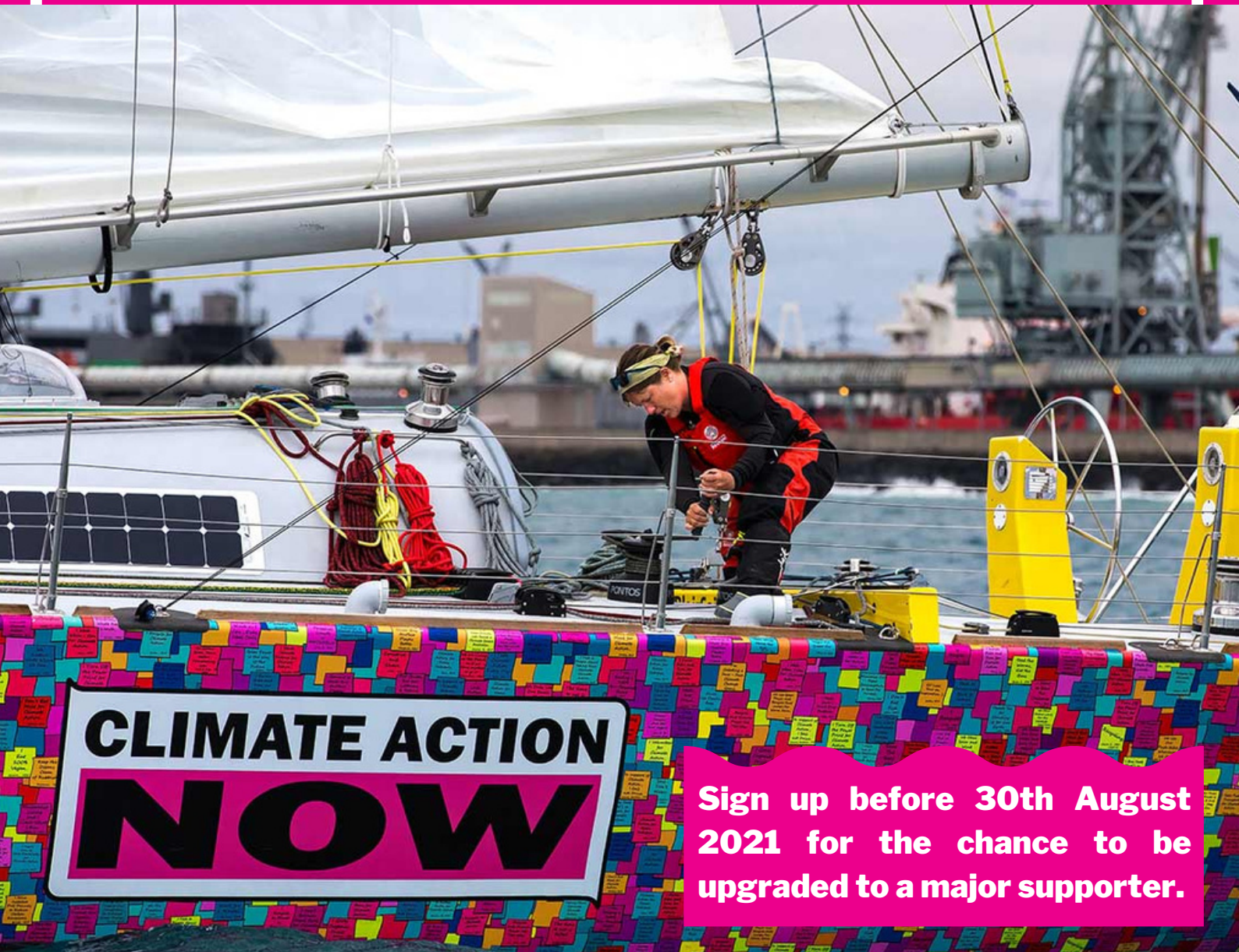


# BE PART OF THE JOURNEY SPONSOR A DEGREE

Jump on board to support Lisa to sail solo around Antarctica for Climate Action Now and complete valuable citizen science research for ocean health and microplastics.



RECORD-SETTING  
AUSTRALIAN SAILOR  
**LISA BLAIR**



[WWW.LISABLAIRSAILSTHEWORLD.COM](http://WWW.LISABLAIRSAILSTHEWORLD.COM)

# 360-DEGREES

**SPONSOR YOUR OWN DEGREE NOW! - \$1200**

Well-known sailor Lisa Blair has partnered with [Clean Ocean Foundation](#) to deliver a fantastic marketing opportunity which would directly link your business to a project which has climate scientists around the world excited.

Lisa, and her yacht Climate Action Now, are setting off in December 2021 to secure her fourth world record as the fastest person to sail solo, nonstop and unassisted around Antarctica below 45 degrees. This has presented an opportunity to collect scientific data on ocean health, deploy weather drifter buoys and collect microplastic samples in the most remote oceans of Antarctica. Few ships travel these areas and minimal data currently exists.

This has attracted the interest of many climate organisations around the world and when coupled with the adventure aspect of the project, ensures extensive national and worldwide media coverage. This will be amplified due to the strength of the climate organisations and corporate sponsors involved.

Along with other benefits, as part of your Degree Sponsorship, you will receive a media package. You can use this to promote your business and capitalise on its association with this project through your usual media channels.

As a Degree Sponsor, you will be listed on the website and will be specifically called out when your individual degree has been traversed. Minus the administration costs, the sponsorship funds will go towards the equipment required, to safely collect and process this scientific data and complete the record-breaking voyage. Clean Ocean Foundation is a not-for-profit organisation so your donation is 100% tax-deductible.

**LIVE THE EXCITEMENT | LIVE THE ADVENTURE**

**MAKE YOUR BUSINESS PART OF THE HISTORY**

# 360 - BENEFITS

**\$1200 COST**

## **BENEFITS:**

- **Logo displayed on Lisa's website under 360-degree sponsors.** You can use your own business or name, nominate a business, or dedicate the degree as a gift to someone else.
- **Acknowledgment** through social media.
- **Assigned a degree** for the trip (you are welcome to request a degree that has a meaning to you and Lisa will do her best to accommodate your request).
- **Acknowledged through Lisa's blog** when she traverses your degree of her record.
- **Supplied a media pack** of photos and videos for the promotion of your sponsorship.
- **Supplied a certificate of appreciation** with a framed image of Lisa's yacht Climate Action Now under sail.
- **Receive a signed copy of Lisa's book** titled 'Facing Fear' (posted with certificate).
- **Benefit from a tax deduction** for your sponsorship through my partnership with the Clean Ocean Foundation based in Melbourne.
- Best of all, you are signing on to **support an Aussie** adventurer to generate real data for our climate and marine scientist community. Support our future!





# 360 - IN NUMBERS

Website:

Unique Visits

142 K

Page Views

797 K



Facebook Unique Users

6,281,944

total impressions

OVERALL SOCIAL MEDIA



8K



3.5K



2.5K



***Facing Fear***

published by  
Australian Geographic



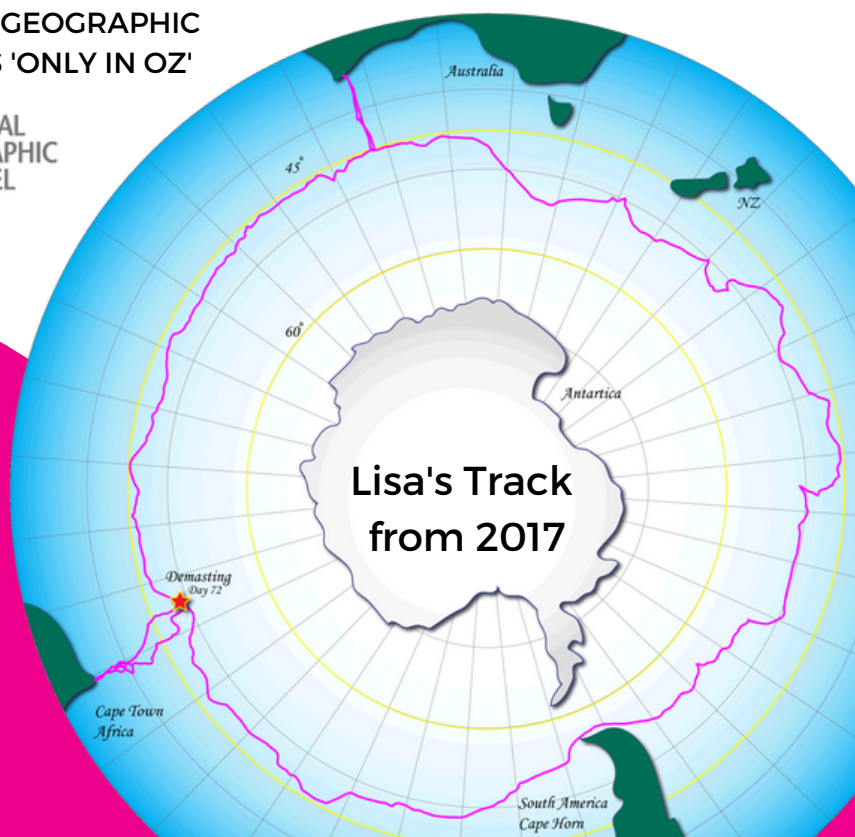
FEATURED IN THE  
NATIONAL GEOGRAPHIC  
TV SERIES 'ONLY IN OZ'



To view the Ice Maiden Documentary trailer here:  
<https://vimeo.com/262143367>



Lisa was featured as a question on 'Who wants to be a Millionaire' on channel 9, 'Have you been paying attention?' on Channel 10 and 'The Chase' broadcast on Channel 7.



x 3

2021-  
2022

# JOIN THE ADVENTURE

SIGN UP ONLINE AT LISA'S WEBSITE



## LET'S WORK TOGETHER.

CONTACT: LISA BLAIR

PHONE: 0431 302 088

EMAIL: [lisa@lisablairsailstheworld.com](mailto:lisa@lisablairsailstheworld.com)

[WWW.LISABLAIRSAILSTHEWORLD.COM](http://WWW.LISABLAIRSAILSTHEWORLD.COM)