



HDL | **GET
BUSY
ROWING**

CORPORATE & CSR

PARTNERSHIP PACK

ORGANIZED BY
**ATLANTIC
CAMPAIGNS**

**WORLD'S
TOUGHEST**

ROW™

The Mission: 3000 Mile Row

In late 2025, our team of four will compete in the “World’s Toughest Row” from La Gomera in The Canary Islands to Antigua in The Caribbean.

Far fewer people have completed this challenge than have summited Mount Everest, swum from England to France, or completed the infamous Marathon Des Sables in Morocco.

The Atlantic is restless and unforgiving. The flexible start time allows the smoothest crossing, but storms, strong winds and huge waves are almost inevitable.



Waves: 20-60ft



Rowing 2hrs on 2hrs off

1.5 million oar strokes



Each rower will burn 4,000 kcal per day and lose 8kg on average

Temp: Freezing to 95° F/35° C



Sea sickness & hunger

Sleep Deprivation

Zero privacy

Claustrophobia

Salt sores, backache & blisters



The Team: Greg, Will, Elliot and Toby

Having suffered dropouts, remaining members of race teams GBR and HODL came together in their determination to complete this immense challenge in aid of good causes.



Greg Collins

Business leader Greg is also a rugby coach, rock guitarist, a proactive eccentric and a champion of good causes. Formerly an excellent squash player, he has come back from hip surgery to take on this challenge.

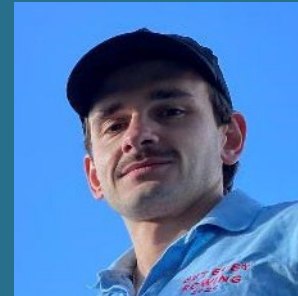
Calm in a crisis, Greg “runs towards the roar” and was the founding member of the GBR team. He will be 62 at the race start.



Will Towning

Will is an entrepreneurial thinker and was team leader of HODL. He brings leadership and organization to this otherwise chaotic experience. He is one of the most cool-headed and hardworking guys you could ever work with.

Will is full of ideas to support the team’s charities and generate value for sponsors.



Elliot Collins

With the muscles for rowing, Elliot has switched from power lifting to endurance. In support of the family’s Begone Dull Care charity he has completed 4 marathons having previously said he hates running.

Elliot is easy going but determined and resilient and will be the engine room of the team.



Toby Renwick

Toby builds crewless boats for a living but hopes that our boat remains manned at all times. He brings seamanship experience and is the natural choice to captain the crew.

Above all, he is - like his teammates - one of the most decent genuine, no-nonsense guys you will ever have the pleasure to meet.

Your Support

The combined GBR | HODL race team will set off from The Canary Islands in December 2025 but the mission has already begun, and we need your support.

As well as raising money for our chosen charities, we are looking to inspire, engage and raise awareness of our cause. We will share the story of our training, our charity campaign, the actual row and associated sustainability topics on multiple channels. Positive coverage of our sponsors and donors will be part of this.

To complete the race, we need to supplement our funds with private donations, Corporate Sponsorship and CSR Funding. This seed sponsorship funding gets us to the start line. Only then can we start to raise money for our chosen charities: The Matt Hampson Foundation and Surfers Against Sewage.

To achieve our mission, we are carefully planning each step of our journey from now, until our first oar stroke in December 2025. It's much harder when your team is spread across two continents. People will be able to follow our progress on our socials: @getbusyrowing and @team_hodl on Instagram and Get Busy Rowing on Facebook, we will be very visible to a large LinkedIn audience and people will be directed to our [websites](#). This pack contains details of the organizer's media channels which multiply our reach considerably.

Gaining the seed sponsorship funding we need will enable us to cover the costs of the boat, transport, technology, safety equipment, boat kit, oars, charts and almanacs, safety training, promotional events and nutrition for the challenge. We will advertise the names of our partners on the boat and give positive coverage through social media, live events and talks both before and after the race.

Thank you from the GBR | HODL team. We cannot complete this incredible challenge without your support.



Large organisations can express their core values to an **engaged international audience** over an extended period.



The Matt Hampson Foundation

The Matt Hampson Foundation, is an inspirational charity that supports young people with serious sporting injuries. Some learn to thrive, others become Paralympians.

It was started by Matt “Hambo” Hampson following an injury he sustained playing youth rugby for England.

Greg is a leading supporter of the charity and a friend of Hambo. He has given thousands in support as well as his time for over a decade.

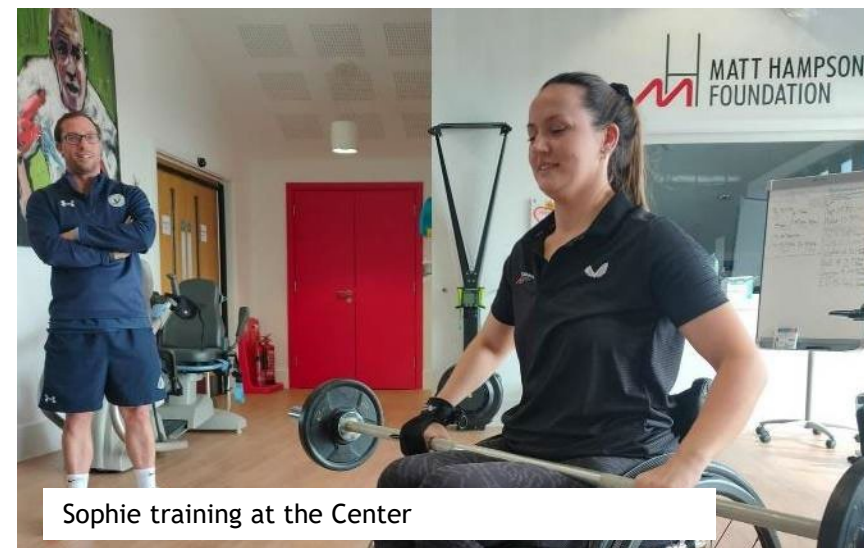
The Get Busy Rowing name is taken from the MHF’s *Get Busy Living Centre* in the UK.

“Being part of the community at the Centre is something you can never imagine having to do, but once you are a part of it, you wouldn’t change it for the world”

Sophie Wilson, Beneficiary



Hambo, Greg & Elliot with Pamela (the boat) in front of the Center



Sophie training at the Center

Surfers Against Sewage

Our second charity is [Surfers Against Sewage](#), a British environmental charity that achieves global influence through partnerships and activism. Its focus is on protection of the oceans and the fight against plastic pollution. Started by surfers 30 years ago, SAS still has a positive, youthful energy and is close to the hearts of Will and Toby.

“We're connected by our love of water, from clouds to coastlines.”



The Boat: Pamela

Unlike 75% of the team, Pamela has made the crossing before. It's a sustainable feature of the event that many boats are reused. It is also reassuring to know that our vessel is up to the task.

The boat is named after Greg's mum and Elliot's grandmother who was the inspiration for Begone Dull Care, a charitable organisation that aims to raise £1 million by 2030 through challenges like this one.

Pamela is pristine again with a large unpainted area ready to be adorned with sponsors' branding.

It's not just reused boats and the use of human and solar power that make the event sustainable. Everything on board is counted. All containers and packaging are then audited at the finish to ensure no rubbish has gone into the sea.

Boat Specs:

Model: Rannoch R45 Elite

Berths: 4

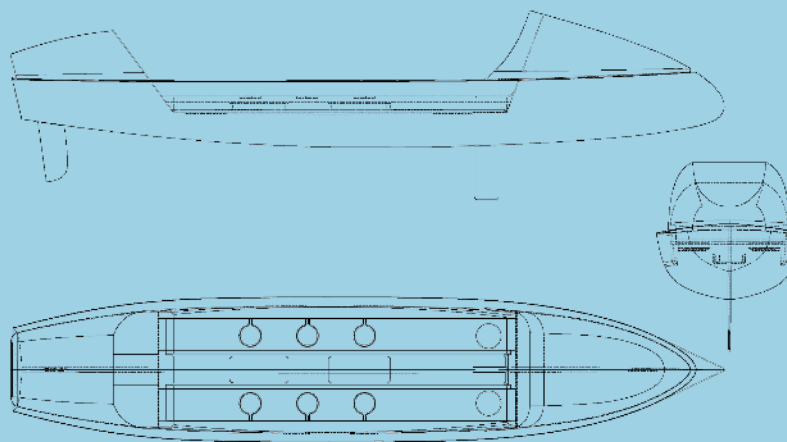
Hull/Waterline length: 8.64m

Beam: 1.74m

Draught (canoe body): 0.26m

Construction: Carbon

Overall Height: 1.83m



Once known as Nikki, Pamela at $\frac{2}{3}$ distance with Bubbleheads in 2022



Pamela crests a wave

Diamond Sponsorship

The World's Toughest Row generates content and PR coverage that automatically engages audiences over the sustained period of the event. Our content creation and PR will be managed by marketing professionals.

This coverage helps sponsors to express brand values of:

Thirst for adventure, sustainability, durability, trust, generosity, bringing people together and discovery.

The Matt Hampson Foundation is a rugby-related charity that exemplifies empowerment, resilience and achievement and has many influential representatives including household names.

Surfers Against Sewage represents sustainability, proactivity, courage, purity and making a difference.

Investment Benefits

Diamond sponsorship gives a big brand the chance to maximize the PR potential with a fully branded boat and team naming rights.

- ✕ Company name becomes part of the team name.
- ✕ Boat fully wrapped in sponsor branding.
- ✕ Clothing, oars and other kit branded.
- ✕ Brand content prominent on website and socials.
- ✕ Relevant products and services used and promoted throughout.
- ✕ Products visible during key race-end celebrations.
- ✕ Company promoted by team in social content.
- ✕ Right to use team videos, photos and press releases.
- ✕ Talks/Presentations by crew.

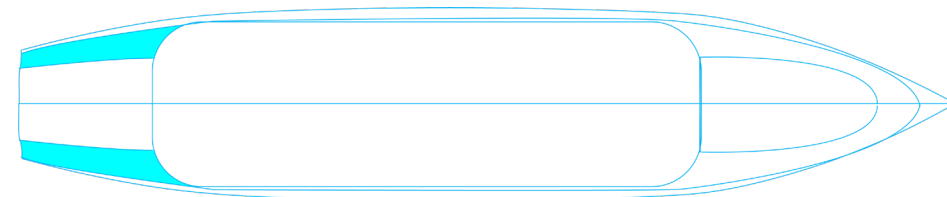
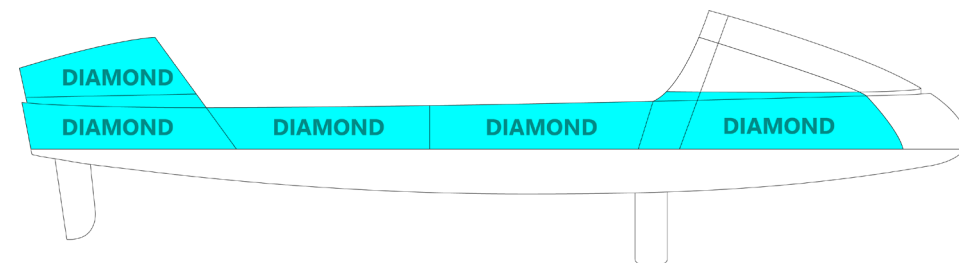
Sponsorship Packages

Diamond Guide: \$50,000	Fully branded boat, kit and team. See previous slide. Any requests considered.
Platinum Guide: \$30,000	• Company logo displayed prominently on the boat. • Logo prominent on website and social media channels. • Relevant products and services used and mentioned. • Company promoted by team in social content. • Company logo on team kit sleeve • Right to use team videos, photos and press releases.
Gold Guide: \$20,000	• Company logo displayed in good spot on the boat. • Logo prominent on website and social media channels. • Relevant products and services used and mentioned. • Company promoted by team in social content. • Right to use team videos, photos and press releases.
Silver Guide \$10,000	• Company logo displayed in good spot on the boat. • Logo prominent on website and social media channels. • Relevant products and services used and mentioned. • Right to use team videos, photos and press releases.

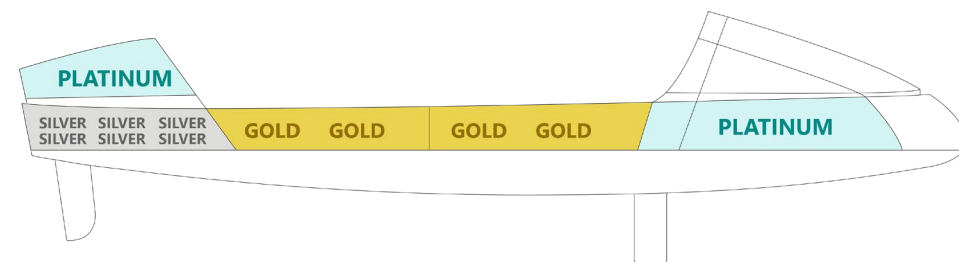
Oar Sponsorship

Per pair or for the full set of 6. Good visibility in most images. Pay extra to keep a branded oar.

Guideline Decal Areas



If No Diamond Sponsor.



Media Coverage

In the 2022/23 event, the Atlantic Campaigns press team, supported by the spectacular efforts of each individual boat crew, achieved amazing global reach.

These are just some of the high-level numbers. A more detailed breakdown is available from Atlantic Campaigns.



Television

45m+ global
TV audience
85m+ coverage
packets



Digital Media

1,600+ items of
coverage
11.3b+ online
readership



Press Coverage

100m+ readers
reached
9m+ articles in
print circulation



Celeb & Influencer

100m+ added
social visibility
15.5m+ audience
reached

Digital Coverage

The Atlantic Campaigns press team manage social media on all major platforms. The pages continue to increase in size year on year. Below are some of the most recent figures.



Instagram

23.7k+ page follows
c.80k monthly impressions
14k+ monthly profile visits
Top Audience:
Female 35-54
Top Markets:
USA
(Esp. Tri-State Area | New England)
UK, Ireland



YouTube

2.8m+ lifetime view
1.8m+ total impressions
53 different countries viewed content
Top Audience:
Male 25-34
Top Markets:
USA
(Esp. Tri-State Area | New England)
UK, Ireland



X/Twitter

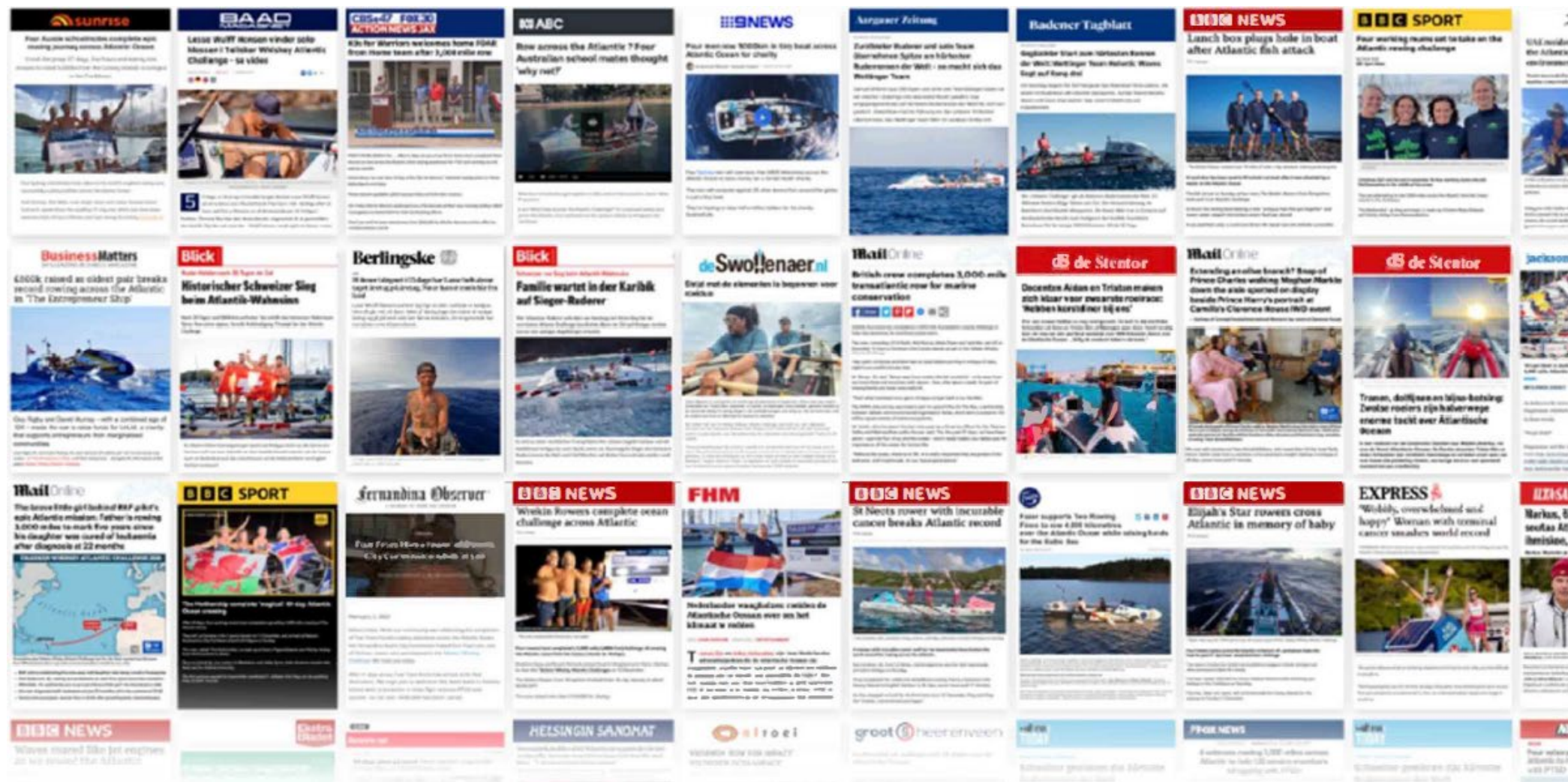
700k+ monthly impressions during race
50k combined following across participants
35k monthly profile visits
750k+ unique live video views



Facebook

60k lifetime reach
50k Followers
70k engaged per race
Top Audience:
Females 35-54
Top Markets:
USA
(Esp. Tri-State Area | New England)
UK, Ireland

Coverage Examples



Thank You for Being Part of Our Adventure

“I am doing this for many reasons, some of which I don’t fully understand.”

Ranulph Fiennes

“Adventure is just bad planning.”

Roald Amundsen

“Always do sober what you said you'd do drunk.”

Ernest Hemingway

“This is no time for ease and comfort. It is time to dare and endure.”

Winston Churchill