

# SPONSORSHIP OPPORTUNITIES – JOIN OUR CHALLENGE



DECEMBER 2024

4 ARMY EDUCATORS

**3000 MILES**

1 BOAT

[oarsomearmyeducators.co.uk](http://oarsomearmyeducators.co.uk)





**JOIN THE CREW!**



# OARSOME ARMY EDUCATORS

In December 2024, four officers will complete the World's Toughest Row (WTR) – the world's toughest rowing race.

We are all serving members of the Adjutant General's Corps (AGC) Educational and Training Services (ETS) and have come together based on our aspiration to test ourselves mentally and physically.

Whilst doing so we hope to raise awareness of the enriching contribution of the AGC (ETS) to the 'Army Offer'.

A strong team bond, along with a clear understanding of our aim, will be critical as we embark on one of the ultimate tests of physical and mental fortitude; battling 30+ foot waves, cramped sleeping quarters, sleep deprivation and physical exhaustion whilst rowing 3000 miles across the Atlantic Ocean.

# THE CHALLENGE

The WTR is the world's toughest and premier ocean rowing race. The annual race begins in early December, with up to 30 teams participating from around the world. It is a non-stop 3000 mile voyage in an 8.5m long rowing boat from the start point in La Gomera, Canary Islands (28°N 18°W) to the finish point in English Harbour, Antigua (17°N 61°W).

The Oarsome Army Educators team will attempt to complete the journey in around 40 days, on a punishing shift pattern: working in pairs, 2 hours on, 2 hours off, day and night, 7 days a week. Teams participate as solo rowers or in pairs, threes, fours and fives.

Throughout the race teams battle with sleep deprivation, salt sores, Atlantic storms, busy shipping lanes and physical extremes inflicted by the race. Rowers are left with their own thoughts, an expanse of ocean and the job of getting the boat safely to the other side.



**30+ FT WAVES**



**30-60 DAYS  
AT SEA**



**MORE PEOPLE  
HAVE BEEN UP  
EVEREST**



**3,000 MILES  
OF OCEAN**



**2HRS ROW  
2HRS REST  
24/7**



**20,000  
CALORIES  
EACH DAY**



**1.5 MILLION  
STROKES**



**40 DEGREE  
HEAT**



# OUR MISSION

**The Educational and Training Services (ETS) Branch exists to provide and support the professional and personal development of all Army Service personnel, our most important asset. It is an amazing, yet understated, part of the Army Offer. We want to make sure that more people considering a career in the Army know about it and know that they will have the support they need to maximise their potential, for now and for the future.**

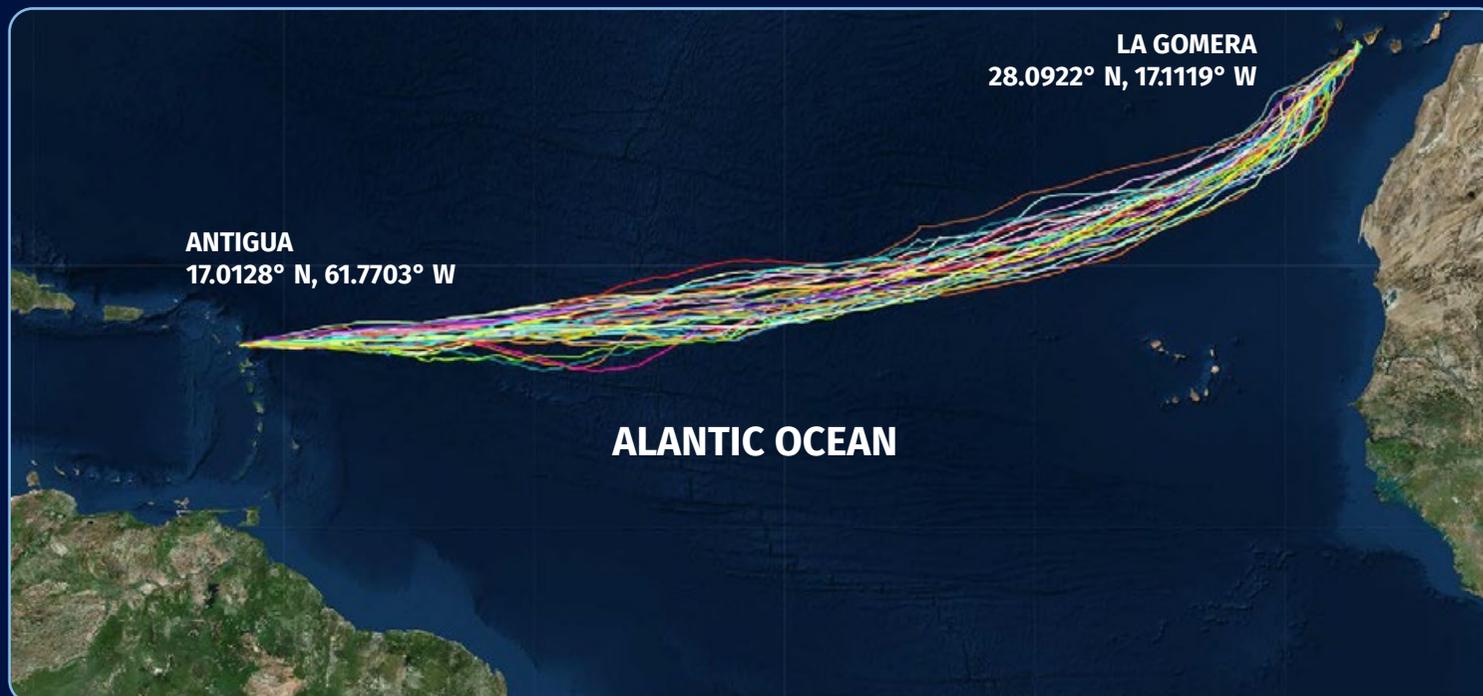
Oarsome Army Educators are building on a long and rich tradition of developing the British Army's soldiers and officers.

The team are rowing with the primary aim to highlight the opportunities that exist to everyone in the Army regardless of background or rank. The potential to succeed knows no boundaries and is not limited by age or class, but rewards hard work, professionalism and leadership qualities which are developed through whole life learning and managed exposure to risk or problems.

This is born from our desire to highlight the British Army on the world stage and showcase the resilience, fortitude mental and physical robustness of Army Educators,

by performing well in a high-profile and physically demanding endurance event. Oarsome Army Educators will be the first British military team of educators to row across the Atlantic.

Our challenge embodies much of what the Army offers - exceptional opportunities for challenge, adventure, teamwork, leadership and personal growth and development. It also highlights the importance of through-life personal development and the emphasis that the Army places on it.



**THE WORLD'S TOUGHEST ROW IS A 3,000 MILE UNSUPPORTED ROWING RACE ACROSS THE ATLANTIC OCEAN FROM LA GOMERA TO ANTIGUA.**

# THE COSTS OF GETTING THERE

We need to raise approximately £60,000 through corporate sponsorship to get to the start line.

Our boat, on-board equipment, transportation of the boat, race entry fees etc. all cost money.

Without these, our mission is not possible. Help us make it happen.

## SUPPORT US WITH YOUR SKILLS

This is a big project. We have the energy, drive and enthusiasm but we are not masters of all the skills and expertise it will take to ensure success.

What skills do you have? From social media to corporate engagement, logistics, merchandising, finance, training and fundraising... We need all the help we can get. We need your skills. We need you!

## MAKE A DONATION

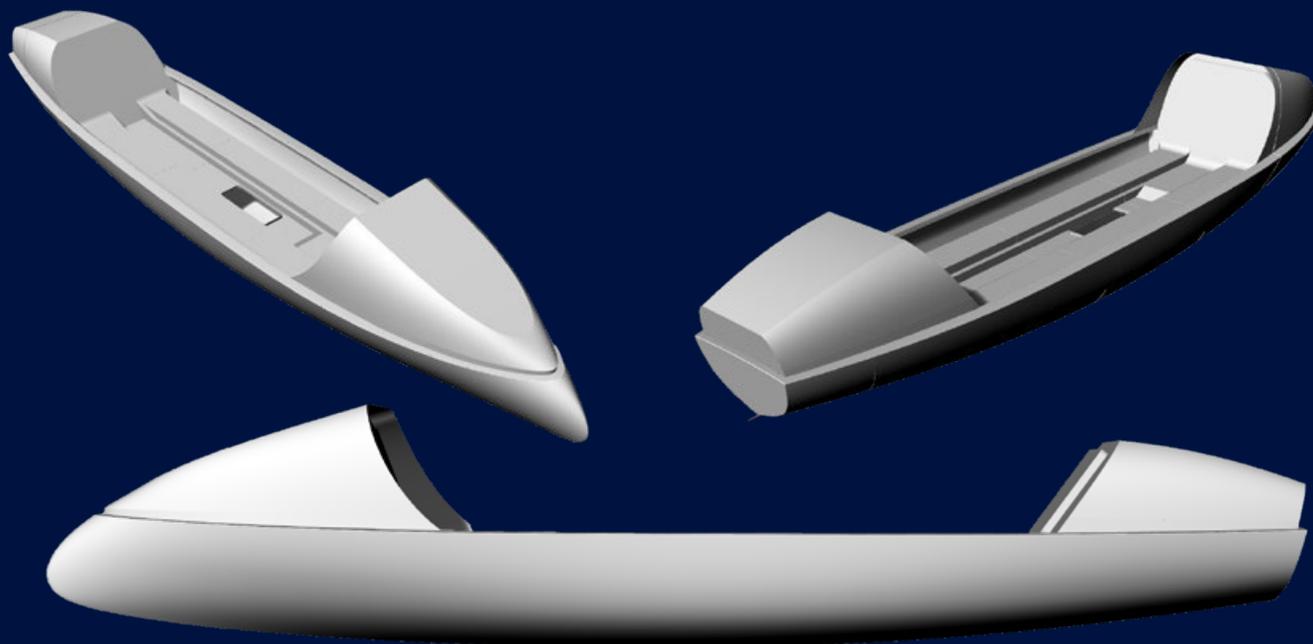
**Financial support:** We are starting with just an idea; an aspiration. But... Great Oaks from little acorns grow. To us, this is about resilience and demonstrating that ordinary people can achieve amazing feats and even conquer oceans.

But, to make the idea a reality we need a boat, clothing, safety equipment food and probably a million other things we don't know we need yet. Every donation will go a long way. Even the smallest amounts will make a huge difference.



# SPECIFICATIONS

Number of Rowing Positions	Three
Number of Berths	Three/Four/Five
Hull Length	8.64m
Waterline Length	8.64m
Beam	1.74m
Beam at Waterline	1.74m
Draught (canoe body)	0.26m
Construction	Carbon or Fibreglass
Overall Height (keel to cabin roof of canoe body)	1.83m



Printed courtesy of Rannoch Adventure

# ABOUT OUR BOAT



We take great pride in our boat. It is going to be our home, our place of work, our life support and our refuge. To all intents and purposes, our boat is our world during the crossing. It is the indispensable nucleus around which, this endeavour comes together.

It is no wonder then, that we have chosen the legendary Rannoch R45 Elite to be our chariot. Having broken nearly every record on the Atlantic, the R45 Elite is simply the best boat to take on this adventure.

Having selected a very special boat, we have named her after an exceptional Army Education Officer. Find out more about the late Lt Col Jane Hunter on page 17.



# SPONSOR US

Get on board and together we will show the world that you believe in achieving greatness. From mainstream media to our team providing motivational presentations to your teams. Together, we can achieve something special.



## **GOLD SPONSORSHIP – £15K+ (EXC. VAT)**

- ◆ Prominent positioning of branding/logo on boat hull (at least 1.0 m<sup>2</sup>)
- ◆ Prominent branding on team website
- ◆ Prominent branding on team clothing worn in pre-race and post-race events
- ◆ Prominent positioning on all printed materials
- ◆ Company tagged into every social media posting
- ◆ Proud Sponsors of OarSome Army Educators
- ◆ Local and international interviews with the team
- ◆ Post-race interviews with the team with unlimited permissions to use
- ◆ Pre and Post race lunch with the rowers in Antigua (excludes flights/ accommodation)
- ◆ Exclusive mid-Atlantic or Race Finish Company-specific photograph



## **SILVER SPONSORSHIP – £10-15K (EXC. VAT)**

- ◆ Branding/logo on boat brow (at least 0.75 m<sup>2</sup>)
- ◆ Branding on team website
- ◆ Logo on all printed materials
- ◆ Company tagged into every social media posting
- ◆ Proud Sponsors of OarSome Army Educators
- ◆ Local and international interviews with the team
- ◆ Post-race interviews with the team with unlimited permissions
- ◆ Mid-Atlantic or Race Finish Company-specific photograph





### **BRONZE SPONSORSHIP – £5K (EXC. VAT)**

- ◆ Branding/logo on boat aft section
- ◆ Branding on team website
- ◆ Company tagged into every social media posting
- ◆ Unlimited use of 'OarSome Army Educators' brand in business marketing/PR
- ◆ Access to crew for interviews during training prior to the race
- ◆ Mid-Atlantic or Race Finish Company-specific photograph



### **THE £1000 CLUB (EXC. VAT)**

**The £1000 club is designed to enable smaller businesses to support and be part of this exciting undertaking.**

**Your contribution will get you:**

- ◆ Your logo or name on the stern of the boat or an oar
- ◆ Your name on our Wall of Fame on our website
- ◆ Get a signed photo the team at the race finish
- ◆ Certificate of Appreciation

We would be delighted to discuss how you might be able to support this OarSome undertaking. At this stage, we are only seeking expressions of interest and any contact is without commitment and subject to a contract negotiated by Army Commercial.

We welcome any interest, so if you feel you may be able to contribute, please get in touch to discuss your interest, potential offer and what your company might expect in return.

@ [dec.lynn@oarsomearmyeducators.co.uk](mailto:dec.lynn@oarsomearmyeducators.co.uk) 📞 Contact the Skipper, Dec on 07788 983 994 🌐 [oarsomearmyeducators.co.uk](http://oarsomearmyeducators.co.uk)

**THANK YOU FOR YOUR CONSIDERATION**

# MEDIA ENGAGEMENT

The race generates an unprecedented amount of media attention.

Coverage is generated by the combined efforts of WTR communication agencies, the dedicated race media team, and the tremendous effort put in by many of the teams to create coverage for their campaigns.



## PRESS COVERAGE

With the largest ever fleet, the last race generated more print and digital news coverage than in any previous year.

**732** Pieces of Coverage

**884m** People Reached



## TELEVISION

Teams were covered across the world on major news networks and primetime TV documentaries.

**60+** Global Broadcasts

**42.5m** Global TV Audience



## DIGITAL MEDIA

All of the teams aggregated thousands of posts, with sponsors, celebrities, and friends and family chipping in.

**3,600+** Estimated Total Posts

**150m+** Estimated Potential Reach



4800 KILOMETER OVER DEN ATLANTIK DEURDST

# Diese Deerns sind die Härte

+++ Erstes Frauenteam der Renn-Geschichte +++ Sechs Wochen Kampf gegen Wind, Wellen, Regen und Müdigkeit +++

Back at home, the team celebrated their historic feat. From left to right: Helen, Catherine, and Catherine. They were joined by their families and friends for a party at the 'Docks' in Bristol.

sky news

British friends battle giant waves to win 3,000-mile Atlantic rowing race

6

10 miles north of New York Harbor (NY) after a 30-day rowing challenge. The team of four British women, Helen, Catherine, and Catherine, were the first to complete the 3,000-mile race.

BYAS

Gentse broers zijn Atlantische Oceaan overgestoken in roeiboort: hoe slaag je in deze "zotte onderneming"?

De Gentse broers Dierckx en Dierckx zijn de eerste Gentse roeiers die de Atlantische Oceaan overgestoken zijn. Het was een zotte onderneming, maar ze zijn erin geslaagd.

The Daily Telegraph

Roeide over Atlantik. Endelig i mål!

SPORT

E' ripartita la Talisker Whisky Atlantic Challenge

La traversata a remi dell'Oceano Atlantico che vede impegnati, emarginati, emarginati in un percorso di quasi mille miglia atlantiche da La Crosse, nelle Canarie, in Nuova Zelanda all'isola di Antigua.

Info

The Talisker Whisky Atlantic Challenge

MailOnline

Mates from Bondi row 4,800 kilometres across the Atlantic - battling 12-metre waves, capsizing and colliding with a marlin on their way to setting a record

The team rowed across the Atlantic in just 34 days, setting the world record. They rowed 4,800 miles across the Atlantic Ocean, the first time a team of women has done so. They also suffered horrendous conditions and were even hit with a giant marlin. Weather and waves for the prestigious Atlantic Challenge were the worst ever.

MailOnline

Esquire

Bekijk de beelden van de indrukwekkende start van de Talisker Whisky Atlantic Challenge

brobible

The Talisker Wilderness Bar: Bringing A Taste Of The Isle of Skye To The Canary Islands

South China Morning Post

Atlantic Challenge: four Brits win rowing race from Canary Islands to Antigua, experiencing magical combination of 'twisted, sadistic' moments

ATLANTIC CHALLENGE

WE ROWED THE ATLANTIC

Four 'Ancient Mariners' row across the Atlantic in record-breaking time



# THE CREW





## MAJOR DEC LYNN MBE (SKIPPER)

Dec is from County Mayo in the West of Ireland. He joined the Army in 2005. Having had significant hearing issues in childhood, Dec only learnt to read later in life. He has first-hand experience of the effects a good teacher can have on their students. This understanding was instrumental in his desire to commission into the AGC ETS.

He is passionate about education and providing opportunities for others. He is an advocate for Lifelong Learning and has recently completed his third Masters Degree. He has completed tours of both Iraq and Afghanistan and in 2015 he received an MBE for services to education.

Dec is also a cancer survivor and has fundraised for a number of cancer related charities. He enjoys distance running, good company, a good read and being Dad to Noah and Emily.

# MAJOR GRAHAM DOYLE

Graham is from Ireland, and is a serving officer in the Adjutant General's Corp (AGC) Educational and Training Services (ETS). As an Army Officer, educator and father, Graham believes his fundamental role is to inspire those around him to develop themselves and continuously improve. The only way to do this is by leading by example.

Every aspect of this challenge, both in the preparation and the row itself, will be new for Graham. The requirements to just get to the starting line will be the most demanding for him, particularly in his specific role as Team Financial Officer.

Having barely managed five minutes on a rowing machine to date, Graham is currently trying to ignore the fact that this three-year journey will end with a row across the Atlantic. However, having recently had his second child, the idea of two hours on, two hours off for fifty days actually sounds pretty appealing.





## MAJOR GRAHAM YARE

Graham is originally from Middlesbrough and is a serving education officer with the AGC(ETS) – with experience of teaching primary school children through to adults. He believes much of his experience in teaching mathematics to teenagers, aligned to competing in arduous ultra-marathons, will provide a sound basis for the demands of such an event!

As a learning and development specialist, Graham is passionate about the opportunities that education and training provide for all and that this challenge will highlight what is available in an Army career.

The journey will also see him pit himself in the ultimate test of physical and mental endurance, beyond anything he has done on land to this point, doing so in a small team and creating memories that will last a lifetime.

## MAJOR NICOLE EVANS

Nicole happened across a single ocean-going rowing boat being prepared to cross the Atlantic in 2019 and had an instant feeling of longing to be able to take part in such a challenge.

As an Army Educator who has long enjoyed taking part in endurance sports from adventure racing in New Zealand to solo riding Lands End to John o' Groats; she is happiest outside and enjoys finding out more about how far the human body can push beyond where the brain thinks is comfortable. Nicole has long held a passion for developing others whether that be physically or academically.

As the current Officer in Command of the Army Education School, she is fortunate to experience both on a daily basis and sees acting as a positive female role model as an essential part of her role as an Army Officer. Nicole is aiming to keep a record of the team's progress through the training and execution of The World's Toughest Row – Atlantic for use in showing what the Army has to offer, what the AGC ETS do and can achieve and to act as an example to females considering joining the military of what they too could strive to achieve.





# IN HONOUR OF LT COL JANE HUNTER AGC (ETS)

## 'Colonel Jane'

The boat is called the Colonel Jane after Lieutenant Colonel Jane Hunter who sadly passed away in service in 2021.

Jane was an Army education and training officer who showed what it truly means to be a lifelong teacher. Strongly aware of the relationship between learning and real life, she was interested in people and was forever seeking to develop her soldier students and staff for them to get the most out of themselves.

Jane was a role model and inspiration to us all – and never stopped learning herself; she was posthumously awarded a doctorate from York St John University in learning organisations and organisational learning. As a Commanding Officer, Jane travelled the length and breadth of the country meeting many soldiers and in more recent times met many officer cadets at the beginning of their Army careers at the Royal Military Academy Sandhurst. From General to Private soldier, she treated everyone equally, showing the same passion and interest to all. Wherever she went, she advocated learning. Her approachable, kind and cheery disposition meant that people naturally gravitated towards her and Jane's enthusiasm for learning was infectious.

It is rightly said, never stop learning because life is the teacher which gives us the opportunity to learn new things each and every day. It motivates us to learn and defeat the challenges which we come across. Jane's life and her dedication to teaching and learning makes it entirely apt and fitting that our boat should be named after Jane Hunter in her honour.

Best wishes to the team of 'oarsome' educators, may you remain steadfast and determined to defeat the challenges ahead; may you learn to learn something new every day; and may you be as awesome as Colonel Jane. We can all 'be more Jane'.

**Col Caroline Emmett**





# HISTORY OF THE AGC AND THE ETS

## ABOUT THE ADJUTANT GENERAL'S CORPS

The Adjutant General's Corps (AGC) was formed in 1992 following the end of the Cold War. The British Army downsized and streamlined, and a number of administrative corps combined to form the AGC, with the purpose of supporting all elements of the British Army at home and abroad.

The AGC is formed of four branches: Staff and Personnel Support (SPS); Educational and Training Services (ETS); Army Legal Services (ALS); the Provost Branch, made up of the Royal Military Police (RMP); Military Provost Staff (MPS); and the Military Provost Guard Service (MPGS) which was formed in 1997. The Regimental Headquarters is located at Worthy Down, the former home of the Royal Army Pay Corps. The branches are attached to units all over the UK and abroad. The AGC have been part of every operation of the British Army since formation in 1992.

## EDUCATIONAL AND TRAINING SERVICES (ETS) ORIGINS AND HISTORY

The history of education in the Army can be traced back to the mid-1600s. It was not until 1846 however, that the provision of education was formalised and the Corps of Army School masters was established. During the First World War the corps provided talks, lectures, and current affairs updates in rest areas to occupy the troops. After the war the corps was tasked with delivering a resettlement scheme to help soldiers transition back into civilian life and was renamed the Army Educational Corps.

During WW2 the Corps initially worked with local authorities, colleges and universities. Lectures, talks and courses were provided to soldiers as part of the Haining Scheme. In 1941 the Army Bureau of Current Affairs or ABCA was created to explain why the war was being fought and to provide news from theatres of operation.

The AEC were at D-Day muster points with activities to keep the troops busy. After D-Day they provided troops with newssheets, set up study centres and education centres behind the lines. After the war, the Corps was awarded the Royal title in recognition of its service.

The Royal Army Educational Corps was disbanded and was reconstituted as the Educational and Training Services Branch of the Adjutant General's Corps in April 1992.

## THE ETS TODAY

The Educational and Training Services (ETS) Branch provides education to Regular and Reserve Army personnel, helping them to meet the challenges of the 21st century by training for certainty and educating for uncertainty.

The ETS is an all-officer, all-graduate branch, responsible for educational and training support to all elements of the Army. The ETS policy of 'Educating Forward' ensures day to day contact with soldiers from all Arms and Services, both in barracks and on Operations.

The Army has seen education as critical to its success on operations for many years. The tasks of the ETS have significantly grown over the past few years and, as the Army changes its roles and structures, the ETS is changing to meet them.

Currently, the ETS employs more than 300 Regular and Reserve officers delivering a range of educational fields including support to professional development; improving Functional Skills; supporting instructor development; teaching operational languages and providing cultural advice and leading training development.



## The Army's National Charity

**ABF, formerly the Army Benevolent Fund, is the national charity of the British Army. Since 1944, it has provided a lifetime of support to soldiers, veterans and their immediate families when they are in need.**

ABF stands at the forefront of support for the Army family, last year supporting 60,000 people in 63 countries around the world. As one of the largest funders in the sector, they award grants to individuals and families, and fund leading charities that support soldiers, former soldiers, and their families.

ABF offers support in six key areas: independent living, mental health, elderly care, education and employability, families and housing. Mental health is a key area of their work. ABF provides far-reaching financial assistance to charities and organisations that tackle mental illness amongst the Army family – from substance dependency, to managing the symptoms of depression and PTSD.



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