

Sponsorship Proposal

TEAM MORVOREN

J24 World Championship Campaign

Sailing as a catalyst for ocean
sustainability and gender equity.

Cornwall, UK

2023 to 2025

Contact

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Team Morvoren

What We Do

Team Morvoren is a women's sailing team making waves for sustainability and gender equity. We sail a J24 out of Saltash Sailing Club in the southwest UK, with ambitions to compete in the World Championships in 2025.

Vision



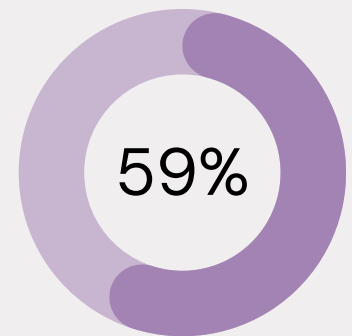
- Sailing and water sports accessible to all
- A sustainability conscious industry
- Ocean literacy in support of environmental and human wellbeing

Mission



- To advocate for inclusive sailing communities
- To empower and support women sailors
- To engage diverse audiences in marine citizen science

Morvoren is the Cornish for mermaid. In folklore, mermaids are mysterious and powerful, often bringing about lively weather events when crossed by locals, usually men. We of course aren't of folklore, but sailing still has gender imbalance and discrimination issues. Women in Sailing (WiS) highlighted this in a [2019 survey](#) indicating that the majority of women in sailing have faced discrimination.



Through weekly racing, and practice on the Tamar River we offer anyone the chance to get on the water, learn to sail, and hone their skills, from newcomers to accomplished sailors, of all ages. This is particularly important as the WiS survey also showed that **discrimination experience rises to 71% for women 26–30 years old.**



80%

Within the Plymouth Sound National Marine Park, Saltash Sailing Club's members are eager to learn more and support the health of their marine environment. This aligns with results of an extensive [UK government survey](#) showing that most of the public see ocean protection as vital. Through talks, workshops, and activities, we support the Club's members in this endeavour.

Meet Our Team



Team Morvoren



Chloe Nunn
Skipper



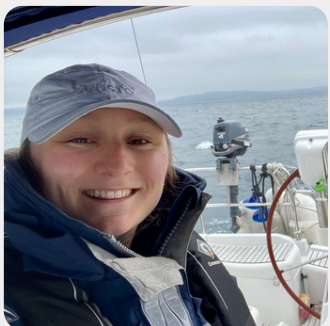
Jo Coomber
Sailor



Izzy Hillier
Sailor



Anna King
Sailor



Daisy Lavington
Sailor



The Wider Team
10+ female crew group

Our core team is comprised of five women who, between them, have extensive sailing, water sport, sustainability, environmental, and marine science expertise. They will train and compete together in qualifying events this year, and next, to secure their place in the 2025 World Championships.

They are joined by a broader group of women sailors who want to learn to sail, gain more experience, and/or race in a friendly and supportive environment.

Collectively, we are Team Morvoren.

Our Boat & Campaign



Team Morvoren

We have been generously loaned **Red Alert**, a J24 keelboat (Westerly), by a Saltash Sailing Club member.

Red Alert lives at Saltash Sailing Club and will race weekly on the Tamar River. As an older boat, she needs a little TLC now and then, but can still hold her own around the course. As the name would suggest, she's a striking red colour, with a full set of quality sails.

When weather permits we will be taking her to race in the 2024 qualifying events. This will hopefully secure our place as a British entry to the event. These include regattas in Plymouth Sound, Torbay, Poole, and others. Where we won't be able to transport Red Alert, we will charter/borrow available J24's so that we can still compete!

The World Championships will take place in September of 2025, hosted by the Plym Yacht Club and Saltash Sailing Club with racing in Plymouth Sound.



Red Alert

24 foot one design keelboat

5-6 crew racing vessel

Moored in Saltash

4 foot draft, 28 foot mast

Benefits for Sponsor



Team Morvoren

By sponsoring Team Morvoren, you are supporting a diverse community of ocean sustainability and gender equity changemakers.

Branding

By including your logo on our boat, sails, and gear, hundreds of people across the UK will see your branding. We are all connected to our own widespread networks (e.g. sail training communities, the National Geographic Society, universities in the southwest, B Corps) and will share your sponsorship throughout.



Reputation

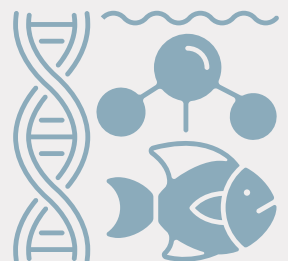


Corporate social responsibility is ever increasing and a key metric by which individuals evaluate who they want to give their money to. By supporting our vision and mission, you are sending a clear signal to your customers (and potential customers) that you care about ocean sustainability and gender equity.

Ocean Science & Engagement

Ocean science for sustainable development benefits us all. This is particularly important in Devon and Cornwall where Plymouth hosts the UK's first National Marine Park. Plymouth is also a world renowned centre of excellence for marine research, helping us all understand the benefits the ocean contributes to society - and how we can protect them.

By sponsoring us, you can be part of this story as we work with local marine stakeholders to support the collection of scientific data by and for our community, ultimately increasing understanding of ocean issues and promoting sustainable action.



Sponsorship Packages



Team Morvoren



Dinghy

Sponsor will be allocated publicity via social media posts.

£100 - £500



Keelboat

Sponsors will be allocated social media posts, logo on sailing kit/in engagement materials

£500 - £1,000



Tallship

Sponsors will be allocated social media posts, logo on sailing kit/in engagement materials & on vessel

£1,000 - £3,000



Superyacht

Sponsors will be allocated all visibility in lower levels and their logo on a sail & our mooring

£3,000 +

All sponsor logos and contribution level will be publicised on the [Team Morvoren webpage](#).

Finances



Team Morvoren



Maintenance

£2,000

Yearly maintenance includes mooring & servicing fees, antifouling, and associated consumables.



Gear & Equipment

£500 - £3,000

Sailing kit (wet weather gear, lifejackets), incidental repairs and replacements for lines, blocks, sails etc.



Racing

£5,000

Events excl. those in Plymouth incur racing fees, accom., boat charter, & subsistence costs



Engagement

£1,500 - £2,000

Citizen science data collection tools, such as basic microscope, nets, and engagement events like workshops



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