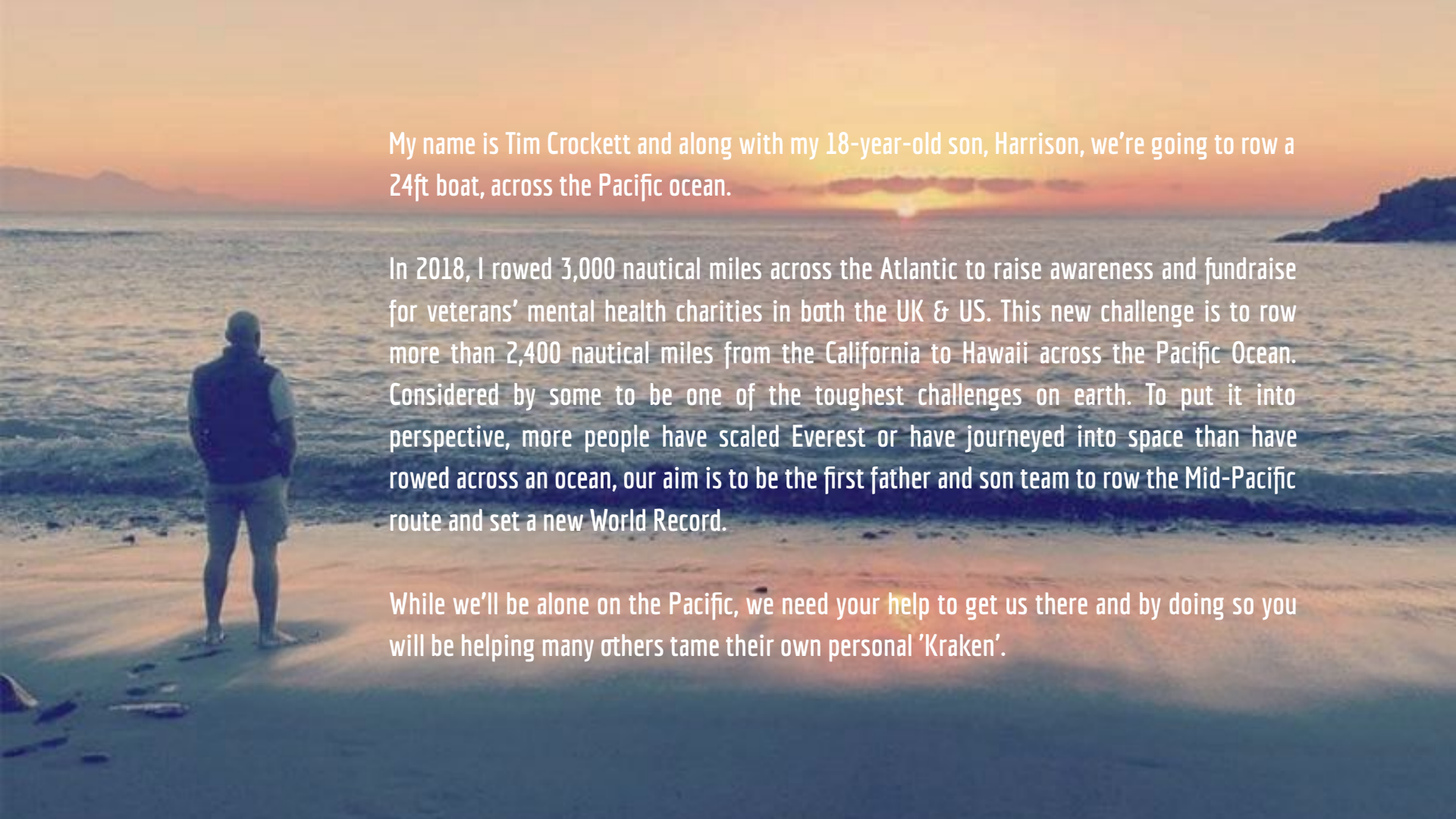




*Sponsorship Proposal*

A man in a dark vest and shorts stands on a sandy beach, looking out at the ocean. The sun is setting on the horizon, creating a warm, orange glow. The sky is filled with soft clouds, and the water reflects the light. In the distance, mountains are visible on the left, and a rocky coastline is on the right.

My name is Tim Crockett and along with my 18-year-old son, Harrison, we're going to row a 24ft boat, across the Pacific ocean.

In 2018, I rowed 3,000 nautical miles across the Atlantic to raise awareness and fundraise for veterans' mental health charities in both the UK & US. This new challenge is to row more than 2,400 nautical miles from the California to Hawaii across the Pacific Ocean. Considered by some to be one of the toughest challenges on earth. To put it into perspective, more people have scaled Everest or have journeyed into space than have rowed across an ocean, our aim is to be the first father and son team to row the Mid-Pacific route and set a new World Record.

While we'll be alone on the Pacific, we need your help to get us there and by doing so you will be helping many others tame their own personal 'Kraken'.

# The Challenge

*World Record - Father & Son Pacific Row*

**Physical** - 12+ hours of rowing per day | exhaustion | sleep deprivation

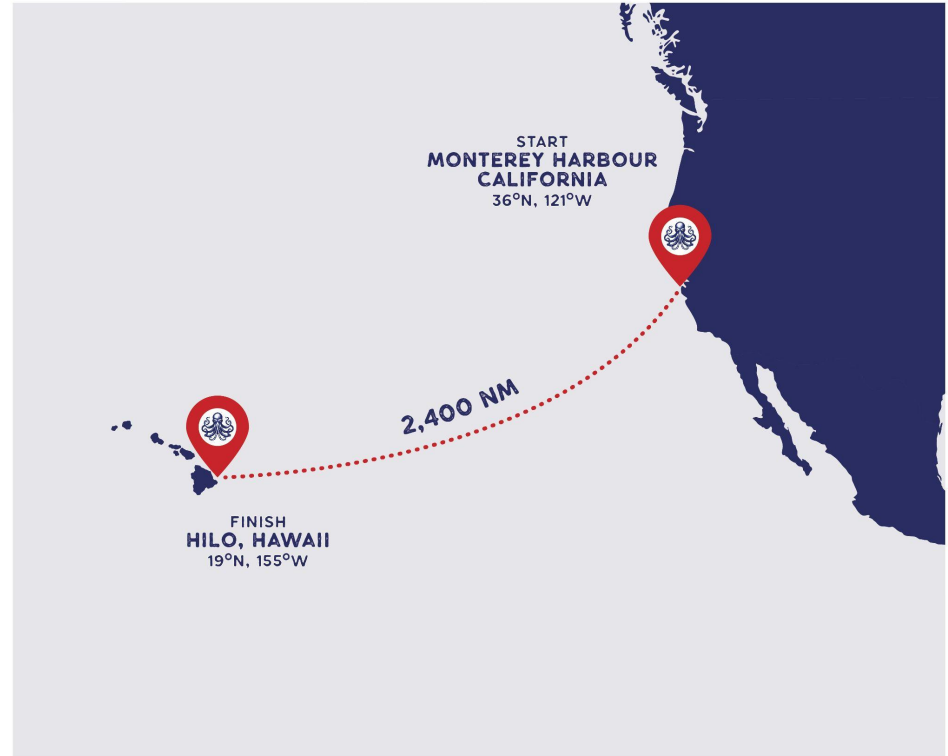
**Mental** - Isolation | Self-Sufficiency | Fear Management | Resilience

**Health** - Blisters | Salt Sores | Infections | Illness & Injury | Muscle Loss

**Environment** - Extreme Weather | 30-40' Waves | Storms

**Equipment** - Damage to the Boat | Equipment Failure | Power Loss

**Vulnerability** - Whales | Sharks | Ships many times Larger





Our journey means rowing unsupported 2,400+ nautical miles from Monterey, California to Hilo in Hawaii, straight across the Pacific Ocean.

Once clear of the harbor, we will be on our own. Solar panels will provide the electricity to power the systems onboard including communications, GPS navigation and beacons to alert nearby ships to avoid being run-over. But most important of all is the 'water maker' that provides fresh water for drinking and rehydrating our rations from sea water.

Out on the Ocean we will be completely self-sufficient as we row in shifts to propel the 24ft boat for more than 2,400 nautical miles. There will be no outside assistance as we battle fatigue, blisters, salt sores, sleep deprivation and potential equipment failures, all the while facing the raw elements of the Pacific Ocean.

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# The Cause

Allow us to introduce '*Tame the Kraken*' - a movement that transcends myths and legends, shining a light on the inner power of our veterans who are facing mental health challenges.

In Norse mythology, the Kraken was feared for its immense power, capable of sinking enormous ships with its tentacles. However, we see the Kraken in a different light - as a symbol of inner strength and the ability to regenerate, much like an octopus regrows its lost limbs. The Kraken embodies the struggle that many veterans experience when dealing with mental health issues and PTSD - the dark monster they must face.

*'Tame the Kraken'* is more than a campaign; it is a beacon of hope and healing. By partnering with us, your organization can play a significant role in supporting those who have served our nation and ensuring they receive the care and resources they need to overcome their personal challenges.



# 'Row To Recovery'

Despite the adventure and hardship these challenges present, the primary purpose of the campaign is to raise awareness and education around the issue of mental health and to provide support for charities that have a shared mission and common goals - to address mental health and the effects of Traumatic Brain Injuries with the aim to prevent the high number of Veteran suicides - an epidemic that is plaguing the Veteran community.

Ocean rowing lends itself extremely well to charity fundraising and it is estimated that a well supported, successful crossing & campaign can generate a considerable amount of money for the charities associated, some campaigns have generated close to \$1 Million.

In order to maximize the charity fundraising we're making an appeal for corporate sponsorship to cover the campaign costs. Once this has been secured we can turn all of our attention to various promotional and fundraising activities leading up to our Pacific crossing.

With your help in covering our operational costs, our attention will turn to raising money for our charities. Our Pacific 2025 fundraising target is to raise **\$220,000** for the following charities:

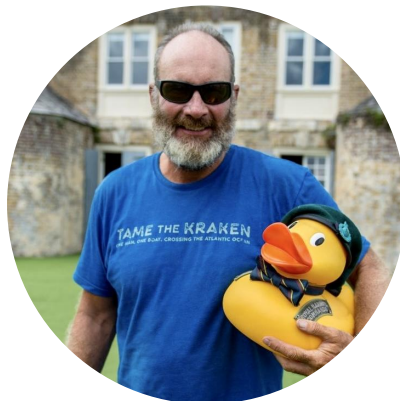
The **SHARE Military Initiative** at the Shepherd Center in Atlanta offers a comprehensive 8-12-week rehabilitation program for post-9/11 service members who have sustained mild to moderate traumatic brain injuries (TBI) from military service. The specialized treatment also addresses symptoms of Post-Traumatic Stress Disorder (PTSD), providing a safe and nurturing space for healing and recovery.

**BlazeSports America**, in collaboration with the **Atlanta Rowing Club**, offers Veterans with disabilities a unique opportunity to explore adaptive rowing. Whether a beginner or have prior experience. Expert instructors will guide you through the sport of adaptive rowing, including classifications, safety practices, and using adaptive equipment. After the training, put newly acquired skills to the test on the Chattahoochee River, where experienced guides will accompany and support you on the water. Best of all, this transformative experience is completely cost-free for our honored Veterans, as all instruction, equipment, and training are provided with gratitude for their service.



# The Crew

*World Record - Father & Son Pacific Row*



*Skipper 53*  
Tim Crockett

Former UKSF Veteran, rowed the Atlantic solo in 2018. Tim offers a unique blend of experience and resilience to every challenge he undertakes.



*First Mate 18*  
Harrison Crockett

Born in the UK, grew up in the US. A rising adventurer with an innate love for History and a spirit fueled by curiosity.

# Campaign Needs



## Ocean Rowing Boat

Our boat is our home for about 50 days, it is specifically built to stand up to the punishing environment. Designed to self-right if capsized by the sea and keep us safe.

\$60,000



## Safety Equipment

Rowing an ocean can be a daunting and scary endeavor. Things can and do go wrong, help sponsor our essential equipment to ensure our safety during the crossing.

\$10,000



## Safety Courses

Along with equipment we need to best prepared for any eventuality. Sponsor the necessary training such as sea-survival, navigation & VHF radio communications.

\$2,500



## Food

We will be burning 8,000+ calories a day, help feed and nourish the team during their crossing.

\$10,000



## Water-Maker

Without a reliable means to make drinkable water from the sea any crossing would be impossible let alone deadly. Help sponsor this life-saving piece of equipment.

\$6,000



## Communications

Reliable communications is essential to any endeavor, we'll need primary & secondary ways to communicate throughout the crossing to relay important weather and safety information.

\$10,000



## Transportation

We will eventually tow our boat across the US from GA to CA & then shipping it back from HI. Not to mention the numerous trips will need to take for training in coastal waters. Please help sponsor our transportation needs.

\$10,000



## Auto-Pilot

Staying on course for a fast and safe crossing, an auto-helm is an unsung hero for the ocean rower, we'll need at least two.

\$2,000



## Para-Anchor

A regular anchor won't work with 20,000+ of ocean below us. A para-anchor is an essential piece of equipment to prevent the boat from drifting during storms and rough weather.

\$2,000



## Spares

'Two is One, One is None', things will wear out and break while out on the water, in order to remain safe and successfully reach Hawaii we'll need an array of spares including redundant safety systems & items.

\$2,500





# Sponsorship

## CORPORATE SPONSORSHIP

Operational costs are budgeted at **\$100,000** which includes the boat, shipping, training, flights, accommodation, insurance, food and all the vital safety equipment onboard.

Support from partners is crucial to success of the campaign, with your help in covering our operational costs, our attention will turn to raising money for the esteemed charities. Our fundraising target is to raise **\$220,000** for our charitable cause.

## SPONSORSHIP BENEFITS

What are the benefits to becoming a 'sponsor'? By contributing to the campaign, you will be honoring those that have served and continue to serve. In addition to demonstrating a strong corporate social responsibility, your organization will benefit from significant marketing and promotional opportunities.

The adventure and sport of Ocean Rowing continues to grow each year getting more media attention and global PR coverage for those associated with an event. Past events have generated thousands of pieces of coverage, hundreds of articles in International papers, national and regional broadcast features and countless International articles online.

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# Sponsorship

*World Record - Father & Son Pacific Row*



 <p><b>PLATINUM SPONSOR</b></p> <p>As a Platinum Sponsor, your logo will be prominently displayed on our boat, website, promotional materials, and apparel.</p> <p>The Team will present to your corporate team before and after the row and present a unique gift as recognition of your support.</p> <p><b>\$15,000</b></p>	 <p><b>GOLD SPONSOR</b></p> <p>As a Gold Sponsor your logo will be featured on the boat, website, promotional materials, and apparel.</p> <p>You'll have an opportunity to accompany the team for a 'learn to row' day during our training.</p> <p><b>\$7,500</b></p>	 <p><b>SILVER SPONSOR</b></p> <p>As Silver Sponsors your logo will be displayed on the boat along with our social media platforms.</p> <p>Join us as a Silver Sponsor and let's row across the Pacific, carrying the message of hope for veterans' mental health.</p> <p><b>\$5,000</b></p>	 <p><b>BRONZE SPONSOR</b></p> <p>Our Bronze Sponsors are the backbone of our mission, providing vital support as we tackle the challenges of the Pacific.</p> <p>Your logo will be featured in our campaign videos, social media and website emphasizing your contribution to our cause.</p> <p><b>\$2,500</b></p>	 <p><b>COMMUNITY SPONSOR</b></p> <p>By becoming a Community Sponsor, you represent the strength of unity in supporting veterans' mental health.</p> <p>Your logo will be featured on our website page, social media &amp; events showcasing your commitment to making a difference.</p> <p><b>\$1,000</b></p>
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# Milestones

*World Record - Father & Son Pacific Row*



March 2024

Purchase boat & essential safety equipment. Commence sea training

January 2025

Confirm all equipment tested, register EPRIB & PLB's. Final medical & dental check-ups.

May 2025

Arrival in Monterey, CA, prep boat & wait for weather window to depart.

Mar

Oct

Nov

Jan

Feb

Mar

May

Jul

October 2024

Complete all safety courses.  
Commence final phase of physical training.

Mar 2025

Confirm final travel dates & details. Load out the boat & final pre-travel checks.

July 2025

**Arrival in Hilo, HI**

# Contact Us

'Yes, Roy will be joining us on the Pacific'



## *Let's Get Social*

We want all our partners to feel that they are truly part of the challenge. Throughout the course of the adventure, from training and preparation to our arrival in Hawaii and especially during the daily trials and tribulations it is our intention weather permitting, to use the latest technology and social media to document and share our story as well as championing our sponsors and supports as we make my way across the Pacific Ocean.

Facebook - <https://www.facebook.com/TametheKraken>

LinkedIn - <https://www.linkedin.com/company/rowtorecovery/>

Instagram - <https://www.instagram.com/tamethekraken/?hl=en>

## CONTACT US



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