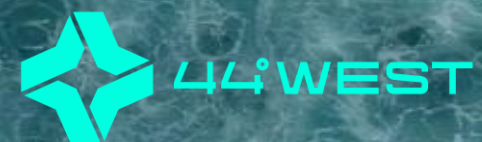


ROWING ACROSS THE ATLANTIC IN 2025



FROM LA GOMERA TO ANTIGUA: 4800 KM



CHRISTIAAN DE LINT

Partner – Headway Capital Partners LLP

Member 44° Club

“I did the longest non-stop rowing race on closed waters with the team: 160 km on Lake Geneva and a true endurance test. To me they proved unbreakable willpower.”

29 DAYS IN A ROWING BOAT: 1.5 M. STROKES



TIMON WERNAS

Director – Lucerne Regatta

Financial Supporter

“44west are excellent rowers. However, this will take much more than that. Convinced that they have what it takes, it is a privilege to be a part of their journey.”

SLEEP DEPRIVATION, SALT SORES AND MORE



MATTHIAS MICHEL

Member of Swiss Parliament

Member 44° Club

“Would you rather row across the Atlantic or sponsor team 44west? I prefer the latter.”

A photograph of four male rowers in a boat on a body of water. They are wearing black athletic gear and sunglasses. Water droplets are visible in the air around them, suggesting they are in the middle of a rowing stroke. The background shows a hazy mountain range under a cloudy sky.

WE ARE 44WEST

We will compete in the “World’s Toughest Row 2025”

THE WORLD'S TOUGHEST ROW



4800 km battling with sleep deprivation, salt sores, and physical extremes inflicted by the race. Rowers are left with their own thoughts, an expanse of the ocean and the job of getting the boat safely to the other side.

We'll cross 44° of longitude from La Gomera to Antigua

OUR VALUES

WHAT WE LIVE BY



PERSEVERANCE

It's a marathon, not a sprint. We overcome challenges with unwavering determination.

1ST



EXCELLENCE

Pursuing greatness in every stroke we take, on and off the water.

2ND



PASSION

At the core of our campaign lies our passion for adventure, sport and our invaluable playground, the ocean.

3RD



COLLABORATION

Fostering teamwork and unity, harnessing the power of synergy.

4TH

LEADING TO MORE THAN JUST A RACE



SWISS
QUALITY 

EXCELLENCE

PERSEVERANCE

COLLABORATION

PASSION



CROSS THE ATLANTIC SAFELY

We will cross the finish line safely as a team.

1ST



WIN IN WR TIME

We will push the limits and aim to be the best prepared team at the starting line to win in world record time.

2ND



SUPPORT SCIENCE

We will contribute to ongoing research in different fields and create an impact that goes beyond our Atlantic campaign.

3RD



GIVE BACK

We will raise funds to help reefs restore 1% of the global coral reefs in order to support the ocean's biodiversity.

4TH

1. CROSSING SAFELY: PREPARATION



PHYSICAL TOUGHNESS

Strength

Workouts focusing on compound exercises

Endurance

Workouts focusing on long endurance sessions targeting low heart rates

Mitigate injury

Mobility, core exercises and stretching to mitigate the risk of injury

PSYCHOLOGICAL RESILIENCE

Team Bonding

Weekly meetings and team challenges to strengthen our bond and teamwork

Toughness

Pushing our physical/mental limits, preparing us to endure exhaustion

Consistency

Constant training and routine lead to results and increased toughness over time

TECHNICAL KNOWLEDGE

Craftmanship

Repeated assembling / disassembling of important material and mechanical theory

Navigation

Seamanship through increased ocean rowing activity and close partnership with experts (e.g. Angus Collins)

RYA Courses

Mandatory safety- and sea survival courses to make sure our safety is at the highest standard



16+ hours of preparation each week for 3 years

2. WIN IN WORLD RECORD TIME



LUCA
B.A. (HSG)

- 5th place European Championship U19
- Grenadier sniper (Swiss Army)
- Swiss Rowing Champion



JULIAN
B.A. (HSG)

- World Rowing Champion U23
- 2x Swiss Rowing Champion
- 2x World Cup Finalist
- Sport Soldier (Swiss Army)



LORENZO
M.A. LAW AND ECO (HSG)

- Swiss Rowing Champion U17
- Vice Swiss Rowing Champion U19



MATTHIAS
MATERIAL SCIENCE (ETH)

- World Rowing Champion U23
- 3rd place World Rowing Championship
- Vice European Rowing Champion U23
- 8x Swiss Rowing Champion



A world class team with a proven track record

3. SUPPORT SCIENCE



Universität
Zürich^{UZH}

Applied Team Research, UZH

Prof. Dr. Jan B. Schmutz

Analyzing team dynamics in extreme situations.

ETHzürich

Exercise Physiology Lab, D-HEST, ETHZ

Prof. Dr. Christina Spengler

Tracking our vitals using wearables for a better understanding of the cardio-respiratory and metabolic system.

Stocker lab, D-BAUG, ETHZ

Prof. Dr. Roman Stocker

Acquisition of water samples as field scientists during our training rows.

ETHzürich

Design Project, D-MATL, ETHZ

Dr. Raphael Libanori

30+ students per semester working to improve several material specific pain points.

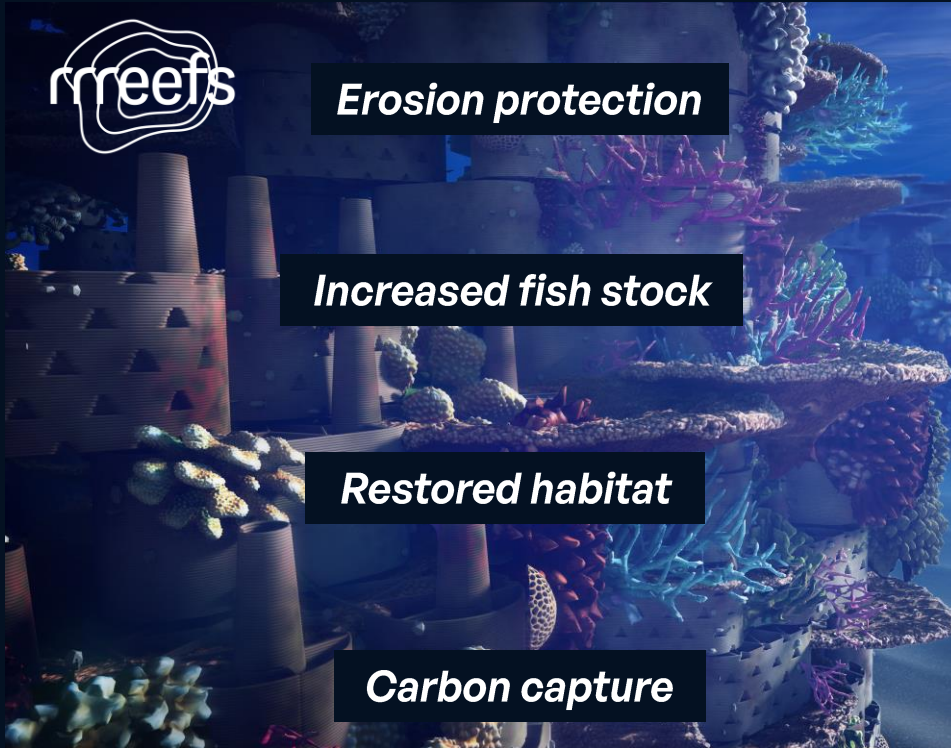
ETHzürich



Collaborations with research teams from ETH and UZH

4. GIVE BACK

WE ROW FOR BIODIVERSITY

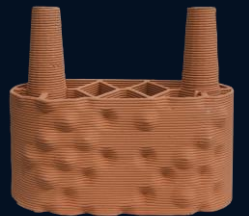


WHAT IS RRREEFS?

Rrreefs is an ETH spinoff with the mission to revive 1% of coastal coral reefs by 2033. They rethink, rebuild and regenerate coral reefs in order to protect our oceans biodiversity.

HOW DOES RRREEFS OPERATE?

By using an award-winning modular system of 3D-printed rrreefs bricks, made from clay, biodiversity and coral growth are increased, which was successfully proven in a pilot project in San Andrés, Colombia.



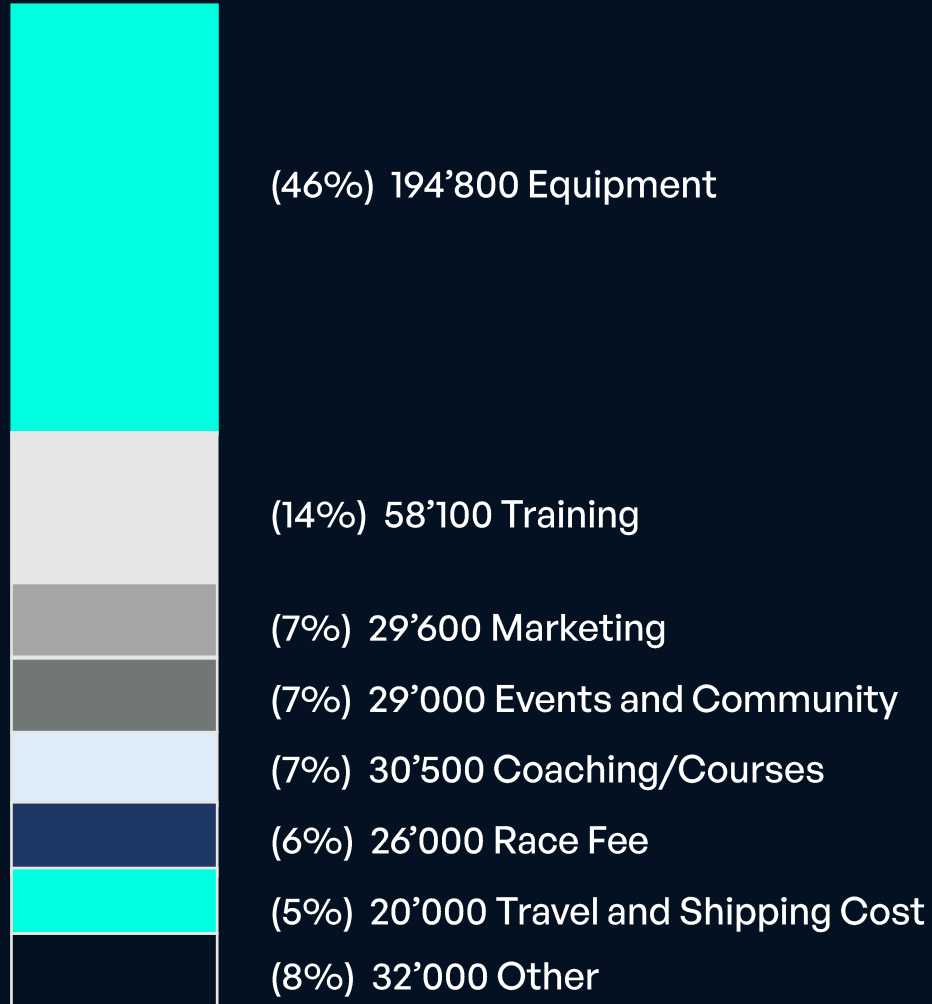
***All excessive funds will be donated to rrreefs
after completion of the row***

TIMELINE

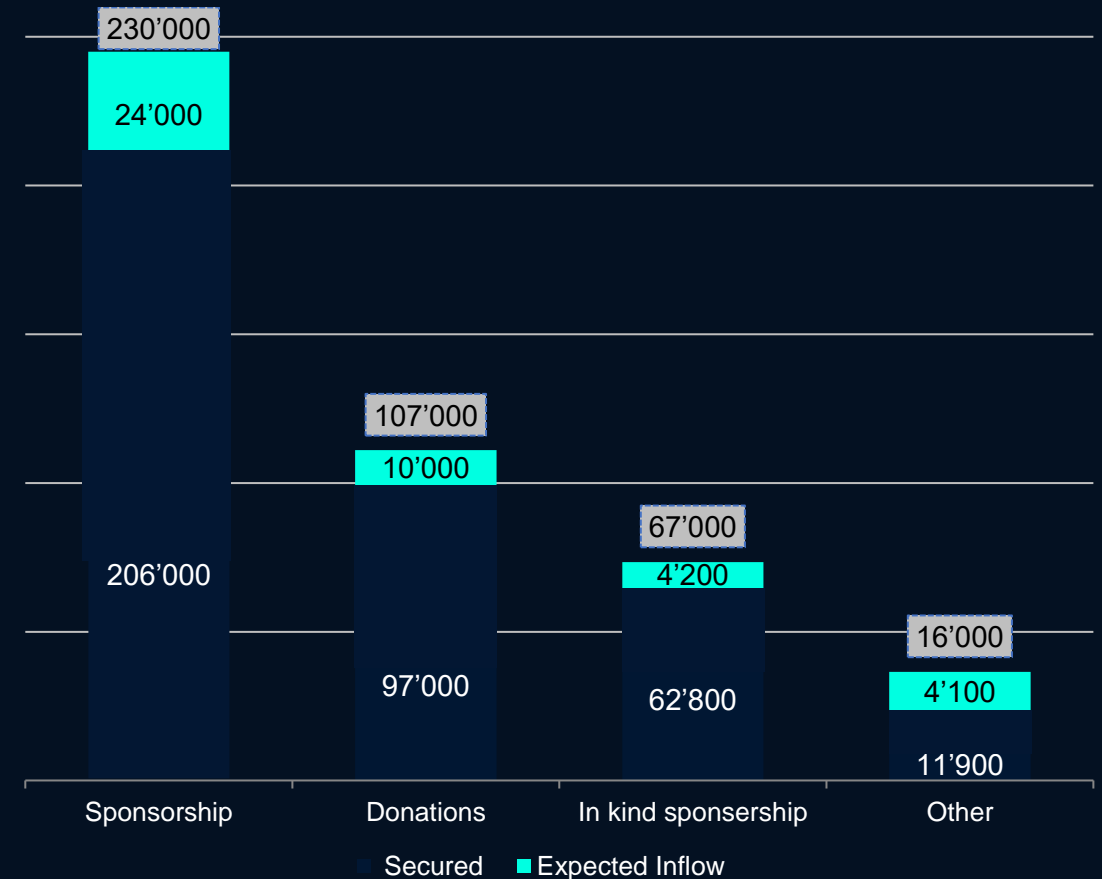


TIK TOK THE TIME IS TICKING!

FINANCIALS



A total of CHF 420,000 is needed. So far, various activities have led to CHF 377,700 toward this target.



SPONSORING OPPORTUNITIES



	BEFORE	DURING	AFTER
MAIN 50'000+	<ul style="list-style-type: none">✓ Design our boat✓ Frequent social media✓ Client events x 44west	<ul style="list-style-type: none">✓ Race as 44west x main partner✓ Race related headline exposure (online tracker, socials, media)	<ul style="list-style-type: none">✓ 44west as ambassadors
PREMIUM 25'000+	<ul style="list-style-type: none">✓ Several events✓ Collaborations✓ Boat launch ceremony✓ Repeated social media	<ul style="list-style-type: none">✓ Logo display on boat & equipment✓ Repeated social media	<ul style="list-style-type: none">✓ Team building event (rowing)✓ Marketing material
LEAD 15'000+	<ul style="list-style-type: none">✓ Pre-race apero✓ Social media	<ul style="list-style-type: none">✓ Medium logo display on boat✓ Social media	<ul style="list-style-type: none">✓ Post-race apero✓ Panel discussion or presentation
MAJOR ~5'000	<ul style="list-style-type: none">✓ Partnership announcement	<ul style="list-style-type: none">✓ Small logo display on boat	<ul style="list-style-type: none">✓ Postcard from Antigua and mention in our post-race report
EQUIPMENT Individual	<ul style="list-style-type: none">✓ Product placement on our social media	<ul style="list-style-type: none">✓ Equipment that helps us cross the atlantic	<ul style="list-style-type: none">✓ We are open to find a win-win solution

We are happy to discuss individual solutions and provide you with additional information

OUR PARTNERS



WILLERS


BREITLING
1884


X-BIONIC®


HEADWAY
CAPITAL
PARTNERS

 Toradex
Swiss. Embedded. Computing.

 mobilintime®

 fitwerk®
baut athleten auf

Stadt
Zug

zuger.messe

IMPACT ACOUSTIC®


Bahni's
BOOTSREPARATUREN

nummus
asset management AG

Bellecapital

 Universität St. Gallen
HSG Alumni


SEECLUBKÜSNACHT


B T O
AUDIT

 CARDIAC
SURVIVAL
TRAINING
NETWORK

 fabrical



 marzohl
WERBETECHNIK

Studio
Dave Spengeler

STADLER
ELEKTRO
TELEMATIK

ETH zürich
Alumni

HELLO
EYE • O
CONTENT TO BE SEEN

BOOTSWERFT HAUSER


mreefs


CLUB

 WABOOL

 concept 2


OAKLEY


SENSOLAR

 KATADYN®

CONTACT US

MAIL@44WEST.CH



WWW.44WEST.CH



WWW.INSTAGRAM.COM/
44WEST.CH



WANT TO KNOW MORE? WE ARE LOOKING
FORWARD TO MEETING YOU!

ANNEX - EXTENDED TEAM



Angus Colins
Strategy & Weather



Prof. Dr. Jan B. Schmutz
Mental Coach



Dave Spengeler
Designer & Website



Andy Bahnemann
Boatman & Logistics



Gus Barton
Physical Coach



Bettina Dührkoop
Marketing - Consultant



Bert Lookamp
Medical Support



Mink Berschat
Survival Training



Dean Landtwing
Physical Therapy



Orestis Varesis
Photographer



Christoph Baggenstos
Nutritionist



Til Foerster
Social Media

ANNEX - DOCU CREW



Fabio Stecher

Director



Jan Baumgartner

Videographer

ANNEX - MAIN SPONSOR



50'000+ CHF

Boat

- ✓ Exclusively design our boat together with us
- ✓ Exclusively signed oar from 44west post-race finish

Logo display

- ✓ Large logo display on our boat as main sponsor
- ✓ Logo exposure as main partner on our personal race equipment
- ✓ Exposure on webpage as our main sponsor

Social Media

- ✓ Introductory post and stories on Instagram and LinkedIn as “44west x main partner”
- ✓ Social Media coverage/ promotion (tbd individually)
- ✓ Social Media collaborations (tbd individually)
- ✓ Usage of 44west content & digital assets for commercial purposes of main sponsor
- ✓ Post-race appreciation and acknowledgement post and stories on Instagram and LinkedIn as main sponsor

Events

- ✓ Internal team rowing event for your firm (as team-building or simply as an outing)
- ✓ External client event with 44west
- ✓ Invitation to 44west boat presentation
- ✓ Invitation to pre-race goodbye apero
- ✓ Invitation to post-race public presentation
- ✓ Pre- or post-race podium at your firm

44west appreciation

- ✓ Signed postcard from the finishing line in Antigua
- ✓ Appreciation video from the finishing line in Antigua dedicated to you exclusively
- ✓ Mentioning in upcoming newsletter

ANNEX - PREMIUM SPONSOR



25'000+ CHF

Logo display

- ✓ Large logo display on our boat
- ✓ Logo exposure on our personal race equipment
- ✓ Exposure on webpage

Social Media

- ✓ Introductory post and stories on Instagram and LinkedIn
- ✓ Frequent Social Media coverage/promotion (tbd individually)
- ✓ Social Media collaborations (tbd individually)
- ✓ Usage of 44west content & digital assets for commercial purposes
- ✓ Post-race appreciation and acknowledgement post and stories on Instagram and LinkedIn as premium sponsor

Events

- ✓ Internal team rowing event for your firm (as team-building or simply as an outing); OR external client event with 44west
- ✓ Invitation to 44west boat presentation
- ✓ Invitation to pre-race goodbye apero
- ✓ Invitation to post-race public presentation
- ✓ Pre- or post-race podium at your firm

44west appreciation

- ✓ Signed postcard from the finishing line in Antigua
- ✓ Appreciation video from the finishing line in Antigua dedicated to you exclusively
- ✓ Mentioning in upcoming newsletter

ANNEX - LEAD SPONSOR



15'000+ CHF

Logo display

- ✓ Medium logo display on our boat
- ✓ Exposure on webpage

Social Media

- ✓ Introductory post and stories on Instagram and LinkedIn
- ✓ Repeated Social Media coverage (tbd individually)
- ✓ Usage of 44west content & digital assets for commercial purposes
- ✓ Post-race appreciation and acknowledgement post and stories on Instagram and LinkedIn as lead sponsor

Events

- ✓ Invitation to pre-race goodbye apero
- ✓ Invitation to post-race public presentation
- ✓ Pre- or post-race podium at your firm

44west appreciation

- ✓ Signed postcard from the finishing line in Antigua
- ✓ Mentioning in upcoming newsletter

ANNEX - MAJOR SPONSOR



~5'000 CHF

Logo display

- ✓ Small logo display on our boat
- ✓ Exposure on webpage

Social Media

- ✓ Introductory supporter announcement on Instagram
- ✓ Post-race appreciation and acknowledgement post as major sponsor

Events

- ✓ Invitation to post-race public presentation

44west appreciation

- ✓ Signed postcard from the finishing line in Antigua
- ✓ Mentioning in upcoming newsletter

FACTS ABOUT THE RACE



**WORLD'S
TOUGHEST**

ROW

29

DAYS

With enough tailwind and support from the mainland, we hope for ideal conditions to beat the world record of 29 days, 14 hours and 34 minutes.

4800

KILOMETERS

On our adventurous journey we will cover 4800 kilometers. This corresponds to about one eighth of the circumference of the earth.

02

HOURS

To keep the boat moving 24/7, teams of two will alternate rowing for two hours and sleeping for two hours throughout the crossing.

7000

CALORIES

Rowers burn up to 7000 kcal per day, depending on their weight. The diet on board consists of three or four freeze-dried meals and snacks.

44°

LONGITUDES

From the port of San Sebastian de La Gomera to English Harbour in Antigua we will cross a total of 44 degrees of longitude towards the west.

1.5M

ROWING STROKES

To cover the planned distance across the Atlantic, each of us will have to make more than 375'000 rowing strokes.

*OUTR CHALLENGE IN
NUMBERS*



THANK YOU!



Follow 44WEST.CH