



# PARTNERSHIP DECK

# KEY FACTS

This is the last great first, and a unique partnership opportunity.

We are raising £1m from major brands and retail investors for an expedition to be the first to row the famed Northwest Passage in the Arctic circle.

## VALUE PROPOSITION

£8-10m in international media attention.

Prominent inclusion for your brand in a major documentary series.

Professional speaking services from the crew following the successful navigation.

Naming rights for the expedition and boats.

## EXPEDITION

Baffin Island to Alaska, through the Northwest Passage.

July to September 2021.

First navigation of the Northwest Passage by human power.

## DOCUMENTARY SERIES

Three 40-minute films.

Documenting the expedition using interviews and vlogs, plus the preparation and logistics of the row.

For broadcast on major networks in Q1 2022.

From the 2-time EMMY award winning production team that developed 'Blue Planet'.





For centuries, explorers sought a navigable passage, through the arctic, connecting the Atlantic to Pacific Oceans.



There have been dozens of attempts. Cabot, Franklin, Drake, Ross and Cook all failed.



It wasn't until Roald Amundsen's three-year expedition starting in 1903, that the route was first traversed, in a 21-metre converted fishing vessel.



In 2021, 115 years after Amundsen's trip, a new expedition will attempt to be the first to force the Northwest Passage with human power alone.





# THE EXPEDITION

In Summer 2021, a team of 15 experienced ocean rowers and athletes, will attempt to traverse the Northwest Passage in three boats, starting from Baffin Island and arriving in Alaska around eight weeks later.

The rowers will face sub-zero conditions, will risk becoming locked-in by ice floes, capsized by icebergs and stalked by polar bears.

Unlike most ocean rowing expeditions, this will be unsupported.



# Why this expedition is different

## THE BOATS

This expedition will use Expedition 'Ice' Class rowing boats specifically designed for this crossing by naval architect Ruairi Grimes of Aston Martin.

## THE COURSE

Other expeditions have attempted the row from west to east – our three boats will row against the currents, but with the prevailing winds, from east to west.

## THE CLIMATE

Ironically, chances of success are improved by recent melting sea ice in the region – climate change is working in our favour.





# AN ETHICAL APPROACH

We are aiming at having a zero environmental impact on the arctic and use 100% renewable energy.

We will adopt an unbiased approach to documenting the facts about the Arctic environment and climate.

We will support good causes chosen by our partners and crew.



# THE CREW

Expedition leader Leven Brown has hand-picked a crew of ocean rowers, explorers, athletes and medics.

With over 100,000 miles of blue-water rowing experience combined, it is the most formidable team of ocean rowers ever assembled, including:



Leven  
Brown

Seven-time ocean rowing Guinness world-record holder and expedition leader.



Claire  
Hughes

Ocean rowing world record holder and project manager.



Tim  
Crockett

Special Boat Service veteran, and ocean rowing world record holder.



Allan  
Huntley

Former fireman and ocean rowing world record holder.



Kenneth  
Vales

Alpinist and Himalayan mountaineer trained in expedition medicine.



Ollie  
Cook

Team GB rowing world champion.

and 9 other experienced explorers,

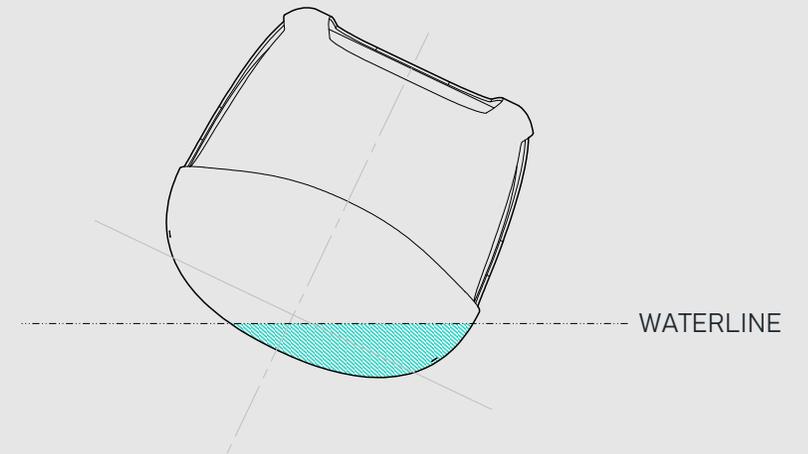


# BOAT DESIGN

The expedition will consist of 3 boats, designed and developed by Ruairi Grimes of Aston Martin and Leven Brown.

The self-righting capability of the Expedition 'Ice' class is a new standard in boat safety, it is the best "right curve" in Ocean Rowing at this time.

We can dynamically change the centre of effort for any conditions we encounter on the voyage, which means we are faster in any given direction.



# BOAT BUILD



PROTOTYPE  
DESIGN

The Expedition 'Ice' Class boats are based around 20mm rigid foam coring and triple skin Carbon Kevlar 'shell' which not only is much stronger to take on the ice but also insulates much better, to keep the crew warm.

The boats will be 9m in length, self-righting, insulated, fast and functional. Safety is paramount and they will be equipped with the latest navigation and communication equipment.

There is greater protection against bears and because of the material and construction methods, there is minimal extra weight.

Sleds will enable the boats to be hauled overland, if necessary.



# DOCUMENTARY OVERVIEW



We will produce three, 40-minute high-budget documentary films following the expedition.

They will include first-hand accounts of the expedition from members of the team, shot as interviews before and after the event, as well as sequences of the training process, profiles of team members and logistical preparation.

Key members already involved in the production include 2-time EMMY award winning cameraman **Michael Pitts** and 1-time EMMY award winning sound editor **Matt Coster**.

Several major networks have expressed interest in distributing, including the BBC, Netflix, Discovery and National Geographic



# PREVIOUS MEDIA COVERAGE

Our past expeditions have yielded £8 million in positive media exposure\*.

The NWP arctic row has the potential to be larger than all of our previous expeditions combined.



NEWS & TV



SOCIAL MEDIA



WEB PRESENCE



BRANDED KIT

THE  TIMES

Men'sHealth

 THE SCOTSMAN

 NATIONAL  
GEOGRAPHIC

Outside

 South China  
Morning Post

BBC

DAILY  
Mirror

RUNNER'S WORLD

nature

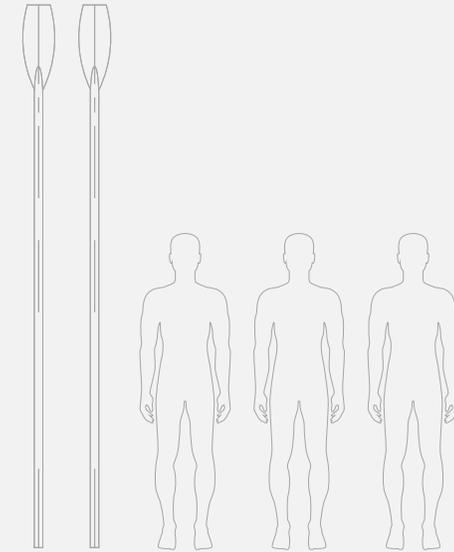
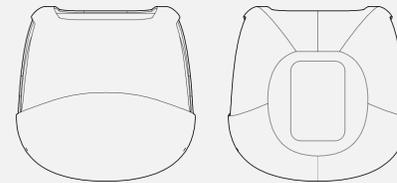
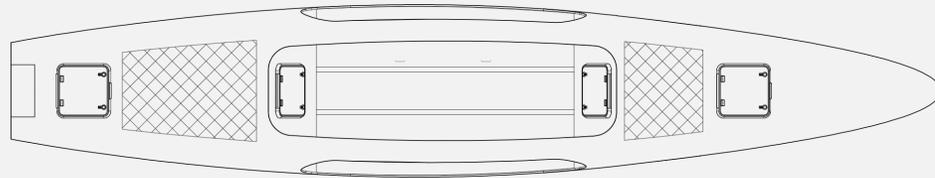
PADDLING  
MAGAZINE

THE  
Sun

\*In broadcast time and column inches



# PARTNERSHIP OPPORTUNITIES



1

## THE FULL EXPEDITION

A bespoke package with exclusivity rights including naming of the expedition & oar branding

**£1,000,000**

2

## ONE OR MORE BOATS

Naming rights and branding for the boats, including oars.

**from £150,000**

3

## ONE OR MORE CREW

Sponsor an individual or more than one crew member including kit & brand ambassador

**from £50,000**

## ALL PARTNERS

Regardless of the size of the commitment, your brand will benefit from international press attention, and inclusion in the produced documentary.



# PAST AND PRESENT PARTNERS

Join us, and you'll be in great company.

**Red Bull**

 **iridium**

**Remote Medical**  
international 

 **DELTA**

**YETI**  
C H C L E S

**THE NORTH FACE** 

  
**Marmot**

**PETZL**®

  
**Black Diamond**®

  
**ARTEMIS**

**Deloitte.**

**HH**  
HELLY HANSEN

  
STÄMPFLI



# THANK YOU

For more information,  
contact our partnership  
team



@NWP2021



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