

# Dame of the s



## £5million is on the horizon

ELLEN stands to make up to £5million in sponsorship and advertising deals in the next 18 months, sports marketing experts said yesterday.

Her earnings are expected to rocket after an achievement that has completed her journey from rags to riches.

"We expect her potential earnings from sponsorship agreements and endorsements to be £3.5million over the next 18 months," said Nigel Curry, director of the sports marketing firm GEM Group.

Ellen, who plans to take a month off before considering her options, is an advertiser's dream. "I can see her promoting skin care and hair care products, things that she may have needed during her crossing," said Mr Curry. It

is all so different from her prospects a few years ago when she had to make all sorts of sacrifices to try to get any interest from sponsors.

As a penniless young yachtswoman she was so determined to achieve her dream that she spent three years living in poverty on a diet of baked beans and breakfast cereals.

When she arrived on the Hampshire coast in 1997 she was so broke that she lived in a sleeping bag on a tiny boat moored next to a boatyard on the River Hamble.

After 18 months she had enough money to rent a hut for £2 a day. Dick Saint, 62, managing director of Hamble Yacht Services who owned the hut, said: "She lived on a shoestring but was 110 per cent committed to sailing."



FAST-TRACKED: Sir Francis

## The ho to wait

ELLEN MacArthur's illustrious list of sailors to be honored is a bit longer for a recognition.

The first solo sailor around the globe was Sir Robin Johnstone in 1968. He had to wait until his knighthood.

Sir Chay Blyth is the first person to sail around the world prevailing winds in 1970-71, l