



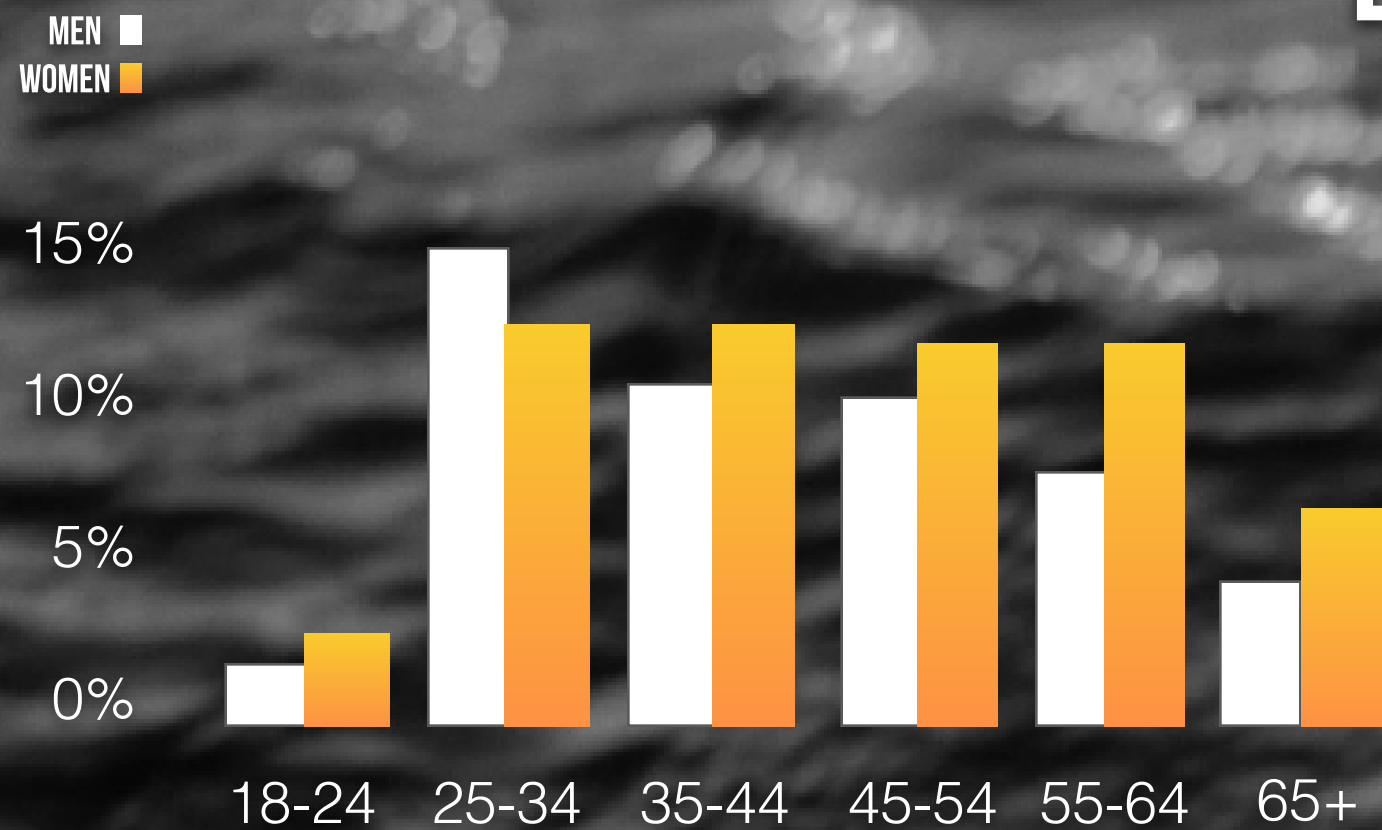
# TEAM UNITED WE CONQUER

WORLD RECORD ATTEMPT - FASTEST TIME TO ROW FROM NEW YORK TO THE UK,  
RAISING MONEY FOR MENTAL HEALTH CHARITY, HEAD UP.

# MEET THE TEAM JACK SKIPPER

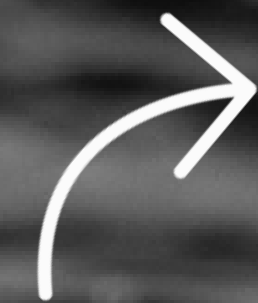
Jack Jarvis is an endurance and survival specialist with a World Record. He spent 12 years in the Army and achieved the remarkable feat of being the first person to row solo and unsupported across the Atlantic Ocean from Europe to North America in 111 days. Jack was a finalist for the Pride of Brain award.

## AUDIENCE

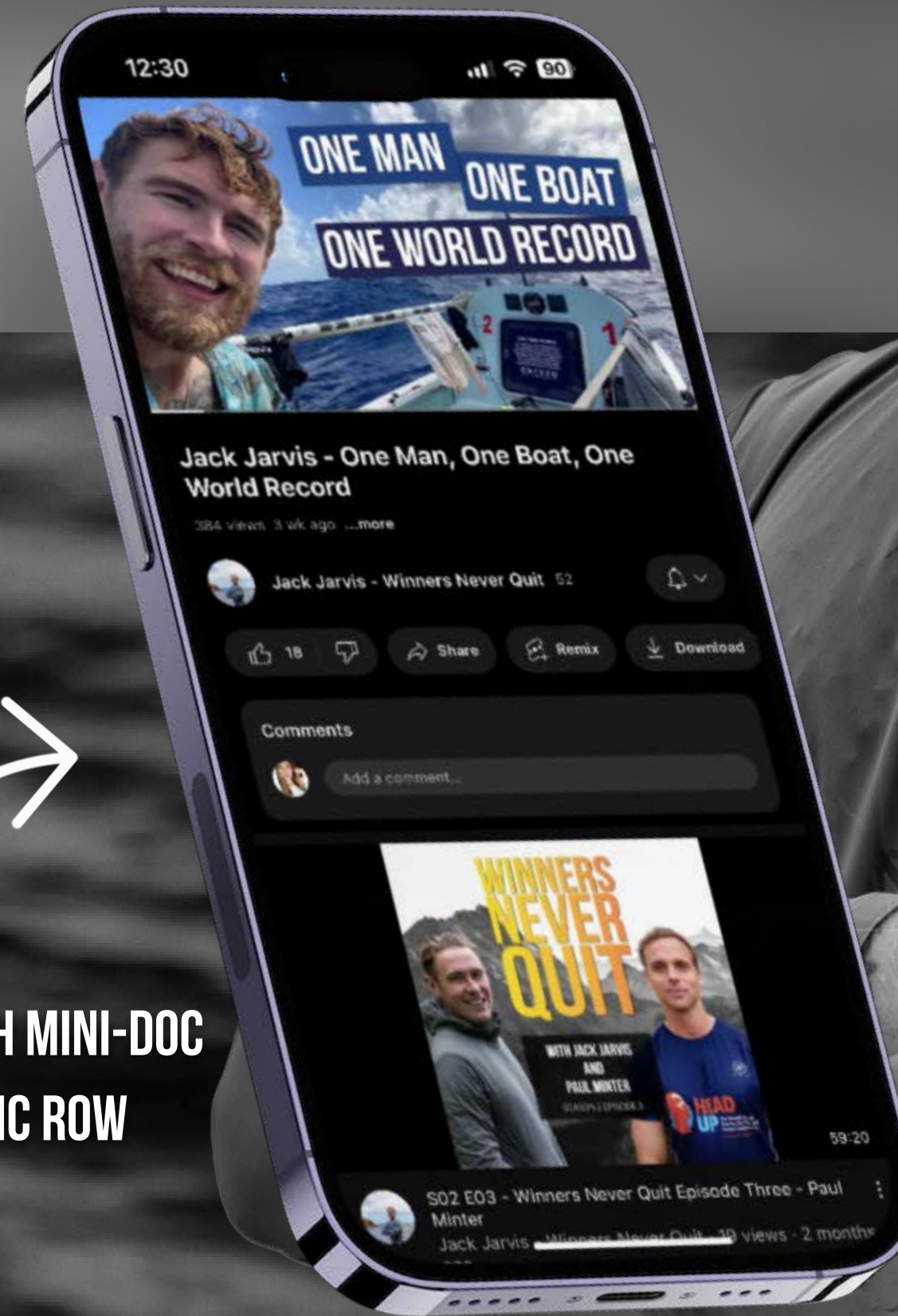


**16%** SOCIAL ENGAGEMENT RATE

**49%** ♂  
**51%** ♀



CLICK TO WATCH MINI-DOC ON THE ATLANTIC ROW



**GBNI**  
**sky news**

**BBC**

**itv NEWS**

**THE TIMES**

# MEET ADAM THE MUSCLE

British adventurer and content creator Adam Radcliffe has spent the last 18 months pursuing and documenting challenging adventures worldwide, providing top-notch entertainment to his rapidly growing audience.

## AUDIENCE

♂ 75%

♀ 25%

180k

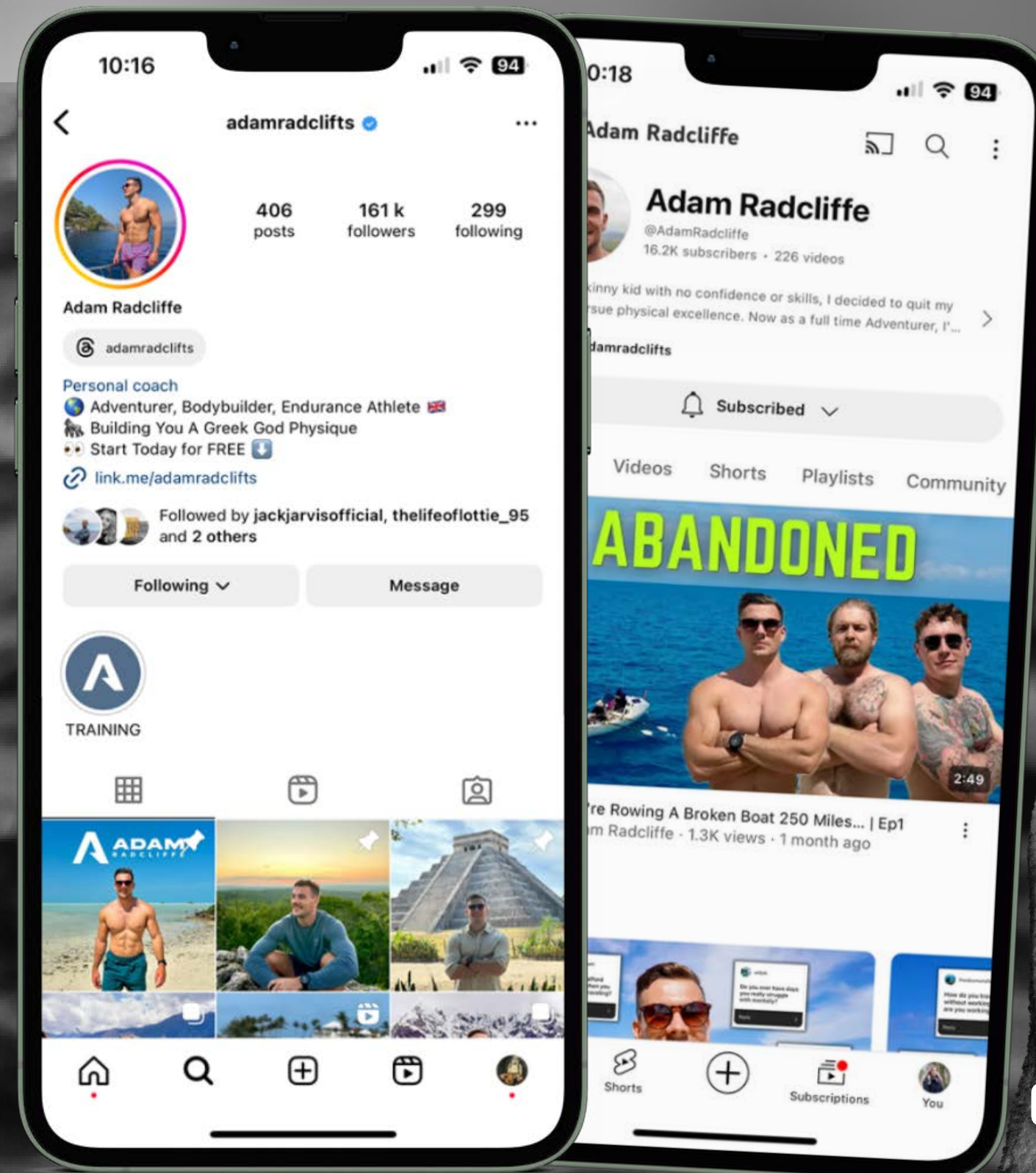
INTERACTION

1.4M

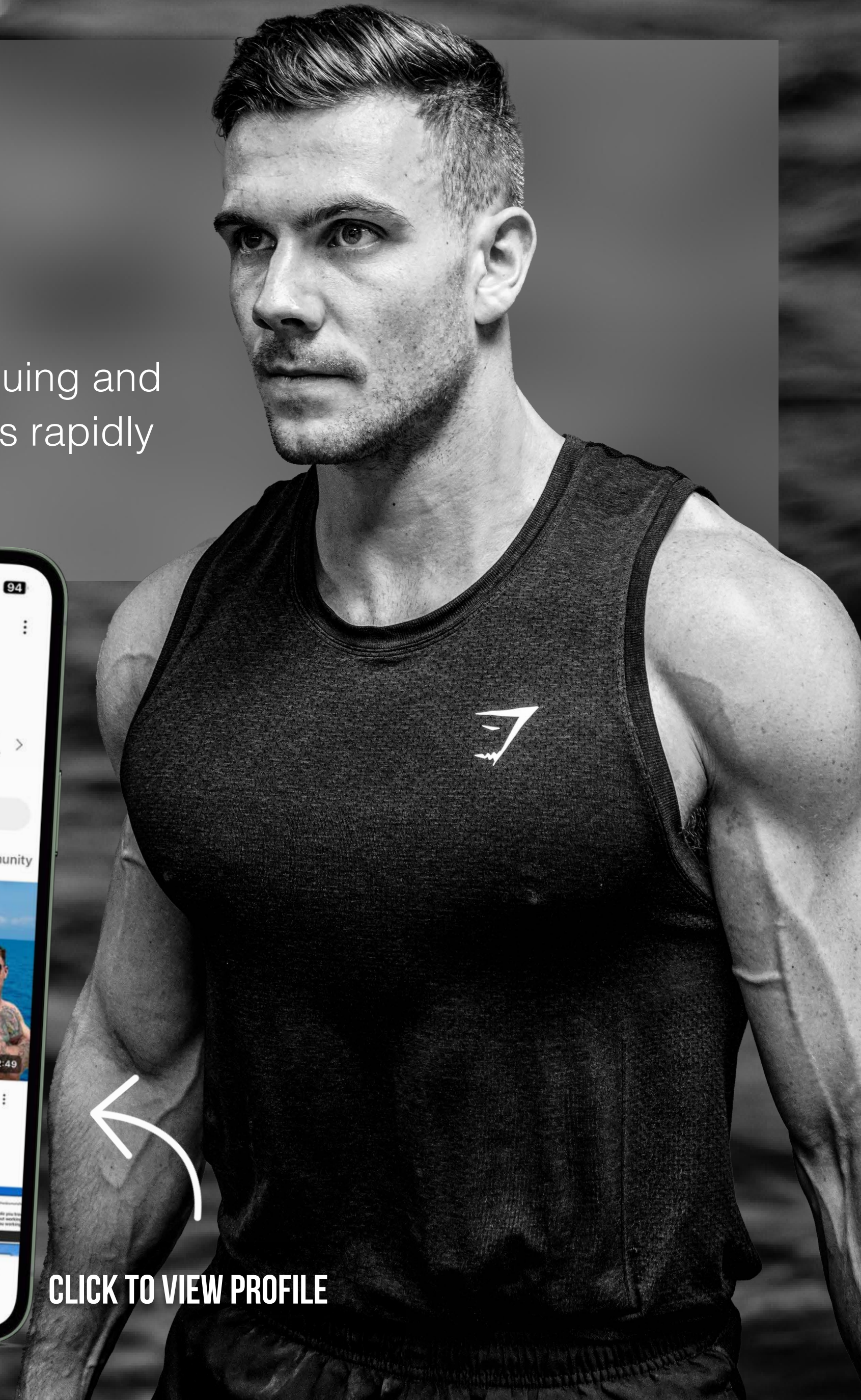
REACH

158k

16k



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# MEET BRUCEY

## CHIEF NAVIGATOR

David Bruce joined the Royal Marines in 2013. He excelled in Arctic warfare and heavy weapons before transitioning to maritime operations. In December 2021, he skippered a team of four who successfully rowed 3,000 miles across the Atlantic Ocean from Grand Canaria to Barbados. David has also succeeded in marathon kayaking and ocean rowing, including a third-place finish in the Yukon River Quest.



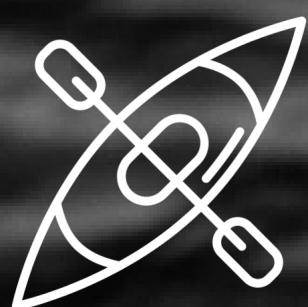
**10 YEARS**



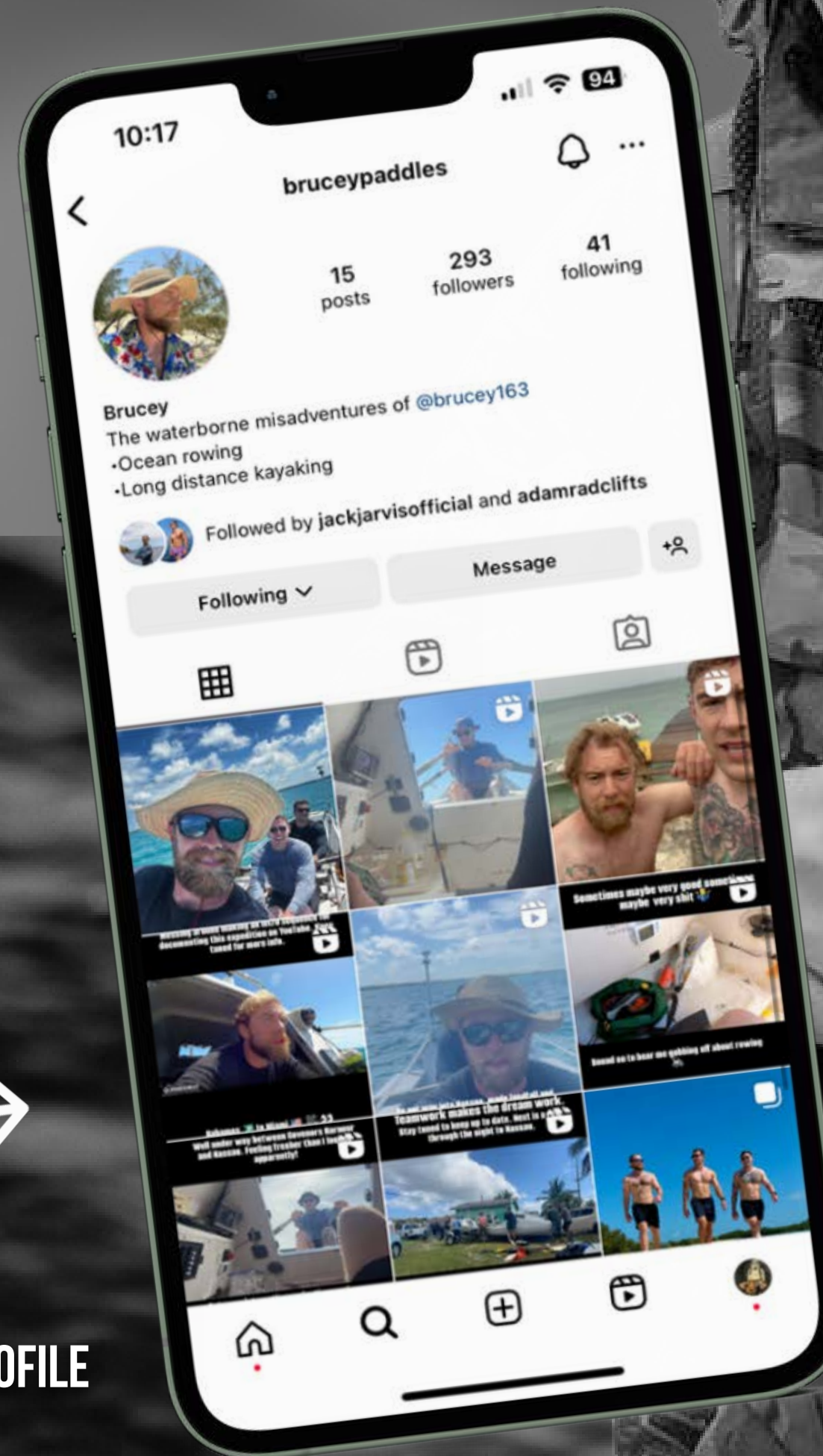
**20 COUNTRIES**



**3,000 MILES IN 49 DAYS**



**444 MILES IN 67 HOURS**

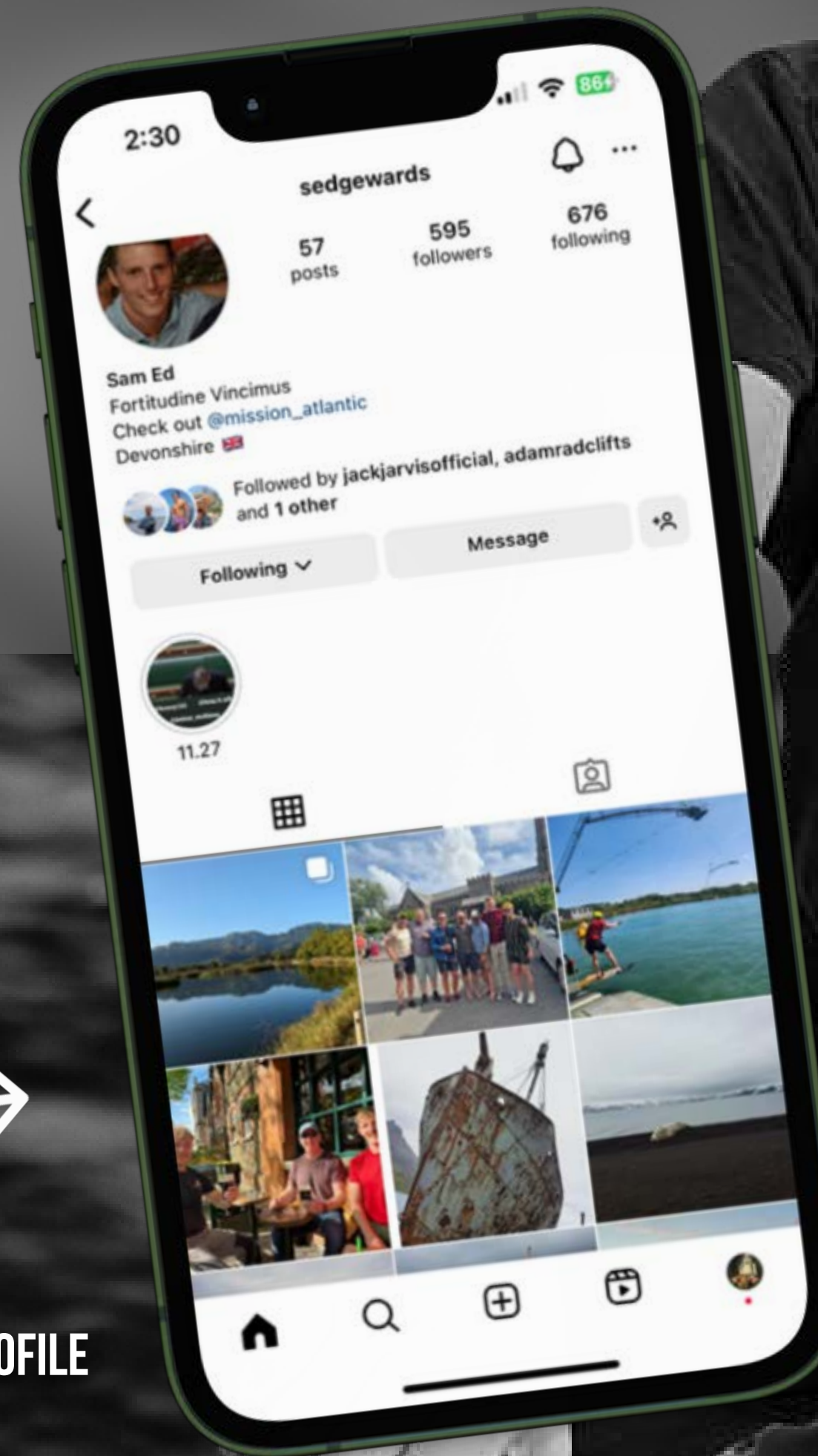


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# MEET **NUTTY** THE WORK HORSE

Nutty Edwards, joined the RM in 2013, still serving, has been to every continent from the far North and South to the deserts and the jungle. Rowed across the Atlantic with Brucey, regularly does kayaking expeditions from crossing the Channel to traveling through the inner Hebrides. Very much looking forward to the massive challenge of doing the North Atlantic. His hobbies and interests include, traveling South East Asia, cutting about looking well tasty, gobbing off like ten men and telling anyone in a 5m radius that Bootnecks are harder than Para's.



**11** YEARS



**3,000** MILES IN 49 DAYS

CLICK TO VIEW PROFILE

# NEW YORK TO SOUTHAMPTON

**3,500 MILES IN 45 DAYS**

In April 2025, Jack, Adam, and Brucey plan to row 3,500 miles from New York to Southampton. They will row for 12 hours daily, facing challenges such as storms, rough seas, salt sores, and dehydration to break the 46-day record.

## ABOUT THE BOAT

On December 3rd, 2022, team Bahrain Mission Atlantic set out to row from Gran Canaria to Barbados. However, four days into the journey, they encountered extremely rough conditions and capsized, damaging critical equipment. As a result, all four crew members were rescued by helicopter from the boat 'ORB Endurance' while it was only 97 nautical miles south of Tenerife.

The boat was left at sea and later spotted 3,000nm from the Canary Islands by the Disney cruise ship 'Fantasy.' The boat drifted unmanned across the Atlantic Ocean until November 2023, when it washed up in the Bahamas. Subsequently, Jack, Adam, and Brucey flew to The Bahamas, spent seven days making the boat seaworthy, and rowed it 250 miles to Miami over 11 days.

FINISHING IN  
**SOUTHAMPTON**

## THE ROUTE



STARTING IN  
**NEW YORK**

# CHARITY PARTNER

We aim to raise £50,000 for Head Up, a charity founded by Paul Minter, a UK Armed Forces veteran who was also a guest on Jack Jarvis' podcast "Winners Never Quit." The charity provides support for the mental health of current and former military personnel based on the personal experiences of the founders and the prevalent mental health challenges within the military community, including PTSD and depression.



**HEAD  
UP**

The Mental Health  
Charity For The Armed  
Forces Community



# SPONSORSHIP

The most challenging part of rowing across an ocean is getting to the starting line. With operational costs exceeding £40,000, we're looking for companies interested in partnering with us to make history. Sponsors will receive various exciting benefits throughout the rowing journey and will gain exposure to millions of people worldwide through marketing and expected press coverage.





# PACKAGES

## CHURCHILL PACKAGE

- We will include your company name in the campaign branding, 'United we Conquer—powered by Company.'
- The boat will be company-branded and vinyl-wrapped in company colours.
- 2 x pre and post-row speaking events (four in total) delivered to clients/staff.
- Two people will be able to come out on the boat beforehand.
- The company logo or slogan can be displayed on the front or rear outer cabin side panels, and the logo is also on the front breast of all team kits.
- Your company will appear at the top of our website's list of sponsors, with hyperlinked logos to websites or social media.
- Direct mention in all our international, national, and local media interviews and press releases.
- Access to all our media material for company use.
- Signed oar from the row.
- A framed and signed picture from the row.

PRICES TO BE NEGOTIATED

## STERLING PACKAGE

- The company logo or slogan can be displayed on the front or rear outer cabin side panels, and the logo is also on the front breast of all team kits.
- Your company will appear at the top of our website's list of sponsors, with hyperlinked logos to websites or social media.
- Direct mention in all our international, national, and local media interviews and press releases.
- Access to all our media material for company use.
- 1 x pre and post-row speaking events (two in total) delivered to clients/staff.
- A framed and signed picture from the row.

£15,000

# PACKAGES

## MOUNTBATTEN PACKAGE

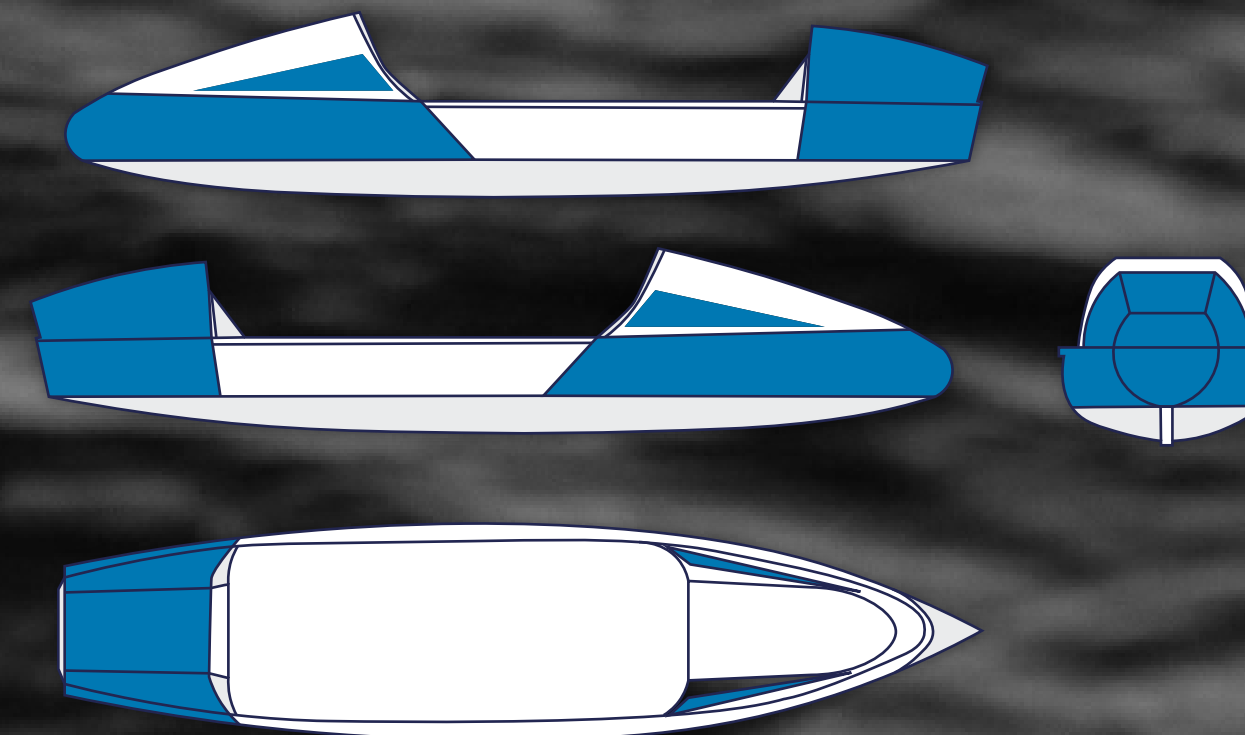
- You will be given prominent logo space around the boat's upper hull and on the outer cabin walls where space allows.
- Logos will appear on the sleeves or rear of all team kits.
- Your company will appear on our website's list of sponsors, with hyperlinked logos to websites or social media.
- Direct mention in all our national and local media interviews and press releases.
- Access to all our media material for company use.
- 1 x post-row speaking event delivered to clients/staff.
- A signed picture from the row.

£10,000

## DURRANT PACKAGE

- You will receive logo space on the boat's hull and the inside cabin walls.
- You will be listed on our website's sponsors list with hyperlink text to your website or social media.
- Direct mention in all local media interviews and press releases.
- A signed picture from the row.

£3,000



## THE BOAT

The ocean rowing boat is the ultimate blank canvas – a floating billboard that will showcase your business worldwide.

The boat will become synonymous with the challenge. After all, it will be the team's home for 45 days!



# GET **IN TOUCH**

## MANAGEMENT

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