

Pacific row : Partner invitation pack

We would like to invite you to be part of something special. In fact, something extraordinary. This is something which will test the resilience of our team to the very extremes of what humans can achieve.

You and your team are invited to be part of The Ocean5 Pacific project. We are aiming to row unsupported across the Pacific Ocean to raise funds to tackle brain tumours – the biggest cancer killer of people under 40. Together we can make a difference.

We would like to invite you to be a partner in our race to row across the Pacific Ocean, to use the opportunity to inspire your team and to help The Lewis Moody Foundation to tackle brain tumours.

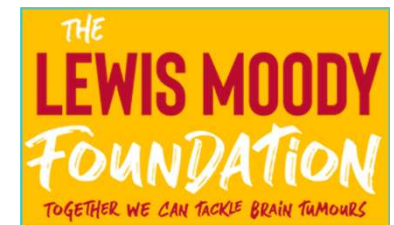
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What is the challenge?

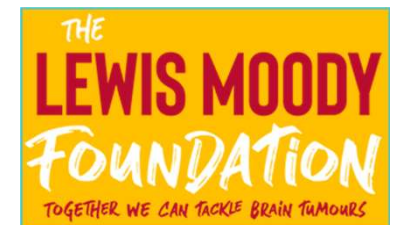
Considered to be the World's toughest row, the challenge is to row, unsupported, an open rowing boat 2,800 nautical miles (3,200 statute miles) west from Monterey, California to Hanalei, Kaua'i Hawaii.

Recognised as the premier global event in ocean rowing, the race begins in June 2025 with teams participating from around the world. The boats and crews gather in the Monterey race village before heading out individually to face the might of the Pacific Ocean.

Rowing continuously for 24 hours each day, the Ocean5 crew will be faced with sleep deprivation, isolation and physical exhaustion. In a 9 metre open rowing boat the crew will face the unpredictable and unrelenting forces of mother nature at her fiercest.



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Why are we doing this?

That's a very good question!

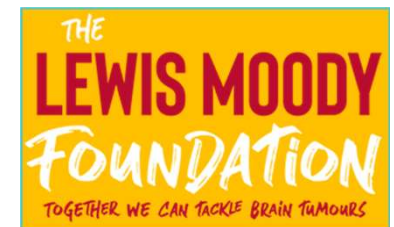
We will row 5,000 kms across the Pacific Ocean beginning June 2025. We expect 45 days of rowing a continuous 24-hour cycle with each crew member rowing 2 hours on, 2 hours off. The boat will never rest. We are undertaking the unique challenge to support The Lewis Moody Foundation.

Founded by Lewis Moody MBE, ex Northampton, Bath, England and British Lions rugby player, the LMF tackles brain tumours. It provides support to improve lives, funding pioneering research to change lives and raising awareness to save lives.

Brain tumours are the biggest cancer killer of children and adults under 40 in the UK but less than 3% of cancer research funding is allocated to the cause. Charitable support is crucial.



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Who is Lewis Moody?

Lewis 'Mad Dog' Moody has been a familiar face in English rugby for fifteen successful years.

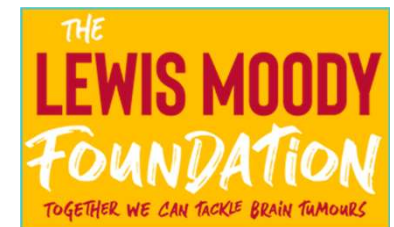
Known for his enthusiastic fashion of playing, hence his nick-name, Lewis is one of England rugby's most decorated players.

Double European champion, British & Irish Lions tour and World Cup winner in 2003. He is an icon at club level for Premiership Rugby's Leicester Tigers, and former captain of his country. During his career, Lewis amassed over 250 senior appearances at club level, in addition to 71 caps for England.

Since retiring from playing, **he heads up the Lewis Moody Foundation** and is Ambassador for the RFU supporting The Drake Foundation in achieving improvement of the health and welfare of rugby players through scientific research and collaboration.



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Who are we?

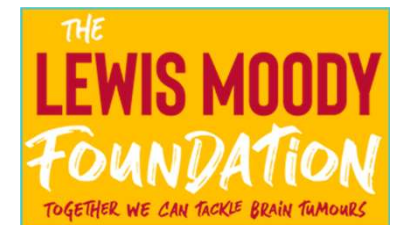
We are a team of 5 enthusiastic and highly motivated men. Between us we have trekked to the North and South Poles, climbed the world's highest mountains, sailed the 7 seas, carried the Olympic torch and represented our countries as sportsmen. Four of us have rowed across the Atlantic. In 2019/2020 two of our crew set the world record for the fastest crossing.

Whilst we are experienced adventurers and endurance athletes this will be our biggest and toughest challenge to date. Our physical and mental resilience will be tested to the limit.

We are aiming to make a difference for anyone affected by a brain tumour diagnosis. We cannot do this alone and we are inviting you and your team to join us to improve the lives of those who need our help.



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Who are the crew?



Kevin Gaskell

A business leader and professional speaker, Kevin was previously CEO of Porsche, BMW and Fairline Boats. He is vastly experienced at leading demanding expeditions. He has walked to both poles, climbing some of the world's highest mountains and was a member of the world record setting 2019 Atlantic rowing crew.



Patrick Deacon

Passionate about martial arts, Patrick became National Champion at 16 and represented England all over the world. He craves adventure and spent a year living in the Amazon jungle. He has driven a 35yr old Reliant Robin from the UK to Mongolia, cycled across Europe and traversed the deserts of Oman.

Adam Ravenscroft

A keen adventurer and sports enthusiast, having rowed the Atlantic, run the Marathon des Sables and climbed Stoke Kangri in the Indian Himalayas. He enjoys cross country skiing in the winter, surfing in the summer and watching rugby all year around. He has just set a new world record for the fastest row around Great Britain.



Tom Higham

Tom has previous rowing experience, having crossed the Atlantic with Adam in 2021. He enjoys endurance adventures of multiple disciplines having placed in the top 100 in the Marathon des Sables and swum from Europe to Asia across the Hellespont.

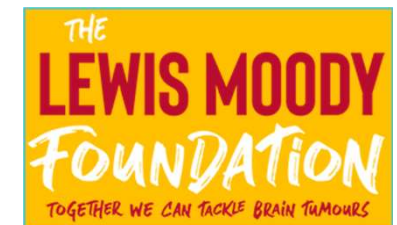


Matt Gaskell

With degrees in conservation biology and medicine and a member of the world record setting 2019 Atlantic crew he is ideally suited to being the medic for the Pacific crossing. An Olympic torch bearer who has walked to both the North and South Poles, he competes in ultra marathon competitions.



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What about the boat?

The Ocean5 boat is a Rannoch RX45. She is 9.6m long and 1.75m wide. There is a small cabin at each end for protection against extreme storms.

Without equipment, food and crew she weighs in at just 600kgs. Fully laden for the voyage and with the crew on board she will weigh closer to 1,500 kgs.

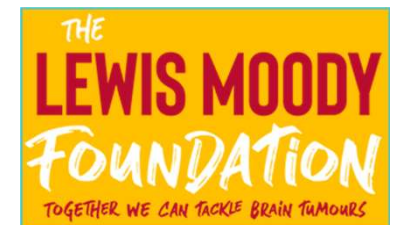
The boat has no means of propulsion other than the rowers. The only power is electrical energy generated by the solar panels mounted on the cabin roof. This is used to drive navigation, communication and drinking water desalination systems.

The boat is loaded with enough freeze-dried rations to last the crew for 65 days. Since the rowers will be burning 7,000 calories each, every day, this constitutes over 500 kg of food.

And no, there isn't a flushing toilet, nor a support boat!



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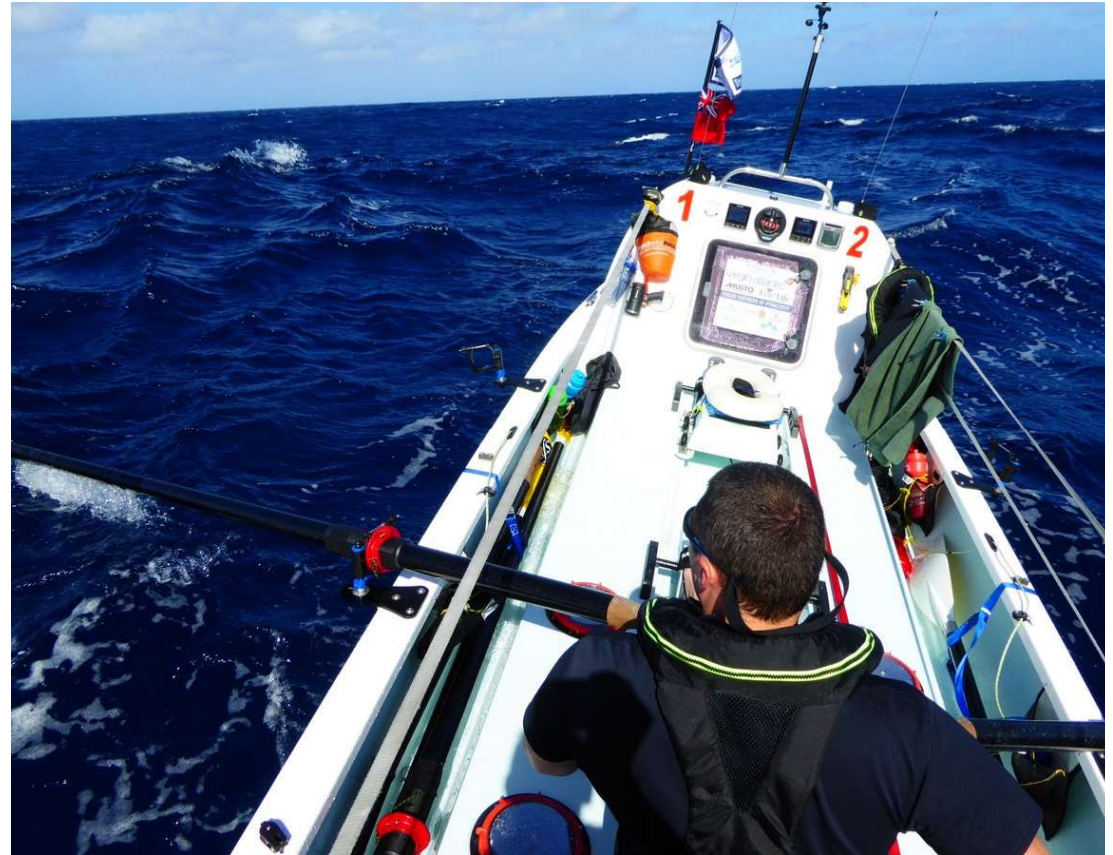


What will life onboard be like?

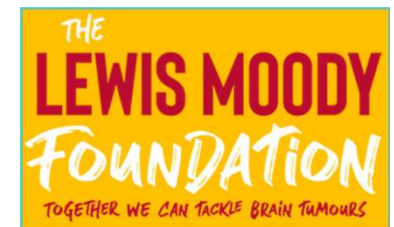
All boats are scrutineered at the race start and cannot take any repair, help, or supplies during the crossing. Water and electricity are generated by the boats systems. Emergency supplies and survival equipment are carried in the keel.

There is a constant battle against sleep deprivation, salt sores and the physical and mental extremes that the row will inflict. When the safe haven of Monterey is left behind, crews are alone with their own thoughts, an expanse of the ocean and the job of getting the boat safely to the other side.

Once at sea it is a different world. A basic existence with the focus being teammates, watch systems, weather checking and managing the boat in case of weather or equipment challenges. Regular updates are routed back to the sponsors making them an extended part of the crew.



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Would you like to be part of our team?

Sponsoring a team in the Pacific Challenge extends far beyond brand visibility. It is a special opportunity to be part of something extraordinary. Sponsors will be included in the team's preparation and be in touch with the crew as we cross the ocean. Our team is your team.

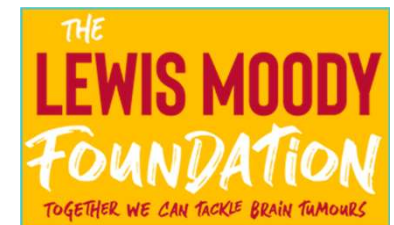
We would like to invite you to join a driven and energetic team, including 2 world record rowers, and associate yourself with a truly inspiring event.

Sponsors range from global brands to local businesses, all wishing to be part of something special and exciting. We are investing 2 years of passion and determination. We are inviting you to join the team.

Our objectives are to maximise our contribution to the LMF – and to set a new world record for the crossing.



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What is the media coverage?



PRESS COVERAGE

The races garnered substantial press coverage, drawing the attention of journalists and media outlets from around the globe. With a remarkable array of world records shattered and captivating personalities from rowers spanning the continents, the event emerged as a compelling story for media organisations on an international scale.

The skill and determination showcased by our rowers transcended geographical borders, resonating with audiences at the local, national, and international levels.

100m+ Print Circulation

15.5m+ People Reached



- Lorraine Kelly
- Dolly Parton
- Richard Branson
- James Blunt
- Joe Rogan
- Piers Morgan
- Coldplay
- Duchess of Cambridge



PUBLIC FIGURES

Many well-known lifestyle and outdoor influencers have been actively involved and openly discussed the race. Notably, there's been a growing trend of high-profile individuals like the Prince of Wales and celebrities like Dolly Parton showing their support for our teams.

The combined impact of these endorsements has resulted in the race gaining traction among a wider audience, significantly expanding the race's appeal beyond the ocean rowing and extreme sports community.

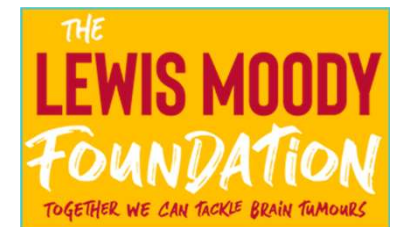
75m+ Audience Reach



Prince of Wales



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What is the media coverage?

WORLD'S TOUGHEST ROW

WORLD'S TOUGHEST ROW | BRANDING | MEDIA | RACE PLATFORMS | RACE SUMMARY | OUR WORLD

TELEVISION

At both the race's start and finish line, the World's Toughest Row media team are ready to facilitate live and pre-recorded interviews as well as provide royalty-free VNRs. These interviews offer a unique glimpse into the determination, strategies, and emotions that fuel the participants.

Television segments not only chronicle the progress of the teams but also cultivates a shared sense of excitement among audiences, transforming the challenge into a captivating journey accessible to viewers.

85+ Pieces of Coverage

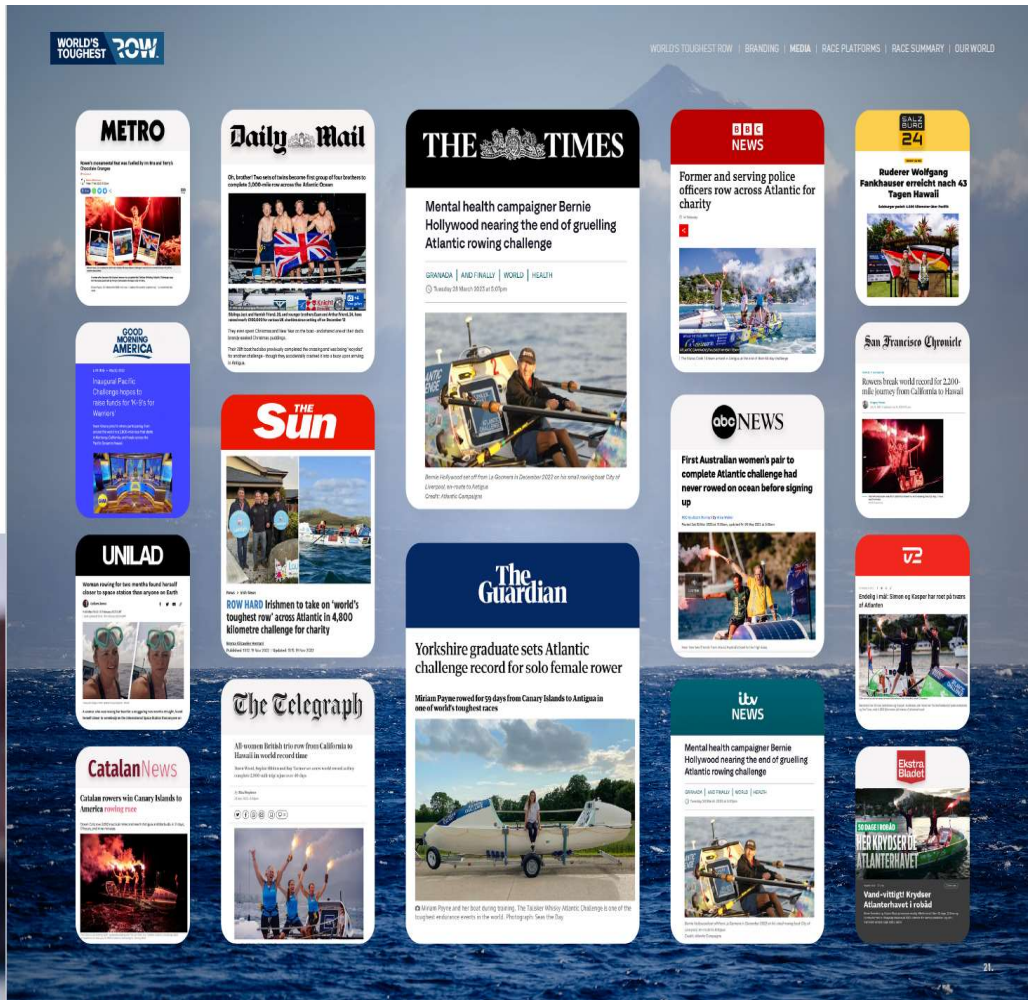
45m+ Global TV Audience

DIGITAL PRESS

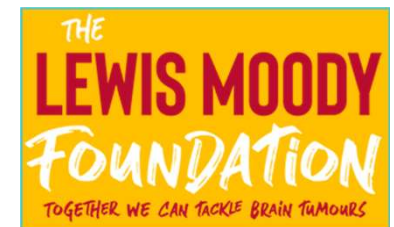
Sponsors, friends, and family united in their support, generating a multitude of posts that conveyed an outpouring of encouragement. The incredible personal stories captured the attention of the online readership.

Special interest stories ranged from fundraising efforts for charities to remarkable wildlife encounters, as well as tales of overcoming capsizes and embarking on extraordinary personal endeavours. These diverse and engaging accounts added an extra layer of fascination for readers, deepening their connection to the event and its participants.

1600+ Pieces of Coverage



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What is the social media coverage?



RACE PLATFORMS

Social following and engagement across all race platforms continues to grow year after year as the race gains more public exposure.



INSTAGRAM

Instagram is proving to be one of the most popular ways for fans to engage with the race offering a window into the unfolding events of the races. The latest content from the fleet is constantly uploaded by a dedicated content manager on site at the race start and finish, ensuring that followers stay connected in real time.

23.7K+ Total Page Followers

42.9K+ Monthly Average of Accounts Reached

14K+ Monthly Average of Profile Visits

Source: Instagram Analytics August 2023

FACEBOOK

FACEBOOK

This year's race content achieved great exposure across Facebook, with many returning visitors. The live broadcasts on Facebook, capturing both the start and finishes of the race, play a big role in driving the race's popularity as followers tune in to witness and interact with the unfolding race action.

60M+ Lifetime Reach

50K+ Followers

70K+ Engagement Per Race

Source: Facebook Analytics August 2023



TIKTOK

TikTok is emerging as a dynamic platform for engagement, offering a unique perspective into the race events as they unfold. Our rowers and collaborators have achieved remarkable success, amassing millions of views on their race-related content - deepening engagement with the race and its participants.

13M+ Combined Video Views in the Last 12 Months

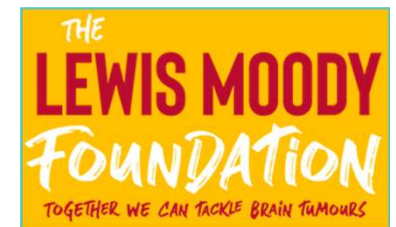
1.5M+ Top Performing Video Views

200K+ Combined Following Across Participants

Source: TikTok Analytics August 2023



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Investment Options

Platinum Partners

- **Naming rights to the boat, company logo placed in principal position on all marketing collateral**
- **Company logo displayed in a prominent position on the side of the boat and inside main cabin**
- **Company logo will be on team kit to be worn during the race and at associated events pre and post race**
- **Invitation to the start and finish of the race (at own cost)**

Media

- Brand promotion at media / interviews / press events
- Team endorsement of your product e.g. video footage
- Photos of your product on the row via team blog
- Team promotion of your company through The Ocean5 events, social and media platforms
- Content support for press releases about the challenge and partnership.
- Rights to use team videos, photos and press releases

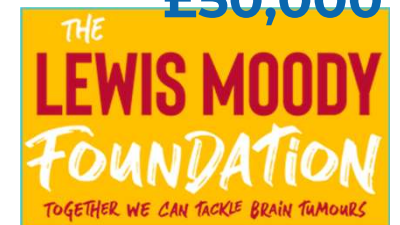
Corporate & Employee Engagement

- Lewis Moody available for 1 day corporate event
- Team and boat available for 2 corporate events
- Use of the boat for a team-building event
 - Talks/presentations by crew to staff and/or clients
 - Attendance at PR shoots and promotional events
- Live broadcast from the boat during the race



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**minimum
INVESTMENT
£50,000**



Investment Options

Gold Partners

- **Company logo will be displayed in a prominent position on the side of the boat**
- **Company logo will be on team kit to be worn during the race and at associated events pre and post race**
- **Invitation to the start and finish of the race (at own cost)**

Media

- Brand promotion at media / interviews / press events
- Team endorsement of your product e.g. video footage / photos of your product on the row via our blog
- Visibility of your company through The Ocean5 events and social media platforms
- Content support for press releases about the challenge and partnership.
- Rights to use team videos, photos and press releases

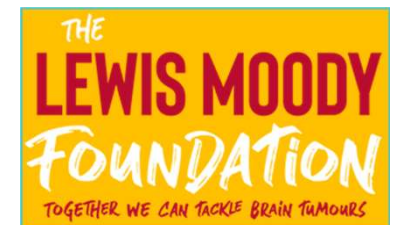
Corporate & Employee Engagement

- Lewis Moody available for ½ day corporate event
- Team and boat available for a corporate event
 - Talk/presentation by crew to staff and/or clients
 - Attendance at PR shoots and promotional events
- Live broadcast from the boat during the race

INVESTMENT
£30,000



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Investment Options

Silver Partners

- **Company logo will be displayed on the side of the boat**
- **Invitation to the start and finish of the race (at own cost)**

Media

- Brand promotion via video footage / photos of your product on the row via our blog
- Visibility of your company through The Ocean5 events and social media platforms
- Content support for press releases about the challenge and partnership.
- Rights to use team videos, photos and press releases

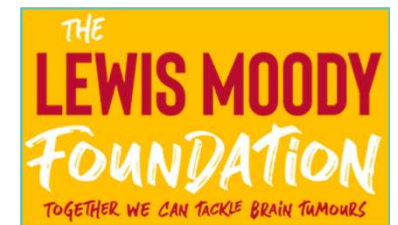
Corporate & Employee Engagement

- One presentations by crew at a staff and/or client event.
 - Attendance at PR shoot and promotional event

INVESTMENT
£20,000



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Investment Options

Equipment Partners

- **Company logo will be displayed in a primary position / on selected sponsored equipment on the boat**

Brand Partners

- **Company logo will be displayed in a primary position on the boat**

Media

- Visibility of your company through The Ocean5 events, and social media platforms
- Content support for press releases about the challenge and partnership.
- Rights to use team videos, photos and press releases

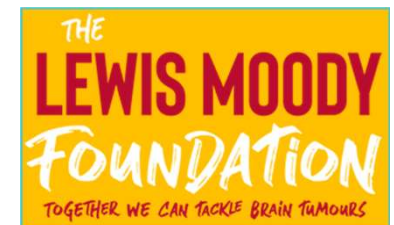
Corporate & Employee Engagement

- Attendance at PR shoots and promotional events

**INVESTMENT
POA from £3,000**



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Investment Options

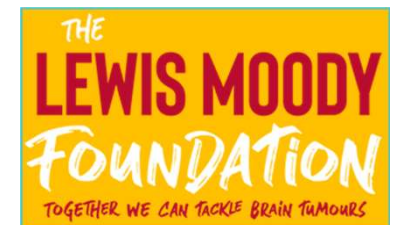
Personal Sponsors

- Sponsor the project via private contributions through The Ocean5 website / fundraising page

Freestyle sponsor	£open - payment through fundraising social media
Food day sponsor	£100 - letter of thanks
250 Club sponsor	£250 - signed photograph, letter of thanks, individual's name mounted on the boat, mention in social media. Limited to 250 members
Race day sponsor	£1,500 - signed photograph, letter of thanks, individual's name premium mounted on the boat, telephone call from the crew during the race, mention in social media, invited to meet the crew at training event. Limited to 35 days sold (frequently donated by sponsors to school events / assemblies etc).



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Thank you for reading this invitation.

We are very aware that you may be regularly approached by organisations seeking charitable contributions and that funds are not limitless. By becoming part of The Ocean5 team we wish to offer you the chance to do something extraordinary and to save lives. We believe that sharing our journey can provide a focus to inspire your team and to make a real difference to the world we all live in...

Thank you again, we would be delighted to have you on our boat



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