



ATLANTIC  
ROCKETMAN

2024

WORLD'S TOUGHEST ROW

PARTNERSHIP

PROPOSAL

ORGANIZED BY  
*ATLANTIC  
CAMPAIGNS*

# ABOUT

**On 12 December 2024, I will set off to row 3,000 miles solo across the Atlantic Ocean in a 7-meter-long rowing boat for a race called 'The World's Toughest Row'.**

**I have spent the past three 3 years preparing for this moment and I can't wait to compete.** To provide some perspective as to the scale of the challenge, more people attempt to climb Everest every month or have been to the international space station than have ever successfully rowed any ocean solo.

**This annual race is the key event in international ocean rowing calendar and sees over 40 teams participating from around the world.** Participants will face soaring temperatures, violent storms, waves of up to 30 feet, sleep deprivation, salt soars, and the demands of rowing 18 hours a day, all while surviving on freeze dried rations & purified sea water.



***I am now seeking partners to help me get to the start line and to make this endeavour possible***

Andrew Major



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# THE CHALLENGE

ORGANIZED BY  
**ATLANTIC  
CAMPAIGNS**

**1** ROWER

**3,000** MILES

**33-60** DAYS

## THE ROUTE



## 40+ INTERNATIONAL PARTICIPANTS



WORLD'S TOUGHEST **ROW**

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ATLANTIC  
ROCKETMAN

# THE RACE

## 2023 Race – Solo Rowers



# INSPIRATION

Everyone who has embarked upon this epic voyage prior has chosen a charitable cause to champion. I am honoured to be supporting **Elton John AIDS Foundation** and raising money for **The Rocket Fund**. I was inspired after hearing a heartfelt speech made by Sir Elton John and David Furnish at the 2020 British LGBTQ+ Awards.

*“We believe more than anything that you deserve the right to choose who you love and to love yourself, for who you are, no matter where you are in the world”.*

Their words were so simple, yet so powerful. I found myself genuinely moved to tears. With the idea of the Atlantic crossing already percolating in my mind, their message (so profoundly delivered) has been my driver ever since.

As an ally, I believe that no matter who you are or who you love, everyone deserves to live free from fear and stigma. **Throughout this journey, I am focused on fighting stigma and helping empower the LGBTQ+ community towards greater rights and health equality to accelerate towards an AIDS free future.**



# THE CAUSE

The Elton John AIDS Foundation (EJAF) has reached 100 million people, saved 5 million lives, and raised over \$565 million to support LGBTQ+ people, young people, and vulnerable communities globally.

Stigma, bias, and discrimination prevent many people from accessing the health services they need. EJAF is breaking down barriers to enable LGBTQ+ people access to safe and affirming health services and ensure no one is left behind.



TO BENEFIT  
**ELTON JOHN  
AIDS FOUNDATION**

*Scan to donate and support  
EJAF's lifesaving work.*



END  
STIGMA.  
SAVE  
LIVES.

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ANOTHER APPLICATION BY FORDER











TO BENEFIT  
ELTON JOHN  
AIDS FOUNDATION

MR ANDREW HALL

# THE IMPACT

**SINCE 2012, WORLD'S TOUGHEST ROW PARTICIPANTS HAVE RAISED OVER €19 MILLION FOR CHARITY.**

**Pictured:  
#BoatOfHope, who raised over £100,000 for the charities Samaritans and LOVE Rowing.**

City Of Liverpool – Bernie Hollywood MBE

WORLD'S TOUGHEST **ROW**

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# THE PREPARATION

**Getting to the start line is the culmination of 3 years meticulous planning**, certification, and core physical training. This includes 2 hours of ergo training every morning at 6am.

Rannoch Adventure are arguably the best ocean rowing boat builders, and I have already purchased my boat, 'Jazzy'. I am now focused on conducting 300+ hours of practice in the Solent and around the Ilse of White, familiarising myself with my boat.

**I have a great team helping support me** with every aspect, from social media content and website design to the three record breaking rowing experts who are providing ocean rowing skills coaching.



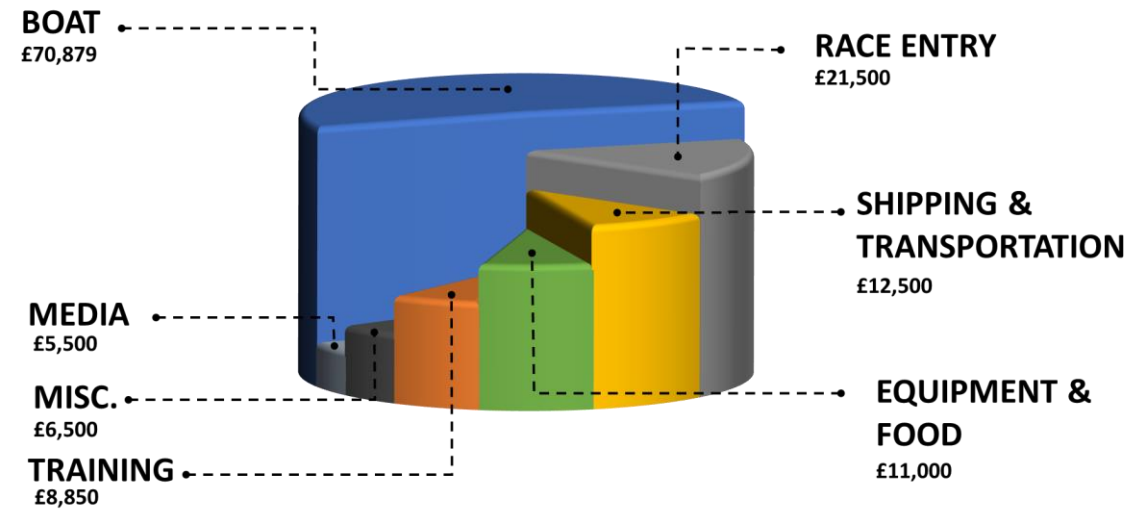
# SPONSORSHIP OPPORTUNITIES

Simply put, I can not do this without the support of amazing partners like you! I have already bought my boat and am now seeking sponsorships to cover the remaining £65,000.

I am very aware that this partnership must be a mutually beneficial arrangement for both parties rooted in shared values.

In this instance, a partnership will provide increased visibility for the sponsor, branding opportunities, and a chance to make a difference tackling issues that employees really care about, such as ending LGBTQ+ stigma.

SCAN TO  
DONATE



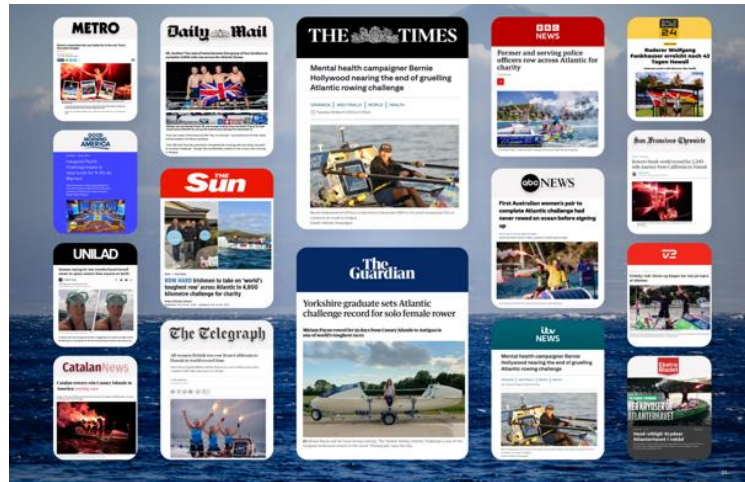
# BRANDING VISIBILITY



The rowing boat is the ultimate blank canvas: a floating billboard that will be shown around the world.

# MEDIA COVERAGE

This years race generated an incredible amount of media attention.



# REACH

The World's Toughest Row has a significant global reach, which includes:



**23.7K+** FOLLOWERS

**42.9K+** MONTHLY

**14K** MONTHLY VISITS



**13M+** VIDEO VIEWS

**200K+** FOLLOWING

**1.5M+** TOP VIDEO VIEWS



**2.8M+** LIFETIME VIEWS

**1.8M+** IMPRESSIONS



**60M+** LIFETIME REACH

**42.9K+** FOLLOWERS

**70K+** ENGAGEMENT PER RACE



**50K+** COMBINED FOLLOWING ACROSS PARTICIPANTS

**35K+** AVERAGE IMPRESSIONS PER MONTH



# SPONSORSHIP PACKAGES

Your company's sponsorship is a critical part of getting to the start line, and your partnership will enable us to maximize fundraising for the Elton John AIDS Foundation.

Ultimately all partnerships will be tailored to each sponsor's needs and priorities, aiming to provide maximum return on investment. We have three tiers of sponsorship packages, with bespoke packages available upon request.



## THE OARS ARE YOURS

Your chance to own part of the adventure!

Sponsor a pair of ocean oars with company's branding on the blade and loom. We will send them to you as a keepsake and small token of appreciation after the race is complete.

# GOLD SPONSOR: £15,000

## BRANDING:

- Large logo on the boat's hull and small logo inside the cabin
- Prominent logo around the boat's hatch
- Logo on the front of crew clothing worn in all media appearances

## MEDIA & VISIBILITY:

- Logo, ten lines of text, and link on Atlantic Rocketman website
- Three dedicated social media posts, press exposure, and other relevant media appearances
- Access to all promotional material, professional royalty free photos and videos

## ENGAGEMENT:

- Presentation opportunities before and after the race
- Live link call with your employees from the Atlantic

# SILVER SPONSOR: £10,000

## BRANDING:

- Medium logo on the side of the boat
- Small logo around the boat's hatch
- Logo on the sleeve of crew clothing worn in all media appearances

## MEDIA & VISIBILITY:

- Logo, three lines of text, and link on Atlantic Rocketman website
- Two social media posts and press exposure
- Access to all promotional material, professional royalty free photos and videos

## ENGAGEMENT:

- Presentation opportunity after the race



ATLANTIC GRAPPLER, MIKE BATES  
2022 Race Winner

# BRONZE SPONSOR: £5,000

## BRANDING:

- Small logo on the boat's hull

## MEDIA & VISIBILITY:

- Logo and link on Atlantic Rocketman website
- Company mentioned in one social media post
- Access to basic promotional materials

## ENGAGEMENT:

- Presentation opportunity after the race



THIS GIRL ROWS, LARA VAFIADIS

# 250 CLUB

## BECOME ONE OF THE CREW

- This package is for companies or individuals who want to help support the key essentials of my row.
- Please get involved & donate £250 to either The Elton John AIDS Foundation or to my row costs.

## ACKNOWLEDGEMENT

- Logo & link or name on the Atlantic Rocketman website



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# KIT PARTNERS

## MANY THANKS

- I am seeking partners to help provide the necessary specialised kit needed.

## ACKNOWLEDGEMENT & BRANDING VISIBILITY

- Logo & link on the Atlantic Rocketman website.
- Mention in social media post.



# LOCAL SUPPORT

MANY THANKS FOR ALL THE LOCAL SUPPORT

boatfolk

HASLAR

MARINA



WORLD'S TOUGHEST ROW

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ATLANTIC  
ROCKETMAN

**TOGETHER, WE CAN HAVE**

**[ REAL IMPACT ]**

**& END LGBTQ+ STIGMA**



**TO BENEFIT  
ELTON JOHN  
AIDS FOUNDATION**



# THANK YOU

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## SOCIAL MEDIA:

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