

SUP IT AND SEA

Every Man & Every Woman Expedition

*1600 kilometres.
2 paddleboarders.
1 mission.*

*To be the first pair to paddle the length of Britain
– from Land’s End to John o’Groats – whilst
raising over £24,000 for Charity.*

THE TEAM

Dave Chant

Paddler

Sophie Witter

Paddler

Alex Alley

Project Manager & Navigation

Advisor

Jordan Wiley

Expedition & Community

Patron

THE CHARITIES

WILDERNESS
FOUNDATION UK



Lifeboats

Frontline
Children
inspiring hope & changing lives

Our Vision

- Be the First Pair to Paddleboard (SUP) from Land’s End to John O’Groats
- Raise over £24,000 for 3 great causes – Wilderness Foundation, RNLI, Frontline Children
- The EveryMan&Woman Expedition - show that anyone can seek adventure.
- Show that nature and the sea can help the body and the mind, breaks us free from negative habits, and nurture mindfulness for a healthy life.
- Highlight the SUP Community, and the UK Communities we meet on route.
- Have an epic, life-affirming and memorable adventure.

SUP It And Sea shows that “ordinary” people can go on extraordinary adventures whilst supporting three inspiration charities.

- Wilderness Foundation who offer Therapy programmes which help transform the lives of vulnerable children, young people and adults through nature immersion.
- RNLI who over 200 years, have saved 143,000 lives through a 95% volunteer base operating from 238 stations around the UK and Ireland. They also deploy lifeguards to 240 beaches in the UK, keeping thousands of miles of coastline safe for everyone to go and enjoy our Island nation each and every year.
- Frontline Children Frontline inspires hope through access to education for kids in some of the most remote and challenge areas on the planet, often in conflict and war zones. The charities motto – Be The Difference that Makes the Difference.

To Find Out More about the expedition click here.

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What we offer to Sponsors

As SUP it and SEA is an expedition featuring a pair of paddlers we are able to offer exposure across multiple platforms and audiences.

All sponsors can expect content to be shared on the following SUP it and SEA channels:

- Facebook: @SUPitandSeaUK, Sophie Witter, Dave Chant
- Insta: @SUPitandSeaUK
- Website (including Blog): www.supitandsea.uk
- TIK TOK: SUPitandSeaUK

In addition to this we will also be posting on our personal social channels see below. These channels will give each paddler the opportunity to share their own experiences of the journey and share with a wider audience.

Facebook: Sophie Witter, Dave Chant

Instagram: [sophiew1508](https://www.instagram.com/sophiew1508) and [itsDaveChant](https://www.instagram.com/itsDaveChant)

Finally, we have teamed up with Jordan Wylie of the Great British Paddle who is our Expedition and Community Patron. Jordan has been an invaluable support to us as individuals and the challenge with Jordan offering to share content on both his Great British Paddle and Personal Social channels.

Facebook: [@thegreatbritishpaddle](https://www.facebook.com/thegreatbritishpaddle)

Instagram: [the_great_british_paddle](https://www.instagram.com/the_great_british_paddle) and [mrjordanwylie](https://www.instagram.com/mrjordanwylie)

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Headline Sponsor

- Bespoke sponsorship package
- All branding updated to SUP it and Sea in association with your brand
- Tagged in all SUP it and Sea related posts
- Interview on Live with Dave & Sophie discussing your sponsorship of the challenge
- Selection of Mini Milestones & Milestones included in the sponsorship
- Ability to collaborate on content
- Headline sponsor will remain in-situ for any post film creation

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KIT LIST

Deck Bags
Spare Fins
Board Bags
Wetsuit & Wetsuit Boots
Dry suits
Dry Robes
Board Cleaner
Off board clothes
plus much more!

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Kit Sponsors

We would be extremely grateful for any Kit Sponsorship provided. As you can understand an expedition of this nature requires a lot of kit and preparation to ensure that we are as safe as possible on the water and are as comfortable as possible ensuring the best chance of succeeding. If you are able to provide more than one piece of Kit let us know and we will be more than happy to consider you for Headline Sponsor.

As a Kit sponsor you can expect to receive the following on our SUP it and Sea channels:

- Logo and short blurb on your product listed on our website
- Unboxing video and picture posted to Instagram and Facebook
- Tagged in daily challenge updates
- Kit focus message and reviews
- Tagged in all relevant photography
- Inclusion in our #ThankyouThursdays
- Mention in Media publicity where approved by the publication
- Feature in our Kit List Blog Posts
- Inclusion in offline marketing such as leaflets, T-shirts etc where appropriate
- Offer of ongoing Ambassador of the brand after the expedition
- Camera sponsorship will be tagged in every post and the hope is that the team will produce a short film post trip
- Happy to discuss specific content collaboration and provide more product specific content concepts

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KIT LIST

PFDs
PLB
VHF Radios
Flares
Tracker

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Safety Sponsors

We would be extremely grateful for any Safety Kit Sponsorship provided. As you can understand an expedition of this nature requires a lot of kit and with safety our number one priority the expedition cannot go ahead without these vital pieces of kit.

We would be extremely grateful for any safety equipment provided and should you be able to support with multiple pieces of kit we would be happy to discuss making your brand our Headline Safety Sponsor.

If As a Safety sponsor you can expect to receive the following on our SUP it and Sea channels:

- Logo and short blurb on your product listed on our website
- Unboxing video and picture posted to Instagram and Facebook
- Tagged in daily challenge updates
- Kit focus message and reviews
- Tagged in all relevant photography
- Inclusion in our #ThankyouThursdays
- Mention in Media publicity where approved by the publication
- Feature in our Kit List Blog Posts & Safety Blog Post
- Inclusion in offline marketing such as leaflets etc where appropriate
- Offer of ongoing Ambassador of the brand after the expedition
- Inclusion in videos where appropriate.

We are of course more than happy to discuss specific content collaboration and provide more product specific content concepts

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EXPEDITION SPONSORSHIP

Day to Day

Sponsor a Milestone

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Expedition Sponsorship

Help us along our journey by being a Day to Day or Milestone Sponsor.

All sponsors will join our SUP it and Sea Community, receive a shout out on our #thankyouthursday or we will be more than happy to discuss corporate or bespoke milestone sponsorship opportunities including promotional social media posts, photo opportunities etc.

Day to Day Sponsorship SUP UP -£5

Buy the team a drink at one of their well earned rest stops
Recommendations always welcome!

FEED US SUP - £15

Buy the team a well earned hot meal or treat along the way.
Feel free to tell us a must stop location or recommend somewhere yummy!

FRESHENSUP - £25

Help the team get a hot shower and maybe even a bed for the night by sponsoring a Clean Sup stop.

Check out how to sponsor a Milestone on the next page!

To Visit Our Sponsorship link [click here](#) or visit
www.supitandsea.uk/sponsor-donate

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MINI-MILESTONES £ 100

ST IVES - NEWQUAY - PADSTOW - BUDE- WOOLACOMBE- ILFRACOMBE-
BURNHAM ON SEA - WESTON SUPER MARE- PORTISHEAD-GOUCESTER &
SHARPNESS CANAL-RIVER SEVERN NAVIGATION - SHROPSHIRE CANAL-
MIDLEWICH BRANCH CANAL- TRENT & MERSEY CANAL-MACCLESFIELD CANAL-
PEAK FOREXT CANAL - ASHTON CANAL - ROCHDALE CANAL-LEIGH BRANCH
(L&L) CANAL -RUFFORD BRANCH (L&L) - RIBBLE LINK - MORECAMBE BAY - FIRTH
OF CLYDE- CRINAN CANAL -OBAN- LOCH LINNHE - FORT WILLIAM - LOCH
LOCHY - LOCH OICH - LOCH NESS - MORAY FIRTH - WICK

MILESTONES - £200

CORNWALL - DEVON - BRISTOL CHANNEL - MANCHESTER - BLACKPOOL- IRISH
SEA - CALEDONIAN CANAL - INVERNESS - NORTH SEA

START AND FINISH MARKERS - £500

LAND'S END

&

JOHN O'GROATS

TO VISIT OUR SPONSORSHIP LINK [CLICK HERE](#)

OR VISIT

WWW.SUPITANDSEA.UK/SPONSOR-DONATE