



SPONSOR PACK

TO BE THE FIRST

We aim to be the first to row the infamous Northwest Passage, the 2000 m Arctic route between the Atlantic and Pacific Oceans.

Frozen for most of the year, we are planning to row the passage during the Arctic's brief summer, still facing freezing temperatures, high winds, ice and the regions predators.

This will be The Ultimate Ocean Row.





EXPEDITION LEADER & SKIPPER

Leven Brown is one of the worlds most experienced and highly regarded ocean rowing skippers. A multiple Guinness World Record holder and survival expert.

Leven has rowed over 30,000 nautical miles, including the Trade Winds route several times, the North Atlantic from New York to the Scilly Isles and across the Indian Ocean from Western Australia to the Seychelles.

THE ROUTE

We will start in North East Canada, in the early summer of 2021 and end the crossing in Alaska.

Our exact route will depend on access which will be affected by the unpredictable ice flow and the extreme arctic weather conditions.

No one has successfully rowed this part of the Northwest Passage; we will be the first.



THE BOATS & CREW

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

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.

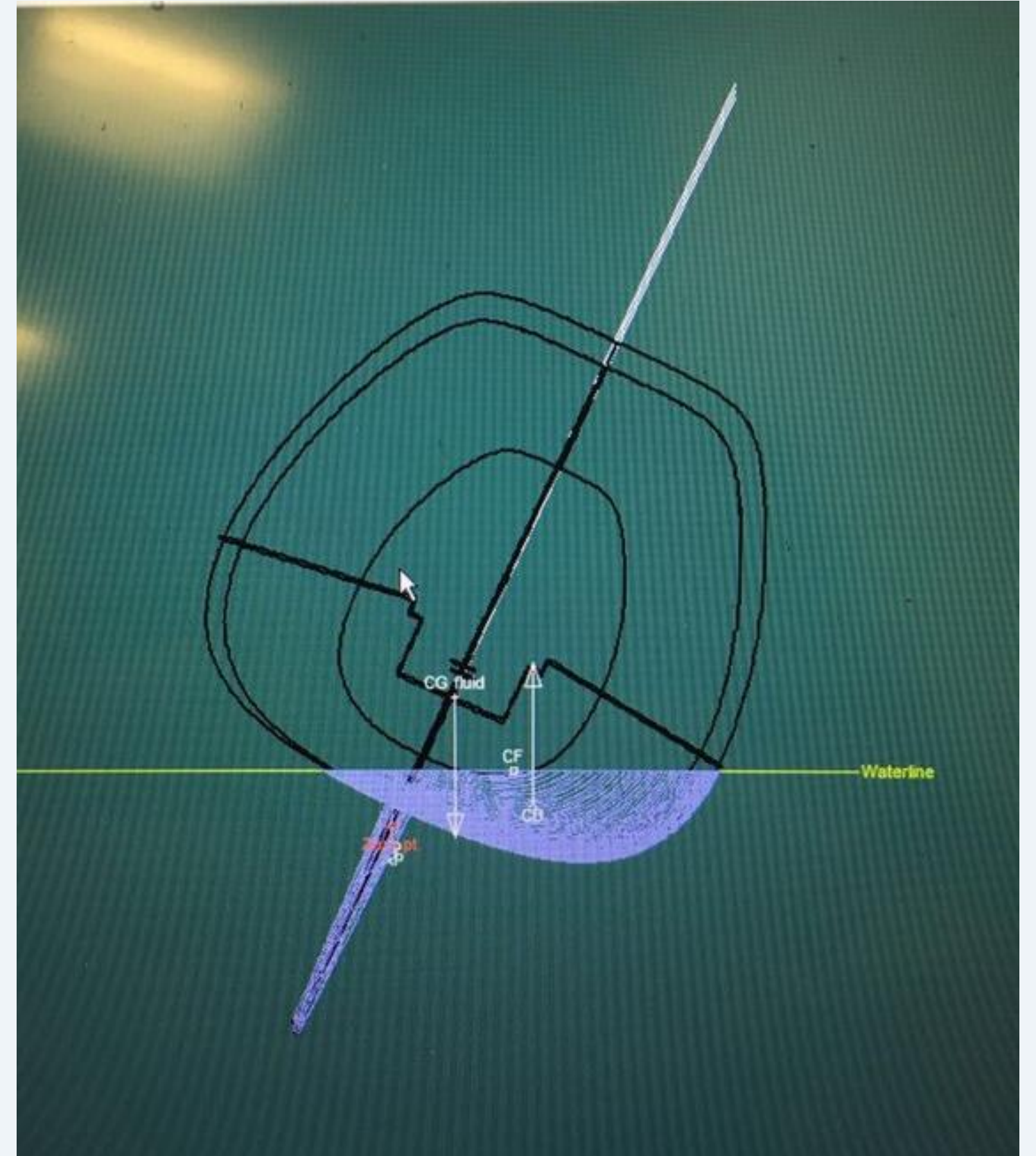
Each will have an experienced skipper capable of acting independently, and a crew of five.



THE BOAT DESIGN

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

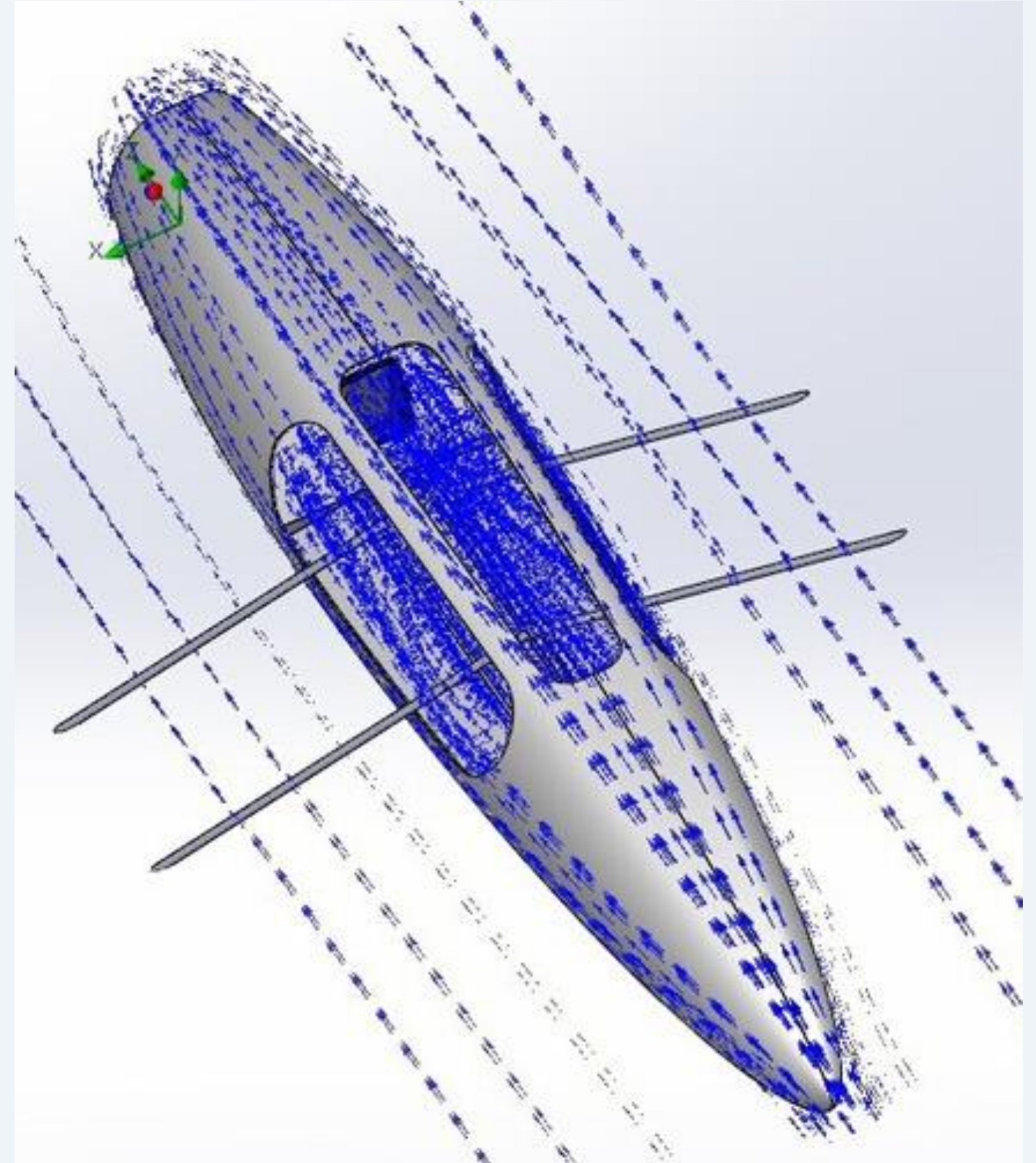
We can dynamically change the centre of effort for any conditions we encounter on the voyage, which means we are faster in any given direction.



THE BOAT 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.

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



SATELLITE TRACKING



SATCOM GLOBAL

Satcom Global is a leading provider of global satellite services to the maritime, land and aero markets, and a trusted supplier of marine and offshore safety systems and engineering services.

LIVE BROADCASTING

The advanced technology will allow us to Live Broadcast throughout the Expedition. Satcom Global are providing us with free air time.

THE ENVIRONMENT



EXTREME COLD

The temperature should orbit -5C to + 10C during almost constant daylight. We will be prepared should the temperature go down to -50C

UNPREDICTABLE WEATHER

Winds predominately northerly, with a risk of rough water, 50ft waves & ice returning early.

WILDLIFE

We will encounter wildlife, including Polar Bears, the region's top land predator.



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 sponsors and crew.

HOW WE SUCCEED

There have been many unsuccessful attempts. The weather, the wildlife and the ice can create one of the worlds harshest environments.

In any such extreme undertaking there is a risk and all measures will be taken to mitigate the risks, some of them outlined in this document.

Our expertise, our experience, equipment, boats and preparation will enable us to be the first to succeed.

THE SPONSORSHIP OPPORTUNITIES

1

The Full Expedition

A bespoke package with exclusivity rights including naming of the Expedition & Oar Branding

2

One or More Boats

Naming the boats, Oar Branding, media & your branding on the boat

3

One or More Crew

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

4

Square Footage on Boat

Your logo on the boat or on the inside, min 1/4 of a square foot

COSTS

THE FULL EXPEDITION

From £750k to over £1mm

ONE OR MORE BOATS

From £250k



ONE OR MORE CREW

From £50k

SQUARE FOOTAGE

From £2k

Our expeditions in the past have yielded £millions in positive media exposure.

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

POSITIVE MEDIA ATTENTION



NEWS & TV



SOCIAL MEDIA



WEB PRESENCE



BRANDED KIT



THE TIMES

PRESS COVERAGE

The Times are releasing our first official press article and have pledged to follow the Expedition.

THIS IS THE EXPEDITION OF OUR TIME



@NWP2021



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THANKYOU!

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