WORLD'S TOUGHEST ROW™

TEAM seasoar

Sponsorship Opportunities

TEAM seasoar

Niall Brannigan

A 53 year-old from Southport, who's had a love of the sea for years. A keen sailor, rower and ultra runner, he recently completed the Marathon des Sables, running 200 miles through the Sahara.
Sees the Atlantic Row as the ultimate challenge!

John Watling

56 years of age. Jeweller based in the National Trust village of Lacock in Wiltshire. Father of 2 beautiful daughters Yasmin & Ariana. Married to his fully supportive wife Azar for 30 years. Incredibly excited to be rowing the Atlantic!

Sam Weber

A 50 year-old Sales & Marketing Director based in Brighton. He has a keen interest in various fundraising activities including climbing Kilimanjaro & Aconcagua as well as completing a Jungle Survival Course in the Amazon. Rowing across the Atlantic Ocean was once the ultimate dream, but now is an awesome reality!

Jason Wilder

Jason is a Managing Director in the construction industry with a passion for the the great outdoors and following things through. He's completed The National 3 Peaks Challenge several times, has canoed solo from his home in the East Midlands to The Wash and recently ran the London Marathon.

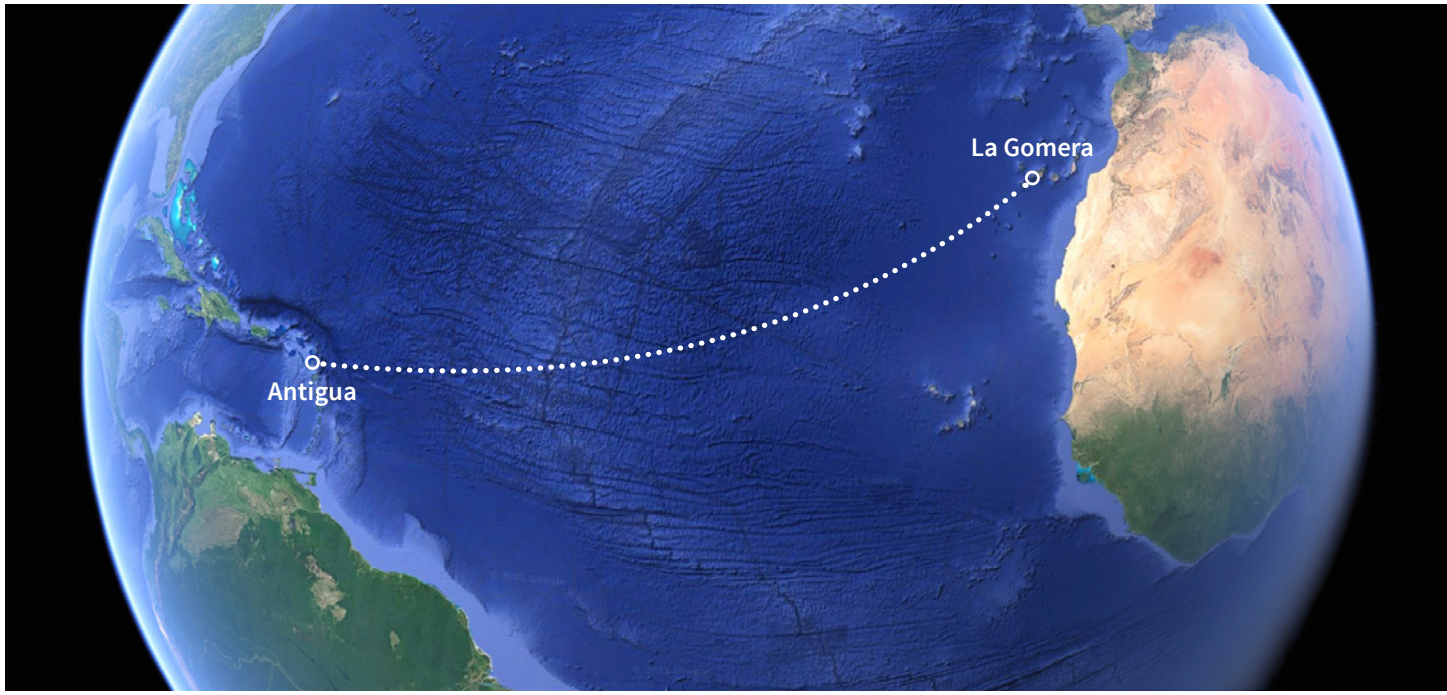
The World's Toughest Row — 3000 Miles

In 2024 Team Seasoar are competing in the World's Toughest Row - Atlantic, a 3000 mile row from La Gomera in the Canary Islands, to Antigua in the West Indies. The World's Toughest Row – Atlantic is an annual event with up to 50 teams racing across the Atlantic Ocean in rowing boats.

They will be rowing for 2 hours then resting for 2 hours constantly, 24 hours a day, for around 40 days. On bad days waves will measure up to 20ft high. On average they'll each lose 12kg on the journey, each day burning 5000 calories and drinking 10 litres of water.

The team are self funding their entrance fee to the race. Team Seasoar are looking for sponsorship for all the other essentials.

Along with a passion to raise as much money as possible for their chosen charity Lyme Disease UK.



LDUK
LYME DISEASE UK

Lyme Disease UK is a charity that raises awareness of the illness, and the precautions you can take against being bitten by a tick. They provide support and guidance to patients like John's daughter Yasmin who sadly has chronic Lyme Disease. Their website attracts many visitors looking for information and they are very active on social media, with a following of 23,000.

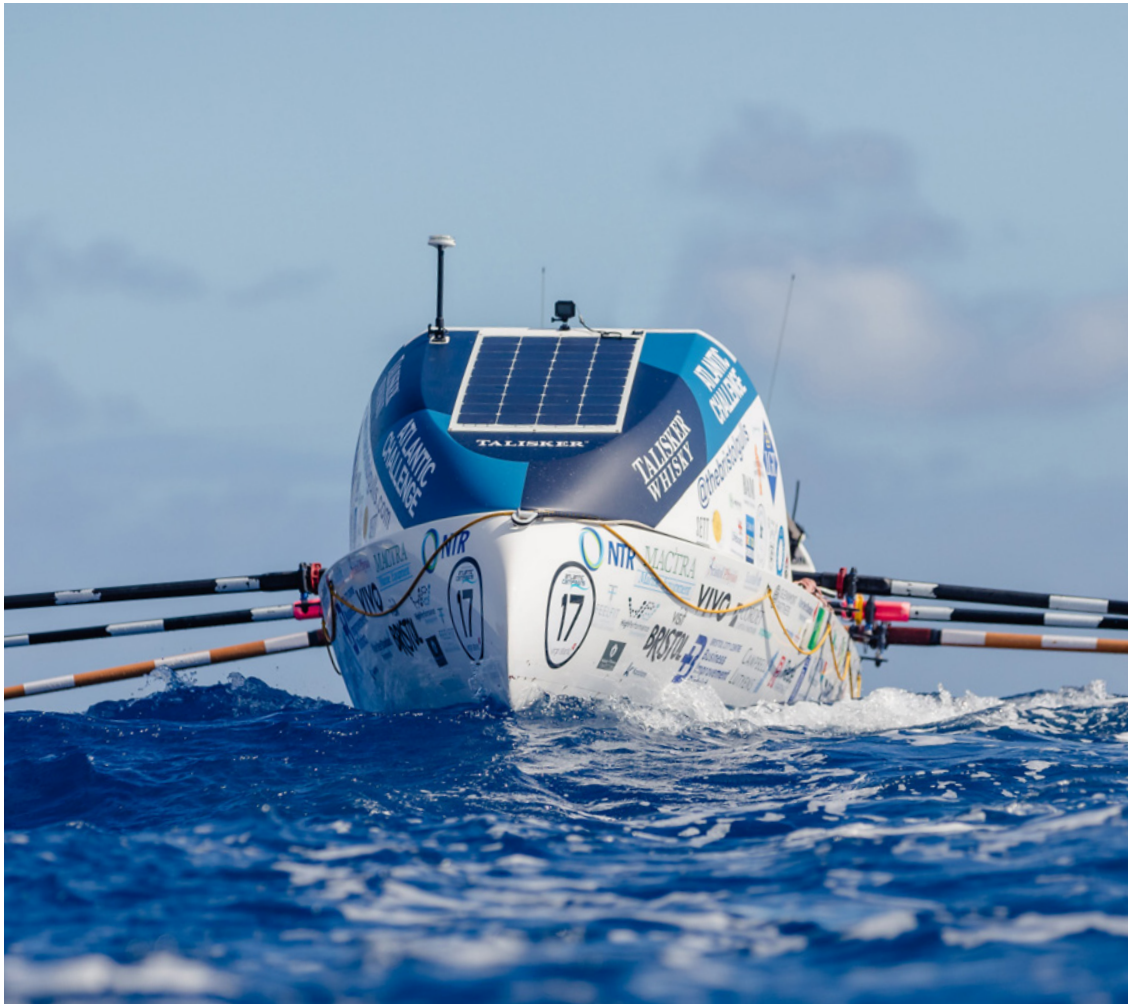
Join Our Adventure!

Our campaign registration is complete and a bespoke Rannock R45 rowing boat has been secured. Safety courses have been booked and specialist ocean rowing coach, Duncan Roy, employed. We also have full campaign support from David Murray, a World Record breaking rower.

We are now seeking sponsors who are keen to support us, our cause, to maximise our overall funding.

Please support us. We have a long way to go!

- We have a £100k+ charity fundraising target.
- Sponsorship can be financial or equipment and provisions.
- Carbon offset for elements of the travel.



Sponsorship Benefits

We are offering a variety of different sponsorship packages, which will include some or all of the following benefits:

- A clear and high-profile demonstration of the sponsor's engagement and support for Team Seasoar and the organisations that support it.
- Association with other sponsors, who will be complementary and known brands that work with and support Team Seasoar.
- Branding and awareness from the significant press coverage generated by both the team and the event.
- Use of the Team Seasoar brand for your marketing and PR.
- Prominent positioning of the sponsor's logo on the Team Seasoar boat.
- Prominent positioning of the sponsor's logo on the team's website, including a link to the sponsor and its products and services.
- Inclusion of the sponsor's logo on clothing prior to and during the race, subject to any overriding requirements of the race titleholder.
- A regular flow of news and updates for use by the sponsor in both internal and external marketing materials, including the unrestricted use of the rowers' names, the team's logo and identity.
- Inclusion of the sponsor's name and logo in all press releases.
- Access to the team's photo library, including video and images to be taken both before, during and after the race for use in the sponsor's own internal and external communications.
- Rower attendance and speaking at sponsor's events, including access to the boat and an organised rowing day in an accessible location, by arrangement.

Sponsorship Packages

PLATINUM
£25,000

Become a Platinum Sponsor

Platinum sponsorship is ideal for businesses that wish to support and engage with the spirit and passion that Team Seasoar clearly possess, along with their desire to pass on the baton of inspiration that got them to this point. They will also have a desire to support our chosen charity.

Bespoke Package

This is a bespoke package that will be shaped to suit the specific requirements of the sponsor, including all of the benefits mentioned on page 5.

Sponsorship Packages

GOLD
£18,000

Become a Training Partner

We are fortunate enough to have secured the services of Duncan Roy and David Murray.

Duncan is an ocean rower and triple World Record holder. He will train us to optimise our performance at sea.From technique to technical, when it comes to the task of mastering our R45 ocean rowing boat Duncan is aboard.

David rowed the Atlantic in 2021 and is a personal friend of Niall and John. David also holds a World Record for ocean rowing, and raised over £750k with his campaign. His advice on sponsorship, charity engagement and the reality of living on the ocean is already proving invaluable.

Become a Transport Partner

Getting our boat safely to La Gomera is just one half of the puzzle. Getting her from Antigua back to the UK is the other half and we are looking for a transport partner.

The shipping will be done by Rannoch on both legs of the journey.

Benefits

- Prominent positioning of the sponsor's logo on the Team Seasoar boat.
- Prominent positioning of the sponsor's logo on the team's website, including a link to the sponsor.
- Inclusion of the sponsor's logo on all training and rowing clothing prior to and during the race.
- Co-Branded quality hoodie, polo shirt and technical shirt.
- A regular flow of news and updates for use by the sponsor in both internal and external marketing materials, including the unrestricted use of the rowers' names, the team's logo and identity.
- Inclusion of the sponsor's name and logo in all press releases.
- Access to the team's photo library, including video and images to be taken before, during and after the race for use in the sponsor's own internal and external communications.
- Rower attendance and speaking at sponsor's events.

Sponsorship Packages

SILVER
£13,000

Become a Water Maker Partner

Our crossing would not be possible without this most vital piece of equipment. The watermaker that almost all rowers use is from Mactra Marine. Jim, the owner, takes a personal interest in the World's Toughest Row - Atlantic, and the crew will be attending a course to make sure they know everything about how to maintain and repair it.

Become a Communications Partner

Sat phone, laptop and other communication devices are vital for us to be able to communicate during the crossing. This includes updates from the Duty Officer at Atlantic Campaigns, interviews with radio stations and other publications and media outlets and of course with our sponsors!

Benefits

- Sponsor's logo on the the Team Seasoar boat.
- Sponsor's logo on the team's website, including a link to the sponsor.
- A regular flow of news and updates for use by the sponsor in both internal and external marketing materials, including the unrestricted use of the rowers' names, the team's logo and identity.
- Inclusion of the sponsor's name and logo in all press releases.
- Access to the team's photo library, including video and images to be taken both before, during and after the race for use in the sponsor's own internal and external communications.
- Rower attendance and speaking at a sponsor event.

Sponsorship Packages

OTHER CATEGORIES

For companies or individuals who want to help support the key essentials of our row.

These include the 5,000 calories of food per day that each team member will need to sustain the effort required to get them to Antigua, our travel, or other items of essential equipment.

Benefits

- Sponsor's logo on the team boat, on the essential item (where possible) and on the website including link to sponsor.
- Use of regular flow of news and updates for marketing purposes, including unrestricted use of the rowers' names and the team logo.
- Interviews with the team members.
- Access to the team's photo library, including video and images taken before, during and after the race.

TRAVEL
Help us and our equipment get to the start line and back from Antigua.
£7,000

FOOD
Keep us alive and well by sponsoring our food and nutrition.
£10,000

AUTO PILOT
Keep us on course by sponsoring our autopilot and auto helms.
£5,000

CERTIFICATION
Support our mandatory courses and help us gain our certifications.
£3,000

SAFETY EQUIPMENT
Support our safety requirements by sponsoring our water pumps, life raft, life jackets and personal locator beacons.
£8,000

CHART PLOTTER
Help us keep track by sponsoring our chart plotter, charts and other navigation equipment.
£3,500

OARS
Sponsor one of our oars with your branding and logo on the blade and/or shaft.
£2,000

For an **additional £1,000** you can keep the oar with a signed team photo.

PARA-ANCHOR & SEA DROGUE
Essential pieces of kit to keep us safe in storms and rough waters.
£3,750

Sponsorship Packages

£250 CLUB

Be One of the Crew

Get involved and donate **£250** to either our chosen charity or to our essential row costs.

Benefits

- Sponsor's logo on the the Team Seasoar boat.
- Logos will be included on our website
- We will do shout-outs during interviews before, during and after the race.
- Mentions in social media posts and blogs.

By the mile

3,000 Available!

Sponsor us by the mile – £20 each.

Donate Now!

Scan this QR code to donate via our Just Giving page:

You can also get to the Just Giving page using this URL:
teamseasoar.co.uk/donate

Our Platinum Sponsors

EFT Group

EFT Group build, protect and maintain their clients' property, life safety and security assets, and has been secured as one of the Platinum Sponsors for Team Seasoar. EFT was the very first sponsor and have been supporting the team from the start of their adventure!

All photography courtesy of Atlantic Campaigns and World's Toughest Row.
Page 3 image courtesy of Google Earth. Pages 6 & 10 photos credit Ben Duffy.

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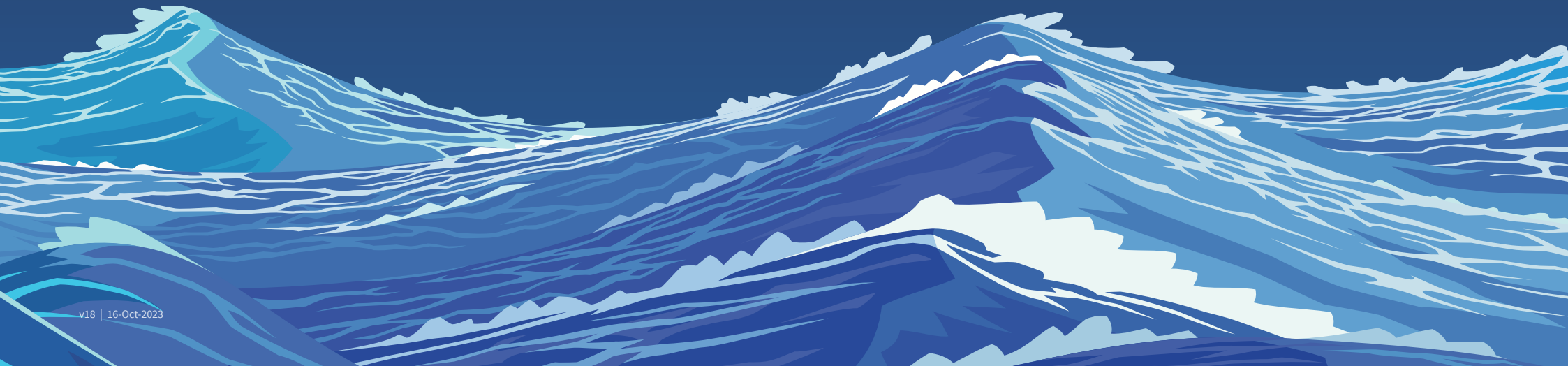
TEAM seasoar



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