THREE23
ATLANTIC 2027

WORLD'S TOUGHEST ROW™



THREE BEGINNERS. 3,000 MILES. ONE ALMIGHTY CHALLENGE.

Aiming to become the youngest male trio to row the Atlantic
and raise £250,000 for the Charlie Waller Trust.

OUR MISSION

Taking on something extraordinary. Making it count for something.

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

None of us has ever rowed before.

We want to show what's possible when you take on something that feels impossible, and that mental strength matters every bit as much as physical strength.

And we want to make the challenge count for something. That's why our goal is to raise £250,000 for the Charlie Waller Trust and support their work with young people's mental health across the UK.



THE CHALLENGE



This is what it takes to cross an ocean.

- **3,000** miles from La Gomera to Antigua.
- **1.5** million oar strokes.
- **24** hours a day. Every day. All the way.
- **20** foot waves and Atlantic storms.
- **40** to **60** days at sea.
- **5,000+** calories burnt each day.
- **10kg** of body weight loss per person.

More people have summited **Everest** than rowed the **Atlantic**.

WORLD'S TOUGHEST ROW™

WHY IT MATTERS

Rowing for young people's mental health.

We're three young men at an age when life can look exciting and full of opportunity, but this isn't always the whole picture for everyone.

We've seen how mental health can affect people around us, and how difficult it can be for young people to talk about it or ask for help.

The Charlie Waller Trust gives young people, and those around them, the knowledge and confidence to look after their mental health.

We believe in what they do, and we want our row to help them do more of it.
Our goal is to raise £250,000 for the Charlie Waller Trust.

GETTING TO THE START LINE

Before we can cross the finish line, we first have to reach the start line.

Taking on the World's Toughest Row comes with a significant cost.

We need to raise £150,000 to get THREE23 to the start line. This covers the boat, race entry, safety equipment, training, qualifications, insurance, transport, logistics and the other essential costs required to make the row possible.

We aim to fund these campaign costs through a combination of individual donors, corporate partners, sponsors, fundraising events and activities.

Once those costs have been fully funded, all further funds raised through the campaign will go to the Charlie Waller Trust.

After the row, the boat and other recoverable equipment will also be sold, with 100% of those proceeds contributing towards the £250,000 charity target.

- £150,000 gets us to the start line.
- £250,000 is what we're aiming to raise for the Charlie Waller Trust.

MEET THE TEAM

Meet Oli, Toby and Freddie. Three beginners taking on 3,000 miles of the Atlantic together.



Oli Carr-Smith



Toby Yates



Freddie Judd

When we set off in December 2027, all three of us will be 23. We're aiming to become the youngest male trio to row across the Atlantic. That's why we're THREE23.

A STORY WORTH FOLLOWING

Become part of the THREE23 story.

Three friends. No rowing experience. Aiming to become the youngest male trio to row the Atlantic.

Over the next 16 months, we will document the entire journey — from learning to row and preparing for the challenge, to the start line and 3,000 miles across the Atlantic.

But THREE23 is about more than breaking a record. It's about taking on something that feels beyond us and showing that mental strength can take you further than you think.

From our first strokes to our final ones, we want to take our partners with us.

MEDIA COVERAGE

The World's Toughest Row generates significant 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.

click here to view sizzle reel

THE BOAT

To cross the Atlantic, we need the right 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 its category.

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



For 40–60 days, this will be our home, our shelter and our only way across 3,000 miles of ocean.

The boat is our biggest single investment in getting across the Atlantic.

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

BEYOND THE FINISH LINE

The boat doesn't disappear at the finish line.

Ocean rowing boats retain a significant proportion of their value after crossing the Atlantic. Previous R45s have retained around 85–90% of their value between crossings.

Our R45 is THREE23's biggest single investment in getting to the start line. After the row, the boat and other recoverable equipment will be sold, with 100% of the proceeds contributing towards our £250,000 target for the Charlie Waller Trust.

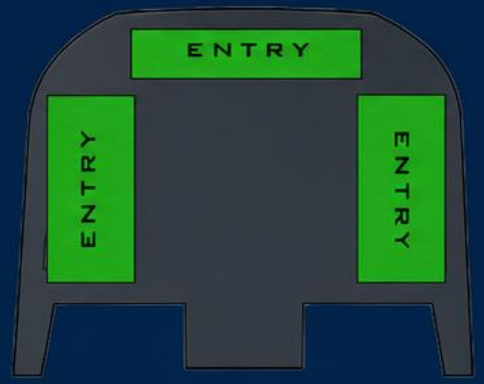
So the support that helps get us across the Atlantic can continue making a difference long after we've finished.

YOUR LOGO









Size and positions of logos subject to change

CORPORATE PACKAGES

Branding	Platinum £POA	Gold £30,000	Silver £15,000	Oar £10,000	Bronze £5,000	Entry £1,500
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				○		

GET ON BOARD

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three23_atlantic

