



# ATLANTIC ASSAULT UNSUPPORTED ROW

[www.atlanticassault.co.uk](http://www.atlanticassault.co.uk)



GIVING A LIFETIME  
OF SUPPORT TO THE  
ROYAL MARINES FAMILY



Mission  
Atlantic





# WHO ARE WE?

We are a duo of a former and serving Royal Marine Commando. Our mission is to row unsupported across the Atlantic Ocean in December 2024.



# WHY ARE WE DOING IT?

Every stroke of the oars is a symbol of our commitment to the Royal Marines Charity and a testament to the relentless determination that fuels our mission. We row to honour the dedication of those who have served and continue to serve our nation.

Join us on this extraordinary journey, and together, we can make a lasting and positive impact. We are Atlantic Assault – a team with a mission, a purpose, and the strength to conquer the Atlantic.



# WHAT'S OUR GOAL?

Our goal extends beyond the physical challenge of rowing across the Atlantic; it's about making a tangible difference in the lives of those who have served our nation. We aim to:

- Raise significant funds for the Royal Marines Charity to support their vital work in assisting Royal Marines, veterans, and their families.
- Promote resilience within others.
- Inspire others to overcome their own challenges.







# THE CHALLENGE

Mission Atlantic is the world's toughest row. Unlike other row race events, the team are completely isolated without any support vessels close by. This race is therefore classed as an unsupported row. The annual race begins in early December, with up to 4 teams participating from around the world. It is a non-stop 3000 nautical mile voyage in a 7m long rowing boat from the start point of Gran Canaria, Canary Islands to the finish point in Barbados, The Caribbean. The Atlantic Assault team will attempt to complete the journey in around 50 days, on a punishing shift pattern: working in pairs, 2 hours on, 2 hours off, day and night, 7 days a week. Throughout the team battle with sleep deprivation, salt sores, Atlantic storms, busy shipping lanes and physical extremes inflicted by the race. Rowers are left with their own thoughts, an expanse of ocean and the job of getting the boat safely to the other side.



## Mission Atlantic





# HM ROYAL MARINES

The Royal Marines, established in 1664, boast a storied history as one of the world's premier amphibious forces. Renowned for their versatility, unwavering dedication, and exceptional professionalism, the Royal Marines have played pivotal roles in countless conflicts and operations worldwide. Their reputation for bravery and adaptability is well-earned, as they excel in amphibious assaults, reconnaissance missions, humanitarian efforts, and disaster relief. Over centuries, they have evolved into a highly specialized branch of the British Armed Forces, consistently pushing their limits to meet the demands of an ever-changing world. The legacy of the Royal Marines is a testament to their commitment to service, their deep-rooted traditions, and their enduring contribution to the defense of the United Kingdom and the promotion of peace and stability worldwide.







# OUR CHARITY

The Royal Marines Charity is a distinguished organization dedicated to providing unwavering support to Marines, veterans, and their families. Established to enhance the well-being and quality of life for those who have served in the Royal Marines, this charity plays a crucial role in providing financial assistance, rehabilitation, and camaraderie to those who have dedicated themselves to the service of their nation. With a rich history of service and a deep commitment to the welfare of its beneficiaries, the Royal Marines Charity exemplifies compassion and solidarity. It serves as a vital lifeline, offering assistance during times of need, and continues to uphold the values of service, integrity, and selflessness that define the Royal Marines and their esteemed legacy.



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# MEET THE TEAM



## PETE TYERS | 29

Pete is a former Royal Marine Commando and current Royal Marine Reservist. He joined the Royal Marines in 2017 and has deployed on exercises and operations all over the world. Pete is an avid and accomplished ultra marathon runner. His passion for extreme long-distance running has led him to compete in numerous ultra marathons, where he consistently pushes the boundaries of physical and mental endurance. His remarkable achievements in the world of ultra running stand as a testament to his unwavering determination and mental fortitude. Pete is rowing the Atlantic to, once again, push his boundaries whilst also raising money for the Royal Marines Charity.



## WILLIAM HARPHAM-SHELTON | 27

Will is a former Royal Marine Commando. He joined the Royal Marines in 2015 before specialising in communications. Will now works as an operations planner in the aviation industry. His military experience, coupled with a strong sense of duty, has shaped his professional life, enabling him to excel in complex planning and execution. In the aviation sector, he has demonstrated the same rigor and dedication that defined his service in the Royal Marines. Will is rowing the Atlantic to support his comrades whilst also testing his own limits.










# MEDIA ENGAGEMENT

At Atlantic Assault, we understand the power of media engagement in spreading our message and maximizing the reach of our journey. Our media strategy is meticulously designed to capture the attention of diverse audiences across various platforms, including social media, newspapers, and television.

 **Social Media:** With a strong social media presence, our potential reach is vast. Our engaging content, updates, and behind-the-scenes glimpses of our journey are shared across multiple platforms, including Facebook, Instagram, and YouTube. Our collective following and engagement can potentially reach millions of viewers, followers, and supporters who are eager to be part of our adventure.

 **Newspapers:** We actively engage with local and national newspapers, providing them with captivating stories and updates about our row across the Atlantic. Newspapers offer an excellent opportunity to reach a wide readership, potentially extending our reach to hundreds of thousands through feature articles, interviews, and news coverage.

 **Television:** Our journey may also be broadcasted on television, offering a visual and immersive experience for viewers. Interviews, documentaries, and news segments can potentially reach millions of households, captivating audiences with our inspirational mission and the challenges we face during our Atlantic row.

By partnering with Atlantic Assault, sponsors have the opportunity to align their brand with our remarkable journey, gaining exposure to a vast and diverse audience across multiple media channels. Together, we can create a powerful impact, raise awareness for the Royal Marines Charity, and inspire countless individuals to support our cause.







# SPONSORSHIP OPPORTUNITIES

Introducing our exclusive "Atlantic Assault Sponsorship Packages." Each tier offers a unique opportunity to be part of our epic Atlantic Assault journey, with varying levels of involvement and recognition. From the prestigious "Headline Partner" to the accessible "£50 Club," there's a place for everyone to join us in raising funds for the Royal Marines Charity. Our boat branding will illustrate these distinct sponsorship packages, allowing you to choose the level that best suits your desire to be a part of this remarkable adventure. These tiers include:

Headline Partner | Gold | Silver | Bronze | Oars | £250 club | £50 club | Tailor-made packages

The specifications of these collaborative packages are detailed below.

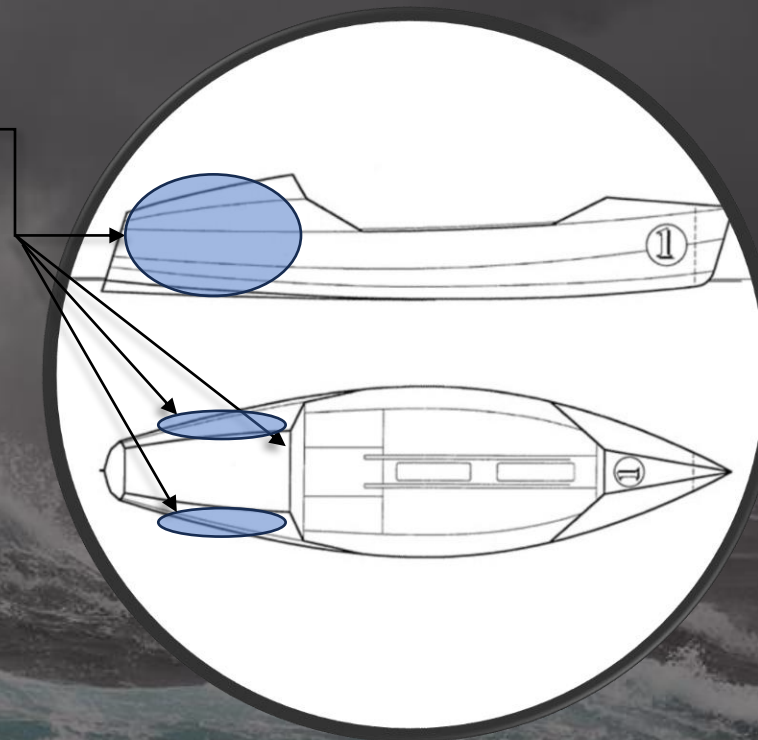






# HEADLINE PARTNER - £POA

- The naming of the boat.
- Primary branding of your logo on the rear of the boat and internal cabin.
- Primary branding of your logo on our team kit worn at events pre and post race.
- Four inspirational ocean ambassadors championing your brand.
- Four-hour ocean rowing experience on board our boat in Southampton for two to three people.
- Post race speaking event at a location of your choice with all the team.
- Primary branding for your company on our website.
- Social media tags on every post.
- Dedicated blog/social media post to your company with your logo.
- Interviews in our race film (produced by a television producer).
- Opportunity to join the team for a training session prior to the race (4 people)
- Invitations to all Atlantic Assault fund-raising events.
- Exclusive photo of part of the team with your logo on a flag during mid race.
- Exclusive access to race photography and videos.
- Interviews in our race film (produced by a television producer).
- Pre and post race lunch in Gran Canaria and Barbados respectively (excludes flights and accommodation).
- Two-hour Q&A session at a location of your choosing.
- VIP access to launch and arrival for four people (excludes flights and accommodation).
- Supporting a Veteran/Military charity.



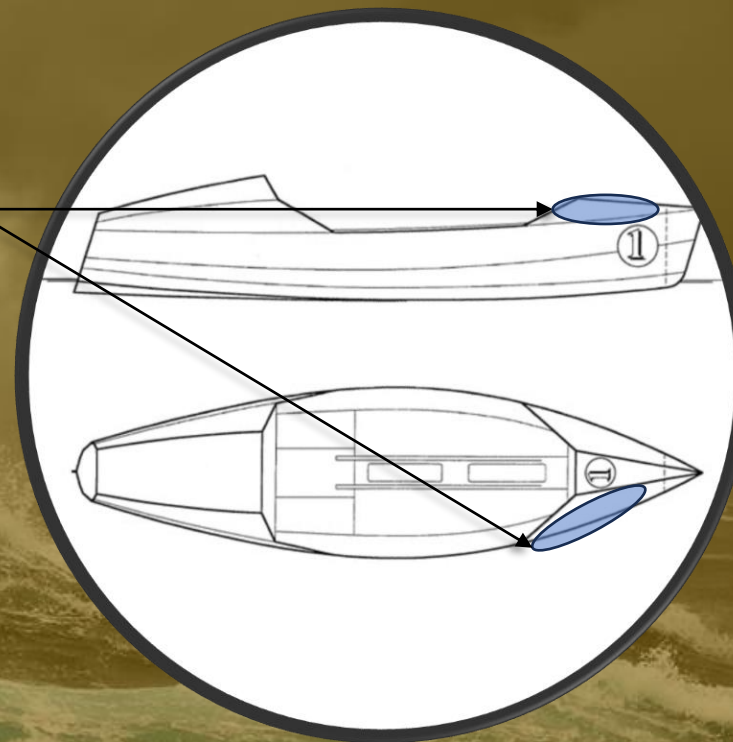
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# GOLD - £10,000

- Primary branding of your logo on the boat (at least 1.0m2).
- Primary branding of your logo on our team kit worn at events pre and post race.
- Four inspirational ocean ambassadors championing your brand.
- Four-hour ocean rowing experience on board our boat in Southampton for two to three people.
- Post race speaking event at a location of your choice with all the team.
- Dedicated blog/social media post with your logo.
- Primary branding for your company on our website.
- Social media tags on every post.
- Interviews in our race film (produced by a television producer).
- Invitations to all Atlantic Assault fund-raising events.
- Exclusive photo of part of the team with your logo on a flag during mid race.
- Exclusive access to race photography and videos.
- Lunch with the team, prior to departure for the race.
- Two-hour Q&A session at a location of your choosing prior to departure.
- Supporting a Veteran/Military charity.



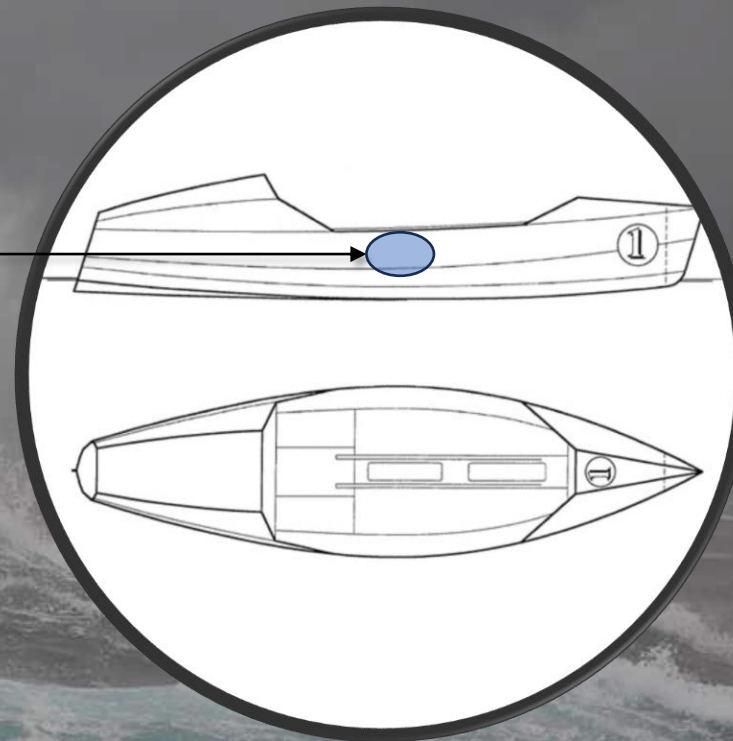
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# SILVER - £5,000

- Branding of your logo on the boat (at least 0.75m<sup>2</sup>).
- Branding of your logo on our team kit worn at events pre and post race.
- Four inspirational ocean ambassadors championing your brand.
- Branding for your company on our website.
- Four-hour ocean rowing experience for two-three people.
- Social media tags on every post.
- Interviews in our race film (produced by a television producer).
- Invitations to all Atlantic Assault fund-raising events.
- Exclusive access to race photography and videos.
- Two-hour Q&A session at a location of your choosing prior to departure.
- Supporting a Veteran/Military charity.



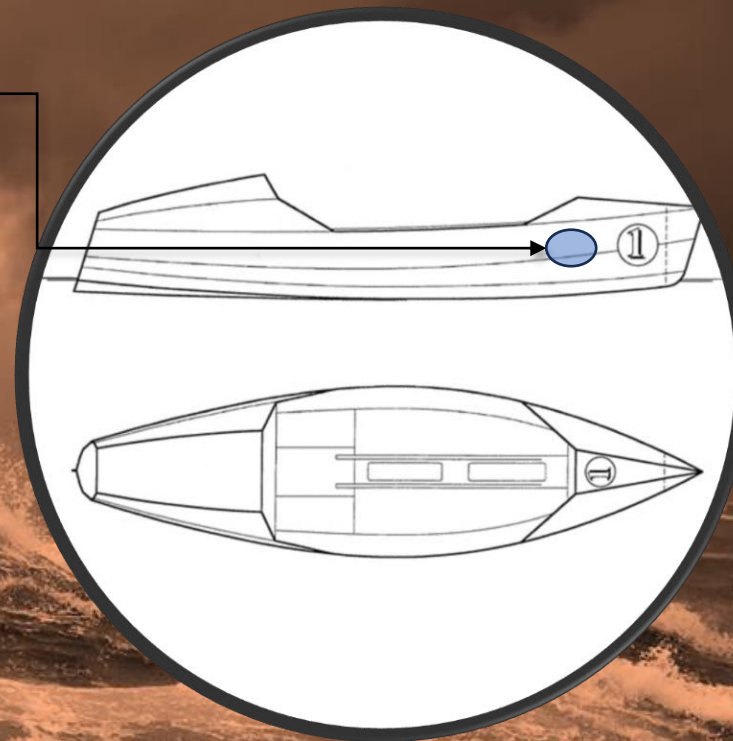
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# BRONZE - £2,500

- Branding of your logo on the boat (at least 0.5m<sup>2</sup>).
- Branding of your logo on our team kit worn at events pre and post race.
- Four inspirational ocean ambassadors championing your brand.
- Branding for your company on our website.
- Social media tags on five pre-race posts.
- Interviews in our race film (produced by a television producer).
- Invitations to all Atlantic Assault fund-raising events.
- Exclusive access to race photography and videos.
- Interview with one of the team members.
- Supporting a Veteran/Military charity.



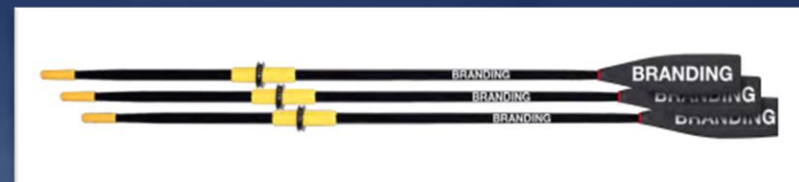
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# OARS – £2,500

Take your support to the next level with our exclusive Oar sponsorship opportunity. For £2500, you not only get your business logos prominently displayed on our oars throughout our daring Atlantic row, but you also get to keep these iconic pieces of our journey as a lasting memento. It's a unique chance to showcase your brand on a global stage while aligning with our mission to raise vital funds for the Royal Marines Charity. Be a part of our incredible adventure, leaving a lasting mark with Atlantic Assault. Your brand, our journey – together, we make waves and support a noble cause.

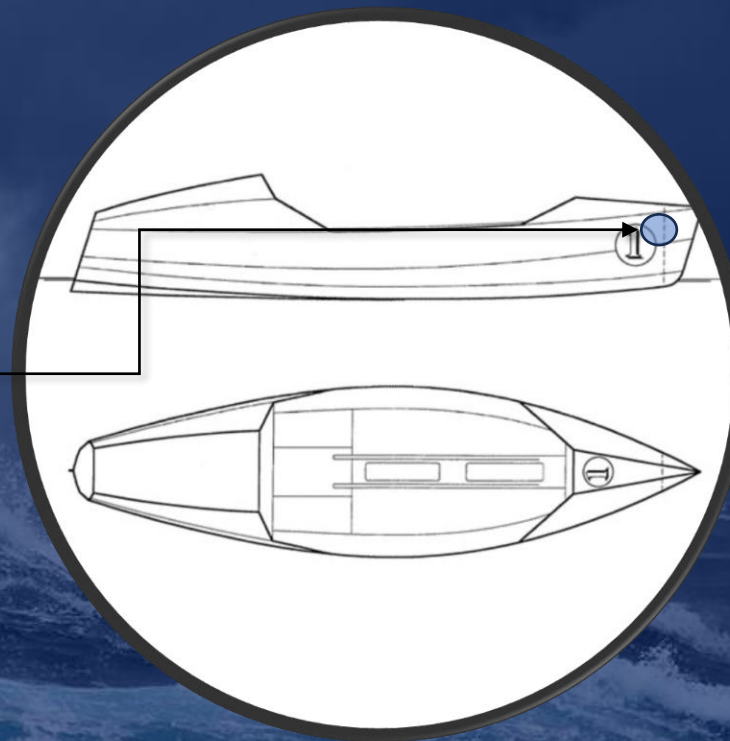






# £250 CLUB – £250

Designed for small businesses. Our £250 Club sponsorship package offers you a fantastic opportunity to be part of our Atlantic Assault journey. For just £250, you will earn a small logo placement on our boat – a chance to showcase your support for the Royal Marines Charity and our epic row across the Atlantic. Join the £250 Club today and let your business be a part of this remarkable adventure while making a real difference in the lives of those who serve our nation. Your contribution, no matter the size of your business, can help us achieve something extraordinary. Together, we navigate the waves toward a brighter future.



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# £50 CLUB – £50

Here's your chance to become an integral part of the Atlantic Assault team. For just £50, you can have your name proudly displayed on the side of our boat as we embark on our epic row across the Atlantic Ocean. Your support will not only help us conquer this monumental challenge but also contribute to the noble cause of raising funds for the Royal Marines Charity. It's more than just a name; it's a symbol of unity and shared purpose as we navigate the open sea. Join the £50 Club today and be a part of our remarkable adventure, leaving a lasting legacy with Atlantic Assault. Your name, our journey – together, we make a difference.



Atlantic Assault during a training session.





# TAILOR-MADE PACKAGES

If you would like to support us with equipment/supplies rather than a monetary donation. This could include:

## **1.Navigation and Electronics:**

1. GPS navigation systems/charts/navigation tools
2. Solar panels and power banks
3. Satellite communication devices
4. Weather monitoring equipment

## **2.Boat Maintenance:**

1. Hull repair kits
2. Cleaning and maintenance supplies
3. Toolkits and equipment for onboard repairs

## **3.Clothing and Apparel:**

1. Waterproofs/insulated clothing/thermal layers
2. Sun protection gear (hats, sunglasses)
3. High-quality gloves and footwear

## **4.Photography and Videography Equipment:**

1. Cameras/lenses/mounts/tripods
2. Action cameras (GoPro, etc.)
3. Storage media (SD cards, hard drives)
4. Solar-powered chargers

## **5.Training and Fitness Gear:**

1. Gym equipment (dumbbells, resistance bands)
2. Fitness trackers and smartwatches
3. Nutrition supplements and hydration systems
4. Medical and physiotherapy support

## **6.Marketing and Promotional Materials:**

1. Banners and signage with company logos
2. Branded merchandise (shirts, hats, etc.)
3. Digital marketing support (graphics, social media promotion)
4. Photography and videography services for documenting the journey

## **7.Logistics and Transportation Services:**

1. Vehicle rentals for transporting equipment to and from the boat
2. Travel and accommodation for team members

We can offer a tailor-made package just for your business that includes social media marketing/boat branding





# WHERE DOES THE MONEY GO?

Part of our mission is to raise over £100,000 for The Royal Marines Charity, and we will be launching a large public fundraising campaign to achieve this. However, we are faced with a baseline cost of £40,000 to get to the start line, a cost we will be covering through our corporate sponsorships. Our boat, on-board equipment, transportation of the boat, race entry fees etc. all cost money. Without these, our mission is not possible.

Once the campaign is fully funded, all money from sponsorship will be going straight to our charities.



Photo taken of a previous row called the "Cockleshell Endeavour" when they reached Barbados.





# THANK YOU FOR YOUR SUPPORT

**Contact:**

**[www.atlanticassault.co.uk](http://www.atlanticassault.co.uk)**

**[atlanticassaultrow@gmail.com](mailto:atlanticassaultrow@gmail.com)**



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