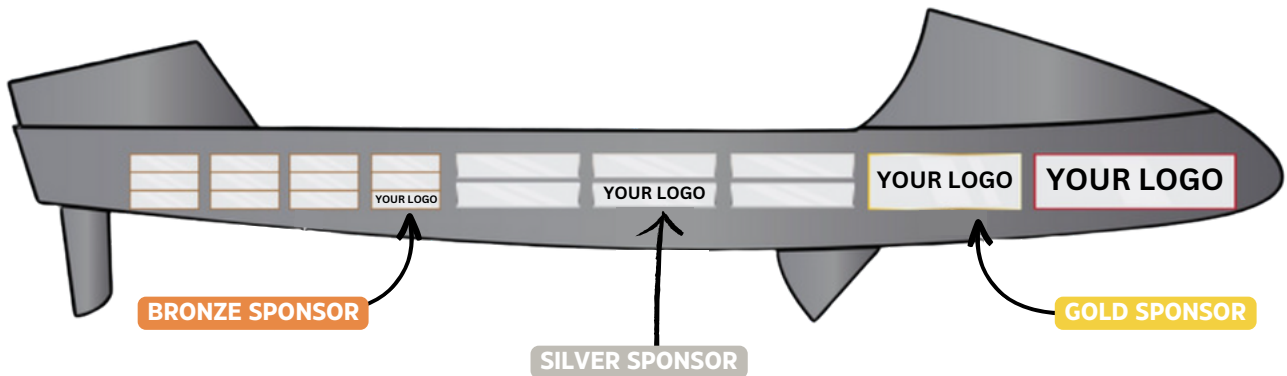
*\*Please note that Title Sponsor Investment and Benefits are to be negotiated*

## GOLD SPONSOR

\$35,000 (Only 1 Opportunity)

- Logo positioned in most prominent position on the boat hull
- Logo on all crew clothing
- Long on home page of team website with hyperlink
- Logo on teams social media platforms
- Bi weekly bespoke social media posts introducing company as gold sponsor
- Company tagged in every social media post by crew
- 2 x post row talks by the team on their experiences

- Logo on 2 oars, to be presented to company post row
- Company name to be mentioned in all Press and media interviews with hyperlinks where possible
- Bespoke video and photo content created by crew for company
- PR photo opportunities with crew and boat
- Access to all video footage taken during row for content creation



## SILVER SPONSOR

\$20,000 (Multiple Opportunities)

- Logo in prominent position on the boat hull
- Logo on team's social media platforms
- Logo on home page of team website with hyperlink
- Bespoke social media post introducing company as sponsor
- Company tagged in every social media post by crew
- PR photo opportunities with crew and boat
- Access to all video footage taken during row for content creation
- 1 x post row talk by the team on their experiences

## BRONZE SPONSOR

\$7,000 (Multiple Opportunities)

- Logo on hull of the boat
- Logo on home page of team website with hyperlink
- Bespoke social media post introducing company as sponsor
- Company tagged in weekly social media post by crew
- PR photo opportunities with crew and boat

## OAR SPONSOR

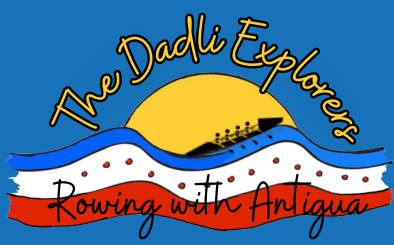
\$5,000 (Only 1 Opportunity!)

- Logo on 1 pair of oars to be presented to company by crew post row
- Logo on sponsor page of team website with hyperlink
- Bespoke social media post introducing company as sponsor
- Company tagged in 1 social media post per week during the crossing

## SUPPORTER SPONSOR

\$2,000 (Multiple Opportunities)

- Small logo on hull of the boat
- Logo on sponsor page of team website with hyperlink
- 1 post on social media thanking company



# CHARITY PARTNERS

***To show our love and support for our island... all of our chosen charities are Antiguan.***

## THE NATIONAL SAILING ACADEMY



The National Sailing Academy's mission is to change the lives of children and differently abled children and adults in Antigua by introducing them to sailing not just as a sport or leisure option but also as a career. Lessons are offered free as part of the National Curriculum.



The Academy has also offered water confidence and safety classes to local school children since 2017 following a generous donation for the purchase and installation of a swimming spa. The academy offers a safe environment for children to learn where their parents and guardians can be confident that they are in safe capable hands. Volunteer instructors offer their time and knowledge to assist children to learn these essential skills, many of whom progress to one of the sailing programmes available at the Academy.

The Sailability programme offers the differently-abled community of Antigua the opportunity to sail to the best of their abilities. Due to the nature of challenges both children and adults experience, whether of a physical or an intellectual nature, the individual is assessed and then lessons will begin.



For some who have very limited or no mobility, this may mean a 'joy ride' experience where the instructor operates the boat and the student sits back and enjoys the adventure. In doing so, they experience the real pleasure of being out on the water and the sense of adventure it can bring to their lives. For others, it may mean developing their skills over time until they are sailing the boat independently, and in some cases, learning to race. Sailability is the only organisation of its kind in Antigua which offers this very important service to the disabled community.



## ST JOHN HOSPICE

The St John Hospice is a charitable not for profit organisation in Antigua. They provide care and respite for the terminally ill. They are able to offer medication, dressings and other consumable items together with around the clock nursing care for those terminally ill in their care. They also help with the rental of hospital beds, walkers, wheelchairs, commodes etc. for home care. The ultimate goal with this service is to make the final days of a terminally ill patient as comfortable as possible together with helping their family members cope with the stress of caring and the inevitable loss of loved ones.



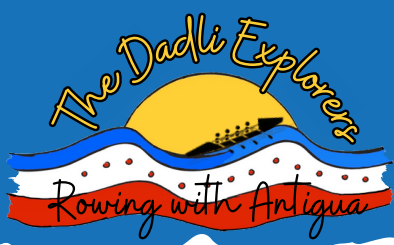
## ANTIGUA & BARBUDA SEARCH & RESCUE (ABSAR)

ABSAR is a volunteer unit dedicated to saving lives through search and rescue, fire, and emergency medical response on land as well as in the surrounding waters. It is an officially recognized search and rescue service in Antigua and Barbuda where it provides 24 hour coverage, 365 days of the year. ABSAR relies on charitable donations to continue providing their essential support.

### Services ABSAR Volunteers provide with charitable support:

Marine Search and Rescue, Marine Firefighting, Community Emergency Medical Response and Firefighting, A Manned Medic Station treating walk-in patients for minor medical issues, on-the-water support of local regattas, swimming and boating events and medical training.





## CONTACT US...

Thank you for taking the time to learn more about our team, the challenge and the charities we are supporting.

Each donation, mention, share.. anything helps us greatly!

Contact us on:



[www.dadliexplorers.com](http://www.dadliexplorers.com)



[info@dadliexplorers.com](mailto:info@dadliexplorers.com)



[dadliexplorers](https://www.instagram.com/dadliexplorers)



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[+1 \(268\) 788 4605](https://wa.me/12687884605)

*Be a part of something life changing!*



Antigua



3,200 miles



Lanzarote