



3,000 miles, Zero support, One Mission

Racing the Atlantic to raise £250,000 for Mental Health

WORLD'S
TOUGHEST

ROW™

ORGANIZED BY
ATLANTIC
CAMPAIGNS

OUR MISSION



Three Friends, One Ocean, One Clear Purpose

In December 2027, we will attempt to become the youngest male trio to row the Atlantic Ocean completely unsupported.

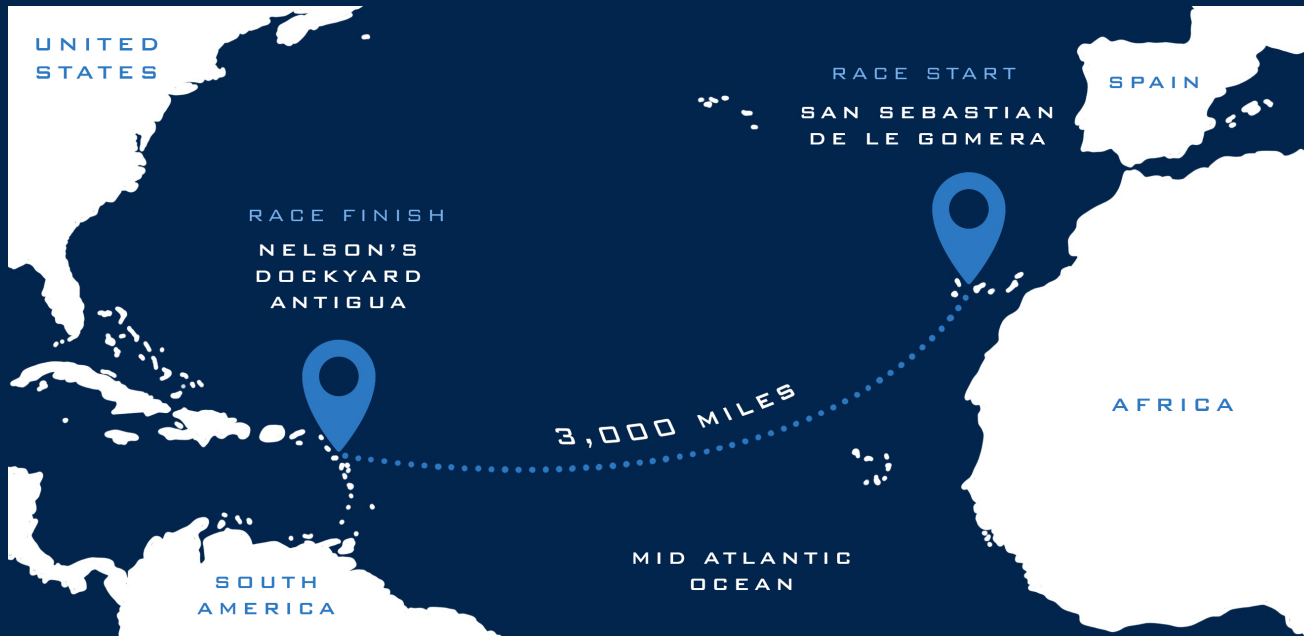
This is one of the world's most demanding endurance challenges – 3,000 miles across open ocean, entirely self-sufficient.

We are undertaking this challenge to raise £250,000 for the Charlie Waller Trust, supporting young people's mental health across the UK.

This campaign is built on performance, preparation and measurable impact - both on the water and beyond it.



THE CHALLENGE



7,500 people summited Everest. 1700 people have rowed the Atlantic.

- **3,000** miles from La Gomera to Antigua
- **1.5** million strokes
- **16** hours of rowing a day
- **40** foot waves
- **30 to 50** days at sea
- Up to **20%** of body weight loss likely
- Likely to endure severe dehydration, hallucinations, and sea sickness
- **7000** calories a day

WHY WE'RE DOING IT

ROWING FOR YOUTH MENTAL HEALTH

Too many people struggle with their mental health without the right support, at the right time.

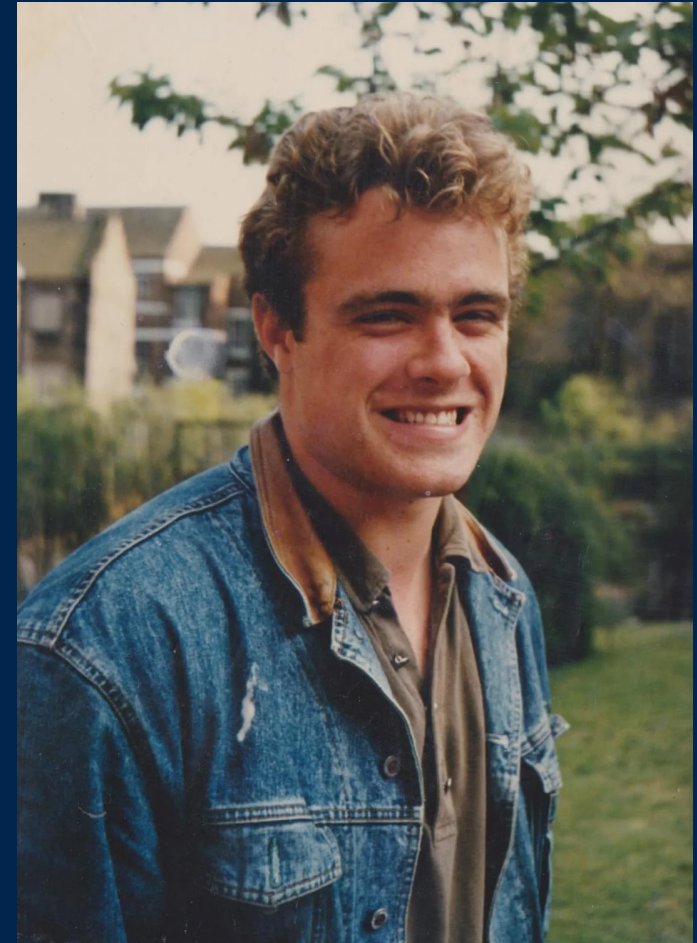
The Charlie Waller Trust works in mental health education, early intervention, and suicide prevention across the UK.

Our fundraising target is £250,000 with 100% of those funds going directly to the Charlie Waller Trust.

£150k campaign costs

£250k charitable target

All sponsorship funding supports the campaign and enables us to deliver this impact at scale.



MEDIA COVERAGE



The World's Toughest Row generates global multi-channel coverage across print, digital, broadcast and social media.

100 M+

Print Circulation

15.5 M+

People Reached

45 M+

Global TV
Audience

200+

Total
Livestreams

1600+

Pieces of Digital
Coverage

3.9 M+

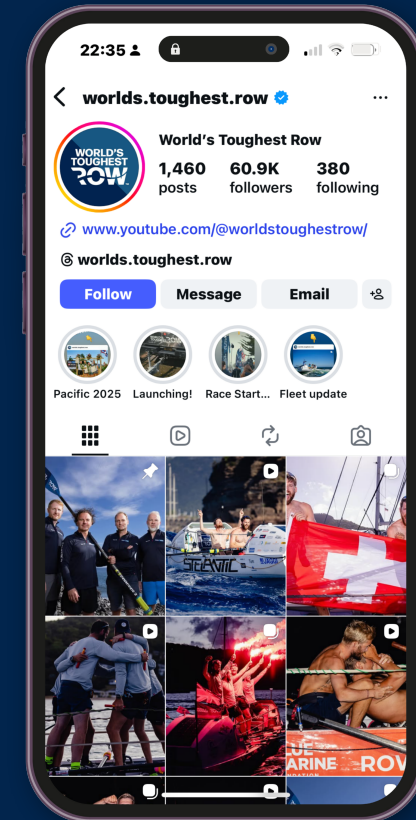
Race Website
Page Views

75 M+

Influential Figures
Social Media

2.9 M+

Race Tracking



Atlantic Challenge media sizzle reel.

<https://www.youtube.com/watch?v=QWNhRyWOFu8>

MODE OF TRANSPORT



We want to be the most competitive trio and to do that we need the fastest boat.

The Rannoch R45 is the most popular ocean rowing boat in the world.

The R45 has broken almost every world record on the oceans in it's category.

The R45 is 8.6 metres in length with three rowing positions.

This £70,000 boat investment forms the backbone of our performance strategy.



CAMPAIGN STRUCTURE & BUDGET



Crossing the Atlantic isn't just a physical challenge..

PERFORMANCE & SAFETY

BOAT

(incl. safety & navigation equipment, oars, desalination kit, storage)

£70,000

TRAINING

(incl. qualifications personal training)

£26,000

RACE ENTRY

£26,000

NUTRITION

£8,000

OPERATIONS & DELIVERY

MARKETING & PR

(incl. boat branding, media content)

£5,000

CONTINGENCY

£10,000

SHIPPING

£10,000

TOTAL CAMPAIGN BUDGET

£150,000

THE INSIDE SCOOP



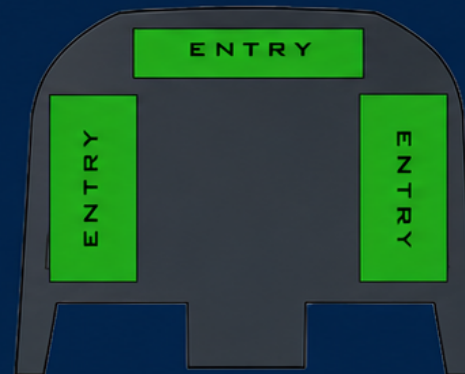
The resale value of an ocean rowing boat is approximately **80%**. From our sale, this money would be donated to the Charlie Waller Trust. A contribution of £20k towards the boat would see £16k to charity – which seems very reasonable to us! These are conservative estimates.

Here's an example of one boat's journey...

Make of boat: **R45** | Boat maker: **Rannoch**

	1 st Crossing (2019)	2 nd Crossing (2020)	3 rd Crossing (2021)	4 th Crossing (2022)
TEAM	Fortitude IV	On Shoulders Of Giants	East Rows West	Atlantic Endeavor
BOAT	£70k	£60k	£55k	£50k
% BACK	85%	91%	90%	NA

YOUR LOGO



Size and positions of logos subject to change

CORPORATE PACKAGES



						
	Platinum	Gold	Silver	Oar	Bronze	Entry
	£POA	£30,000	£15,000	£10,000	£5,000	£1,500
Branding						
XX Large						
Large						
Medium						
Small						
On team kit						
Media						
Social media website						
Website						
Pre-race						
Charity Dinner table						
Post-race						
Photography and videos						
Corporate event talk						
Possession of oar						

WHY US?



A PERFORMANCE-LED TEAM

We are three graduates from Newcastle University with a clear objective: to be the most competitive trio class while delivering a high-integrity charitable campaign.

Our approach includes:

- Structured physical conditioning programme
- Accredited ocean safety and navigation qualifications
- Professional coaching support
- Dedicated PR and media planning

We are building this as a disciplined, professionally run campaign - not just an adventure.



GET ON BOARD



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Three23_atlantic



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