



Sponsorship Brochure

seachangeatlantic@gmail.com

In aid of



Axminster and Lyme
Cancer Support



3200 miles

Rowing 3200 miles maintaining a shift pattern of 2 hours on and 2 hours off for 60 - 80 days will be a huge challenge.



£100,000 for charity

The aim of the crew is to raise over £100,000 to support a number of charities across the areas of Conservation, Innovation and Adventure.



2000 litres of water

The crew will have to desalinate more than 2000 litres of water to drink, rehydrate food and occasionally wash.

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Join the adventure – Sponsor us!

In January 2027 four ordinary men from the Southwest of England will set off on an extraordinary journey...

They are taking part in the world's longest organised rowing event – The Atlantic Dash.

Team Sea Change Atlantic will be rowing **3200 miles across open ocean**, from Rubicon Marina, Lanzarote in the Canary Islands, to arrive several weeks later at Jolly Harbour, Antigua.

Over 60-80 days of non-stop rowing the crew will be battling sleep deprivation, sea sickness, blisters, 30ft waves, whilst navigating wind, weather, tides and shipping.
Did we mention whales, sharks and blue marlin attacks?

Why? Simple, to raise awareness and money for causes we believe in.

Through this endeavour, with your help, the crew is committed to raising over £100,000 for Parkinson's UK, ALCS and marine conservation charities.

In aid of





“Good luck Adam, Simon, Maddie and Richard on your amazing challenge - The Atlantic Dash.

I only used to do 2,000 metre racing, so I take my hat off to you guys for attempting such an epic adventure and for such a great cause that affects us all. I have no doubt you will succeed. All the very best.”

Sir Steve Redgrave



Up to 30 metre waves

Previous attempts of the Atlantic crossing have encountered waves of nearly 100ft. The crew will be tethered to the boat at all times during the row.



1,000,000+ calories

The crew need to consume over 1,000,000 calories during the journey to maintain their energy levels.
Don't mention the poo bucket!



Deep water swimming

In order to clean the bottom of the boat the crew will be swimming in water up to 9 kilometres deep!

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Be part of something incredible

Team Sea Change Atlantic are busy gathering a hugely enthusiastic coalition of funding partners to support their mission of rowing across the Atlantic Ocean.

Our funding partners, who will share every stroke of this wild 3,200-mile journey with the crew, will include businesses who want to show their interest in the areas of **conservation, innovation and adventure.**

Partners will be associating themselves with an inspiring narrative of triumph and endurance, of ambition and the pursuit of excellence. Our partners will be companies who know what endeavour and success looks like, and who want to be seen to be celebrating it.

We do hope that our partners will include you!

Adam Benjamin
David 'Maddie' Pyle
Richard Blackmore
Simon Burke

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"Rowing the Atlantic - you must be mad! Wishing Sea Change Atlantic every success in your row and in your efforts to shine a light on the damage that climate change is doing to our magnificent oceans."

Ben Fogle

Imagine the sheer determination and grit required for this journey. For up to 60 relentless days, The Sea Change Atlantic crew will row tirelessly, taking turns every 2 hours, day and night. They will face towering waves up to 30 feet high on the roughest days. Each member will endure significant physical strain, losing around 12kg, burning 5000 calories daily, and consuming 10 litres of water to stay hydrated.

Despite these daunting challenges, the team is self-funding their entrance fee to the race. However, they need your support for all the other essentials. Team Sea Change Atlantic is seeking sponsorship to help them conquer this incredible adventure. Your support could make all the difference in their journey and the charities they are doing this for.





No rest for the wicked

With nowhere to anchor until they arrive in Antigua the crew will row 24/7 for 60-80 days to complete the 3200 mile trip



Sponsor our playlist

To either get us through the day or torture us for an hour every day, we are looking for people to sponsor a playlist.



Scared of the dark

The crew will be rowing 1700 miles in the dark through the night as they head for Antigua.

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You'll get more than just great content!

Being involved in this global event will generate promotional opportunities and captivating content that your customers, partners and staff will buy into, month after month, up to, during and beyond the row itself.

We guarantee your target audiences will be entertained and inspired. As sponsors you will be in the boat with us throughout our journey, and the crew and media team will be on hand to advise you on how to get the most from everything.

Most importantly you will be enabling **Sea Change Atlantic to generate over £100,000** for our chosen charities – Parkinson's UK, Axminster & Lyme Cancer Support and marine conservation.

Local, national and international media coverage

Sea Change Atlantic's journey in partnership with our charities will generate substantial media coverage, offering significant exposure through press releases, TV interviews and social media. We are aiming to engage a documentary-maker to follow our journey too.

With content that includes crew updates, behind the scenes exclusives and seminars / webinars that will inspire and engage you can expect to generate considerable interest as your staff, customers and partners fully buy in to our story!





Everest? Easy!

More people have climbed Everest than
have rowed the Atlantic



Weight Loss

Each rower will lose 12kg of body weight
during the row. This is affectionately
known as The Atlantic Diet!



Which way?

The crew will need to navigate the 3200
miles taking into consideration tide, wind
and weather conditions.

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Just some of the sponsorship features

Logo exposure and product placement

As a sponsor, your logo and messaging can be featured on our boat, on our clothing, on our equipment and on promotional materials. With every stroke we take, you'll be building a connection to a powerful narrative that elevates your brand and drives meaningful engagement.

Unique access to the crew – before, during and after the event

Our crew members will make themselves available for public speaking engagements; exclusive fund-raising events; press interviews and features; and extensive social media activity encompassing live streams, features, blog posts and reels.

Access to our boat; to our crew merchandise and to unique mementos from the adventure

Why not show our boat off at your corporate events? Or give away mementos from our trip to your key customers / staff. Or run a competition to row for a day on our boat. All these benefits are available within certain sponsorship packages.

A tie-in with our chosen charities

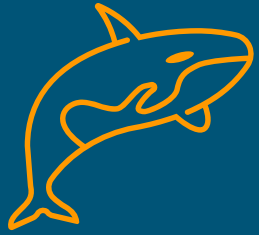
Your sponsorship of Sea Change Atlantic would form a core component of your corporate social responsibility programme, demonstrating your commitment to groundbreaking endeavours and projects that have charity fund-raising objectives.

Our platinum sponsor will have the privilege of choosing an additional charity to receive proceeds from this challenge!



Sea Change
Atlantic

Sponsorship Options



Orca Package

£25k

Branding & Media Exposure

Name the Boat: Your brand will be prominently displayed.

Full Aft Wrap: Cover the entire back of the boat with your logo.

Logo Placement: Above the bow hatch, on crew shirts, and kit.

Online Presence: Logo, content, and links on our website and social media.

Dedicated Company Page: Highlight your company on our website.

Content Support: Regular posts about your company on our social media, and support for press releases.

High-Quality Content: Regular social media updates featuring your product during training and the race.

Team Endorsements: Video footage and photos of your products / services on all channels.

Social Media Sharing: We will share your company's social media activity across our network.

Rights to Media: Use team videos, photos, and press releases.

Engagement Opportunities

Commemorative Oar: Receive an oar with your company logo after the race.

Crew and Boat Access: Our crew and boat will be available to attend your company events.

Company Rowing Experience: Engage your workforce in rowing activities in Cornwall, Devon, or a local water body.

PR Events: Host company talks and events before and after the race.

Video Messages: Receive video messages from the crew at key points during the race.

Race Us Challenge: Participate in a rowing challenge with a loaned rowing machine, and track your progress against other companies.

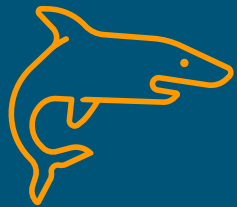
Charity Support

Charity Fundraising: Raise money for a charity of your choice alongside our team charities, Parkinson's UK and Axminster and Lyme Cancer Support.

Join us in this incredible journey and showcase your brand while supporting a great cause!

We can always create a sponsorship package to suit your requirements.

Please contact seachangeatlantic@gmail.com or contact Maddie on +44 (0) 7930941060



Shark Package

£15k

Branding & Media Exposure

Logo Placement: Large logo on boat, crew shirts, and kit.

Online Presence: Logo, content, and links on our website and social media.

Dedicated Company Page: Highlight your company on our website.

Content Support: Regular posts about your company on our social media, and support for press releases.

High-Quality Content: Regular social media updates featuring your product during training and the race.

Team Endorsements: Video footage and photos of your products / services on all channels.

Social Media Sharing: We will share your company's social media activity across our network.

Rights to Media: Use team videos, photos, and press releases.

Engagement Opportunities

Commemorative Oar: Receive an oar with your company logo after the race.

Crew Merchandise: Package of Sea Change Atlantic t-shirts and hoodies with your branding.

Company Rowing Experience: Engage your workforce in rowing activities in Cornwall, Devon, or a local water body.

PR Events: Host company talks and events before and after the race.

Video Messages: Receive video messages from the crew at key points during the race.

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Whale Package

£10k

Branding & Media Exposure

Logo Placement: Large log on boat, crew shirts, and kit.

Online Presence: Logo, content, and links on our website and social media.

Dedicated Company Page: Highlight your company on our website.

Content Support: Regular posts about your company on our social media, and support for press releases.

High-Quality Content: Regular social media updates featuring your product during training and the race.

Team Endorsements: Video footage and photos of your products / services on all channels.

Social Media Sharing: We will share your company's social media activity across our network.

Rights to Media: Use team videos, photos, and press releases.

Engagement Opportunities

PR Events: Host company talks and events before and after the race.

Video Messages: Receive video messages from the crew at key points during the race.

Race Us Challenge: Participate in a rowing challenge with a loaned rowing machine, and track your progress against other companies.



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More options...

£1k - £5k

Any amount support you can offer makes you part of something truly extraordinary. Every penny raised or piece of equipment donated will go towards raising £100,000 for our amazing charities.



Clothing
Sponsor



Comms
Sponsor



First Aid
Sponsor



Travel
Sponsor



Safety
Sponsor



Navigation
Sponsor



Food
Sponsor



Drone
Sponsor



Media
Sponsor



Sea Anchor
Sponsor



Water
Sponsor



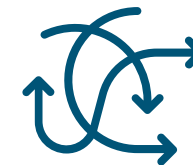
Eyewear
Sponsor



Training
Sponsor



Music
Sponsor



Auto Pilot
Sponsor



Poo Bucket
Sponsor

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Sponsorship is not just about money

We would be excited to work with our Innovation Partner to test out new equipment whilst rowing across the Atlantic. We would of course accept necessary equipment from potential sponsors rather than a wholly financial contribution

If you would like to suggest an entirely different sponsorship package – for example team music sponsor; team fitness training sponsor; poo bucket sponsor, then we would be happy to engage with you.

Community sponsorship

In January 2026 we will be launching our community sponsorship crowdfunding campaign. Our crowdfunding campaign will include innovative ways of funding the crew, including opportunities to:

Beast a team member – nominate a crew member to row a double-shift
Buy a song to be included on the team's playlist
Name the first dolphin the crew sees

Your sponsorship will help us raise £100,000 for charities

At the same time as securing our sponsors, the crew is busy engaging with charities that match our and our sponsors' interests. Rowing the Atlantic is one thing, but this mission will only be successful if we can raise a fortune for our chosen charities too.

Our charity fund-raising will commence in earnest in early 2026.



Contact Sea Change Atlantic

If you would like to discuss a sponsorship package with us, please contact us. We would love to talk to you.

Email: seachangeatlantic@gmail.com



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