



# Sponsorship



## Introduction

The World's Toughest Row is not only a physical and mental challenge, but a logistical one. Overall costs to fund such an endeavour is of order £100k. Most of this comes from the ocean rowing vessel needed to cross an ocean which can be about 55% to 65% of the total costs.

Hence, getting to the actual start line of the race in La Gomera can be thought as being much harder than rowing across the ocean itself. Over 30 crews (100 rowers) each year compete in the Atlantic race thanks to generous support from corporate sponsorships which not only allow crews to race and achieve their dreams, but also support charities the crews are fundraising for.

As a commitment to the Atlantic challenge, I am self-funding the cost of the boat (£65,000). This boat is an R25 and will be available April 2024 since it is second hand from someone doing the 2023 race.

Your support will be greatly appreciated and will allow me to fully focus on the physical and technical aspects of ocean rowing. My time at Bradford Amateur Rowing Club has been the catalyst for my competitive spirit. If I get to La Gomera in 2025, I will be aiming to cross the Atlantic in a competitive time between 30-40 days and be the fastest solo rower that year.

## Sponsorship Targets:

### First Milestone: £2500:

At this milestone, I will be able moor the boat at Hull Marina which will allow me to train on the Humber Estuary and go out into the North Sea. Rowers are required to 120 Hours minimum, 24 hours in darkness and one outing over 36 hours. However, the more I can do from May 2024 to November 2025, the greater mastery I will have over the boat and equipment to cross the Atlantic in a safe and quick manner.

### Second Milestone: £10,000:

At this milestone, I will be able to prepare all the food I will need for the crossing and any extra equipment that will be needed. The organizer's safety team enforce a 100 days' worth of food for solo rowers and rowers can burn an excess of 5000 calories a day which is large amount of ration packs.

### Third Milestone: £30,000:

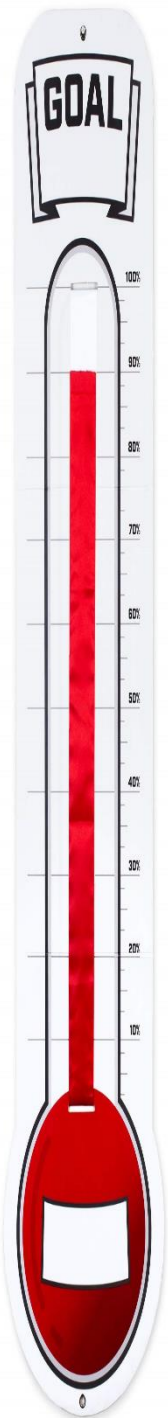
At this milestone, I will be able to officially enter the race and be able to travel and stay in La Gomera and Antigua.

### Fourth Milestone: £45,000:

At this milestone, I will be able to ship the boat from the UK to La Gomera and back to the UK from Antigua.

### Final Milestone: £110,000:

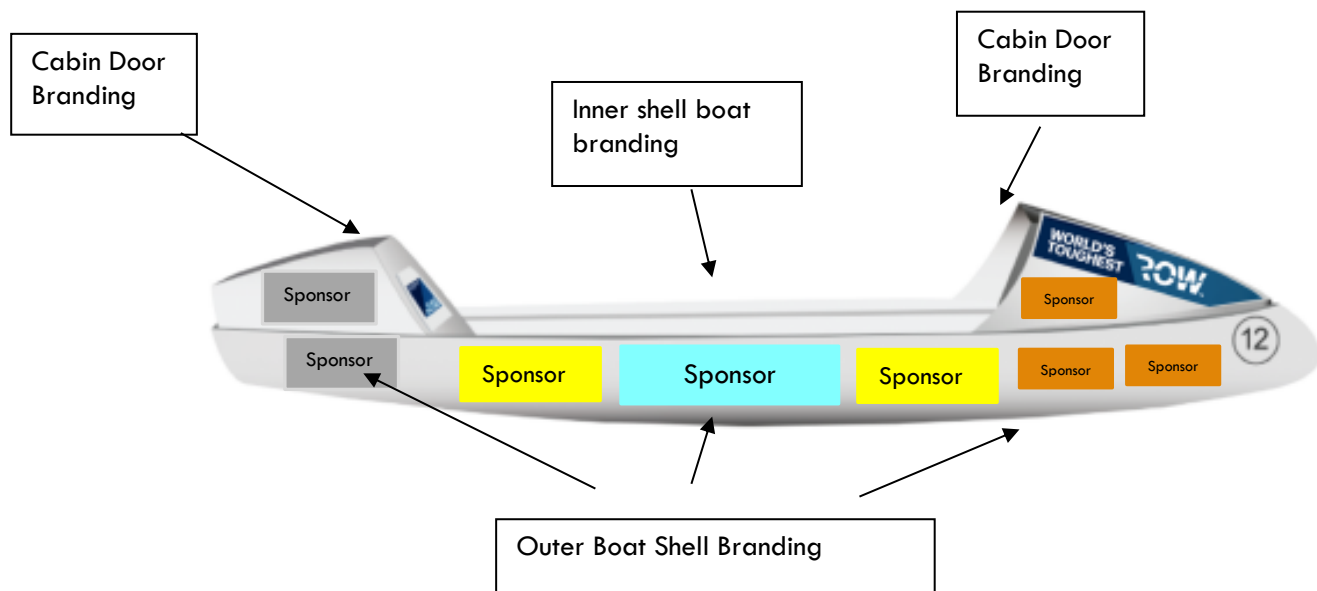
At this milestone, the cost of the boat will be paid off and I will be able to donate 100% of the sale of the boat to the River's Trust charity to which I am supporting.



Sponsorship Tiers: What I can do for my sponsors at different levels of support.

<u>Branding and Engagement</u>	<u>Diamond Tier</u> (Over £25,000)	<u>Gold Tier</u> (From £5,000 to £25,000)	<u>Silver Tier</u> (From £2,500 to £5,000)	<u>Bronze Tier</u> (From £1,000 to £2,500)	<u>£250 Club</u>
<u>Outside Shell Boat Branding</u>	Logo size (400 Units Squared) (Your location choice) <input checked="" type="checkbox"/>	Logo size (300 Units Squared) <input checked="" type="checkbox"/>	Logo size (200 Units Squared) <input checked="" type="checkbox"/>	Logo size (100 Units Squared) <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<u>Cabin Door Boat Branding</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<u>Inside Cabin Branding</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<u>Name on interior of Boat Shell</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<u>Branding on the Oars</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<u>Branding at bottom of every page on the website</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<u>Branding on Sponsors Page on Website</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<u>Branding on T-shirt</u>	Logo size (400 Units Squared) (Your location choice) <input checked="" type="checkbox"/>	Logo size (300 Units Squared) <input checked="" type="checkbox"/>	Logo size (200 Units Squared) <input checked="" type="checkbox"/>	Logo size (100 Units Squared) <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<u>Branding on First Page of any future talks</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<u>Branding on last page of any future talks</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<u>Mention on all Social Media Posts</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<u>Special Social Media Post of your branding after sponsoring the campaign</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<u>Branding on Posters</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<u>Branding on Banners</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

## Sponsorship templates: Rough guides





### What I will be doing:

Videos: I will be documenting everything that I do once I acquire the boat. Making video shorts of my journey. The lifestyle of ocean rowing, how I am training, what I am eating, how I operate tidal lock at a Marina at Hull Marina, navigating at night etc. These videos will appear on YouTube and TikTok

Local Media: I will also be contacting the local media about the challenge and my story of the crossing. The Irony of training to row an ocean by rowing on the shortest possible stretch of river at my club (Bradford Amateur Rowing club). Local media will be centred around Bradford (where my rowing club is), Leeds and Hull (where I will practise ocean rowing).

Talks: I also plan to arrange talks about my journey and crossing to the rowing clubs within the Yorkshire region as well as local Scouting groups and local Schools within Leeds.

Data and social media: I will also be keeping my data collection going on my distance rowed, the calories burned and represent these graphically as bar charts and geo-spatial mapping of what those numbers would like across the Atlantic. These posts will appear on my Instagram, Facebook, my Website and my LinkedIn.

Posters and Banners: I will be placing posters and banner outside of my clubhouse advertising the campaign and outside Hull Marina and potentially other rowing clubs around Yorkshire.