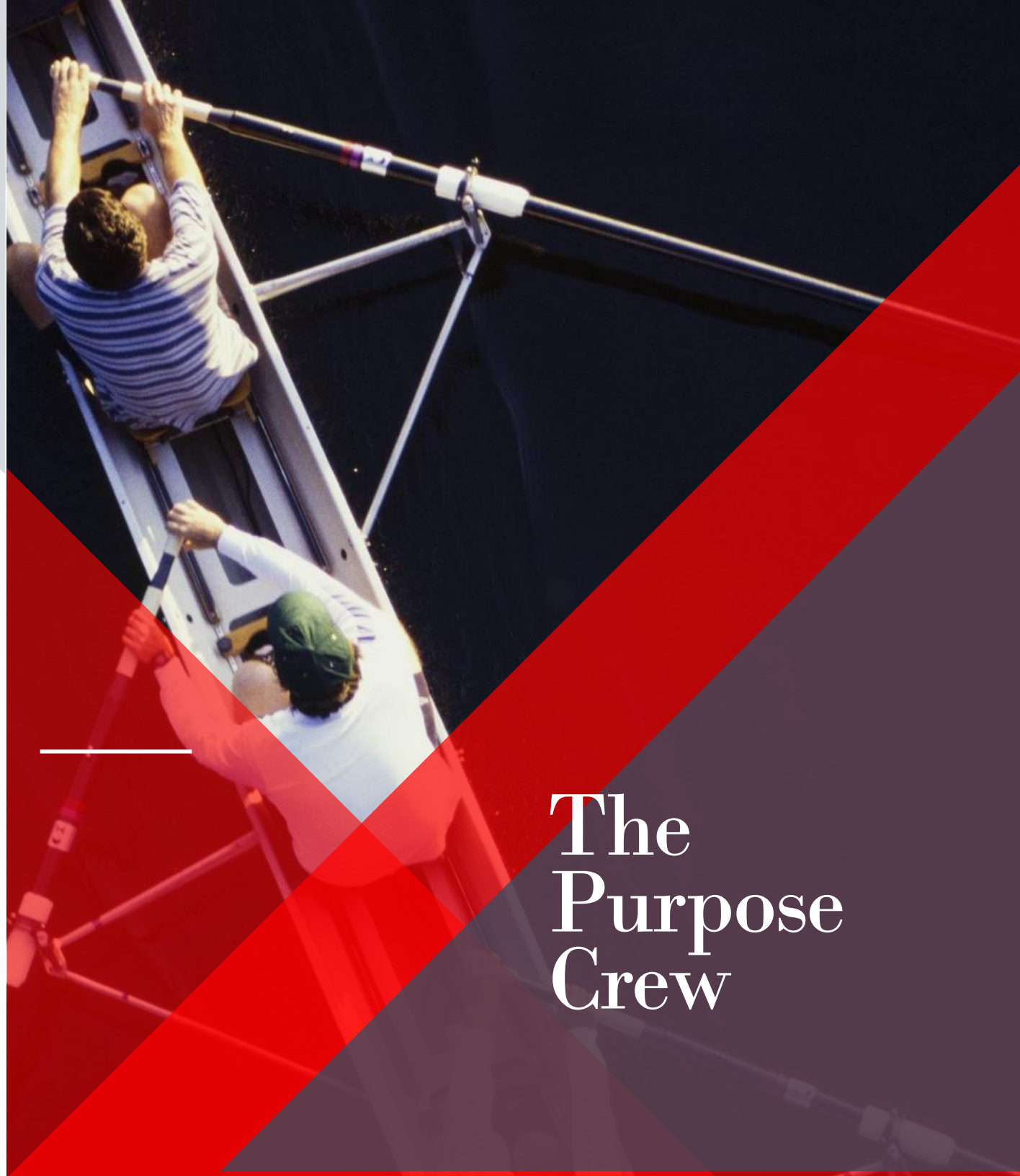


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Creating elite crews  
of corporate Rowers  
helping make a  
social impact.

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The  
Purpose  
Crew



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## Our Purpose

After 12 years of **GB Athletes fundraising £653K** at various sporting venues , we are looking to reimagine how we deliver this innovative purpose project, to this end we want to bring Rowing loving business professionals together as an elite team to form **The Purpose Crews**.



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## YOUR VIP EXPERIENCE

**Purpose Crew** members will have access to a seat on a GB Rowers hosted day at Henley on Thames where you get to row with and against GB Rowers. We host two days a year and the seat can be given to family, friends or colleagues. You get 40+ minutes on the water culminating in a sprint challenge as your boat tries to beat the sprint time set by the GB Rowers.



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## THE DAY OFF WATER

On your VIP Experience day you will be looked after by the four GB Rowers and given an insight into their careers to date.

All instruction is given, including erg relay challenges. Each day comes with two separate Q and A's with the athletes and you will have time for photos with the Rowers and take home signed mementoes.



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## THE CHANCE TO FUNDRAISE

- The days Beat the Medallist challenge enables you to fundraise for your chosen good cause.
- Each day will see the GB Rowers set a time over 350 metres
- Your boat with a GB Rower sets your time.
- Fundraising gives you run bonuses to help Beat the Medallists.

## SHOWCASING MEMBERS

Objective is to highlight team members own authored examples of fundraising and philanthropy through LinkedIn and Instagram pages.

Expand the networking aims and objectives of this exclusive group to meet the expectations of members, this will include social networking events away from the VIP rowing days at Henley and will have an emphasis on fun panel led conversations.

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## Additional Member Benefits

- Free limited edition PURPOSE CREW Hoodie
- 20% off additional Rowing Beat the Medallist guests
- 20% off GB Athlete Experience Days for individual and corporate use.
- 10% off on selected Sporting Dinners and Henley Hospitality Events.



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## How You Can Help

- BECOME A MEMBER

MEMBERSHIP : £250 + VAT

- FOLLOW US ON OUR LINKEDIN PAGE  
([Click here](#))

Exclusive Members group to be created  
in Jan 2025

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## Contact

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# THE PURPOSE CREW

ROWERS FOR GOOD