



solo the atlantic



Paul Attalla 2007

DR. PAUL ATTALLA

***THE ULTIMATE CHALLENGE:
THE ATLANTIC ROWING RACE 2007***

5500 KILOMETRES

100 DAYS

100 COMPETITORS

1 CANADIAN FLAG



SPONSORSHIP KIT

“If you want to build a ship, don’t herd people together to collect wood and don’t assign them tasks and work, but rather teach them to long for the endless immensity of the sea.”
-Antoine de Saint-Expurey

The Atlantic Rowing Race is the Iditarod on steroids – 100 tendon popping solo days at sea in a minuscule boat with no motor and no sail, just two long oars powered by one man’s muscle and indomitable will.

In the 2005 Atlantic Rowing Race, competitors faced the tail end of a hurricane, three tropical storms, a terrorizing shark attack, multiple capsizes and six dramatic rescues. This race promises to be “wave after wave of adrenaline-pumping adventure”.

ROWING FOR HUMAN RIGHTS

Paul has teamed up with the Canadian Museum for Human Rights and any funds beyond the cost of the race will go towards this charity. The Canadian Museum for Human Rights aims to stop hatred by promoting tolerance, empathy, peace and equality. This vision will become a powerful symbol of Canada’s unwavering commitment to recognizing and celebrating human rights. It will be a global meeting place for learning, dialogue and greater understanding.

SPONSOR ME

The Atlantic Rowing Race offers organizations a unique sponsorship and marketing platform that will extend to a vast international group of media and spectators. This race is the perfect metaphor for today’s business environment, with people challenging circumstances to achieve success. With core values that include: competition, inspiration, perseverance, determination and strategy, the opportunities for positive brand association are extensive and unique. As the only Canadian boat, I have already secured TV coverage in the way of interviews with the CTV network. Just to get to the start line of this race is a monumental endeavor. The race will cost approximately \$200,000.

COSTS FOR THE ATLANTIC ROWING RACE

Item	Cost (In Canadian \$)
Race Fees	27,000
Courses	1,100
Boat and Rowing/Safety Equipment	80,000
New Paint System	7,500
New Water Maker	10,000
2 Satellite Phones and Air Time	6,000
Food	6,000
Boat Shipping	14,000
Flights	10,000
Accommodations (includes 1 month in the Canary Islands training)	8,000
Insurance	2,500
Miscellaneous Expenses	18,000
Total	190,100

PREVIOUS ATHLETIC ACHIEVEMENTS

2005

- 13th Overall in the Yukon River Quest, 4th in Solo category (740km, the longest kayak race in the world)

2003

- 1st Canadian in 24 Hour World Solo Mountain Biking Championship
- 11th Worldwide in 24 Hour World Solo Mountain Biking Championship
- 7th Overall in Trans Rockies Mountain Bike Race (7 day stage race, 600km across the Rockies, Mountain Bike Magazine calls the “Hardest mountain bike race in North America”)
- 1st Solo Athlete in Powder Pedal Paddle (this race involves skiing, cycling, kayaking, running)

2002

- 7th Worldwide in 24 Hour World Solo Mountain Biking Championship
- 2nd Canadian in 24 Hour World Solo Mountain Biking Championship
- 7th Overall in Trans Rockies Mountain Bike Race (7 day stage race, 600km across the Rockies)

PREVIOUS SPONSORS

- Gary Fisher Bikes • Volkl Skis • Marker Bindings • Ghost Rider Resort • Hammer Nutrition Products
- Guides Hut • Fernie Alpine Resort • Overwaitea Foods • Technica

EDUCATION

- Doctorate of Chiropractic Studies: Western States Chiropractic College, Portland, OR (1999)
- Core strength and balance consultant with the Canadian National Ski Team
- Personal Training consultant with the British Columbia Women’s Ski Team
- Bachelor of Physical Education – specialty in Exercise Science : UBC, Vancouver Canada (1994)

VOLUNTEER WORK

- Founding Member of the Ghost Rider Adventure Camp for Children (2005)
- Received a Certificate of Appreciation from the Elks Recreation Children’s Camp for fund-raising \$1,700 via ultra-endurance racing (2003)
- Raised over \$1,600 for the Fernie Women’s Resource Centre by mountain bike racing (2002)
- Received the Bronze Award from the Fernie Hospital Foundation for generating \$1,600 in donations through ultra-endurance mountain bike racing (2001)

SPONSORSHIP LAYOUT

Title: \$50,000+

Most visible location on boat. Premium endorsement in all community and media promotions.

Gold: \$25,000+

Top level of sponsorship available for this challenge.

What do you get in return?

Company logo positioned on highly visible part of the boat with roughly 1 square metre of space. Limited to four sponsors.

Silver: \$10,000+

What do I get in return?

Company logo positioned on the boat with roughly 1/3 square metre of space.

Bronze: \$1,000+

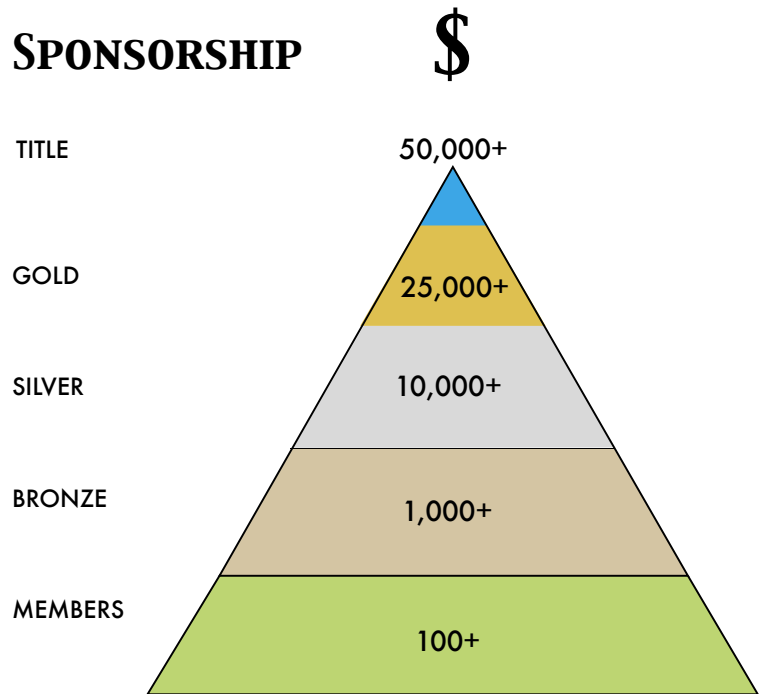
What do I get in return?

Company/personal name on boat.

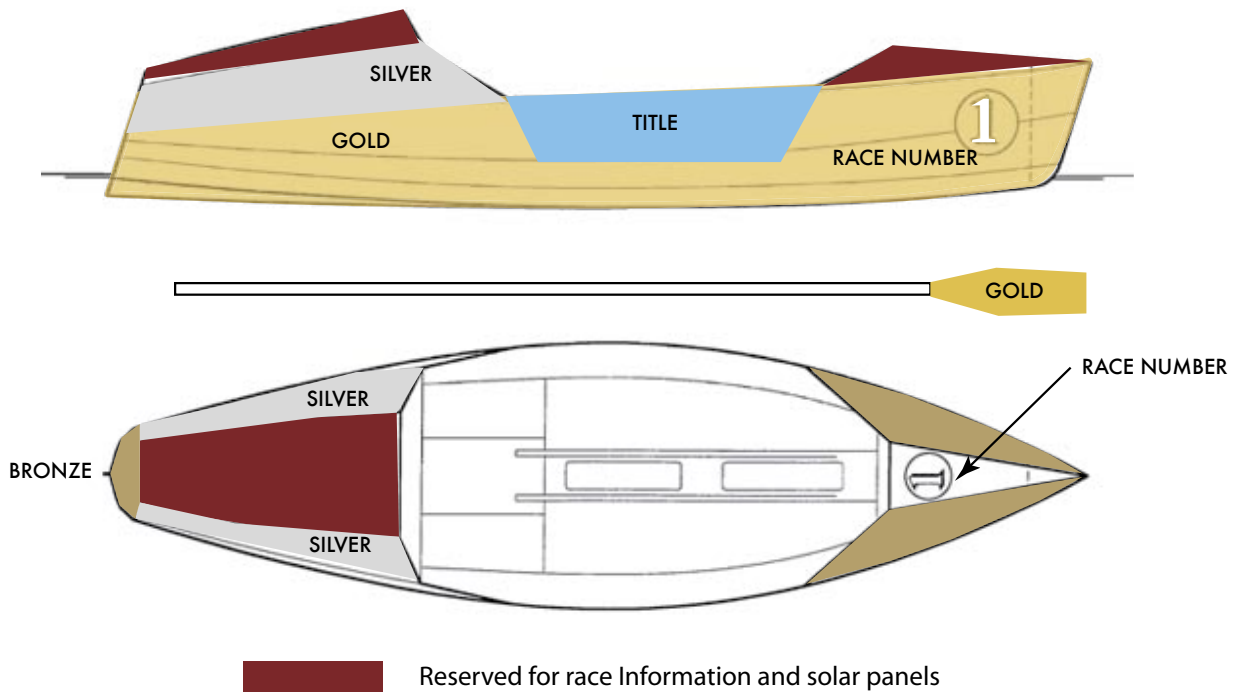
Member: \$100+

What do I get in return?

It costs just \$100 per person to register as a land crew member. In return, you will receive regular personal email bulletins from Paul and have your name listed inside the boat to be rowed across the Atlantic.








THE BOAT LAYOUT



SPONSORSHIP AWARDS

IN RETURN FOR SPONSORSHIP:

Most visible location on boat.
Premium endorsement in all community and media promotions.

	 TITLE ✓	 GOLD	 SILVER	 BRONZE	 MEMBERS
--	--	--	--	--	---

Sponsor name on the boat	✓	✓	✓	✓	✓
Email updates before & during the race	✓	✓	✓	✓	✓
Access to photo library	✓	✓	✓	✓	✓
Mention on our website	✓	✓	✓	✓	✓
Editorial material for use in company publications	✓	✓	✓		
Opportunity to book Paul for appearances (travel costs may apply)	✓	✓	✓		
Use of our name, logo and identity	✓	✓	✓		
Postcard from Antigua	✓	✓	✓		
Copies of post-race report	✓	✓	✓		
Branding on boat	✓	✓	✓		
Link from website	✓	✓			
Company description on website	✓	✓			
Mention in press releases	✓	✓			
Copies of promotional photography (digital) for use in-house	✓	✓			
Interviews with Paul Attalla	✓				
Logo on our website	✓				
Opportunity to add logo to material/clothing	✓				
Receive a race memento/equipment for display	✓				





solo the atlantic



Paul Attalla 2007

DR. PAUL ATTALLA

RACE INFO

Date: December 2, 2007

Distance: 5,500 Kilometres in a 24' boat

Start: San Sebastian, La Gomera (Canary Islands)

End: Antigua, West Indies

Categories: Solo, Pairs, Fours (I am in the "Solo" Category)

How it all Started:

"In 1966 Sir Chay Blyth CBE BEM rowed across the North Atlantic with John Ridgway from Cape Cod on the North American Coastline to Ireland. Their epic journey took place in a 20ft open dory named the "English Rose III" and during their 92 day passage they faced hurricanes, 50ft waves and a near starvation diet. Their voyage was a challenge, a test of strength and endurance and an opportunity that just had to be taken up." – from Woodvale published information.

Since that epic voyage there have been 160 successful crews to cross the Atlantic, less than the number of people to have climbed Everest.

The popularity of the race itself has increased recently, with strong media interest for the 2005/2006 race, which included double Olympic medal holder James Cracknell and TV presenter Ben Fogle, crossing in a magnificent time of 49 days, 19 hours and 08 minutes. Their journey, both up to start line and across the Atlantic, was filmed and shown in this year's BBC documentary, *"Through Hell and High Water"*.



PAUL ATTALLA

Dr. Paul Attalla currently works as a chiropractor in Fernie, B.C. Canada. He is married and has two young daughters.



Please Contact me at: Paul Attalla

P.O. Box 1707, 362 4th Avenue

Fernie, BC Canada V0B 1M0

(250) 423-4456 • email: info@solotheatlantic.com