

Sponsorship Package



**WORLD'S
TOUGHEST**

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Introduction

My name is Jake Still, and I'm a data scientist from Leeds. This December, I'll be rowing 3,000 miles across the Atlantic in the World's Toughest Row. I thrive on pushing my limits, and my passion for adventure stems from my time in Scouting in Leeds.

After trekking to Everest Base Camp in 2018 and completing my Master's degree in Physics at Durham University in 2021, I was ready for my next big challenge.

This race was the perfect fit—an ultimate test of physical and mental endurance. I'll be facing waves up to 8m high, sleep deprivation, and even the risk of marlin strikes.

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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 in order of £100k. Most of this comes from the ocean rowing vessel needed to cross an ocean. 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.

I have self-funded the cost of the boat (£65,595) which has allowed me to achieve the mandatory hours to qualify for the race and have completed over 300 hours out in the North Sea. In those hours, I have experienced swells up 2.8m, 10-13 knot headwinds that feels like rowing through treacle and have navigated 5 unique GPS routes of art. These unique routes are excellent training for exposure to the wind and waves in all directions and past, current rowers are all huge fans of the art including ocean rowing legend Duncan Roy and the team at World's Toughest Row.

Now I just need your support to help me reach the start line so I can procure the equipment I need for the Atlantic, 85 days worth food as per race rules and to ship the boat to La Gomera and back from Antigua to the UK. Your support will be greatly appreciated.

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Sponsorship Tiers

Diamond: £15,000

- **X-Large** logo on outer shell of boat
- Logo on Website
- Invite to boat event wrap reveal
- Social media story sponsor announcement and story highlights
- Social media mentions during race posts
- Logo featuring on daily story during race and race finish post
- **X-Large** logo featuring on post-row talk presentation
- Logo on the inside of main Cabin hatch
- Logo on the outside of both Cabin Hatches.
- Logo on T-shirt
- Logo on the deck hatches
- Logo on the Oars
- Corporate event where I can come down and do a talk
- Priority choice location for Logo on outer shell of boat

Gold: £7,500

- **Large** logo on outer shell of boat
- Logo on Website
- Invite to boat event wrap reveal
- Social media story sponsor announcement and story highlights
- Social media mentions during race posts
- Logo featuring on daily story during race and race finish post
- **Large** logo featuring on post-row talk presentation
- Logo on the inside of main Cabin hatch
- Logo on the outside of both Cabin Hatches.
- Logo on T-shirt
- Logo on the deck hatches.

Silver: £2,500

- **Medium** logo on outer shell of boat
- Logo on Website
- Invite to boat event wrap reveal
- Social media story sponsor announcement and story highlights
- Social media mentions during race posts
- Logo featuring on daily story during race and race finish post
- **Medium** logo featuring on post-row talk presentation
- Logo on the inside of main Cabin hatch
- Logo on the outside of both Cabin Hatches.
- Logo on T-shirt

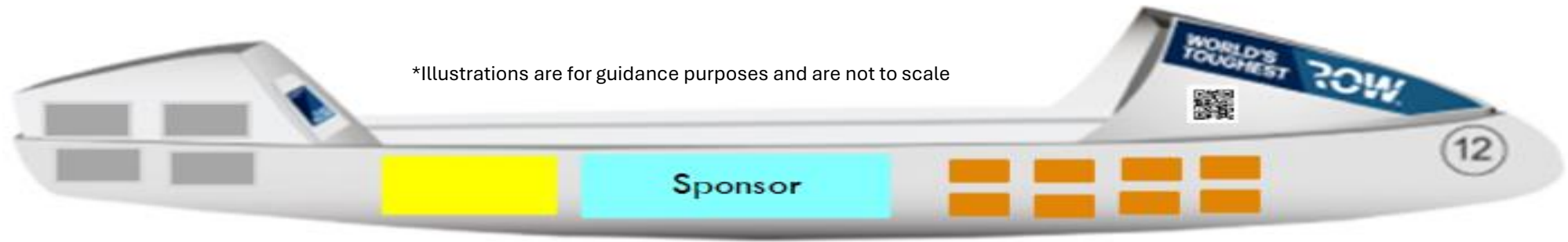
Bronze: £1,000

- **Small** logo on outer shell of boat
- Logo on Website
- Invite to boat event wrap reveal
- Social media story sponsor announcement and story highlights
- Social media mentions during race posts
- Logo featuring on daily story during race and race finish post
- **Small** logo featuring on post-row talk presentation
- Logo on the inside of main Cabin hatch

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Sponsorship Template Designs



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World's Toughest Row Social Media Coverage



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 in the upload of the official race videos produced by our race videographer.

The channel not only showcases pre-recorded content but also engages with our audience through live broadcasts during key race moments.

2.8M+ Lifetime Views

1.8M+ Total Impressions

Source: YouTube 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 big 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

INSTAGRAM

Instagram is proving to be one of the most popular ways for fans to engage with the race offering a window into the unfolding events of the races. 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 Profile Visits

Source: Instagram Analytics August 2023

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World's Toughest Row Media Coverage



PRESS COVERAGE

The races garnered substantial press coverage, drawing the attention of journalists and media outlets from around the globe. With a remarkable array of world records shattered and captivating personalities from rowers spanning the continents, the event emerged as a compelling story for media organisations on an international scale.

The skill and determination showcased by our rowers transcended geographical borders, resonating with audiences at the local, national, and international levels.

100m+ Print Circulation

15.5m+ People Reached

TELEVISION

At both the race's start and finish line, the World's Toughest Row media team are ready to facilitate live and pre-recorded interviews as well as provide royalty-free VNRs. These interviews offer a unique glimpse into the determination, strategies, and emotions that fuel the participants.

Television segments not only chronicle the progress of the teams but also cultivates a shared sense of excitement among audiences, transforming the challenge into a captivating journey accessible to viewers.

85+ Pieces of Coverage

45m+ Global TV Audience

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

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Charity

Who: Ultimately, the mission aim is to use the row to support the Rivers Trust and Aire Rivers Trust who do vital work restoring our waterways back to their clean natural state.

Why: Since I joined Bradford Amateur Rowing Club it has been the most friendly and supportive community that I have been a part of. The club is an integral part of our lives, improving our physical and mental health which couldn't exist without the river Aire. However, we join a rowing club to row and race across the country, and the increasing pressure on our rivers from pollution and the more frequent flooding prevents us from rowing on our blue spaces and enjoying them. If our rivers thrive, so can our communities



Connecting
People.
Places.
Nature.

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Contact me for more details
Email: jake.still@live.co.uk
Mobile: 07729070523

For information about the race visit the website: airewave.co.uk

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