



AGAINST
THE TIDE



ATLANTIC ROW 2027

WORLD'S TOUGHEST ROW

The 'World's Toughest Row' is a **3,000-mile** rowing race across the Atlantic Ocean. Each year, around 40 crews set out from La Gomera in the Canary Islands, rowing west to English Harbour in Antigua.

In **December 2027**, we will take on the challenge together as a mixed pair, rowing not just for the finish line, but to champion our campaign 'Against the Tide' inspiring hope, resilience, and movement when life feels overwhelming.



AGAINST
THE TIDE


WORLD'S
TOUGHEST

ROW

UNITED STATES

SPAIN

**RACE STARTS
SAN SEBASTIÁN
LA GOMERA
28°N, 17°W**

**RACE FINISH
NELSON'S DOCKYARD
ANTIGUA
17°N, 62°W**

CANARY ISLANDS

3,000 MILES (4,800 KM)

AFRICA

CARIBBEAN ISLANDS

MID ATLANTIC OCEAN

SOUTH AMERICA



THE RACE



AGAINST
THE TIDE
~~~~~

## Duration

40-80 days at sea

## Distance

3,000 miles / 4800km

## Routine

2 hrs rowing / 2 hrs resting

## Conditions

40ft waves, sudden storms

## Effort

1.5 million oar strokes

## Fuel

5,000+ calories a day

# THE TEAM



## Alex Treharne

An adventurer at heart, Alex has climbed mountains, kayaked fjords, and rowed in ocean boats across Scotland and Scandinavia.

With over a decade-long dream to row the Atlantic, inspired by his own mental health struggles, he's driven by resilience and a commitment to take on this challenge.



## Wizzy Heap

A highly experienced rower, Wizzy has competed at some of the UK's premier rowing events.

Beyond the boat, she is also a marathon and ultra-marathon runner, bringing exceptional endurance and mental toughness. Combining competitive grit with stamina, she adds proven racing pedigree and determination to the crew.



# AGAINST THE TIDE



## The Campaign

'Against The Tide' is our campaign to inspire hope through movement showing that even the toughest tides in life can be turned one small step or stroke at a time.

By rowing the Atlantic, we aim to encourage others to keep going, reach out, and hold onto what matters to them, while supporting Samaritans vital work so no one struggles alone.

## SUPPORTING

Once we've covered the costs to reach the start line, every penny raised will go to Samaritans because early, compassionate listening saves lives.

Their work reflects exactly what both Alex & Wizzy wish more people had access to: support before crisis, and someone who will stay with you through the darkest moments.

AGAINST  
THE TIDE  


# TALK TO US

If things are getting to you



## 116 123

FREE

This number is FREE to call round the clock

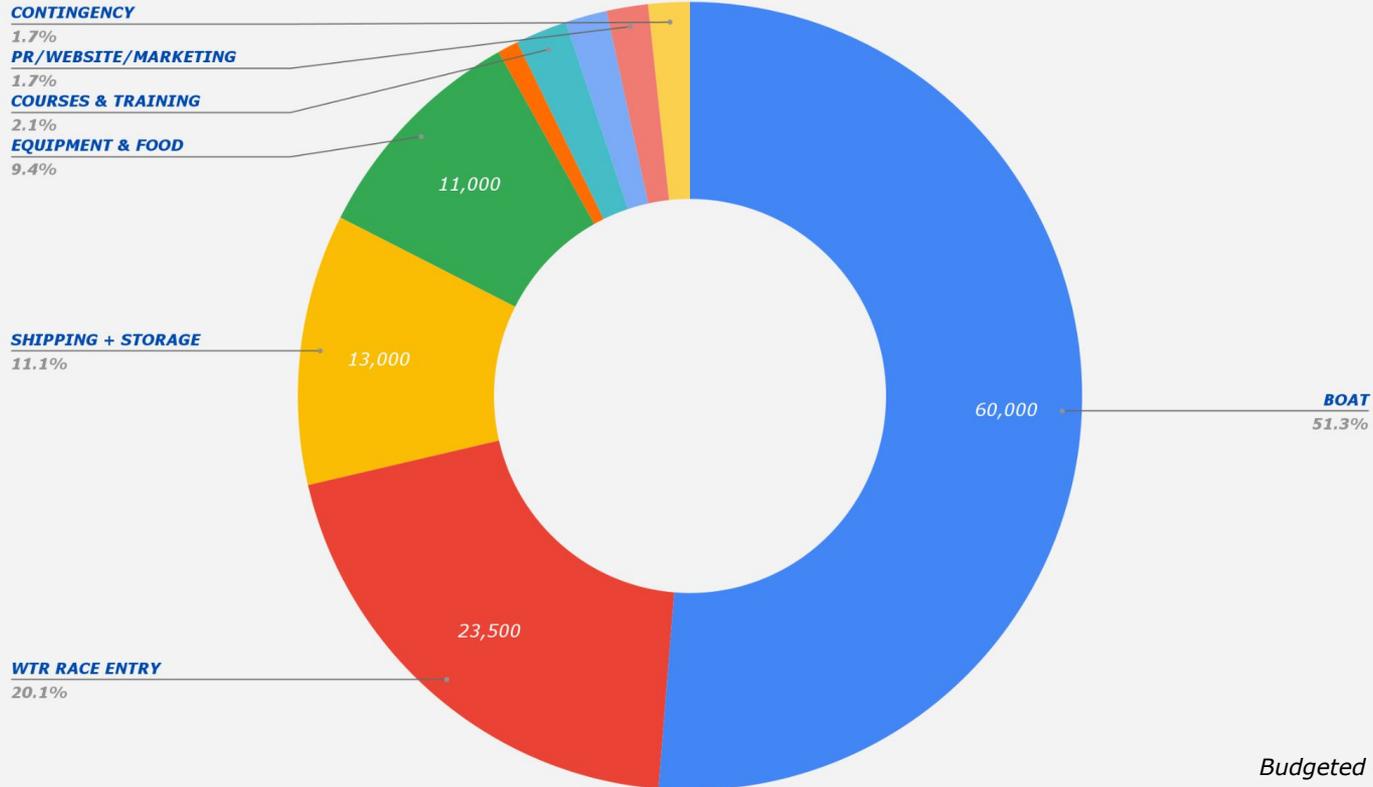
**SAMARITANS**

Registered Charity - England & Wales 219433 - Scotland SC040604

# **THE TOUGHEST PART OF AN OCEAN ROW IS GETTING TO THE START LINE!**

**The success of an ocean row campaign lies in the dedicated organisations and individuals who want to be part of something incredible. Is that you?**

# THE COST



# THE BOAT

The **Rannoch R25** is an all-carbon race boat built for speed and endurance.

It combines cutting-edge technology, advanced navigation systems, and a hydrodynamic design that makes it the **fastest** and most capable pairs boat on the ocean.

Designed & constructed in the UK, Rannoch boats are the **most advanced ocean rowing boats in the world.**

AGAINST  
THE TIDE  




# WHY SPONSOR OUR CAMPAIGN



AGAINST  
THE TIDE

## Global Reach

Millions of people around the world engaged with race media in 2024–25.

## Proven Coverage

Featured on BBC, The Times, Good Morning America, ABC News and more.

## Meaningful Impact

Champion mental health hope through our campaign.

## CSR Opportunity

Showcase your commitment to positive change on a global stage.

## Extreme Endurance

Be part of one of the toughest and most inspiring challenges on earth.

An or-some achievement! Four British soldiers row nearly 3,000 miles across the Atlantic in a record-breaking 41 days

By CHRIS MATTHEWS FOR MAILONLINE 12:08 24 Jan 2022, updated 12:10 24 Jan 2022



Rowers complete six-week 'battle' across Atlantic



WORLD'S TOUGHEST ROW



itv NEWS

Jersey's Intrepid 232 rowing team set world record after crossing Atlantic Ocean



British rowers break Atlantic crossing record



British quartet become fastest and youngest all-female crew to row Atlantic

Solo woman rows across Atlantic Ocean, becomes youngest female to make the journey

Jasmine Harrison aspired to enter the challenge after catching the finale in 2018



Team Essence Celebrates Record-Setting Row Across Atlantic Ocean

Five adventurers have become the first to row unaided across the Atlantic Ocean from east to west, spending 50 days at sea.



Jasmine Harrison becomes youngest woman to row solo across the ocean

It took the 21-year-old 70 days, 3 hours and 48 minutes to cross the Atlantic.

By Julia Jacobo February 21, 2021, 1:06 PM ET + 6 min read



Glasgow mum becomes first to conquer 'world's toughest row'

18TH FEBRUARY 2024 ROWING

She Rowed Across the Atlantic, Joining a New Wave of Extreme Endurance Athletes

After 70 days 3 hours 48 minutes, Jasmine Harrison, 21, became the youngest woman to row an ocean solo.

Share full article



British athletes celebrate record-breaking triumph in world's toughest rowing race

Gift this article free



Gateshead submariner 'overwhelmed' after record Atlantic crossing in 'world's toughest row'

HMS Oardacious became the fastest ever serving military team to row across the Atlantic this week with a Geordie on board

British friends battle giant waves to win 3,000-mile Atlantic rowing race

The next boat is two days behind them but with really bad weather they were not sure they would make it to Antigua.

Alix Culbertson Political reporter @alixculbertson

Tuesday 14 January 2020 20:23, UK



The four friends with NO rowing experience who plan to row across the Atlantic

'We've just had our fifth lesson'

DAILY Mirror OCEAN RECORD CHALLENGE OARSOME SHIRLEY'S SOLO ATLANTIC BID

Saoirse O'Driscoll: Irish crew nears completion of 5,000km transatlantic row in honour of girl who died of heart condition

# TITLE PARTNER

Our **Title Partner** would **fully fund** the campaign\* and would be the face of this campaign from start to finish. This is an **exclusive, once-only** chance to align your brand with **history** as we row 3,000 miles across the Atlantic.

## **Exclusive sponsor rights**

Brand across the boat, kit, and full media campaign.

## **Boat naming privilege**

You choose the name of the boat.

## **Lead presence in all PR**

Ensuring maximum visibility.

## **Film & photography**

Professional start and finish line images and videos for you to use.

## **Legacy recognition**

A commemorative piece of the boat post-race.

## **Behind-the-scenes**

Exclusive insight and updates for your team throughout the campaign.



**YOUR BRAND HERE**

*\*Proceeds from selling the boat & equipment after the crossing can either be returned to the title partner or donated to the campaign charity 'Samaritans'.*

**AGAINST  
THE TIDE**  
~~~~~

CORPORATE SPONSORSHIP PACKAGES

BRONZE

SILVER

GOLD

PLATINUM

£10K+

£20K+

£30K+

£50K+

Grassroots support with a personal touch

High impact brand presence

Headline visibility across all platforms

Prominent visibility across all platforms

Logo on the hull (small).

All benefits from the Bronze package, plus:

All benefits from the Silver package, plus:

All benefits from the Gold package, plus:

Logo on the 'Against The Tide' website.

Logo on the hull (medium).

Logo on the hull (medium)

Logo on the hull (large)

Logo on social media.

Tagged in all social media posts about the row.

Logo on team kit (small)

Logo on team kit (large)

Access to race photography.

Speaking opportunities at sponsor events before and after the race.

Dedicated page on the 'Against The Tide' website.

Brand specific social media posts before, during, and after the race.

THANK YOU

Thank you for taking the time to learn about our campaign and we hope you will support us on this epic journey.

Alex & Wizzy



**AGAINST
THE TIDE**
~~~~~



@AGAINSTTHETIDE2027



COMING SOON