

Sponsorship Packages



**WORLD'S
TOUGHEST**

ROW

ORGANIZED BY
**atlantic
campaigns**

Meet the Ocean Oarsmen



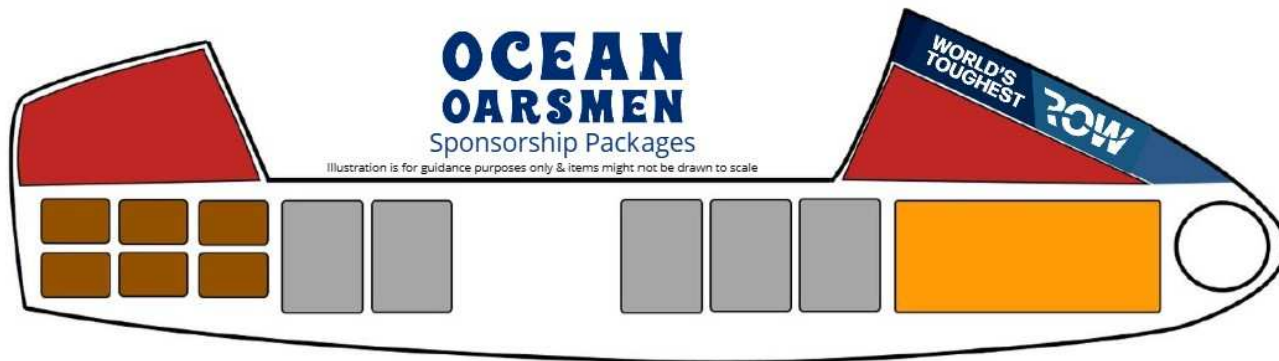
Ben & Henry have tackled the Thames as river rowers but now have their sights set on rowing 3000 miles across the Atlantic Ocean unsupported in aid of raising £50,000 for Alexander Devine Children's Hospice, a local charity based in Maidenhead.

"This is an epic challenge, and the journey to the start line is as exciting as the prospect of taking on the Atlantic itself. The people we've met have been truly inspiring and the team at Alexander Devine Children's Hospice are incredible. It's an honor to be working with them and to utilise this challenge to make a positive impact in our local community."

**WORLD'S
TOUGHEST**

ROW

ORGANIZED BY
**ATLANTIC
CAMPAIGNS**



		£20K	£12K	£7.5K	£5K
Brand: Your logo will display on our assets. <i>Note: Prominence/Size Dependant on Package.</i>	The Boat	✓	✓	✓	✓
	The Website	✓	✓	✓	✓
	Training Kit	✓	✓	✓	
Media: Your business will be represented by us via	Social Media	✓	✓	✓	✓
	Events	✓	✓	✓	✓
	Press	✓	✓	✓	
Corporate: Public Engagement & collaboration opportunities.	Events VIP	✓	✓		
	Day out on the Boat!	✓			
	Custom Content at Sea	✓			

For more information on our sponsorship packages, the race 3000 miles across the Atlantic, our mission and causes head over to www.OceanOarsmen.com

WORLD'S TOUGHEST

ROW

ORGANIZED BY
ATLANTIC CAMPAIGNS

Package Breakdown

Brand

Promote your business by adding your logo to our boat, (an oarsome floating billboard)

Brand to also feature on our training kit & clothing prior to the race

A unique, eye grabbing way to promote your brand

Engage in corporate philanthropy supporting our charity Alexander Devine Children's Hospice

Media

Ocean Oarsmen Social Media Promotions

Race Organizer Coverage

Website

Imagery to use on your media outlets

Local Media

Press

Corporate

Engagement opportunities for staff

Access to the boat, organised rowing day in an accessible location, by arrangement

Network opportunities with fellow sponsors.

Invite to events held pre and post race

Custom Ocean Media

**WORLD'S
TOUGHEST**

ROW

ORGANIZED BY
**ATLANTIC
CAMPAIGNS**



PRESS COVERAGE

The race was covered by journalists and media organisations from around the world with substantial coverage in the US, GB and Netherlands.

100m+ Print circulation

9.5m+ People reached

TV COVERAGE

The race has been covered across news networks in more than 100 countries resulting in extensive media coverage for the teams and their achievements.

90m+ Pieces of coverage

49m+ Global TV audience



PUBLIC FIGURES

Many influencers and public figures interacted with the race virtually, extending the reach beyond the ocean rowing community.

1m+ Social visibility

16m+ Audience reach

DIGITAL MEDIA

All teams aggregated thousands of posts. The many world records broken this year provided huge interest for online readership.

1700+ Pieces of coverage

10.5b+ Online readership

**WORLD'S
TOUGHEST**

ROW

ORGANIZED BY
**ATLANTIC
CAMPAIGNS**



Henry Eastick, left, and Ben Cornwell are raising money for the Alexander Devine hospice charity

We're rowing 3,000 miles to help a hospice survive Labour taxes

Two friends who plan to raise £50,000 by crossing the Atlantic have hit out at the rise in national insurance in the budget

Maidenhead rowers appeal for help to launch Atlantic Ocean expedition

Written by Sam Leech

Email

05:22PM, Thursday 15 August 2024



(L-R): Harry and Ben, the Ocean Oarsmen

Two Maidenhead rowers have embarked on a fundraising journey they hope will take them across the Atlantic Ocean.

Ben Cornwell, 28, and Henry Eastick, 25, have entered the gruelling World's Toughest Row challenge set to take place next year.

WORLD'S TOUGHEST

ROW

ORGANIZED BY
ATLANTIC CAMPAIGNS

Charity

How your donation will be utilised.

Central to our mission is supporting Alexander Devine Children's Hospice.

Post race, assets of Ocean Oarsmen will be sold and the cash generated will be donated directly to Alexander Devine Children's Hospice to fund the outstanding work they do in our local community. We aim to raise £50,000 and are reliant on your support to do so.



Reaching out to every child
and family that needs us

www.alexanderdevine.org

Follow us on    



**WORLD'S
TOUGHEST**

ROW

ORGANIZED BY
**ATLANTIC
CAMPAIGNS**

OCEAN OARSMEN

Contact us for more
information at
hello@oceanoarismen.com

**WORLD'S
TOUGHEST**

ROW

ORGANIZED BY
**ATLANTIC
CAMPAIGNS**