

zerow  **emission**
sponsorship document

8.000 km across the Atlantic Ocean by Rowing Boat
an emission-free journey from Europe to USA



Paris to Pittsburgh

Zerow-Emission's expedition is aimed at building a symbolic bridge between continents and across oceans.

The expedition will also be one of the few remaining 'world firsts' in the world of extreme adventuring:

No person has ever rowed solo and unsupported from European to North American mainland.



Julen Sánchez

My motivation to attempt a row that could see me spend up to 130 days at sea stems from various reasons:

Personal: Testing myself in all walks of life and learning by experience about (mental) resilience

Environmental: creating better living conditions for future generations of humans and animals

Inspirational: Motivating people to dare and act upon the 'big challenges' of our times

Charitable: Raising money for an immediate contribution to Sustainability Charities



Age	24
Height	1.83 m
Weight	88 KG
Hometown	Köln (Germany)

zerow  **emission**

My partners



Angus Collins / Rannoch Adventure:

**Two-time world record holder and most renown Ocean Rowing Boat Builder.
Will prepare my boat and assist with technical preparation before the row.**

Mark Slats / Dutch Ocean Expeditions:

**World record holder for the fastest solo Atlantic crossing.
Will assist me with live weather advise and route planning.**



Dawn Wood / Aurora Sea School:

**Experienced Ocean Rower and Certified RYA Teacher.
Will teach all required courses to row an ocean.**

zerow  emission

Media & PR of comparable expeditions

Antonio de la Rosa

First person to stand-up-paddle across the Pacific

Oliver Crane

Youngest solo to row from the Canaries to the Caribbean

RowHHome

First German team to row across the Atlantic.



Antonio de la Rosa completa su desafío en solitario desde San Francisco a Hawái.

Por Jeremías San Martín · Published on 27.08.2019 - 7:54

Red Bull, Spain

 10.100 followers



 NBC NEWS

NBC News, United States

 \$60.000+ raised for charity



 Potential reach: over 10M

 zero emission

Partnership with Zerow-Emission

A partnership with Zerow-Emission is a once-in-a-lifetime opportunity for forward-thinking companies to **make a memorable impact**.

This partnership goes beyond simple marketing; it is for companies that want to make a difference and **invest in a better future** of our planet.

Currently, Ocean Rowing is very rapidly gaining in popularity due to its ever-increasing media coverage.

Being associated with Zerow-Emission will therefore not only lead to **higher brand visibility**, but also increase your **perception as an environmental-friendly and sustainable company**.



Key Expedition Costs

In many respects rowing will be the simpler part of the expedition.

Before that, a number of practical and financial hurdles will have to be taken.

45.000 €	Ocean Rowing Boat (second-hand, incl. some required equipment)
5.000 €	Boat maintenance (ensuring excellent boat condition)
7.500 €	All necessary Technical, Navigational & Emergency Equipment to be safe at sea
12.000 €	Expedition food (for 100+ days)
8.000 €	Shipping Costs (to bring the boat back to the UK for re-sale)
5.000 €	Preparation Expenses (Personal Trainers, Mental Coaches, RYA certificates, ...)

Sponsor Packages



Gold Partner

Very large logo on the boat

Equipment branding:

3 pieces (Shirts, Jackets, ...)

Availability for 3 company events
pre- and post-expedition

+ 1 promotional event (pre-exp.)

Unlimited media gallery access

Pair of Signed Ocean Rowing Oars

Showcased as Gold-Partner

Extensive endorsement of your
company / products on social media

Silver Partner

Large logo on the boat

Equipment branding:

2 pieces (Shirts, Pants, ...)

Availability for 2 company events
pre- and post-expedition

+ 1 promotional event (pre-exp.)

Access to pre-selected photos and
videos

Showcased as Silver-Partner

Regular endorsement of your
company / products on social media

Bronze Partner

Medium-large logo on the boat

Equipment branding:

1 piece (Top, Hat, ...)

Availability for 1 company event
pre-expedition

+ 1 promotional event (pre-exp.)

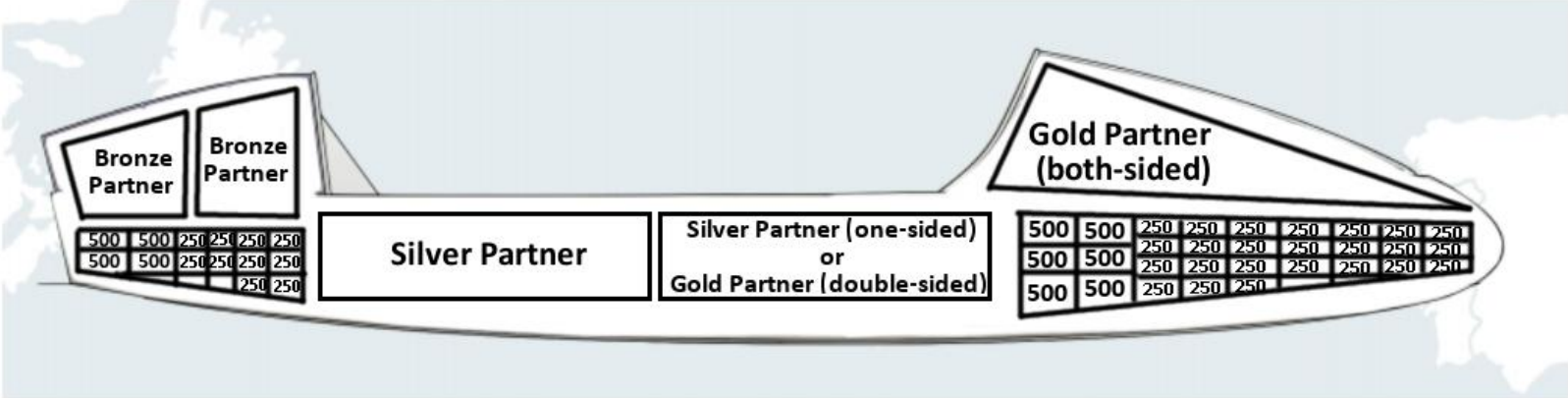
Access to pre-selected photos and
videos

Showcased as Bronze-Partner

Endorsement of your company on
social media

Boat Branding

- Gold Partner:** Very large logo (1.1m x 1.1m) on the bow or both sides of the boat
- Silver Partner:** Large logo (0.7m x 0.7m) on one side of the boat
- Bronze Partner:** Medium-large logo (0.4m x 0.4m) on one side of the boat



Boat Branding - Example



Equipment Branding

Zerow-Emission offers different equipment pieces that can be chosen by respective partners for branding purposes:



Website Branding



All Zero-Emission partners will be showcased on one of the most visible sections on the website's homepage.

Your **Company Logo and Name** will be presented in different sizes in bronze, silver or gold.



Possible Company Events

Zerow-Emission offers the following company events*:

- » free of charge for **all partners**
- Spending a day at the office, talking to staff about the expedition
 - » free of charge for **silver and gold partners**
- Giving a talk about the project (post-expedition)
 - » free of charge for **gold partners**
- Taking an employee out on the boat for a training row
- Team-building event on the Ocean-Rowing Boat

* other events according to your interests are negotiable





 facebook.com/zerow-emission

 instagram.com/zerowemission

 <https://zerow-emission.org>

 julen@zerow-emission.org

