



**SPONSORSHIP OPPORTUNITIES**

**WORLD'S TOUGHEST ROW™**



**ROW**

**EAT**

**SLEEP**

**REPEAT**



**WE'RE TAKING ON**  
**THE WORLD'S TOUGHEST ROW!**  
**ATLANTIC CHALLENGE 2024**  
**FOR CHARITY**

In December 2024, Oars Of Thunders will set off from San Sebastian in La Gomera, Canary Islands, travelling west and arriving at Nelson's Dockyard, English Harbour, Antigua, powered only by our strength and determination. We anticipate the crossing will take between 45 and 70 days, depending on weather conditions. To complete the premier ocean rowing event, we must be self-sufficient, rowing unassisted for 3000 miles. We will row 2 hours on and 2 hours off continuously, battling sleep deprivation, sea sickness, blisters, 30ft waves, raging storms, whales, sharks and blue marlin attacks.

Crossing the Atlantic Ocean in a rowing boat is a significant physical and mental challenge. The journey will require a high level of physical fitness, endurance, and intense mental toughness to overcome the challenges that may arise during the trip. It is essential to be well prepared and have a solid plan for the journey, including sufficient supplies and equipment, as well as a clear understanding of the weather and ocean conditions that may be encountered. It is also important to have a solid support team to help with logistics, communication, and any emergencies that may arise.

We hope this has given you a sense of the scale and challenge of our expedition and why we believe it is such a unique and exciting opportunity for any company looking to support an adventure of a lifetime.



**Join us in our mission to raise £100K, which will be donated equally to the RNLI and the chosen charity of our Platinum sponsor.**

Nathaniel, our skipper, has served as a lifeboat crew volunteer for over ten years, and all of us have an attachment to the sea; we all respect the unforgiving forces of Mother Nature and the importance of our lifeboat service.





# THE BUDGET



**THE BOAT £58,000**  
**EQUIPMENT £25,000**  
**RACE ENTRY £22,000**  
**SHIPPING £12,000**  
**FOOD £10,000**





**PARTNER WITH US**

Sponsorship is crucial for us to be able to complete this challenge. Your support will allow us to get to the start line, providing us with the equipment and resources needed to undertake this challenge.

**For our partners, it's an opportunity to be part of something extraOARdinary.**

**THE WORLD'S TOUGHEST ROW!  
ATLANTIC CHALLENGE 2024**



**WORLD'S TOUGHEST ROW™**

# WHAT CAN WE OFFER YOU

**The World's Toughest Row Challenge offers sponsors and brands the chance to gain local, national and global exposure.**

In return for your support, you will benefit from increased PR and brand exposure through the PR and marketing activities of both Oars Of Thunder and The World's Toughest Row PR campaigns - public speaking, fundraisers, social media and press releases. Not to mention the CSR you can benefit from due to the association with our causes.







As a partner, we will work together to maximise brand exposure and raise the profile of your brand or company until mid-2025. You can expect extensive local, national and international attention through inclusion in television, press, radio, social media campaigns and clothing. High-quality creative brand and product endorsements will be further enhanced with regular social media posts and PR events, providing up-to-date information on the development of our campaign and race preparation. Royalty-free content including video, live streams, and other multi-media content is available to all partners from Atlantic Campaigns' dedicated professional Race Media Team before, during and after the race.

**By supporting our campaign, you can secure your place in the ultra-exclusive group of people, brands and companies who have made such an epic adventure possible. Many globally recognisable names have had a hand in making history; come and join them.**







AR INSPIRING  
70, is oldest to row solo  
miles across the Atlantic

DAILY MIRROR



They're oar-some

DAILY STAR



NATIONAL GEOGRAPHIC



Guardian



THE SCOTSMAN



LO!

# MEDIA REACH



granddad honoured after becoming oldest  
row the Atlantic - and he's not finished yet



Reuters @Reuters · 17h  
Mark Slats and Kai Wiedmer won the annual Talisker Whisky Atlantic Challenge by rowing across the 3,000-mile Atlantic Ocean in 32 days, 22 hours and 13 minutes, and in the process, setting what is believed to be a new world record

0:57

642K views



All-female Bristol crew complete Talisker Atlantic Challenge



Talisker Whisky Atlantic Challenge 2020 started



# MEDIA PLATFORMS



## PRESS COVERAGE

Journalists and media organisations cover the race from around the world. Substantial coverage in the US, GB and Netherlands boosts the figures.

**100M+** PRINT CIRCULATION

**15.5M+** PEOPLE REACHED



## TELEVISION

Many teams catch the eye of news networks from all over the globe. The race is covered in over 100 countries, resulting in extensive media coverage for the teams and their achievements.

**85+** PIECES OF COVERAGE

**45M+** GLOBAL TV AUDIENCE



## DIGITAL MEDIA

The teams aggregated thousands of posts, with sponsors, friends and family chipping in. The many world records broken also provided massive interest in online readership.

**1600+** PIECES OF COVERAGE



## PUBLIC FIGURES

Many well-known lifestyle and outdoor influencers have been actively involved and openly discussed the race. Notably, there's been a growing trend of high-profile individuals like the Prince of Wales and celebrities like Dolly Parton showing their support for our teams.

The combined impact of these endorsements has resulted in the race gaining traction among a wider audience, significantly expanding the race's appeal beyond the ocean rowing and extreme sports community.

**75M+** AUDIENCE REACH



# FACEBOOK & YOUTUBE LIVESTREAM



Facebook and YouTube Live took a prominent role during this year's race season. The organisers broadcasted over 70 live streams capturing the start and finish of each team's race during the Atlantic and Pacific races.

**200+**

**TOTAL LIVE BROADCASTS**

Our official race reporter enriches the race narrative with expert commentary and on-ground coverage.

**400K+**

**AVERAGE YEARLY LIVE VIEWS**

Source: YouTube & Facebook Analytics August 2023



**ON SHOULDERS OF GIANTS ARRIVAL - Part 2**

20.3K Views · 20 weeks ago



**ON SHOULDERS OF GIANTS ARRIVAL - Part 1**

14.8K Views · 20 weeks ago



**ROW 4 CANCER ARRIVAL - Part 2**

32K Views · 20 weeks ago



**ROW 4 CANCER ARRIVAL - Part 1**



**TWAC2020 RACE START - LIVE!**



**RACE START BRIEF**





## X / TWITTER

When it comes to staying updated in real-time, X / Twitter takes the lead as the fastest source for the latest fleet news. The race's dedicated content team ensures a steady stream of up-to-the-minute information, sharing videos and photos directly from the teams. This active approach guarantees that followers are consistently in the loop and well-informed about every moment of the race.

**50K+** COMBINED FOLLOWING ACROSS PARTICIPANTS

**35K+** AVERAGE IMPRESSIONS PER MONTH

Source: X / Twitter Analytics  
August 2023



## FACEBOOK

This year's race content achieved great exposure across Facebook, with many returning visitors. The live broadcasts on Facebook, capturing both the start and finishes of the race, play a significant role in driving the race's popularity as followers tune in to witness and interact with the unfolding race action.

**60M+** LIFETIME REACH

**50K+** FOLLOWERS

**70K+** ENGAGEMENT PER RACE

Source: Facebook Analytics  
August 2023



## YOUTUBE

The official YouTube channel has achieved a significant milestone, amassing a lifetime view count exceeding 2 million in over 53 countries. We provide comprehensive coverage by uploading the official race videos produced by our race videographer. The channel showcases pre-recorded content and engages with our audience through live broadcasts during key race moments.

**2.8M+** LIFETIME VIEWS

**1.8M+** TOTAL IMPRESSIONS

Source: YouTube Analytics  
August 2023



## INSTAGRAM

Instagram is a popular platform for fans to witness the races, providing a glimpse into the unfolding events. The latest content from the fleet is constantly uploaded by a dedicated content manager on-site at the race start and finish, ensuring that followers stay connected in real-time.

**23.7K+** TOTAL PAGE FOLLOWERS

**42.9K+** MONTHLY AVERAGE OF ACCOUNTS REACHED

**14K+** MONTHLY AVERAGE OF PROFILES VISITS

Source: Instagram Analytics  
August 2023



# SPONSORSHIP PACKAGES



# THE BOAT

**A floating billboard that will be shown worldwide,  
the rowing boat is the ultimate blank canvas.**

Preparing to row the Atlantic Ocean takes time, training and money. Oars Of Thunder must raise around £120,000 to get to the start line. The World's Toughest Row offers potential sponsors, brands and ambassadors the opportunity to raise their company's profile and brand perception nationally and internationally. Sponsoring Oars Of Thunder's challenge allows companies and brands to align with a project that not only represents the core values of their business but also gives access to a potential audience of more than 3 billion people worldwide.

The World's Toughest Row attracts rowers from across the globe. To date, teams have hailed from the UK, Germany, Ireland, the USA, Canada, South Africa, Spain, Romania, Norway, Sweden, Australia, New Zealand, China, Finland, Netherlands, Italy, Switzerland, Wales, Scotland, Northern Ireland, Egypt, Ukraine, Uruguay, UAE, Portugal and Antigua. Each team draws significant fan and media attention in their home country. The World's Toughest Row is the key international event in ocean rowing.





## Name The Boat or Buy The Boat

### Branding & Media

A full aft wrap covering the entire back of the boat. Team endorsements of your product, e.g. video footage/photos of your products during the training rows and in the race. Oar with the company logo to keep after the completion of the race (oars may be damaged or lost at sea). Logo above bow hatch. Logo on crew shirts and kit. Logo on Oars Of Thunder website. Logo on Oars of Thunder social media. Post a piece about your company on our social media. A dedicated page about your company is on the Oars Of Thunder website. Content support for press releases about the challenge and partnership. High-quality and regular social media content of your product in use during training and the race. Regularly share your company's social media activity to the Oars Of Thunder network across all platforms. You have the right to use team videos, photos, and press releases.

### Engagement

Company rowing experience. Engage your workforce in a positive, active, healthy sport. Come row with us in the beautiful Looe Bay, or we can visit you. Company talk/PR events before and after the race. Company video message from the crew at the start, middle and end of race.

### Entry in Race Us Event

We will loan you a rowing machine; your workforce can row with us. Upload your meters and see how far you have gone compared to Oars Of Thunder and other companies joining the Race Us event. The live Race Us will be shown on our website.

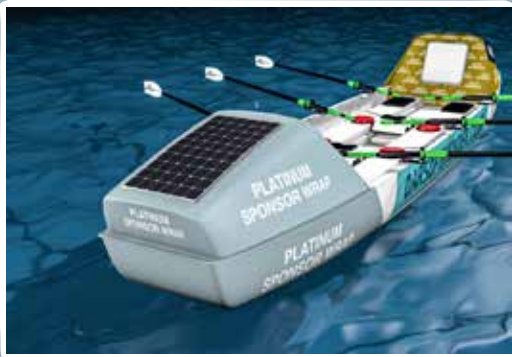
### Join us at a celebration event (2 Tables in May 2025)

### Charity

Oars Of Thunder will raise money for a charity of your choice alongside our team charity, the RNLI.

### Bespoke package

We are happy to create a bespoke package to meet your expectations. Contact us: [oarsofthunder@gmail.com](mailto:oarsofthunder@gmail.com) / Kim: (+44) 07530 714 532







## Branding & Media

Team endorsement of your product, e.g. video footage/photos of your products during the training rows and in the race.  
Logo on the forward cabin below event branding.  
Logo on crew sleeve. / Logo on Oars of Thunder website.  
Logo on Oars of Thunder social media. / piece about your company on our social media.  
Dedicated page about your company on Oars Of Thunder website.  
Content support for press releases about the challenge and partnership.  
High-quality and regular social media content of your product in use during training and the race.  
Regular sharing of your company's social media activity to the Oars Of Thunder network across all platforms.  
Rights to use team videos, photos and press releases.

## Engagement

Company Company talk/PR events before and after the race.  
Company video message from the crew at the race's start, middle and end.

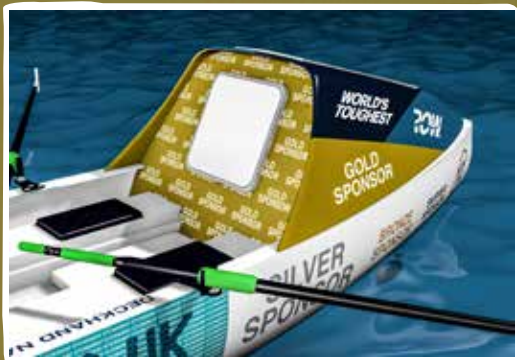
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We will loan you a rowing machine; your workforce can row with us.  
Upload your meters and see how far you have gone compared to Oars Of Thunder and other companies joining the Race Us event. The live Race Us will be shown on our website.

## Join us at a celebration event (1 Table in May 2025)

## Bespoke package

We are happy to create a bespoke package to meet your expectations.  
Contact us: [oarsofthunder@gmail.com](mailto:oarsofthunder@gmail.com) / Kim: (+44) 07530 714 532







### **Branding & Media**

Large logo on the hull.

Logo on Oars of Thunder website.

Logo on Oars of Thunder social media. / piece about your company on our social media.

Dedicated page about your company on Oars Of Thunder website.

High-quality social media content of your product in use during training and the race.

Sharing of your company's social media activity to Oars Of Thunder network across all platforms.

Access to race video, photos and media.

Rights to use team video, photos and press releases.

### **Engagement**

Company Company talk/PR events before and after the race.

Company video message from the crew at the race's start, middle and end.

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### **Branding & Media**

Medium logo on the hull.

Logo on Oars of Thunder website.

High-quality social media content of your product in use during training and the race.

Sharing of your company's social media activity to Oars Of Thunder network across all platforms.

Logo on Oars of Thunder social media.

Access to race video, photos and media.

### **Engagement**

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Exclusive only 5 available.  
Logo on blade and loom.  
Logo on Oars of Thunder website.  
Logo on Oars of Thunder social media.  
Access to race video, photos and media.  
Ownership of oar on return  
(oars may be damaged or lost at sea).



Small logo on hull.  
Logo on Oars of Thunder website.  
Logo on Oars of Thunder social media.  
Access to race video, photos and media.



Name or logo inside the boat.  
Name or logo on  
Oars of Thunder Website.



Add your name to all the  
stowaways to make up the  
team name Oars of Thunder  
on the hull.



## MEET THE CREW!



## NATHANIEL

Nathaniel has always loved the ocean and played on it his whole life. Taking to the sport of gig rowing at 12 years old, the love of rowing only grew stronger.

The dream of crossing an ocean started when seeing a neglected old ocean rowing boat in a yard left him thinking, "I wonder if I could do that?"

He's served on the lifeboat crew for over ten years, so he respects just how tough the sea can be.



## MEET THE CREW!



Over 20 years ago, Kim read Dame Ellen MacArthur's book *Taking On The World*, and it sparked the notion that even short women can do extraordinary challenges. The need to get on with it grows stronger as she grows older. Kim wants to take everyone on the journey with her, as it takes a crew to row a boat but a community to row an ocean.

Kim's career started as a managing dispensing optician, and after having her son, she is now the producer for a successful design, film and animation company.

Kim only started gig rowing in 2018 but absolutely fell in love with it. Following people like Lia Ditton, who singlehandedly rowed the Pacific, introduced her to the sport of ocean rowing, and there her dream of doing an extraordinary challenge began.

## MEET THE CREW!



Harry will be 28 at the start of the race. He is a self-employed traditional boat builder and oar maker from South East Cornwall.

His interest in the Atlantic Challenge race stems from a pipe dream since his late teens when he got to know former TWAC competitors. His love of rowing competitions has also formed from small local regattas to European and World Championship level events.

Not adverse to mad challenges, regularly making extended mountaineering trips to North Wales and Scotland. This is not an excuse to get out of the house for a few days or to finally get a half-reasonable tan.

## MEET THE CREW!



**SALLY**

Sally loves the sea, adventures, being outdoors, honesty, fairness and hard work - only you can live your best life. Hates excuses and flakiness! Sally has 3 daughters, 3 cats and an Andy ❤️. Started rowing with Looe Rowing club in August 2019.

In 2019 Sally took part in the inaugural season Vivo barefoot swim run event in Bantam and Laura Try gave an inspiring talk about her experience of the Atlantic challenge row. Initial feeling was there is no way I could ever do that and those waves.... it was there that the seed was sown... In her day job, Sally works at the University of Plymouth and is a trustee for the Bridge Schools Trust.



WORLD'S  
TOUGHEST **ROW**<sup>TM</sup>



**3000 MILES**  
**4800 KM**

Please contact for more information  
[web: oarsofthunder.co.uk](http://oarsofthunder.co.uk)  
[email: oarsofthunder@gmail.com](mailto:oarsofthunder@gmail.com)  
Phone Kim: 07530714532