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## **The Four Musketeers- World Record Channel Challenge 2011**

### **Summary**

In July this year, four diving members of the Scarborough Sub- Aqua Club (SSAC) will attempt an underwater crossing of the English Channel using Seascooters.

This is the first record attempt of its kind. It will establish and set a brand new Guinness World Record.

Money raised is to be divided between Help for Heroes and the RNLI/ Scarborough Lifeboat.

The World Record Channel Challenge (WRCC) will provide local and national companies with the opportunity of associating their brand/ business with an already strong brand i.e. Guinness World Records. We will provide company sponsorship opportunities through branding via TV, Radio, Newspaper, Web and Viral Marketing.

### **Who are the Musketeers?**

The four diving members completing the challenge are:

Mr Heath Samples	Dive Leader, Director- Gaming & Social Media Company
Mr Tom Clark	Advanced Diver, Club Chairman and Scarborough Lifeboat Cox
Mr Darren Spencer	Dive Leader, Engineer- McCain Foods
Ms Anne Morrison	Advanced Diver & Instructor. Lecturer
Reserve Musketeer	Mr Daryl Johnston Theasby. Dive Leader, Engineer McCain Foods

## **How will they do it?**

All Four Muscooteers will enter the channel at Shakespeare beach, Dover. Splitting into two teams, Team Alpha will remain in the channel for one hour and then Team Bravo will replace them.

These hourly relays will continue until the Muscooteers arrive at Cap Gris- Nez, France setting a brand new World Record.

There will be one hard boat and three RIBS providing safety cover & support with approximately 18-support crew on board.

## **What is the record based on?**

The record will be based on The Fastest Time to Cross the English Channel using Underwater Seascooters.

## **Why are we doing this?**

Because it has never been done!

The English Channel is the world's busiest seaway carrying over 500 ships per day. Planning and execution of this Channel Challenge is key to its success. The SSAC is well versed and experienced in taking on a challenge of this nature with over 80 active diving members.

## **Sponsorship Opportunities**

Sponsorship is broken down into five categories:

1. **Local Businesses**
2. **Bronze**
3. **Silver**
4. **Gold**
5. **Platinum**
6. **Title Opportunity**

Each Category is broken down as follows. Categories are elected by the businesses:

### **Local Business**

Envisaged business type-      Garages, builders, retail shops etc.

Advertising-                      Category listing. Embedded web link. Facebook link.

**Cost and/ or contribution £200**

## **Bronze**

Envisaged business type- As above plus multiple retailers. Dive and non- dive related companies

Advertising- Category listing. Co- Affiliated Embedded web link. Facebook link. Business logo on WRCC website.

**Cost and/ or contribution £500**

## **Silver**

Envisaged business type- As above.

Advertising- Category listing. Co- Affiliated Embedded web link. Facebook link. Business logo on WRCC website. Brand logo on T- Shirt, WRCC Dive Suits, Background Publicity Banner used for photos/ filming. Banner displayed on the Hatherleigh Vessel, Scarborough Harbour several months before the WRCC day.

**Cost and/ or contribution £1000**

## **Gold**

Envisaged business type- As above. More national based business.

Advertising- As Silver with scrolling/ flashing web business logo.

Larger/ more prominent chest/ shoulder location on T-shirts, WRCC Dive Suits, and background Publicity Banner used for photos/ filming and larger Hatherleigh Vessel display banner.

**Cost and/ or contribution £3000**

# Platinum

Envisaged business type-	As above National/ International Multi- Level business.
Advertising-	As Gold but allocation of a top 4 position on all marketing materials. Mention in all public media related interviews. Nominate 2 x persons to attend the WRCC event across the channel.
Cost and/ or contribution	£5000

## Guinness World Record Channel Challenge Sponsored by Opportunity

There is an opportunity for one nominated company to be the event sponsor within the title i.e.

Guinness World Record Channel Challenge Sponsored by

It is envisaged that this will be offered in the region of £20- £25k.

### Further Information

There is a Black Tie Dinner & Dance Evening planned for early July in Scarborough, dates TBC where all sponsors will have the chance to attend as well as having recognition for being sponsors of the WRCC.

On the actual WRCC day, the Hatherleigh Vessel in Scarborough Harbour will be holding an all day event showing information and regular video links to the Muscooteers live along with regular live updates on how the WRCC is progressing, with a live link when the challenge is completed.

End

For further information, contact Heath Samples via

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See the taster video- [Click here](#)