



A Global Marketing Opportunity

Ocean Challenge Live!

Hong Kong to New York

On the trade route connecting
two great countries, cultures, and cities...

A World Record Attempt

March-June 2003



Great American II (2003)

Skipper Rich Wilson



Sea Witch (1849)

Capt. Robert 'Bully' Waterman

74 days 14 hours

**15,000 Mile
Endurance
Adventure**

**10+ Million
Weekly
Newspaper
Readers**

**100+ Million
Corporate
Exposures
Guaranteed**

**250,000
Schoolchildren
Connected
in Classrooms**

**Asthmatic
Skipper as
Role Model**



Ocean Challenge Live! - Hong Kong to New York

Great American II at the Statue of Liberty





Ocean Challenge Live! - Hong Kong to New York

Table of Contents

- **About sitesALIVE!**
- ***Ocean Challenge Live!* – An Historic, Global Event**
- **Proven Projects, Proven Team: Two World Records**
- **Editorial Press Coverage**
- **Newspaper in Education**
- **AOL @ SCHOOL**
- **Cause Marketing: Asthma & Allergy Foundation of America**
- **Articulate & Educated Corporate Spokesman**
- **Corporate Signage & Logo Opportunities**
- **Marketing Opportunities & Benefits**

***“In my NEXT life, I want to be you. What great adventures you have!
And what a wonderful thing you are doing for education.
Ain't modern computer technology and Rich Wilson something?”***

...Bob Dotson (NBC) email to Rich Wilson



Ocean Challenge Live! - Hong Kong to New York

About sitesALIVE!

- In 1993, Rich Wilson founded sitesALIVE! to pioneer live learning adventures for K-12: online with Prodigy; in newspapers with Newspaper in Education
- sitesALIVE! Premise: kids love adventures; kids love computers; once the kids are hooked by the adventure, teachers can feed them multiple subjects
- sitesALIVE! has produced 65 full semester interactive online programs

- Teacher's Guides accompany each program
- Correlated to National & State Curriculum Standards
- Semesters average 12 weeks each:
 - To Start: Who's Who, Site Tour
 - Daily Updates: Extra! Extra!, Log
 - Weekly Updates: Essays, Journals, Q&A, Photos, Audio
- School, Classroom, Homeschool & Family Licenses

- | | |
|--|--|
| <ul style="list-style-type: none">• Class Afloat Live! – <i>Concordia</i>• U.S. History Live! – <i>Spirit of Massachusetts</i>• Oceans Live! – Turks & Caicos Islands• Girls at Sea Live! – Tall Ship Semester for Girls• Ocean Challenge Live! – <i>Great American II</i>• Wetlands & Fisheries Live! - Mexico | <ul style="list-style-type: none">• Islands Live! – Bahamas• Rainforest Live! – Australia• Math Live! – all sites• Costa Rica Live! – Costa Rica• PACT95 – Defending America's Cup |
|--|--|

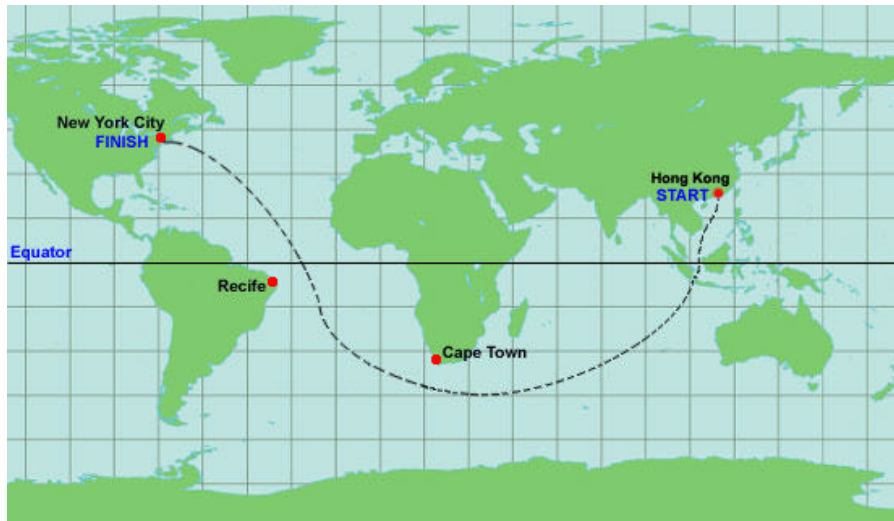
"You're a pioneer."

...Bernie Goldhirsh, Founder, Inc. Magazine



Ocean Challenge Live! - Hong Kong to New York

The Event: An Historic, Global, World Record Challenge



- Depart Hong Kong, south through the South China Sea, transit the Sunda Strait, west across the vast Indian Ocean, round the tumult of Cape of Good Hope, north into the Atlantic Ocean, cross the Equator and doldrums, into the NE trades and Horse Latitudes, cross the Gulf Stream, finish at the Statue of Liberty

- 2 men against the sea
- 74 days, non-stop, day & night
- 15,000 nautical miles
- 53' trimaran vs. 160' clipper
- 2 man crew vs. 50 man crew
- Interactive with schools from sea
- Interactive with press from sea
- Interactive with employees & families from sea

"It's the only thing we're doing in school that is really happening instead of just pretending."

...6th grader, Merion, Pennsylvania



Ocean Challenge Live! - Hong Kong to New York

Proven Projects and a Proven Team

- Two World Records
- Pioneering K-12 Education



- 1993 – *Great American II* (69 days 20 hours) challenges and breaks *Northern Light's* record from San Francisco to Boston by way of Cape Horn of 76 days 6 hours set during the California Gold Rush in 1853.

- 12 Newspaper in Education programs
- Prodigy



- 2001 – *Great American II* (68 days 10 hours) challenges and breaks *Mandarin's* record from New York to Melbourne by way of Cape of Good Hope of 69 days 14 hours set during the Australian Gold Rush in 1855-6.

- Universal Press Syndicate
- sitesalive.com

“Dreams are only foolish to those who dare not go.”

...Bob Dotson, NBC Nightly News



Ocean Challenge Live! - Hong Kong to New York

Editorial Press Coverage
These media have covered previous
Ocean Challenge Live! voyages.

Similar editorial coverage is expected for Hong Kong to New York.

Broadcast

- NBC Nightly News
- The Today Show
- CNN
- National Public Radio
- Australian Broadcast Corp.
- Cape Talk Radio (S. Africa)
- dozens of local TV & Radio

Newspapers

- USA Today
- Washington Post
- New York Times
- Los Angeles Times
- San Francisco Chronicle
- Boston Globe
- Philadelphia Inquirer
- (NY) Newsday

Magazines

- Reader's Digest
- Sports Illustrated
- Sailing World; Sail; Sailing;
Cruising World; Latitude 38
- Harvard Business School Bulletin

More Newspapers

- The Australian
- Sydney Morning Herald
- Melbourne Age
- Seattle Times, Baltimore Sun, etc.

Internet

- CNN.com
- NYTimes.com
- WashingtonPost.com, etc.

"An extra measure of rum for those boys tonight."

...Tom Brokaw, NBC Nightly News



Ocean Challenge Live! - Hong Kong to New York

Newspaper in Education Distribution Partners

- 100 million guaranteed corporate exposures
- ¼ page, in-paper, weekly feature
- Serialized weekly for 11 weeks
- Written from *GAIL* at sea
- 8 newspapers
- 10 million readers weekly
- 2,500 teachers/250,000 students
- Teacher's Guide

- Boston Herald
- Hartford Courant
- (NY) Newsday
- Baltimore Sun
- Los Angeles Times
- San Francisco Chronicle
- Seattle Times
- Providence Journal

“Our elation comes from the excitement you have shared with over 25,000 students in the New York City and Long Island area.”

...Pat Houk, NIE, (NY) Newsday

Corporate Logos Here →

Sea Survival

Ocean Challenge Live!
Hong Kong to New York—World Record Attempt on the China Trade Route.

WIN A CALL!
From Great American II
Details inside.

QUIZ ANSWERS ON SITES ALIVE.COM

1. What nations border the South China Sea?
2. Are there pirates there?
3. How many ships transit the Straits of Malacca daily?

NEW EXPLORER

Magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Q: Magna aliquam erat volutpat.
A: Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Q: Magna aliquam erat volutpat.
A: Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Ask the Crew of Great American II

Q: Magna aliquam erat volutpat.
A: Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Q: Magna aliquam erat volutpat.
A: Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Sponsors



Ocean Challenge Live! - Hong Kong to New York

AOL@SCHOOL Promotion Partner

- 12,000 schools signed up for service
- 300,000 unique monthly family members visit
- 7,000 teachers on active email newsletter
- Promotion on Administrators, Teachers, and Students pages

Corporate
Logos
Here →

The screenshot shows a Microsoft Internet Explorer browser window displaying the AOL@SCHOOL website. The page features a navigation menu on the left with links like 'Introduction', 'Live Adventures!', and 'Want More?'. The main content area is titled 'Semester Adventures' and lists two live events: 'Ocean Challenge Live!: South China Sea – March 2003' and 'Ocean Challenge Live!: Indian Ocean – April 2003'. Each event has a 'Year-at-a-Glance' table with columns for 'Week', 'Ocean Challenge Live!', and 'Live Adventures!'. The South China Sea event includes weeks for 'China—Exploration', 'Getting Ready', 'Weather & Whether', and 'The Environment'. The Indian Ocean event includes weeks for 'Persevering' and 'Midpoint'. A 'Want More?' link is also present.

“Every one of the teachers shook their head in amazement at your unending quest for adventure and your commitment to the young people.”

...Lorraine Leo, 6th grade teacher, Massachusetts



Ocean Challenge Live! - Hong Kong to New York

Asthma & Allergy Foundation of America Promotion Partner



Skipper Rich Wilson

- Severe asthmatic
- Inspirational role model for kids and adults
- Takes 5 medications daily
- Honored 1990 by ALA as SuperAchiever'
- Honored 1993 by ALA-Massachusetts with First Annual Christmas Seals 'Hero' Award



AAFA

- Power Breathers
- 15 chapters

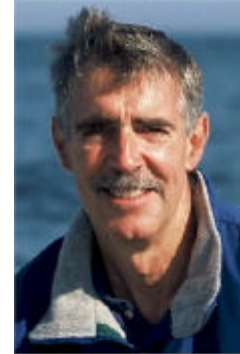
"If he can do that, I can do anything."

...asthmatic 10th grade girl



Ocean Challenge Live! - Hong Kong to New York

Rich Wilson as Skipper, Spokesman, Role Model



- **Champion Sailor - Two World Records** (see page 5)
 - Won 1980 Bermuda Race Overall; Won Class 1988 Solo Transatlantic Race
- **Educated at Harvard, M.I.T., Harvard Business School**
- **Visionary Founder of sitesALIVE!**
 - 2001 Winner - Newspaper Innovators in Education Award (Newspaper Association of America Foundation)
 - 1999 Finalist – Ziff-Davis Information Infrastructure Award Children’s and Education Categories
- **Honoree of American Lung Association: ‘SuperAchiever’ & ‘Hero’**
- **Author of “Racing A Ghost Ship” – Walker & Co., 1996**
 - 1997 Scientific American Young Reader’s Book Award
- **Accomplished Speaker – over 100 talks given**
- **Board of Trustees**
 - Sea Education Association, Museum of Science, The School for Field Studies

“Rich has a gift for relating to children, and they respond to him for what he is: a genuinely unselfish hero of a kind we seldom see anymore.”

...Bob Niehaus, Managing Director, Morgan Stanley



Ocean Challenge Live! - Hong Kong to New York

Rich du Moulin – Crew, Spokesman, Educator



- **Veteran Offshore Sailor**
 - 17 Newport-Bermuda Races
 - 4 America's Cup campaigns
 - 2 Transatlantic passages
- **Educated at Dartmouth College, Harvard Business School**
- **US Navy, Ltjg, 1969-1972**
- **OMI, Exec VP (Chartering & Operations), 1974-1989**
- **Chairman, Marine Transport Lines, 1989-2001**
- **Chairman, INTERTANKO, 1996-1999**
- **Awards**
 - U.S. Coast Guard Distinguished Service
- **Board of Directors**
 - American Bureau of Shipping (1998-present)
 - Seamens Church of New York & New Jersey
 - National Maritime Historical Society
- **Accomplished Speaker**



Ocean Challenge Live! - Hong Kong to New York

Corporate Signage, Logo & Exposure Opportunities

In Newspapers in Education



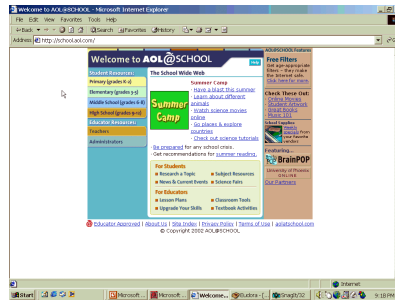
On Great American II



At Port Events



AOL@SCHOOL



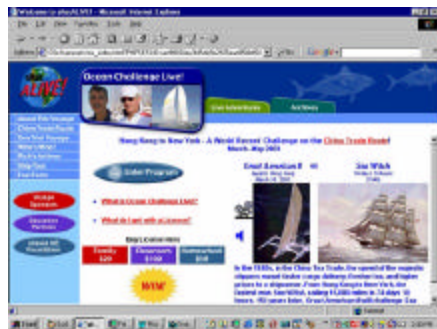
In Classrooms



Asthma & Allergy Foundation of America



On sitesalive.com



On Clothing



In Editorial



On Press Materials





Ocean Challenge Live! - Hong Kong to New York

Internal Corporate Benefits to Employees

- **Free Access at Home for Employees & Families to *Ocean Challenge Live!* online during voyage**
- **Marvelous Learning Opportunity for Parents and Children**
- **Point of Pride among Employees for Corporation's Sponsorship of Global Event & Education Program**
- **Becomes Rallying Point among Employees**
 - **"Our Crew at Sea"**
- **Builds Spirit & Inspires Work Efforts**

"The thing I liked about sitesALIVE! is that it taught me self confidence and if I had a dream, I should stick to it and not let it go. For example, since I would like to be a teacher, I would have to work very hard in college." ...Chris, 6th grade, MA



Ocean Challenge Live! - Hong Kong to New York

Partial List of Media Exposures

<u>Newspapers</u>	Adult Readers	Weekly Features	Adult Exposures	Teachers	K-12 Students
Los Angeles Times	2.8MM	12	35 million	700	70K
San Francisco Chronicle	1.3MM	10	13 million	270	28K
Seattle Times	0.6MM	11	6 million	190	19K
Baltimore Sun	0.8MM	10	8 million	150	15K
Newsday (NY)	1.4MM	11	16 million	400	40K
Hartford Courant	0.5MM	11	6 million	150	15K
Providence Journal	0.4MM	11	5 million	150	15K
Boston Herald	0.6MM	11	7 million	200	20K
<u>Total</u>	8.4MM		<u>96 million</u>	2,210	<u>225K</u>

Online

AOL @ SCHOOL
 12,000 schools
 7,000 teachers active weekly
 300,000 unique family members monthly

Cause

American Lung Association 200 chapters
 Asthma & Allergy Foundation 15 chapters, 45 Affiliates

Port Events

Hong Kong, New York, Baltimore, Boston

Select Past Editorial Indicative of HK-NY Editorial

NBC, Today Show, NPR, CNN, NY Times, Washington Post, LA Times, USA Today, Associated Press, Sports Illustrated, Sail, The Australian, Cape Town Radio, etc.



Ocean Challenge Live! - Hong Kong to New York National Sponsorships Newspaper Series

Ocean Challenge Live!
Hong Kong to New York—World Record Attempt on the China Trade Route.

Sea Survival

By Rich Wilson
aboard Great American II

WIN A CALL!
From Great American II
today only.

QUIZ ANSWERS ON
SITES.ALIVE.COM

NEWS EXPLORER

Ask the Crew of Great American II

Sponsors

L.A. Times
S.F. Chronicle
Seattle Times
Baltimore Sun
(NY) Newsday
Hartford Courant
Boston Herald
Providence Journal
11 weeks
1/week

100 million
logo exposures

250,000
schoolchildren

AOL @ SCHOOL

Asthma & Allergy
Foundation
of America

NY Port Event



Ocean Challenge Live! - Hong Kong to New York

Marketing Opportunities and Benefits - Summary

A Sponsorship provides:

- **Nationwide company exposure on all NIE newspaper publications; sitesALIVE! web programs; AOL@SCHOOL web program; AAFA & chapter website & publications**
- **Logo on Mainsail & Boat; Great American II NY Port Event**
- **Associates Sponsor with World-Class Athletic Event**
- **Associates Sponsor with Pioneering K-12 Education:**
 - sitesALIVE!,
 - AOL@SCHOOL,
 - Newspaper in Education
- **Associates Sponsor with Fight against Asthma:**
 - Primary Cause of K-12 Absenteeism
 - Endorsed by Asthma & Allergy Foundation of America
- **100+ million Newspaper Impressions for Corporate Logo**
 - 2,500 teachers
 - 250,000 schoolchildren
- **Internal Rallying Focus and Point of Pride for Employees**
- **Platform for External Corporate Campaign**
- **Proven Ability to Generate Editorial Press Coverage**
- **Rich Wilson as articulate sponsor spokesman role model**



Ocean Challenge Live! - Hong Kong to New York

Contact Info

For more information, contact:

**Rich Wilson, President
Tom Connelly, COO
C/o Ocean Challenge, Inc.
225 Friend Street, 5th Floor
Boston, Massachusetts 02114
USA**

**1.617.248.9777 tel
1.617.248.9778 fax
rwilson@sitesalive.com
tconnelly@sitesalive.com
www.sitesalive.com**