



The Oxford to London Rowing Challenge



www.qcbrtc london.org

The Event

A journey of **110 miles**, to be completed over three days, rowing an Eight from the Head of the River in **Oxford to Tower Bridge** in London.

Two and a half days of **hard rowing**, embarking on 29th July 2006.

The Cause

The Royal National Lifeboat Institution (RNLI) has saved more than **137, 000 lives** in its 182-year history.

It is staffed by thousands of volunteer crew members, committee members, shore helpers and fundraisers, as well as specialist staff.



The RNLI **receives no government funding**, and provides a 24-hour lifesaving service around the British Isles.

On average, it rescues **21 people every day**.

The Challenge

Where previous crews have made it to Putney in two days, we seek to **go one better**, rowing right **through central London to Tower Bridge**.



Canadian Olympic rower and Boat Race winner Barney Williams describes the venture as “a **tough row**... the rowing equivalent to the London **Marathon**... their struggle to keep going... will come down to their willingness to **push through the pain**.”

The Opportunity

A unique opportunity to associate **your business** with this **exciting challenge**.

We will row past **iconic landmarks** such as Windsor Castle, **Westminster** and the **London Eye**, covering the **Boat Race course**, and finishing in front of the **Tower of London**.

Sponsorship of this event will bring the following benefits to your company:

- **Media coverage** organised by ourselves and the RNLI.
- Your company **logo** on promotional t-shirts, this website.
- Your **presence** at the finish and the associated media events.
- The use of the event by your own press office to **promote your own brand** as you see fit.

Please contact Sarah Buckley, publicity officer: sarahbuckley@aol.com, 07834 209 790
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