

GigRower

Sponsored by: Your Company

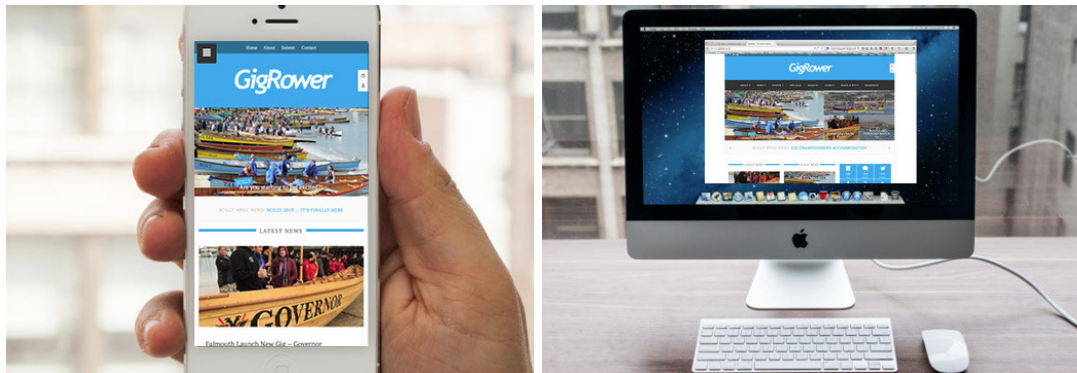
Introduction

This is a proposal to show how your business could sponsor GigRower and be strongly associated with the traditional sport of Cornish Pilot Gig Rowing.

About GigRower

I started rowing gigs in 2007, raced in the Scillies final for Flushing and Mylor and then became club chairman. As a keen rower and club chairman I found it frustrating that there was no single website I could go to find rowing news and results - so I built one.

The site was launched in 2009 and within a year www.GigRower.co.uk was the main website for rowing news and results, averaging 500 visits a day and spiking to 3,000 a day around events. In the years since it has had over one million visitors.



Over the last two years I have been starting my own business so GigRower has been a little neglected but recently I have had some spare time between projects so I decided to give it an overhaul and re-design, see here: www.gigrower.co.uk

About me

I started my first business, a water taxi, after returning home from Southampton where I had been working for Robin Knox Johnson. AquaCab became a successful fast water taxi in Falmouth which I ran for two years before I sold it as a going concern, it still runs to this day.

I was then asked to join the King Harry Ferry who had aspirations to grow. Over the next 10 years we went from one ferry to ten, carrying over 1.5 million passengers a year. I started as operations manager but as marketing became more important I moved to develop the FalRiver brand which included the website, integrated ticketing system, guide book, branding, Fal Mussel Cards and established and directed the Fal River Festival which attracted over 100,000 people a year. FalRiver is now the largest private sector DMO in the UK and last year we won the Excellence in Marketing category at the Cornwall Business Awards.

Since then I have been working as a marketing consultant and have clients across the country. At the same time I have been developing a new business called What's On Cornwall, an events listing website and guide which launched in January this year. Since we went live we have listed over 5,000 Cornish events both

online and in our popular printed guide. In 2015 we estimate the site will get well over 500,000 visitors and last month we won the highly commended award for the Best Use of Digital at the Hub Awards.

www.whatsoncornwall.co.uk/guide



A project or business is only as successful as the people behind it and I mention the above to show the success I want to bring to GigRower.

We estimate there are now over 10,000 active GigRowers across the UK and I think now is the right time to take GigRower to the next level - hopefully with your help.

How do I see a sponsor getting involved?

I think there is an opportunity for a partnership between GigRower and a company that wants it's brand to be closely associated with the sport of Gig Rowing.

With the new magazine launching at Scillies and our popular website we are going to be reaching 95% of GigRowers on a regular basis. Here is how we can leverage that traffic and readership to put your brand in front of rowers and people interested in rowing:

- **Title Sponsor:** You would become 'title sponsors' of GigRower and all our activity. Your logo or name would be incorporated into our brand and everywhere it appears.
- **Magazine:** We are launching a GigRower magazine at Scillies next year. We will be printing 5,000 copies of this annual guide/directory with it's 100 pages including articles, event diary, season preview, scillies preview, interviews, history and a directory of gigs, clubs, builders and suppliers. The deal would include title sponsorship of the magazine including your logo on the front page and footer of every page. We would also allocate premium space for your advertising including:
 - The back cover (worth £995)
 - Inside front cover (worth £750)
 - Double page spread (worth £850)
 - 2 x Quarter pages (worth £300)
- **Website:** Your brand would be incorporated on every page in the header and footer. We would also allocate you banner and block ads on premium pages across the website including home, events,

diary, news, results etc. We can plan out a series of adverts that make them more relevant to rowers, for example a count down to Scillies, congratulations to winning crews etc.

The screenshot displays the GigRower website's homepage. At the top is a navigation bar with links: HOME, ABOUT, NEWS, EVENTS, FOR SALE, RESULTS, CLUBS, BOATS & KIT, and TECHNIQUE. Below the navigation bar is a large hero section featuring a blue banner with the text "THE ALL NEW" and a hand holding a smartphone displaying the GigRower app. To the right of the banner are three smaller images: "Invitation to 2015 World Pilot Gig Championships", "Two Gigs For Sale from Rock", and "Fellowship launch New Gig".

Below the hero section is a pink banner with the text "Your advert here on ALL pages of the website".

The main content area is divided into two columns. The left column is titled "LATEST NEWS" and contains three articles: "Twelve reasons you will love the new GigRower website", "Two Gigs For Sale from Rock", and "Invitation to 2015 World Pilot Gig Championships". The right column is titled "SCILLY NEWS" and contains one article: "Invitation to 2015 World Pilot Gig Championships".

On the right side of the page is a sidebar with social media links and a "Scillies 2015" banner. The social media links include:

- Facebook: 1342 posts
- Twitter: 1257 followers
- YouTube: 1335 subscribers
- Google+: 1534 followers

The "Scillies 2015" banner features a large image of a rowing team and the text "Scillies 2015" with a "More info" link.

- **Email Newsletter:** We send out a weekly email newsletter and this would include your branding.
- **Photos:** Since I started GigRower I have taken thousands of photos and posted them on Facebook, these have been tagged thousands of times by rowers. We would add your logo as a watermark to ALL new event photos which would give your brand massive exposure on people's Facebook feeds as they tag themselves and friends.



- **Videos:** We are doing more and more videos and these will all be topped and tailed with your logo/branding.
- **PR:** We can work together to get exposure in the press for your relationship with GigRowing.
- **Year Planner:** We are also launching an illustrated year planner at Scilles, again your branding can be included.
- **Your blog/website:** We could work together to write some articles for your website.
- **Photos:** We can give you access to our substantial photo library that you can use for advertising and promotional material.
- **Social Media & Website:** We can publish stories about your business (your awards, news etc) on our website and social media.



You can see I have tried to think of as many opportunities as possible to leverage your brand into everything we do. The exact way we do this will need more consideration but hopefully this gives you a feel for what I have in mind.

I am looking for a company we can build a relationship with over the long term.

How much?

POA

To reduce risk on your part this money would be released in stage payments when we reach some agreed milestones (website branding complete, magazine printed etc)

Interested?

Get in touch.

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