

WHAT AN ADVENTURE!

“THE OCEAN SPIRIT”

2022/2023

THE
OCEAN
SPIRIT

TALISKER[®]
WHISKY

ATLANTIC
CHALLENGE

OUR MOTTO:

**“NEVER WAIT FOR THE
PERFECT MOMENT,
TAKE A MOMENT AND
MAKE IT PERFECT”**

**BE PART OF OUR ROWING PROJECT – TO RAISE MONEY
FOR OUR CHARITY PARTNER LES PERCE-NEIGE!**

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THE RACE

The „Talisker Whisky Atlantic Challenge “(TWAC) is an ocean rowing event that will take us 5'000km across the Atlantic Ocean from San Sebastien, La Gomera, Canary Islands to Nelson's Dockyard, English Harbour, Antigua & Barbuda.

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The TWAC is known as the «World's Toughest Row». The Atlantic is known to be the wildest and most dangerous Ocean. Some even name it Ocean of the Extreme!

The «Atlantic Campaigns» have been organising the annual race since 2012 and participants can sign up as teams of – five, four, three, pairs or solo.

We – the Family Team – «The Ocean Spirit» will row as a team of four across the Atlantic. We will be following a rhythm of two hours of rowing and two hours of rest non-stop 24/7 in teams of two throughout the entire journey. The duration of the race depends on many factors and could take up to 3 months.



THE CHALLENGE

Our thorough training consists of rowing in different weather conditions, following a regular fitness routine, mental training, team building, a healthy diet for extreme sports, expanding our nautical knowledge, technical skills and much more.

We will attend the mandatory courses (RYA First Aid Sea, RYA Sea Survival, RYA Short Range Radio Licence, RYA Essential Navigation & Seamanship, Ocean Rowing course) on meteorology, navigation, first aid, radio and ocean-rowing.

We will face many challenges throughout the race, such as sleep deprivation, extremely high levels of physical and psychological stress, blisters, saltwater ulcers, seasickness, up to 15-meter waves, temperatures in excess of 40°C and severe storms.

The „Talisker Whisky Atlantic Challenge“ will put our physical and psychological capabilities to the test. More people climb the Mount Everest than row across the Atlantic Ocean.

In 2017, the Swiss Mocean was the first ever Swiss Team to successfully row across the Atlantic in 30 days. Luca Baltensperger, Tatiana's son, was part of this team. In 2019, the first Swiss women's team participated in the race with Tatiana as the captain of the team.

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THE TEAM

A shared vision, one goal and one Team: the foundation of our Atlantic crossing journey is our Family team. Our long-standing and deep friendships form the building blocks of our team motto: "ONE OCEAN – ONE SPIRIT – ONE FAMILY". Each team member brings unique experiences and perspectives, which make "The Ocean Spirit" a unique team.

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TATIANA

**REPRESENTS: ADVENTURE, OPENNESS,
AND INSPIRATION**

Tatiana – our Powerwoman and captain – participated in the Atlantic Challenge in 2019. She has proven her strength and determination as Vice-World Champion in Hang gliding. An accomplished athlete, Tatiana excels in kitesurfing, running, climbing, biking, kayaking, rowing, and diving. She grew up in Basel and now lives in Zurich where she works as an educator in Eglisau. Her experience in coaching and communication will be of great help throughout this project.

THE MASTER SPIRIT

LEVIN

**REPRESENTS: POWER, SPONTANEITY,
JOY AND HARMONY**

Levin, the youngest team member, is a talented athlete. In Kindergarden, he discovered his talent for rock climbing. As a member of the elite and national climbing squad, he has gone on to win multiple national and European championships. He is in his element regardless of whether he is in the mountains snowboarding or climbing, or on the sea as a Kite instructor.

He is a certified carpenter, works for the Schloss Regensburg foundation, and is currently studying at the Zurich University of Applied Science where he will become a certified social worker. His peaceful and cheerful nature, paired with lightheartedness and humor makes him a pearl for every community.

THE STRONG SPIRIT

SELINA

**REPRESENTS: IMPASSIBILITY,
AMBITION & HUMOR**

Selina always needs action. She always felt at ease in athletics and won multiple swiss and one European medal. Looking for other challenges, she participated in steeple racing, kitesurfing, windsurfing, football and various other sports. Action and adventure make Selina a true and accomplished athlete. She perfectly manages her family (married with 2 kids) & professional life as well as sports. Our team appreciates her multi-tasking skills.

THE ACTION SPIRIT

CLAUDIO

**REPRESENTS: REALISTIC OPTIMIST,
CHALLENGES & PARTY**

Claudio is a realistic optimistic who genetically loves challenges. He has been passionate about sports and pasta since his early age; from competitive gymnastics and handball, he moved into endurance sports (i. e. running and triathlon). He is a sub-3-hour, 24-time marathon finisher who fell in love with rowing when he moved to Zurich.

Thanks to his many years living abroad in Rome, Texas, Taiwan, Singapore, London, Germany and Paris, he values openmindedness and cultural curiosity.

Although sports is a big part of Claudio's life, most of the hours in his day are dedicated to another passion of his; strategy, M&A and the inspiring team that helps him deliver great projects.

THE PARTY SPIRIT

THE BUDGET

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BUDGET

ITEM	AMOUNT	
Boat	70'000	CHF
Boat trailer	4500	CHF
Boat inspection and Equipment	10'000	CHF
Boat dock rental	10'000	CHF
Boat registration	2000	CHF
Insurance	6000	CHF
Communication at Sea (WLAN, Satellite phone.)	4000	CHF
Administrative Expenses	4000	CHF
Starting costs (paid to Challenge Organizers)	27'500	CHF
Marketing & Communication	1000	CHF
10 days Preparation Camp in La Gomera	4000	CHF
Travel to and from the Challenge for the team	4000	CHF
Boat transport from Antigua / to la Gomera	18'000	CHF
Training / Rowing Coach	6000	CHF
Mandatory Training Courses (safety, navigation)	10'000	CHF
Food on board	8000	CHF
Team Clothing	6000	CHF
Reserve	2000	CHF
TOTAL	197'000	CHF



CHARITY

An adventurous, exciting and joyful life for all. This is what THE OCEAN SPIRIT and Les Perce-Neige are working for together.

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The Foundation Les Perce-Neige is a private non-profit organisation and of public benefit. Follows more than 950 children and adults daily that present an intellectual deficiency and/or multi-handicap and/or are on the autism spectrum, throughout the canton of Neuchâtel, in Switzerland. It manages as well a unit that welcomes people with severe brain lesions.

The Foundation Les Perce-Neige is constantly growing. It never stops developing, evolving, and improving ... so that every person in a situation of handicap is cared for in a singular and adequate manner, accounting for their specific needs and potential.

In addition, the Foundation offers specific socio-educational, professional, and therapeutic services. It facilitates interesting leisure activities and organizes adventurous outdoor events that have an impact on the quality of life for the people under its care. We – The Ocean Spirit team – appreciate the spirit, enormous commitment, and professionalism of Les Perce-Neige and have therefore decided to support this charity by donating all remaining funds to the foundation.



LesPerceNeige



SPONSORING

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OUR SPONSORS AND BENEFACTORS

Without the help from benefactors and private donors, our big project would simply not be feasible. The "The Ocean Spirit» team is very appreciative of any support, big or small, that would get us closer to our goal.

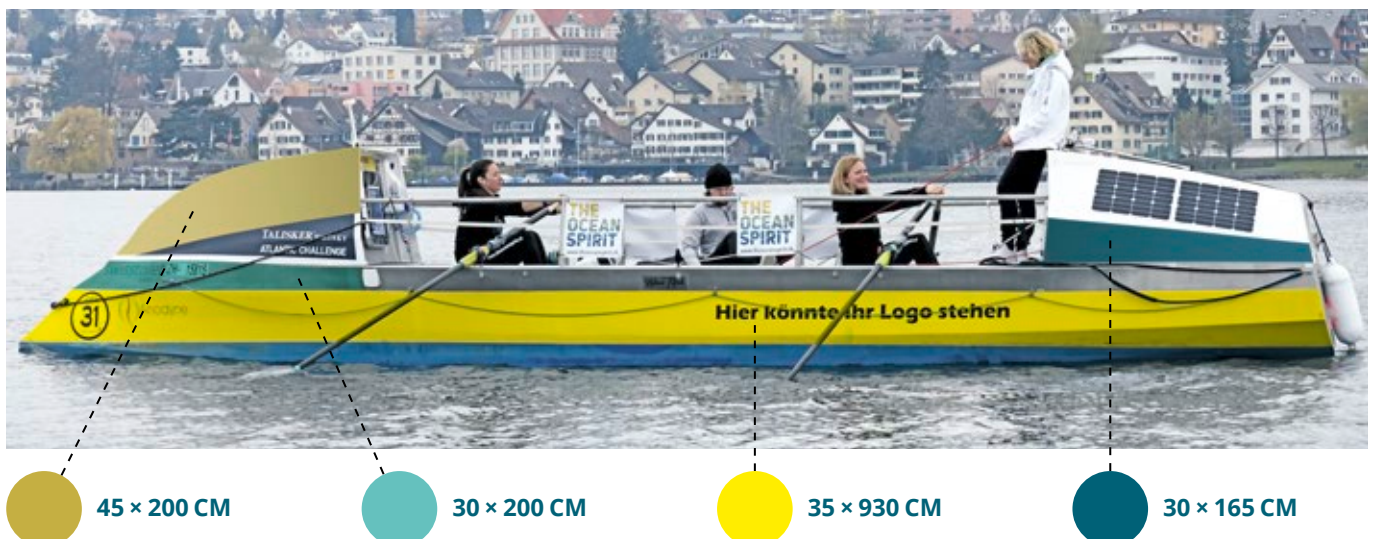
We are a non-profit organization, all surpluses go, without exception, directly to our charity partner Les Perce-Neige.

WE CURRENTLY OFFER VARIOUS SPONSORSHIP OPTIONS:

GOLD SPONSOR	50'000 CHF
SILVER SPONSOR	30'000 CHF
BRONZE SPONSOR	20'000 CHF
EQUIPMENT SPONSOR	TBD
BUY-A-MILE	VARIOUS OPTIONS
CUSTOMIZED SPONSORING	VARIOUS OPTIONS

We would be more than happy to discuss the various options with you.

PLACEMENT OF SPONSOR'S LOGOS



SPONSORSHIP OPTIONS

GOLD SPONSOR

(LIMITED TO 1 × CHF 50'000)

A tailor-made sponsoring opportunity, where we build a personalized narrative for you.

- Website presence: link to and description of your organization.
- Social Media (stories with shared storyboard) (6 × Posts).
- Boat: Primary placement of your logo on the boat.
- T-Shirt: Primary placement of your logo
- Customer presentations.
- Employer branding: keynote speeches for internal communication.
- The Gold sponsor will receive 2 signed ores once the race completed.
- We are open to other ideas that you may have.

SILVER SPONSOR

(LIMITED TO 3 × CHF 30'000)

- Website presence: link to and description of your organization.
- Social Media stories with a shared storyboard (4 × Posts).
- Boat: Secondary placement of your logo on the boat.
- T-Shirt: Logo with secondary presence.
- Upon request: Keynote speech at one of your company events.

BRONZE SPONSOR

(LIMITED TO 3 × CHF 20'000)

- Website presence: link to and description of your organization.
- Social Media stories with a shared storyboard (2 × Posts).
- Boat: Logo of the sponsor.
- T-Shirt: Logo of the sponsor.

SPONSORSHIP OPTIONS

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BUY-A-MILE

- For CHF 100.– you can buy a Mile.
- For CHF 200.–, we will send you a personalized postcard from Antigua.
- For the amount of CHF 500.– and above, we will write your name onto our boat.

EQUIPMENT SPONSORING

Become part of “The Ocean Spirit” project and support us with equipment for our challenge. Get in touch with us directly and we will be happy to discuss this option further with you.

CUSTOMIZED PACKAGES

Book us for an event:

- Exclusive VIP Packages (small group): created on request.
- Rowing course and Keynote speech for exclusive customers: created on request.
- Keynote Speech: Resilience, develop your potential, team development, life-work balance, dealing with extreme situations, conflict management, etc.
- Team event: created on request.

Book us to tell your story on one of our social media channels:

- Social Media – Content is King: Let’s create a personalized storyboard with you and share it with our followers on our social media platforms.

Discover rowing on Lake Zurich:

- Duration: 2 hours
- Learn about rowing
- Glass of Sparkling and Apéro on the boat.
- Price: CHF 600.–

CONTACT

CONTACTS

- Online: www.theoceanspirit.ch
 - Facebook: [theoceanspiritrowing](#)
 - Instagram: [theoceanspiritrudern](#)
 - YouTube: Team The Ocean Spirit
 - Mail: team@theoceanspirit.ch
-
- Tatiana Aristilde-Baltensperger / 079 449 97 74
 - Selina Vogt-Rütli / 076 561 16 16
 - Tamara Vogt / 079 707 87 81
 - Levin Baltensperger / 079 614 38 77

BANK INFORMATION

Raiffeisenbank Bündner Rheintal
Bahnhofplatz 6
Postfach 549
7001 Chur

ACCOUNT

IBAN: CH42 8080 8003 8559 9834 7
THE OCEAN SPIRIT
Hardturmstrasse 130A
8005 Zürich

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**THE
OCEAN
SPIRIT**

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donation



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