

# J-BIRD III CAMPAIGN



**THE WORLD'S FIRST TP52 GOES ELECTRIC**



THE SHIFT TO ELECTRIC POWER FROM RENEWABLE RESOURCES IS HAPPENING NOW AND IT IS HAPPENING VERY, VERY FAST.



# THE CAMPAIGN

- Summer 2021/2- The Launch
- March 2022 - Brisbane to Gladstone Yacht Race
- May/June 2022 - Around Australia World Record Attempt
- July 2022 - Sydney to Gold Coast Race
- August 2022 - Brisbane to Hamilton Island Race  
Airlie Beach Race Week  
Hamilton Island Race Week  
Magnetic Island Race Week
- December 2022 - Rolex Sydney to Hobart Yacht Race



With a launch date of summer 2021/2, J-Bird III will then undergo extensive shake downs in Brisbane before being competing in her first offshore race of the Brisbane to Gladstone Yacht Race. This will also act as the shake down for the Round Australia fully crewed World Record attempt in May/June. We will then compete in the east coast offshore races to reach the Winter Queensland races. The final goal is the Sydney to Hobart Yacht Race.

The Sydney to Hobart is the pinnacle of offshore racing in Australia & racing at the front, our goal is to push our message to the masses whilst pushing for handicap honours. See the Rolex Sydney to Hobart featured on Spirit of Yacht here: <https://youtu.be/Or9P5FkzgoI>

The Around Australia Fully Crewed World Record attempt will likely see us at sea for 28 days. The current monohull record was set in July 2003 by the Sailors with Disabilities campaign in a time of 37d 1h 23m 57s. A team of 9 sailors will set sail in May/June 2022 when the weather pattern is optimal to achieve the record

NB: Founder Ian Thomson owns the solo record when he launched Ocean Crusaders in 2010, smashing the existing record by 26 days in the process.



# THE BOAT

Follow the rebuild at:  
<http://www.Facebook.com/jbirdIII>

J-Bird III is one the first TP52 (Trans-Pacific) yachts to ever hit the water. This popular class has proven the boat to have if you want to win races on handicap having claimed three of the last 5 Sydney to Hobart Yacht Races and countless other regattas across Australia.

We found J-Bird III rotting on a mooring in Pittwater. Whilst others wanted to scrap her, we decided to rebuild her. We have replaced the deck with a new core made from Recycled PET bottles and Bio-Resins. We have also removed the old diesel engine and replaced with a new Bellmarine electric drive and lithium batteries, hence creating a ZERO EMISSIONS elite racing machine, the first of it's kind in Australia. She is undergoing final fitout at present.

The yacht can reach speeds in excess of 20 knots and has hit a top speed of 28.2 knots with former owners. Light, fast and exhilarating to sail, this will be the only yacht of it's type available for a corporate experience in Queensland.



3D model of new deck design



J-Bird III on her way to winning the Trans-Pacific Yacht Race in 2001



The delivery from Sydney to Brisbane



Under Rebuild in Hemmant



The new deck under construction



# ABOUT US

**Ocean Crusaders** was founded on a passion having seen first hand our marine life die due to human habits such as plastic.

Founded by Ian Thomson when he sailed solo around Australia in 2010, the charity is now a leading environmental movement with a focus to clean our oceans removing on average 1 tonne a day when out cleaning with our custom built vessels. We're not your average clean up crew.

This extension of the charity is designed to bring focus to a no emissions future for yachting here in Australia.

Our crew is highly experienced in offshore sailing and will be led by Stacey Jackson, a world renowned Volvo Ocean Race competitor and Wendy Tuck who lead a group of amateur sailors to a win in one of the toughest around the world one design challenges today.

Whilst not a focus of our campaign, we will be leading by example when it comes to sailing equality. We don't believe in having women or men on a boat, we will simply have the best 'sailor' for each position on the boat.



## **Ian Thomson – Founder Ocean Crusaders**

Ian launched the charity off the back of his solo around Australia monohull record in 2010 taking 26 days off the previous record. He has sailed in 3 Sydney to Hobart campaigns with a division win & podium to his name.



## **Annika Thomson – Co-Founder**

Grew up sailing in Sweden and founded Ocean Crusaders Sverige in 2018. A professional skipper by trade, she has a Sydney to Hobart podium to her name and has sailed over 30,000nm around the world.



## **Stacey Jackson – Ambassador**

Having raced in 2 Volvo Ocean Race Campaigns, Stacey was the instigator behind the all professional Women's Crew known as Ocean Respect Racing that placed 2<sup>nd</sup> in the 2018 Sydney to Hobart.



## **Wendy Tuck – Ambassador**

The only woman to have skippered a winning around the world yacht race when she guided Sanya to the win in the Clipper Round the World Yacht Race in 2017. Has 11 Sydney to Hobarts to her name and several class victories and hasn't been off the podium in her last 6 races.



# THE MESSAGE

## Possible Campaign Message

Zero Emissions doesn't mean you have to compromise. In fact Zero Emissions means you aren't compromising the environment.



Clean energy solutions are growing at a rapid rate around the world.

We want to prove that you can run an elite racing campaign with zero emissions without sacrificing performance. In fact, we want to prove how it can be an advantage.

We're lowering the weight of the yacht and the centre of gravity by removing an old 260kg diesel and replacing with an electric drive and batteries slightly lighter than what we removed. And it is all situated lower in the boat creating better stability.

It's unquestionable that it's time to reduce carbon emissions from our lives and your brand can send a message to Australian's that you are going to lead the way.

(Of course our message can be adapted to best suit your brand.)

## The Ocean Crusaders Message

**A clean ocean makes us All WINNERS!!!**

Ocean Crusaders are out to make a difference to the lives of our marine & birdlife by physically removing tonnes of debris from rivers, estuaries and mangroves.

Many organisations educate through talking, we educate through actions, by showing them boat load after boat load of debris coming out of local waterways. The sheer volume is meant to shock people and we also invite them to join us on the boat and see it themselves.





# THE OFFER

*We aim to succeed, thus we need to be associated with a company who shares a common passion and motivations. If your company values are Sustainability, Performance, Team Spirit and Outstanding Achievements, then we are made to be partners.*

*We are offering our vessel as a marketing tool for your brand. In order to finalise any offer, we need to know what will work for you and your clients. Some ideas would include:*

- **Team Building Days** – Bring your team aboard for either an organised social race or a corporate training day.
- **Client ‘Zero emissions’ experience** – Treat your clients to a day on the race boat during an organised race (twilight or afternoon)
- **Race Week Experience** – A unique opportunity for you or your clients to experience a full race week in Queensland’s tropics, becoming part of the crew and racing at the elite level. Up to 10 spots available for each race week.
- **Sponsors chase boat at regattas and major races** – Have non-sailing crew get up close to the action aboard our sponsors chase boat
- **Exposure on one of the most high profile vessels in Australian Yachting** – Logos on sails, hull, media etc
- **Motivational speakers for any event** – Have one of our crew visit a conference and motivate your staff through listening to the challenges they have faced and how they have overcome them to achieve what they have.
- **Environmental Business consultation from Founder Ian Thomson** – Ian lives and breathes the Ocean Crusaders message. Have Ian visit your stores/head office and offer advice on how you can improve your environmental sustainability.





# THE BUDGET

## Race Yacht Costs

- New Sails with sponsors logos - \$175,000
- New Rigging for vessel – \$65,000
- New Electronics fitout – \$35,000
- Insurance – \$25,000 **\$300,000**

## Optional Costs per guest

- Crew T-Shirt (Pelle P Polo) - \$70
- Crew Hat (Pelle P Cap) - \$30
- S/S Water Bottle (Double Lined with Cooler) - \$25



## Offshore Races (Per Race)

- Entry Costs - \$2,000
- Accommodation - \$6,000
- Food - \$1,500
- Crew Uniforms - \$5,000
- Flights - \$3,000 **\$17,500 x 4**



## Around Australia World Record Attempt

- World Speed Sailing Record Council Fees - \$3,000
- Accommodation – pre & post attempt - \$6,000
- Food – for 9 crew x 30 days - \$8,000
- Crew Uniforms - \$8,000
- Satellite communications - \$15,000 **\$40,000**

## Nth Queensland Race Weeks (Per Regatta)

- Entry Costs - \$1000
- Accommodation - \$5,000
- Food – 2,500
- Crew Uniforms - \$3,000
- Flights - \$3,000 **\$14,500 x 3**



## Other costs

- Sailing Master & Delivery Crew - \$75,000
- Maintenance - \$50,000
- Promo (Flags/Banners/Signage) - \$6,000
- **TOTAL CAMPAIGN - \$584,500**



# PERKS

PLATINUM \$500,000 (Exclusive offer, no gold sponsors)

GOLD \$250,000 (Up to 2 Gold Sponsors possible)

SILVER \$100,000 (Maximum of 4 Silver Sponsors)

BRONZE \$50,000 (Unlimited)

EQUIPMENT SUPPLIER \$20,000 (Unlimited)

- Naming Rights over entire 12 month campaign & vessel
  - Exclusive coverage on Hull, Sails, Chase Boat and Van (NB Ocean Crusaders logos will also be on the sail and hull)
  - Exclusive branding on custom designed crew uniforms
  - Free Consultancy on how to green your business by Ocean Crusaders Founder Ian Thomson
  - Free Motivational Speaking event by one of the team leaders
  - Exclusive rights to all 4 regattas (your crew race on the boat as part of the race team)
  - 25 corporate days on vessel (Take your crew or clients for a sail for team building or promotions)
  - 50% of Mainsail and Hull coverage
  - Feature branding on custom designed crew uniform & van
  - Hamilton Island Race Week or Festival of Sails (your crew race on the boat as part of the race team\*)
  - Free motivational Speaking event by one of the team leaders
  - 12 Corporate Days on vessel (Take your crew or clients for a sail for team building or promotions)
  - 25% of Mainsail & Hull Coverage
  - Medium logo on custom designed crew uniform & van
  - One of Airlie Beach or Magnetic Island Race Weeks or Festival of Sails in Geelong (Your crew race on the boat as part of our team\*)
  - 5 Corporate Days on Vessel (Take your crew or clients for a sail for team building or promotions)
  - Small Logo on hull and van
  - 2 Corporate Days on Vessel (Take your crew or clients for a sail for team building or promotions)
  - Media release and article on partnership
  - 1 Corporate day on vessel
- All levels of sponsorship will receive media releases, articles prepared by our team for your use and imagery from the campaign.
- We believe in a partnership and hence this list is just an example of what can be offered. We need to hear from you of what will work for you and your brand and will adapt the perks around our discussions.

\* For all regattas, sponsor to provide transfers, accommodation, food and drinks for your guests. We provide uniforms and race day activities. Ability to take extra crew in chase boat. We can cater to a maximum of 10 guests, 6 race spots, 4 on the chase boat each day.



# COVERAGE

## **Sydney to Hobart Yacht Race**

- 700,000 TV viewers, 1621 broadcast news items, 1.5 hours live broadcasting
- Over 1000 articles in Australian Press
- Official website : Rolexsydneytohobart.com – 1 million visits from 179 countries
- 145 media over 25 countries accredited on average
- Press conferences
- Facebook – 57,800 followers

## **Brisbane to Gladstone Yacht Race**

- Race website ranks in top 4% of websites world-wide over Easter period
- Race start live streamed
- 60,000 spectators and 300 recreational craft at start
- Facebook - 4,297 followers

## **Brisbane to Hamilton Island Yacht Race (only run once previously)**

- Race start live streamed
- Facebook – 553 followers

## **Around Australia World Record Attempt**

- Significant media attention in lead up, during and after attempt
- 28+ days of continuous coverage in sailing media
- In 2010 solo campaign had 1,273,000 views on Sail-world.com alone

## **Hamilton Island Race Week**

- Averages around 200 yachts annually
- Global Coverage through online media
- Annual race show shown after Sydney to Hobart race start on Channel 7
- Facebook – 9,729 followers

## **Airlie Beach Race Week**

- Averages around 100 yachts annually
- Australian coverage through on line media
- Facebook – 4,750 followers

## **Magnetic Island Race Week**

- Averages around 60 yachts annually
- Facebook – 2,252 followers

## **Ocean Crusaders**

- Facebook – 12,148 followers
- Twitter – 1,741 followers

## **J-Bird III**

- Facebook followers world-wide – 972 followers





## CONTACTS

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## CURRENT SUPPORTERS



spinlock

Gurit

B&G