



Row for RHINOS

- Boardwalk Mall, Gqeberha
- 4 August 2023

- 21 Rowers!
- 24 Hours!
- **TWO** New Guinness World Record Attempts!

ROW FOR RHINOS

Guinness World Record Attempts

- The purpose of this event is to raise funds & create awareness for rhino conservation in the Eastern Cape.
 - Our event beneficiary is the [CCFA](#).
 - 50% of funds raised will go to the CCFA, and 25% each to Grey High School & Redhouse Rowing Club.
 - The venue is the Boardwalk Mall in Summerstrand, Gqeberha.
 - The date is set for Friday, 4 August 2023.
 - The start time will be 3pm on the 4th.
 - Finish time will be 3pm on Saturday the 5th.
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THE FORMAT

- GWR Attempt 1: 12 Rowers, 6 males and 6 females. Teams of 2 rowers each rowing for 30 minutes and resting for 30 minutes throughout the attempt.
- GWR Attempt 2: 9 Rowers; 3 teams of 3 rowers each ALL over 60! Each team member will row for 30 minutes and rest for 60 minutes on a rotational basis.
- The entire 24 hours will be filmed as per the Guinness World Record Rules.
- The 9 Concept II rowing machines for the attempt will be cordoned off.
- Throughout the Friday & Saturday we will also run competitions for the public.
- Fastest 500m sprint.
- Fastest 1000m row.
- Fastest 2000m row.
- Furthest distance rowed in 30 minute.

Fundraising

- All participants will be required to assist with fundraising.
- [Sport for Lives](#) is our crowd funding partner.
- We need corporate sponsors to pay a donation to display at the event.
- Social media campaigns.
- Event on Facebook.
- Challenge rowers to do the same in other parts of the country.
- Challenge international rowers.



ITINERARY

- Set up: From 9am onwards, all set ups to be done before 2pm.
- Ready to rock by 2pm, i.e., supporters etc. can come around from 2pm as we want them there for the start.
- Quick media briefing at 2pm at event venue.
- Do 10 second countdown for the start of the GWR attempts.
- 3pm – GWR attempts kick off.
- From 3.15pm all the other events will kick off for supporters and spectators.
- The mall will close at midnight, only participants and closest support will remain until the morning.
- We will encourage spectators to return by 8am when mall re-opens.
- Throughout the Saturday we will have events & competitions for public to encourage foot traffic.



MEDIA EXPOSURE

- Media releases will be sent to the following:
 - SABC TV
 - eNCA
 - Newsroom Africa
 - Algoa FM
 - SA FM
 - 5fm
 - News24
 - The Herald
 - The Good Things Guy
 - Awesome South Africans
 - All community radio stations & newspapers.



MEDIA EXPOSURE

- We will also approach the following international media/personalities:
 - The Business Elevation Show with Chris Cooper (USA)
 - Euronews Green (UK)
 - Overland Journal (Germany)
- Extensive promoting of the event will also be done prior to the event on both social and traditional media.
- We will request that all sponsors, participants & supporters share on their social media platforms.



BRANDING & EXPOSURE OPPORTUNITIES

- Media briefing at Boardwalk Mall before the start of the event.
- Sponsors & corporates can set up displays at the event for the full duration of the event.
- Sponsors are welcome to hand out promotional material/goods to supporters & spectators at the event.
- Social media exposure before, during and after the event.
- Constant announcements during the event by our announcer(s).
- We will appreciate as many sponsored prizes as possible for supporters.

SAFETY & SECURITY

- The Boardwalk Mall have 24-hour security who will be in attendance.
- The mall closes at midnight, all external doors will be locked, and re-open at 8am – only participants & support staff will remain at the mall.
- The area where the GWR attempt is taking place will be cordoned off with controlled access.
- We have medical standby for the full duration of this event by Relay EMS.
- There will be massage therapists in attendance during the full duration of this event.
- All participants to complete indemnity forms prior to participating in any events.
- Parents/guardians to give permission for participants under the age of 18 to participate in event.

CONTACT DETAILS

For more information or to partner with us for this event, please contact:

- Sharon Jessop
- Email: sjessop886@gmail.com or sharon@sharonjessop.co.za
- Cell: +27 61 510 4657

RHINOS!