



THE ENTREPRENEUR SHIP 2023

SPONSORSHIP OPPORTUNITIES

Support our campaign
and join the adventure

WORLD'S
TOUGHEST **ROW**™



THE ENTREPRENEUR SHIP 2023



ROWING 3,000 MILES ACROSS THE ATLANTIC IN THE
'WORLD'S TOUGHEST ROW'



JAKE CHAPMAN



SAM GLOVER

The Entrepreneur Ship 2023 are Jake Chapman & Sam Glover who are self-funding the entry fee to Atlantic Campaigns, the organisers of the World's Toughest Row.

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

We are fundraising for the charity UnLtd and are determined to reach £250,000 to support UnLtd's essential social program.

PLEASE HELP BY SUPPORTING
THE ENTREPRENEUR SHIP 2023





PDF WATCH VIDEO ON  YouTube 



ROW THE ATLANTIC?

2023



WHAT WOULD YOU SAY?

If a friend asked you to row with them across the Atlantic Ocean? Rowing in a 24 foot boat, without a sail or motor - just with oars, blood, sweat and tears, rowing individually, 2 hours on, 2 hours off, around the clock for the duration of the crossing.



JAKE



GAM

WHAT IF THEY TOLD YOU?

That the weather would throw storms, extreme heat and 40-foot waves in your path, and that such a foolhardy endeavour would invariably beget sea sickness, salt sores, crippling blisters, dehydration, sunstroke, hallucinations and the odd boat capsizing.

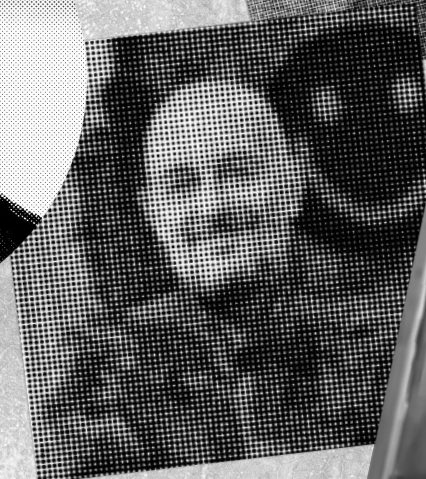
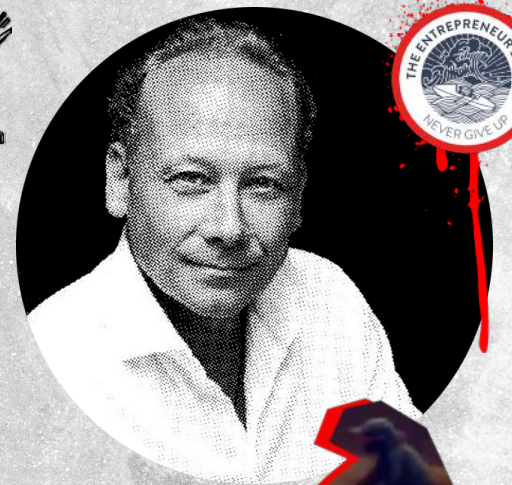
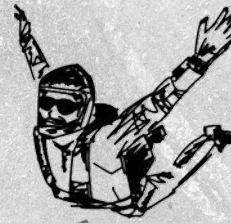
And to top it off, they then say that you'd be enduring all this for charity?



AND SO THE ENTREPRENEUR SHIP 2023 BEGAN...

This is how Sam Glover sold the idea to enter the World's Toughest Rowing race to his friend Jake Chapman-explaining how Glover's own extensive maritime, rally motorbiking, and skydiving skills would dovetail so perfectly with Chapman's internationally renowned expertise in extreme water colouring, to form an indubitable seaworthy two-man rowing team – THE ENTREPRENEUR SHIP!

Hence, Team Glover/Chapman was formed, swiftly signed-up and committed to undertake the World's Toughest Row Atlantic Challenge in December 2023.





WHAT IS THE **WORLD'S TOUGHEST ROW**?



WORLD'S TOUGHEST ROW NEWS

World - Business - Finance - Lifestyle - Travel - Sport - Weather

Issue: 240104

First Edition

THE WORLDS BEST SELLING NATIONAL NEWSPAPER

Est - 1965

Monday 5th

Forty teams from around the world will take part in the race and Jake and Sam are fully signed up and training 'a lot!!'

Not to overstate the point, on an average year more people summit Mount Everest than have EVER rowed an ocean.

Rowing 3,000 miles unsupported across the Atlantic Ocean, starting in La Gomera, Canary Islands, Spain

WORLD'S TOUGHEST ROW

and finishing in Nelson's Dockyard, English Harbour, Antigua & Barbuda.



WORLD'S TOUGHEST ROW VIDEO



WATCH ME!

PDF WATCH VIDEO ON  YouTube





**THE ROUTE
JAKE & SAM
WILL ROW...**

**RACE STARTS
LA GOMERA
28°N, 17°W**

**RACE ENDS
ANTIGUA
17°N, 62°W**

**REALLY TINY
BOAT**



3,000 MILES

**EACH TEAM ROW
IN EXCESS OF 1.5
MILLION OAR
STROKES DURING
THE RACE**



THE ENTREPRENEUR SHIP 2021

Following on from Guy Rigby & David Murray's Atlantic rowing legacy (breaking the world record in 2021 for the oldest pair to successfully row any ocean with the combined age of 124), we will be partnering with UnLtd as our charity.



New World Record



David Murray



Guy Rigby



The Finish: Antigua - 6 February 2022





OUR CHARITY

UnLtd



TEAM GLOVER/CHAPMAN ARE DETERMINED TO REACH £250,000 TO SUPPORT UNLTD'S ESSENTIAL SOCIAL PROGRAM.

UnLtd is the UK's leading supporter of socially minded entrepreneurs, empowering people from all backgrounds to change society for the better through sustainable, purposeful business.

In 2019/20 UnLtd supported 453 social entrepreneurs to reach 333,000 beneficiaries, and by making business leadership more accessible for a diverse group, UnLtd offer some of the best

solutions to loneliness, unemployment, community resilience and for long term economic, social, and cultural health.

UnLtd have committed to giving 50% of all their early-stage funding to entrepreneurs who identify as Black, Asian or from a minority ethnic background and/or disabled entrepreneurs.



RACE FACTS



In the 2020 race, 3 boats had their hulls holed by **BLUE MARLIN** but all three boats went on to successfully complete their crossing.



Based on the number of days required to cross, **THE FOOD** (per rower) for a solo rower weighs in excess of 65kg, a pair 50kg, a trio 45kg and 41kg for a four.

**WORLD'S
TOUGHEST**

ROW™





1.5 MILLION OAR STROKES
Each team will row in excess of 1.5 million oar strokes during a race.



The average rower loses around 8KG during a crossing.

Participants in the race have **RAISED OVER €16 MILLION** for charities worldwide over the last six races.



24 HOURS A DAY

Rowers will row for 2 hours, and sleep for 2 hours, constantly...



Each rower aims to consume **10 LITRES OF WATER** per day.



Rowers burn in excess of **5,000 CALORIES** per day.

There is **NO TOILET** on board - rowers use a bucket!



MEDIA COVERAGE



MEDIA PLATFORMS

PRESS COVERAGE

The race was covered by journalists and media organisations from around the world as it was held successfully during a challenging year. Substantial coverage in the US, GB and Netherlands boosted the figures.

9.5m+ Print Circulation
100m+ People Reached

Berlingske

18 timer i døgn i 155 dage har Lasse helt alene taget åretag på åretag. Nu er han et mulehår fra land

Lasse Wulff Hansen nærmer sig lige nu den caribiske ø Antigua. Hvis alt går vel, vil han i løbet af lørdag tage det sidste af mange åretag og gå på land som den første dansker, der nogensinde har roet alene over Atlanterhavet.



TELEVISION

Many teams in particular caught the eye of news networks from all over the globe. The race has been covered in more than 100 countries resulting in extensive media coverage for the teams and their many achievements.

100+ Pieces of Coverage
49m+ Global TV Audience



DIGITAL MEDIA

All of the teams aggregated thousands and posts, with sponsors, friends and family chipping in. The many world records broken this year also provided huge interest for online readership.

1700+ Pieces of Coverage
10.5b+ Online Readership



PUBLIC FIGURES

Many lifestyle/outdoor influencers and public figures interacted with the race virtually this year. Combined, they extended the reach beyond the ocean rowing community.

1m+ Social Visibility
16m+ Audience Reach



The World's Toughest Row offers sponsors and brands the chance to gain exposure on a local, national and global scale.

In return for your support you will benefit from increased PR and brand exposure through the PR and marketing activities of both The Entrepreneur Ship 2023 and the World's Toughest Row PR campaigns – public speaking, fundraisers, social media and press releases.



Sponsorship Benefits

THE ENTREPRENEUR SHIP 2023

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 entrepreneurship and the organisations that support it.
- ★ Association with other sponsors, who will be complementary and known brands that work with and support entrepreneurship.
- ★ Branding and awareness from the significant press coverage generated by both the team and the event.
- ★ Use of The Entrepreneur Ship 2023 brand for your marketing and PR.
- ★ Prominent positioning of the sponsor's logo on the "The Entrepreneur Ship 2023".
- ★ 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

BOAT & TEAM BRANDING

The rowing boat is the ultimate blank canvas - a floating billboard that will be shown around the world.



Preparing to row the Atlantic Ocean takes time, training and money. On average, the rowers need to raise between €90,000 - €120,000 per campaign in order to get to the start line.



Sponsorship Packages

VERY GENEROUS

>£5,000

Become a very generous sponsor

BECOME OUR 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 and Jake and Sam will be attending a course to make sure they know everything about how to maintain and repair it.

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 The World's Toughest Row, interviews with radio stations and other publications and media outlets and of course with our sponsors!





Sponsorship Packages

EXTREMELY GENEROUS

>£10,000

Become an extremely generous sponsor

BECOME OUR TRAINING PARTNER

This is a crucial partner. We have been lucky to secure the services of Duncan Roy as our professional coach. Duncan is an ocean rower and a double Guinness Book of Records holder. He has also rowed 82% of the way around Great Britain. Duncan will be supporting us on many of our training rows, as well as helping us with the practicalities of making our boat safe and ready for our crossing.

BECOME OUR 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.





Sponsorship Packages

OBSCENELY GENEROUS

>£15,000

*Become an obscenely generous sponsor**

Obscene sponsorship is ideal for businesses that understand the importance of entrepreneurship and its role in promoting social mobility, creating jobs and benefiting local communities.

They will be seeking to increase their engagement, interaction and, therefore, opportunities within this vibrant community, as well as wishing to support our chosen charity.

BESPOKE PACKAGE

This is a bespoke package that will be shaped to suit the specific requirements of the sponsor.



** Making you a Jedi Grand Master*

Sponsorship Packages

ESSENTIALS

This package is 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 Jake and Sam will need to sustain the effort required to get them to Antigua, their travel, or other items of essential equipment.

BENEFITS

- ★ Sponsor's logo on 'The Entrepreneur Ship 2023', 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 Jake and Sam
- ★ Access to the team's photo library, including video and images taken before, during and after the race



TRAVEL - £5,000

Help us and our equipment get to the start line and back from Antigua.



FOOD - £5,000

Keep us alive and well by sponsoring our food and nutrition.



SAFETY EQUIPMENT - £5,000

Support our safety requirements by sponsoring our water pumps, life raft, life jackets and personal locator beacons.



OARS - £3,000

Sponsor our three pairs of oars, our means of propulsion to get us to Antigua.



AUTO PILOT - £3,000

Keep us on course by sponsoring our autopilot and auto helms.



CHART PLOTTER - £2,000

Help us keep track by sponsoring our chart plotter, charts and other navigation equipment.



CERTIFICATION - £2,000

Support our mandatory courses and help us gain our certifications.



PARA-ANCHOR & SEA DROGUE - £2,000

Essential pieces of kit to keep us safe in storms and rough waters.



Sponsorship Packages

250 CLUB

£250

Become one of the crew

This package is for companies or individuals who want to help support the key essentials of our row. Get involved and donate £250 to either our chosen charity or to our essential row costs.

BENEFITS

- ★ Logos will be included on the www.theentrepreneurship2023.co.uk website
- ★ We will do shout-outs during interviews before, during and after the race
- ★ Mentions in social media posts and blogs



**IN THE MIDST OF THE ATLANTIC,
WITH ONLY WHALES AND SHARKS FOR COMPANY
NO ONE CAN HEAR YOU SCREAM**



**WE ARE SIGNED UP! NOW WE NEED YOU TO
SIGN UP AND SUPPORT US**

THE ENTREPRENEUR SHIP 2023 GALLERY





We would love your support

THE ENTREPRENEUR SHIP 2023

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www.theentrepreneurship2023.co.uk



@theentrepreneurship2023

WORLD'S
TOUGHEST **ROW**™