

World Solo Attempt

CAMPAIGNING TO BE THE FASTEST TEENAGER AROUND THE WORLD

I am pleased to introduce you to my solo-circumnavigation campaign. This will involve sailing no less than 21,600 nautical miles and setting the record of being the fastest teenager in under than 5 months. With your interest, I hope to depart from England when I finish my A Level education next year.



About myself, my name is Conrad Manning, I am 16 years old and I have been in and around boats my entire life. It has long been an ambition of mine to attempt this record, but I feel that now I am ready to embark upon its completion.

My record-breaking campaign will of course be different from previous attempts. For starters, I intend to sail a Class 40; these are forty-foot yachts that have been designed for single-handed sailing whilst still being affordable. They are more than capable of sailing 21,600 nautical miles (40,000km), in less than 5 months.

Such a feat will require huge amounts of dedication from both you the sponsors and me the sailor. To achieve this campaign I am seeking the support of sponsors who recognize my ambition and dedication to complete this dream of circumnavigating solo around the globe.

However, it's not a one-way-street. I believe that I have an ideal base to spread your company's influence, not only through the boat (as there is a large advertising canvas) but also through the media, website, supporter's clothing and, probably most importantly, myself.

It is not only service that I will be able to provide, for example I am willing to appear at your events, organize team building and sailing aboard the yacht. This will provide a different experience to what you may normally plan for company team building excursions.

It is your sponsorship that will enable me to prepare for a solo-circumnavigation of the globe. Any sponsorship is welcome and I have designed a number of sponsorship packages that may work to your corporate needs. Please consider the packages, and in return for your support I shall do my best to cater to your needs.

Please get in touch if you would like further information on the project. I would be happy to meet with you in person to explain my plans further.

With kind regards,

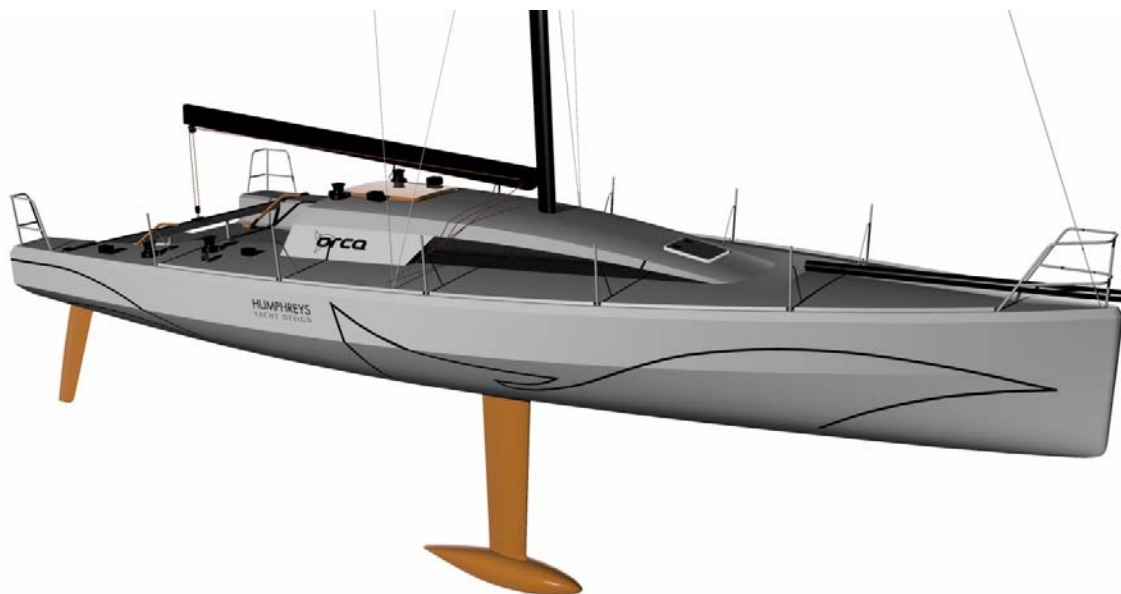
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About Me

Year of birth 1993

Town of birth Singapore



I was born and raised in Singapore and by the time I could walk I was cruising with my family along the Malaysian peninsula. Then by the age of 7 I started sailing then racing Optimists. By the age of 11 I was among the top 60 sailors in Singapore. Unfortunately, my family had to move to Shanghai. Even so, it allowed me to race on progressively bigger boats, until competitively racing the family's Beneteau 44.7, WalaWala. But the sailing didn't just include around the cans; there was also transit races and boat transportation. Building up to this campaign, I will be doing many more yacht transportations, races and some experience in the Southern Ocean where I will be spending most of my time during this challenge.

I am now studying A Levels at Dulwich College London and I row for the school during my free time.

Pre 2004

Approximately 3600 miles sailed aboard a family friend's yacht from the age of 5 to 10. This includes cruising from Phuket to Singapore and around the Malaysian islands

2004 to present

Approximately 3150 miles crewed and raced aboard my family's 45-foot cruising yacht. The cruising includes from Phuket to Singapore, Singapore to Miri, Philippines to Hong Kong and the Hong Kong islands. The racing includes round the cans in Hong Kong and from Hong Kong to the Philippines

Results


2003 47th In the Changi Optimist Regatta
2004 59th In the Singaporean Optimist rankings
2007 Laser Class Championships 4th in age group
 Two 1sts in our racing category aboard Wala Wala
2008 Four 1sts and a 5th aboard Wala Wala
2009 Six 1sts, four 2nds, a 5th and a 7th aboard Wala Wala eventually winning the winter series and 2nd in the summer series.

Qualifications

2008 Radio operator course
 Cat 1 and 2 Offshore Safety
 Radar operator course
 First Aid
2009 Competent crew
 Informal run through of the Yachtsmaster practical with father

World Solo Campaign

Campaign Timeline



Pre- 2008	
	Cruising with family around the Malaysian peninsulas and very competitive dinghy racing in Optimists
2010	
January	Approach companies regarding sponsorship, primarily for boat but also for smaller components for example: sails, deck hardware, electronics, communication devices
May→	Locate and work with trainers, weather and sailing
July-Aug	Cowes Week
December	Main financial backing for campaign for the boat and sails
	Place to berth boat confirmed and prepared for boat
Christmas	Boat bought and transported to new marina
	Boat and sails decorated with sponsor's logos
2011	
January	Boat bought and berthed at a marina in the Solent area
	The boat is checked for seaworthiness by qualified professional
	Experience is gained on the boat, just around the Solent area
February	Sponsors for equipment found and interested
End of march	Purchase new equipment for the boat for example: rope, EPIRBs, electronics
Beginning of June	New equipment is fixed to the boat by qualified individuals and calibrated so that everything works together
End of June	Tested whether it is CAT 0 sea worthy
July	Finish last year of school, A Levels
	Worlds rowing, if I qualify
August	Food purchased and stored aboard in the order of use
	Final checks all over boat
Middle of August	Depart from marina, and set my sights on the start line between Lizard point, England and Ushant, France
Christmas 2011	Cross starting line in under 5 months, setting the record as the fastest teenager around the world

Sponsorship packages

The following packages provide an outline of the packages available. All are open to negotiation depending on the actual sponsorship fee paid. It is my aim to maximize the exposure for all my sponsors in any way I can.



Gold Sponsor

Brand Exposure: Either exclusive or joint signage on the hull and top panel of the main sail, the jib and on the spinnaker as well as key locations around the boat. This will enable the largest amount of visibility at all events giving you the largest amount of publicity.

Your company's logos will be placed on (other than those shown above) the website's main page, the supporters' clothing and in all newsletters. Furthermore, during press releases your company will be mentioned first and you will be mentioned/displayed during any other promotional pieces.

Advertising and promotion: Myself and the boat will be available for any advertising or promotions such as those at trade shows, entertainment events, or to conduct interviews, photo shoots and TV commercials.

Requirements: You are the main sponsor of my campaign; therefore it is you who I will expect to be purchasing the majority items needed on this campaign. A sponsorship of more than £300,000 would be what I am looking for.

Silver Sponsor

Brand Exposure: Joint signage on middle panel of the main sail and in selected locations around the boat along with a few other Silver sponsors. This will give you more visibility than the bronze sponsors thus a larger proportion of the public will notice you and the part you have played in this campaign.

Your company's logos will be placed on (other than those shown above) the website, newsletters, press releases, supporters' clothing and any other promotional pieces that take part during this partnership.

Advertising and promotion: You will have the same opportunities as the gold sponsor but you will be second in priority so it is unlikely you will have as much advertising or promotional opportunities as gold sponsors.

Requirements: There is slightly less pressure on you to buy very expensive items, such as electronics and sails, but you can supply equipment such as clothing. I must stress that you still have a large amount of publicity; therefore a sponsorship of more than £70,000 or equivalent would be what I am asking for.

Bronze/Equipment Sponsor

Brand Exposure: Joint signage on bottom panel of the main sail and slightly less visible areas around the boat along with multiple other Bronze sponsors.

Your company's logos will be placed on (other than those shown above) the website, newsletters and press releases that take part during this two year partnership.

Advertising and Promotion: Minimal opportunities for both advertising and promotion available as your needs will have to come after both gold and silver sponsors.

Requirements: As you are the bronze title/equipment sponsor I will be asking you to either supply equipment such as ropes and tool boxes or purchase slightly less expensive items. This will lead to approximately £5,000 of financial backing.

Supporting Sponsor

Your logo will be placed in the cabin with many other supporters. Your company's logos will also be placed on the website, newsletters, press releases and any other promotional pieces that take part during this two year partnership.

Requirements: I am just asking for corporate donations or large personal donations, for things such as: the charity, smaller items (clothing, music, printing of documents for example) but you are key to this campaign as your donations mean that the smaller items not donated or supplied can be purchased.

Even so, I must stress I am very appreciative to whichever level sponsor you are as you are vital to both the campaign and me.

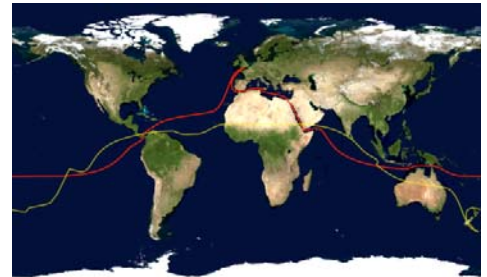
The Course

To sail around the world, the vessel has to start and return to the same point. It must cross the equator twice as well as every meridian. The shortest path must be a distance of at least 21,600NM in length.

What are the different routes?

- **Cruising**

The image on the left shows, in red, a typical sailing circumnavigation of the world, using the trade winds and the Suez and Panama canals. It can be seen that the route is similar to a great circle. This is a route followed by many cruising sailors; the use of the trade winds makes it an easy sail, although it passes through the doldrums a couple of times.



- **Racing (my route)**

I will be following a regularly used path for circumnavigations, departing from somewhere along the south coast of England. The race will start when I cross the imaginary line between Lizard Point in England, and Ushant in France. Once I cross this line I turn South down to the Southern Ocean where I travel East to West, taking me past the three great capes, the Cape of Good Hope, Cape Leewin, and Cape Horn. The entire journey will be at least 21,600 nautical miles (40,000 km) in length and crosses the equator twice, and every meridian finishing in the same place as the start.



More Information

Examples are enclosed in the appendix. For more information about the campaign please don't hesitate to contact me. I would be happy to meet with you to discuss the campaign and how you and your company can be part of it.

Conrad Manning

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Appendix A

Sponsorship examples

