



**CHARLIE  
MARTELL**  
*The Charitable Adventurer*

**PARTNERSHIP PROPOSAL**



## SOME OF THE CHARITIES THAT CHARLIE IS HELPING:



*'Charlie is a member of the Management team of GTaSC and one of the most focused of persons I know, modest, utterly reliable, strong and wonderfully determined.'*

*'His calm nature and iron will coupled with a cracking sense of humour and need to support those less fortunate than him is magnificent.'*

**- Ben Goss, Founder, Give Them a Sporting Chance**



*'Without Charlie VIA would probably not be where it is helping those who are in need of help. Charlie's continued support is incredibly important to VIA on many levels and not only for the funds he raises for the charity but also how his challenges inspire those we help to take on their own challenges in life no matter how small or how large they may be.'*

**- Billy MacLeod, Founder, Veterans In Action.**



*'Allied Forces Foundation brings together wounded, ill and injured service people and veterans to participate in challenges such as the Marine Corps Marathon and the Cateran Yomp to provide a focus for recovery, a renewed self-confidence and to demonstrate how much they can achieve. Charlie is helping to ensure that we can continue this mission by taking on one of the biggest challenges possible - inspirational!'*

**- Nicola Bradshaw, Director of Operations, Allied Forces Foundation.**





## I AM CHARLIE MARTELL

*"I aim to inspire others, prove what really is possible. All whilst generating awareness and funds for great causes."*

I am a former Royal Engineer Commando, trained in Explosive Ordnance Disposal. I left the Army and put those same skills to use in the humanitarian sector, where I became a specialist. I spent years working in post-conflict countries such as Georgia, Sudan, Nepal and Mozambique. I saw how those communities responded to the challenges of recovering from strife and conflict, how they overcome the seemingly insurmountable risk of surviving, day in, day out and how with resolve and determination, they come through.

Their resolve and determination, in turn, provided my inspiration to go 'out there' and overcome my own adventurous challenges. To excel in those challenges. And in undertaking them, to inspire many, many more people to push their personal limits. To overcome their own seemingly insurmountable difficulties. To inspire others to do more. And to raise funds to help them reach their goals.

More than £260,000 has been raised for charity, to date. Some of the recipients I have raised funds for include: Meningitis Trust, Give Them a Sporting Chance and Toe in The Water.

This is why I am the Charitable Adventurer.





## 2019 PACIFIC OCEAN II

THE BIG CHALLENGE: Solo row across the Pacific – 2019

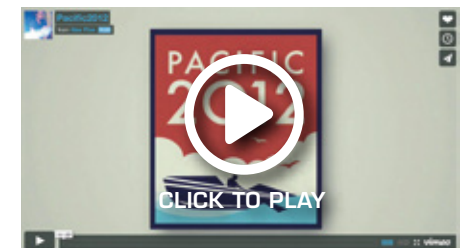
By 2019, seven years will have passed since Blossom and I were in Japan, setting off from Choshi, heading for the western seaboard of the USA. All was going well until we encountered Typhoon Mawar. It's testament to the design and rigorous build of Blossom that she survived this storm; she's the first rowing boat known to have withstood such an onslaught.

Fortunately, we were both recovered from the ocean by a passing ship. A fellow ocean rower, caught up in the same storm, had to wave goodbye to her boat as she was rescued.

But Blossom (and I!) are now repaired and ready to make another attempt at this elusive Guinness World Record feat – to be the first person in history, to row solo and unsupported across the North Pacific Ocean.

A number of lessons have been learned from the test of 2012. But the Pacific Ocean is not an easy ocean and 2019 will not be an easy trip.

Click this link to see the video from 2012 Pacific Ocean: <http://vimeo.com/71155323>

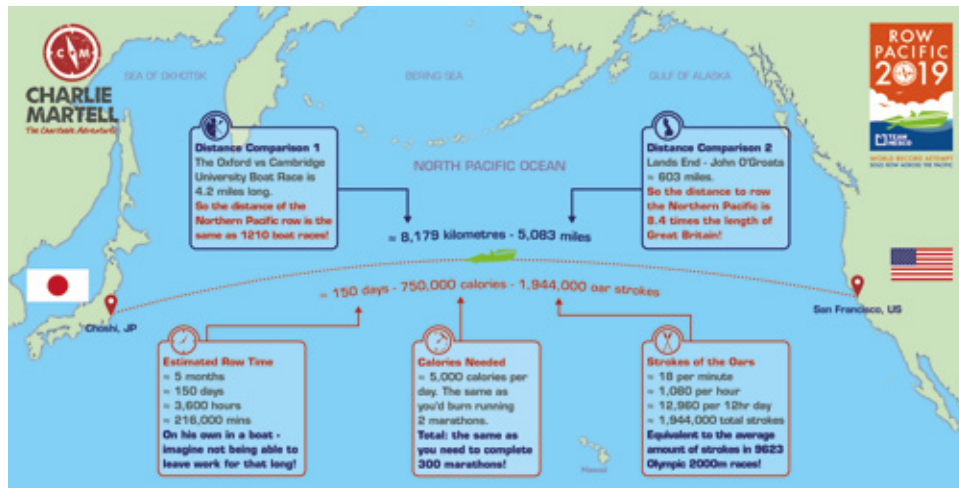






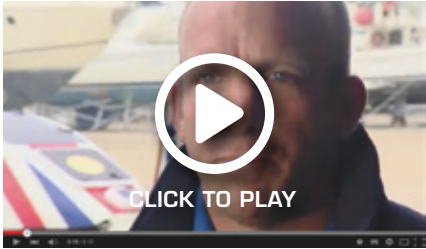
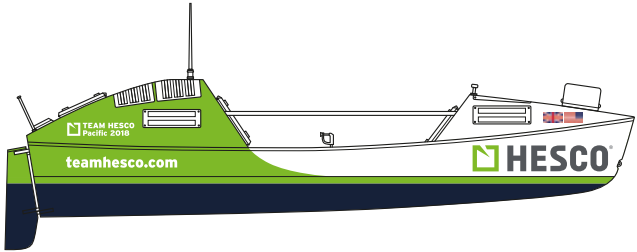
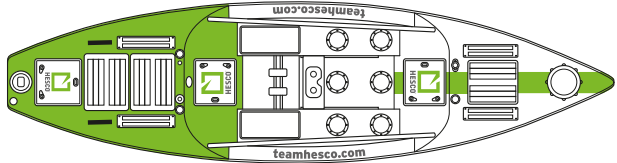
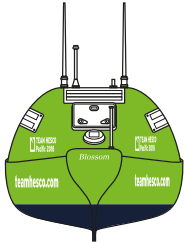
Although some may think I'm a fool, I am actually aiming to depart from Choshi, Japan on 1st April in an effort to get further away from land, towards mid ocean sooner and therefore try to avoid severe storms. I will have enough food onboard for 180 days, so I hope to make landfall in the USA by the end of August.

Click on the map image to download the full map infographic





There are areas available for corporate sponsorship and branding on both the boat and the clothing.



Discovery Channel - Part1



CotswoldTV Interview



Discovery Channel - Part2



Cotswold Life Article

# PARTNERSHIP AND YOUR SUPPORT

If you would like to support me in any of my challenges – in any conceivable way – I will be immensely grateful. Equipment, services, provisions and more – all are needed to some degree for each of my challenges. And then, of course, there's the charities I'm supporting. They need constant funding in order to continue their good work and build on their respective successes to date. Your donations to them, in recognition of my endeavours, are hugely valued.

## Useful Marketing and Media Communications for you to utilise:

- In 2012 the Discovery Channel did items on the challenge, there was coverage with imagery in a number of local newspapers on several occasions. We also received coverage in The Metro newspaper in London as well as The Cotswold Life magazine. There was also coverage from regional TV channels as well as local radio.
- During the Pacific 2019 voyage there will be daily blog updates, to include video and/or images whenever possible.
- There will also be an active 'YellowBrick' tracker map on the website for all followers to see.
- My shore support team will also be updating my facebook page and tweeting regularly.

For more information about sponsorship, please contact: **CHARLIE MARTELL - The Charitable Adventurer**

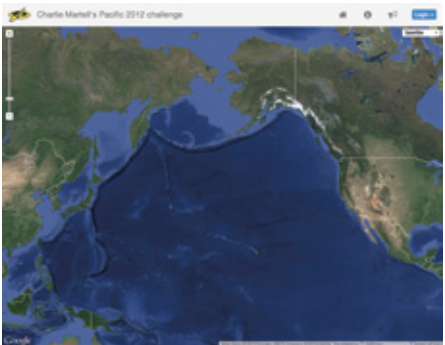
E: [info@charliemartell.com](mailto:info@charliemartell.com)

W: [www.charliemartell.com](http://www.charliemartell.com)

Fb: <https://www.facebook.com/CCC14>

Tw: [www.twitter.com/charliemartell1](https://twitter.com/charliemartell1)

T: 07980 912 288



YellowBrick Tracker Interface



## WHY PARTNER WITH CHARLIE?

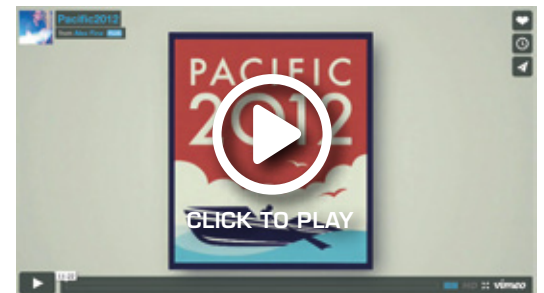
- 1) Support a very good cause
- 2) Motivate your team and customers
- 3) Generate awareness of your business

Partnering with Charlie can deliver a lot of personal and business benefits. Charlie, as I am sure you can see, is a very driven individual, and this drive has been infectious to many people since he has been the charitable adventurer. As a partner we would actively encourage you to spread this motivation through your organisation, to your customers, to your suppliers, and also to your friends and family.

The adventure in 2012 gained a huge amount of press coverage, and we very much expect to have a similar level of exposure in 2019. In fact because of the typhoon story in 2012 we may actually get more. It means as a partner you can capitalise on this coverage through branding on the boat and Charlie.

## HOW CAN YOU DO THAT?

- Through your regular communications, maybe you have a newsletter, on your website (you can embed our content if this helps), or even in your Christmas cards!
- Through our Charlie Martell social media that includes my blog, Facebook, Twitter, YouTube, Vimeo and Flickr.
- Through our website that includes the GPS tracking map.
- Before the boat is shipped to Japan we will be holding a launch event in the UK - you would be welcome to attend with guests\*.
- We could work with you to gain local press coverage about your support of the adventure.
- There is the potential for Blossom (the boat) to be utilised at events, exhibitions or functions\*.
- There is the potential for Charlie to speak at events or functions\*.



*\*Please note there may be fees to cover costs.*



**FOLLOW CHARLIE ON:**



<https://www.facebook.com/CCC14>



[www.twitter.com/charliemartell1](http://www.twitter.com/charliemartell1)



[www.instagram.com/charliemartell1/](http://www.instagram.com/charliemartell1/)



[www.youtube.com/charliemartell](http://www.youtube.com/charliemartell)