

OFFSHORE EXPEDITIONS

Around the World 2002

Objective

The aim of the project is to undertake a series of record breaking voyages over the next two years, culminating in setting a new record for the fastest ever voyage around the world. This is currently held by *Cable & Wireless Adventurer* and stands at 75 days. Our target is just 50!

The team

We have a very experienced crew, led by Alan Priddy, one of the world's most experienced endurance powerboat skippers. The other crew members include a consultant psychiatrist and a professional travel writer.

The boat

Purpose built for the task, *Spirit of Cardiff* is a 10 metre RIB based on a tried and tested commercial hull design. This is a very seaworthy and rugged boat, and its capability is proven.



The route

Spirit of Cardiff will cover the 25,000 miles in 26 legs with brief fuel stops approximately every two days. The route runs from Gibraltar, down the Mediterranean to the Suez Canal, through the Red Sea and across to India. From India the route continues to Malaysia, the Philippines, Japan, then across the Pacific stopping at Midway and Honolulu. The next stop is San Diego in the USA, followed by Mexico, Guatemala and the Panama Canal. From there the final stops are Jamaica, Bermuda and the Azores.

Programme

The round the world voyage will start in the spring of 2002. Throughout 2001 there will be a programme of other voyages for final testing of the boat and crew, as well as for promotional purposes. A tour of the Eastern Seaboard of the USA is planned for the first half of the year.

Achievements to date

In June 2000 Offshore Expeditions set a new record for the fastest circumnavigation of the British Isles, with a time of 5 days 6 hours and 5 minutes. In October, records were set for Cardiff to Gibraltar and Cardiff to Monaco. Most significantly we also broke the record set by *Cable & Wireless Adventurer* for Gibraltar to Monaco, covering 773 nautical miles in 35 hours 39 minutes.



The visitor and education centre

Our base in the newly regenerated Cardiff Bay area provides us with good facilities for the maintenance and development of the boat, as well as a stunning visitor and education centre. The building is already well known as a visitor attraction as it was the Cardiff Bay visitor centre for several years. We are confident of attracting over 500,000 visitors over the next two years.

The internet

Our web site at www.spirit-of-cardiff.com has already attracted visitors from over 80 countries, and its popularity is growing rapidly. Our email newsletter is sent to subscribers regularly, encouraging repeat visits. Future plans include an interactive web cam on the roof of the visitor centre, with fantastic views across and around Cardiff Bay.

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Sponsorship benefits

- **Title or principal sponsor**
- **Increase brand and product awareness in the UK and worldwide**
- **World wide television coverage**
 - partnership with Trans World International, the largest independent producer and distributor of sports programming in the world
 - Trans World Sport weekly viewing figures of 150m people in 77 countries
- **Major branding on boat**
 - high profile, attractive to print and broadcast media
 - proven to be capable and reliable
 - already breaking records
- **Major branding throughout visitor and education centre**
 - popular visitor attraction, with a wide appeal. In excess of 500,000 visitors by end 2002
 - approximately 50/50 split between local and international visitors.
 - educational programme being developed for local schools
 - "Mission control" during around the world voyage, guaranteed to attract substantial media coverage
- **Web site involvement**
 - interactive web site, attracting repeat visits
 - showcase products/technology
- **Ongoing PR opportunities**
 - UK and worldwide media interest
 - applicable to wide range of special interests: boating, adventure, fitness, household, human interest, computing etc
 - programme of events throughout next two years and beyond
- **Personal engagements**
 - Alan Priddy and the crew are available for personal appearances and speaking engagements by arrangement
 - *Spirit of Cardiff* may be displayed anywhere in the world, on sea or on land, by arrangement
- **Visitor and education centre**
 - excellent facility in high profile, high tech area available for launches and promotions
- **Dedicated team**
 - Offshore Expeditions are committed to working closely with sponsors to ensure that all parties achieve the maximum benefit and exposure from the project

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