

Atlantic Ocean Row

January 2021

IN PARTNERSHIP WITH

OXFORD
BROOKES
UNIVERSITY

The Atlantic Ocean

A crew of 4 will set off from Lanzarote and using muscle power alone will together row 3,200 miles of open Atlantic Ocean that lay between them and Antigua. They will be completely unsupported for the crossing.

Despite the fact that there is an organised ocean rowing race across the Atlantic held every year, there are still more people who have been into space than have successfully rowed the Atlantic. It is an incredibly tough challenge and is often quoted in the media as being "The world's toughest row". With the experience of the crew on board we expect the crossing to take between 35 to 45 days, depending on weather conditions.



3,200 miles
34 to 45 days



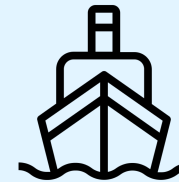
The Challenge

The crew will have to work together as a team to ensure the crossing is successful.

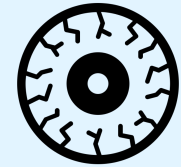
Unsupported means just that, and they will have to deal with anything that gets thrown at them. There is no stopping and calling a specialist out to help with repairs, no popping to A&E for medical attention. Although the crew will be able to use a satellite phone to seek advice they, and they alone, will be the ones who have to deal with any and all problems they encounter.

If they do get into trouble and need help it is entirely possible that they will have to wait for up to 5 days for the cavalry to arrive. Everything that they will need will have to be loaded onto the boat before they leave and once they have there is no turning back.

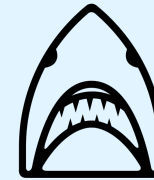
They will experience sleep deprivation, extreme fatigue, massive weight loss, huge seas and the only place that all 4 crew will have to shelter is a tiny cabin about two thirds the size of a double bed.



SHIPS



EXHAUSTION



SHARKS



SICKNESS



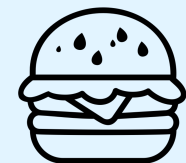
BLISTERS



DEHYDRATION



STORMS



HALLUCINATIONS



This is an ocean rowing boat



It's 29ft long, a little under 6ft wide and will be the crews life support system for the time that they are on the water.

The crew will be rowing in pairs and will be running on a shift pattern of two hours rowing followed by 2 hours resting for 24 hours a day, 7 days a week.

From the second the crews push off until they next set foot on dry land, the boat will be everything to them. They will either be on deck rowing or they will be in the tiny cabin at the back of the boat which is about two thirds the size of a double bed. Inside this they will rest, cook, eat, sleep navigate, communicate with the outside world and each other, patch up any injuries, write blogs and film vlogs, carry out any equipment repairs...in fact the only thing that they won't be doing is in the cabin is going to the toilet. This is an alfresco affair that bears a striking resemblance to a bucket on deck because it is a bucket on deck. Lovely when it's sunny and calm but try to imagine yourself balanced atop said bucket when there are howling winds and towering waves crashing on deck...

Crew



BILLY TAYLOR
The Skipper

Billy started ocean rowing challenges in 2014 after finding out his childhood friend had been diagnosed with Young Onset Parkinson's Disease. He has rowed across the Pacific, Indian and Atlantic Oceans, the Mediterranean and the English channel, all of which have been used to raise awareness of Parkinson's Disease and mental health charities.



MATTHEW PRITCHARD
The Dirty Vegan

The pro skateborder and TV daredevil found fame in MTV's Dirty Sanchez leading to a drink and drug filled lifestyle. He turned his life around in 2011 when he began a series of fitness challenges, including a continuous Deca (10x ironman). He is now going to take himself out of his comfort zone with a voyage that will test him to the extreme.



JOHNNY WARD
The Blogger

Johnny is a self-confessed 'normal' Irishman who felt there was more to life than a 9-5 job, and with that, he took off around the world, literally. He has been to every, single, country! What he hasn't done, is row an ocean, and this latest challenge will be his most demanding yet.



MARTIN HESELTINE
The Sea Dog

Martin was once chased through Nigeria by 300 locals with machetes shouting 'kill him'. Whilst that alone means he needs no further introduction, he has spent huge portions of his life on the high seas. Rowing an ocean is new to Martin, but will be the latest in a long line of unique adventures in Martin's life.

**So why would we do this
and why would you want
to get involved?**

Here are 3 great reasons...

1. Mental Health issues in the UK have gone largely ignored for generations and it is only recently that people have felt comfortable to discuss conditions such as PTSD and depression. This is despite the fact that an estimated 3,800,000 people in the UK are believed to be living with the condition. The research carried out by Oxford Brookes University will aim to provide a better understanding of how exercise is beneficial for those suffering from anxiety and depression. Blood works will measure the levels of the feel good hormones that the body naturally produces when undertaking exercise and Functional Near Infrared Spectroscopy will look at the vascular flow in the brain itself. Public awareness of mental health should and needs to be raised and the conditions de-stigmatised and we hope again to use the media surrounding the row to do so. It is highly likely that you know someone with a mental health condition.

2. To help inspire the next generation of school leavers and adventurers. During previous rows we managed to hold live video chats from out on the water directly into class rooms across the UK (a world first). We hope to do the same this time, and engage students so that we can show them that there is so much more to life than a screen and that it doesn't matter what hand life deals you, you can always do something to help yourself and help others.

3. The media attention, logo on the boat and website, mentions on social media... and all the things that people usually put in sponsorship packs. While we can offer all of that (we reached an audience of about 27 million people through TV, Radio print during the last challenge) and our hope is that you, or your company, will choose to come on board not only because you see a good ROI but because you can also see all the positives for others that can be achieved through this challenge and that everything else on top is just a bonus. it's great for employees too. In the past we have seen that when a company becomes a sponsor the employees take ownership of the challenge and feel like they have become part of the extended team. They can interact with all the various social media platforms and it creates a great "team building" environment especially if in house fundraising events are held.



**Be a part of something
life changing...**

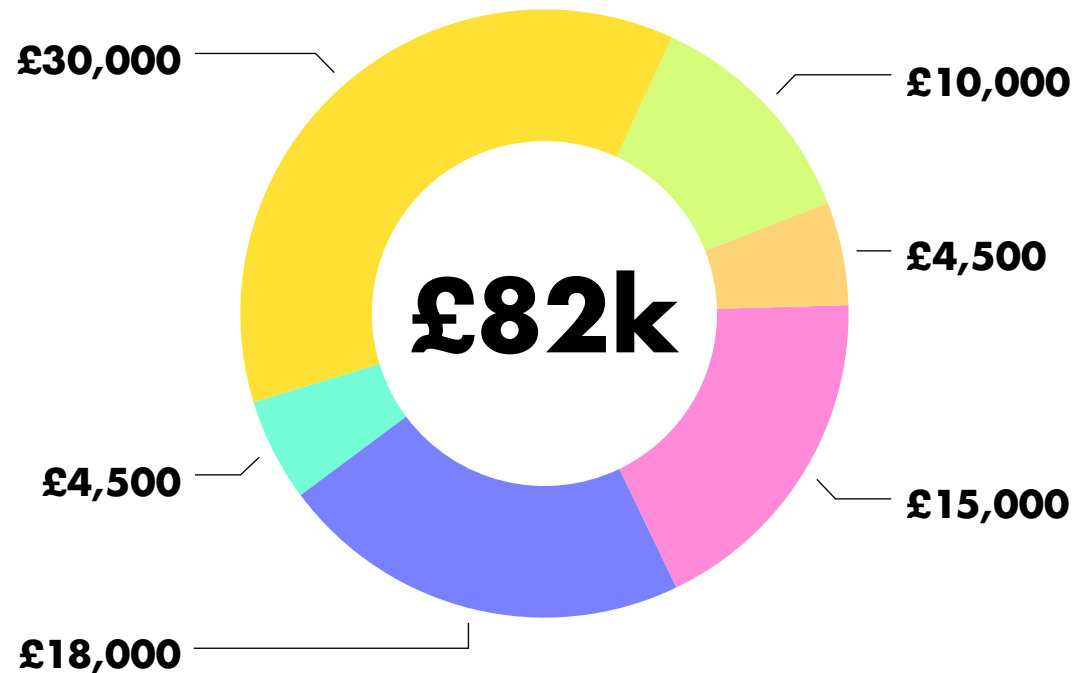
Getting to the start

The journey to get to the start line can be as difficult as the actual row itself and poses just as many challenges.




















The work that goes into the logistics and funding of the challenge is often the biggest obstacle to overcome and would simply not be possible without the help and support of sponsors.

Sponsorship can come in many forms, not just financial. You can also become a sponsor by providing product and /or services.

- **The boat and auxiliary gear**
- **Shipping**
- **Travel**
- **Freeze dried food**
- **Satellite communications**
- **Safety & medical equipment**



Sponsor packages

	<div>GOLD</div> <div>£15,000+</div> <div>ONE AVAILABLE</div>	<div>SILVER</div> <div>£7,000+</div> <div>MULTIPLE</div>	<div>BRONZE</div> <div>£3,000+</div> <div>MULTIPLE</div>
Logo on boat			
Social media mentions			
Logo and hyperlink on website			
Name & weblink included in all press and promotion materials			
Access to photos and video footage from the crossing			
Post-row talk from the team on their experiences			
Logo on 1 oar (organisation to retain oar post row)			
Logo on team kit			
Logo on boat trailer			
	<p>Gold sponsors will have all the benefits of Silver plus:</p> <ul style="list-style-type: none"> - Prime logo placement on the boat and team kit - Frequent social media mentions - 2 post row talks 	<p>Silver sponsors will have all the benefits of Bronze plus:</p> <ul style="list-style-type: none"> - Premium logo placement on the boat - Monthly social media mentions - 1 post row talk 	<p>Bronze sponsors will have:</p> <ul style="list-style-type: none"> - Key logo placement on the boat and website - Social media mentions

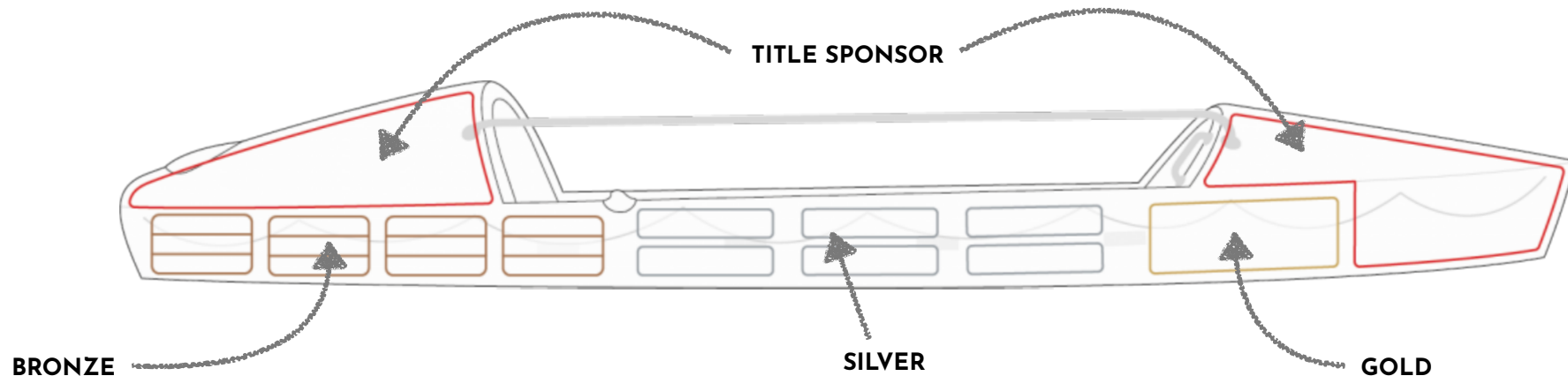
Sponsor packages can be tailored for different levels of investment and requirements. We can meet all reasonable requests
 - subject to availability, logistics and contribution amount - if there is something specific you have in mind.

Title sponsor

Investment and requirements to be negotiated with title sponsor

The Title Sponsor will have all the benefits of Gold plus:

- Full branding rights for the row, including:
 - Boat name to change to company name
 - Challenge name to change to company name
 - Boat branding, including prime positioning of logo on exterior and interior of boat
 - Boat to change to organisation's brand colours
 - Organisation's logo to feature on ALL team attire worn pre, during and post row
- PR and promotional partner - involvement in press releases, press and launch events, photography, media interviews and all promotional materials
- Media access - full access to live streaming and chats, photos and video footage
- Product showcase - use of organisation's products/services by crew and in boat
- Access to crew - crew available pre, during (via satellite) and post row to talk to employees/speak at corporate or team-building events
- Access to location mapping - office map in reception can pinpoint where crew are on any given day
- Flag to mark end of row - crew to hold flag aloft to signal end of the row. Flag will bear the logo/tag of the lead sponsor
- Boat to be displayed at sponsors office(s) either temporarily (six months) or permanently





NO GREAT SHAKES

William **HILL**

NORTH
EDGE

Money

Domino's

healthspan

CEBECO

MAVE

Cebalton

EPDA

raft

BUGGY TRUST

What the people say

EXTREME ADVENTURE FOOD

As a company we receive an enormous amount of sponsorship requests for various types of challenges. Over the years we have dramatically cut back on the sponsorship that we give as the majority of those who we did support simply took what was on offer and we never heard back from them again and our brand failed to receive any form of exposure. We decided to take a chance on Billy due to the research project into Parkinson's Disease that was part of Indian Ocean Row 2018 project and are delighted to say that we couldn't be happier with our decision.

Billy kept in contact with regular updates and made good on any requests that we made of him with regards to content, photo's and video. He is a fantastic ambassador for the brand and the entire workforce would arrive 15 minutes early each day to sit in the canteen, see how the crew were getting on and discuss the social media posts that they would put up. It created a great working environment throughout the entire challenge and we are looking forward to the same in 2020 as we are once again sponsoring Billy and Monkey Fist Adventures' "Brain Waves" campaign.

Dave Annadale, Extreme Adventure Foods



ELLIOT BROWN WATCHES

We had the pleasure of meeting Billy just before the Great Pacific Race in 2014 and agreed to become a sponsor as the row provided the perfect testing ground for our durable watches. We deal with many athletes and ambassadors and Billy stands out from the crowd because he understands the commercial aspects of these kinds of arrangements and has been such a great asset for our brand. From writing content to providing photography it is amazing how he manages to do so much in addition to his role as a fire fighter and massive fundraising efforts for charity. It was because of these reasons that we became product and financial sponsors for his last challenge of rowing the Indian ocean.

In between these two epic challenges Billy came to us with the concept of a limited edition firefighters watch that would raise money for charity. He was instrumental in the design, helped with the marketing and ensured that the correct bodies endorsed the project. This led on to sales of over £180,000 to date and has enabled us to donate over £16,000 to charity. Billy is one of those guys who does what he says and achieves more than promised no matter if it's an extreme feat of endurance or arriving on time for a meeting. It's a pleasure to be associated with him and I would suggest any organisation will get back more than they put in if they support him.

Ian Elliot, co-founder of "Animal" and CEO of Elliot Brown Watches



EUROPEAN PARKINSON'S DISEASE ASSOCIATION

The European Parkinson's Disease Association (EPDA) is proud to be a charity partner of Monkey Fist Adventures. In 2018, the Row the Indian Ocean four-man crew achieved the amazing goal of crossing the Indian Ocean in a rowboat. This was achieved thanks to the relentless effort and dedication of the crew and of all the Row the Indian Ocean team.

This endeavour has contributed to raising awareness of Parkinson's on a global scale through their media campaign, to providing inspiration to the Parkinson's community, and to gathering groundbreaking research data that is being used to help create better drug, dietary and exercise therapies.

For all these reasons, the EPDA will keep supporting the impressive work of Monkey Fist Adventures during their next challenge, and would recommend them to any other individual, company or charity looking to work with them.



Charities



We believe in compassion, life & empowerment – all factors that contribute to a sustainable, healthy & cruelty free planet. By providing information on the use of animals in factory farming, intensive breeding & cruel sports we seek to enable cruelty free choices and wider awareness.

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"I am very proud to be a patron for Dean Farm Trust, an incredible charity that rescues and gives a home for life to animals in need. Me and Lemmy had a great time hanging out with the residents, especially the 12 male calves saved from the veal industry. The cows took a liking to Lemmy! I was amazed by the work they do and their commitment to educating the public and promoting compassionate living."

MATTHEW PRITCHARD – CHARITY PATRON



HUMEN is a movement to improve and maintain men's mental health through campaigning and The HUMEN Space. Anonymous, preventative and non-clinical spaces for men to talk, listen and connect on a regular basis.

75% of all UK suicides are male. The right to talk should never be a privilege.

Please get in touch

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MONKEY FIST ADVENTURES

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