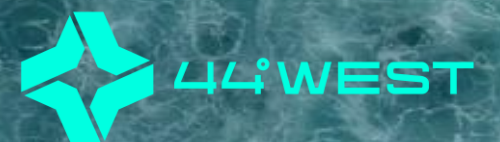


ROWING ACROSS THE ATLANTIC IN 2025





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: 1'500'000 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.”





WE ARE 44WEST

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



THE WORLDS 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 to cross the Atlantic.

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 on 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 Rrreefs restore 1% of the global coral reefs in order to support the ocean's biodiversity.

4TH

1. CROSSING SAFELY: PREPARATION



PHYSICAL TOUGHNESS

Strength

Up to 6 workouts/week focusing on compound exercises

Endurance

Up to 6 workouts/week focusing on long endurance sessions on low heart rate

Mitigate injury

Mobility, core and stretching to mitigate the risk of injury

MENTAL TOUGHNESS

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 courses and sea survival 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
- Winner Red Bull X-Row



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



Applied Team Research, UZH

Prof. Dr. Jan B. Schmutz

Analyzing team dynamics in extreme situations.

ETH zürich

Exercise Physiology Lab, D-HEST, ETHZ

Prof. Dr. Christina Spengler

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

Stocker lab, D-BAUG, ETHZ

Prof. Dr. Roman Stocker

Analyze water samples to investigate CO₂ and Microbiome concentration.

ETH zürich

Design Project, D-MATL, ETHZ

Dr. Rafael Libanori

30+ Students per Semester working to improve several material specific pain points

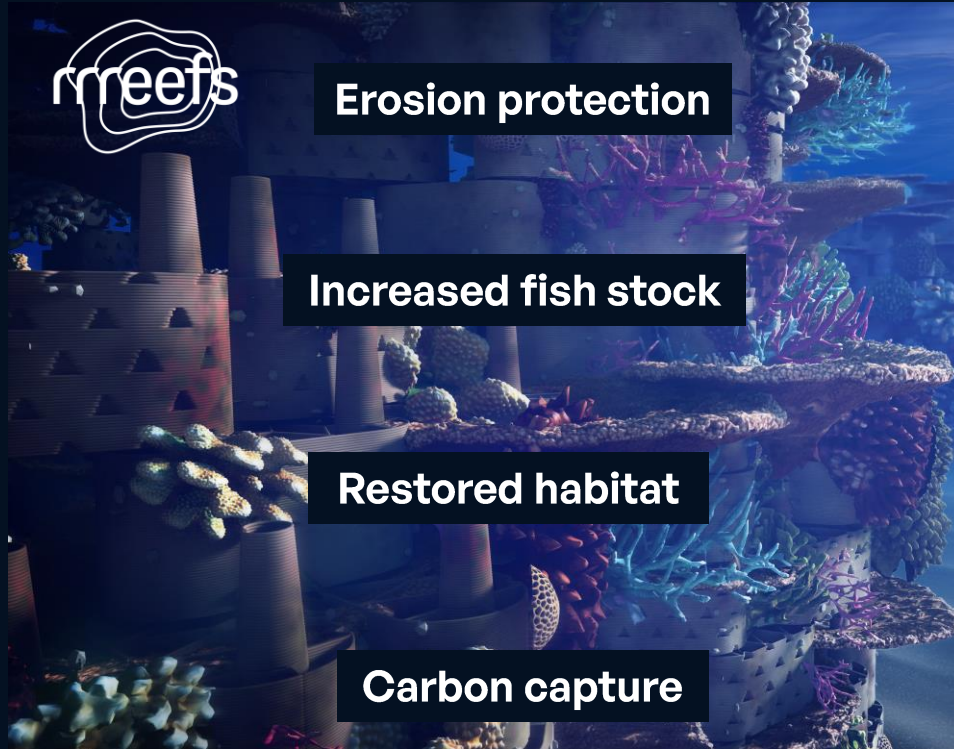
ETH zürich



Collaborations with research teams from ETH and UZH

4. GIVE BACK

WE ROW FOR BIODIVERSITY

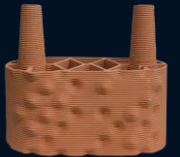


WHAT IS RRREEFS?

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.



PROMOTION AND AWARENESS



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

TIMELINE



April 2024

Boat collection

(ENG)

Collection of our boat and all the mandatory RYA courses in Burnham on Crouch.



June 2024

Boat Naming

(SUI)

Boat naming ceremony and Event of the year for our community.



July 2025

Last outing on Sea

(FRA/ESP)

Last row on the sea to check our final setup. And find out the latest tunings that are necessary.



September 2025

Boat Scrutiny

(ENG)

Boat scrutiny by Atlantic Campaigns (Race Organizer) and initiating the shipping to La Gomera.



Mai 2024

Lucerne Regatta

(SUI)

We will visit the third rowing world cup with our boat to present our project and create visibility for our partners.



July 2024

1st Row at Sea

(ITA)

Taking our first strokes on international waters in order to gain experience.



August 2025

Pre-Race Apero

(SUI)

Highlight of last preparation phase and boat send off event. Another opportunity for our community to come together.



December 25

Race Start

(ESP)

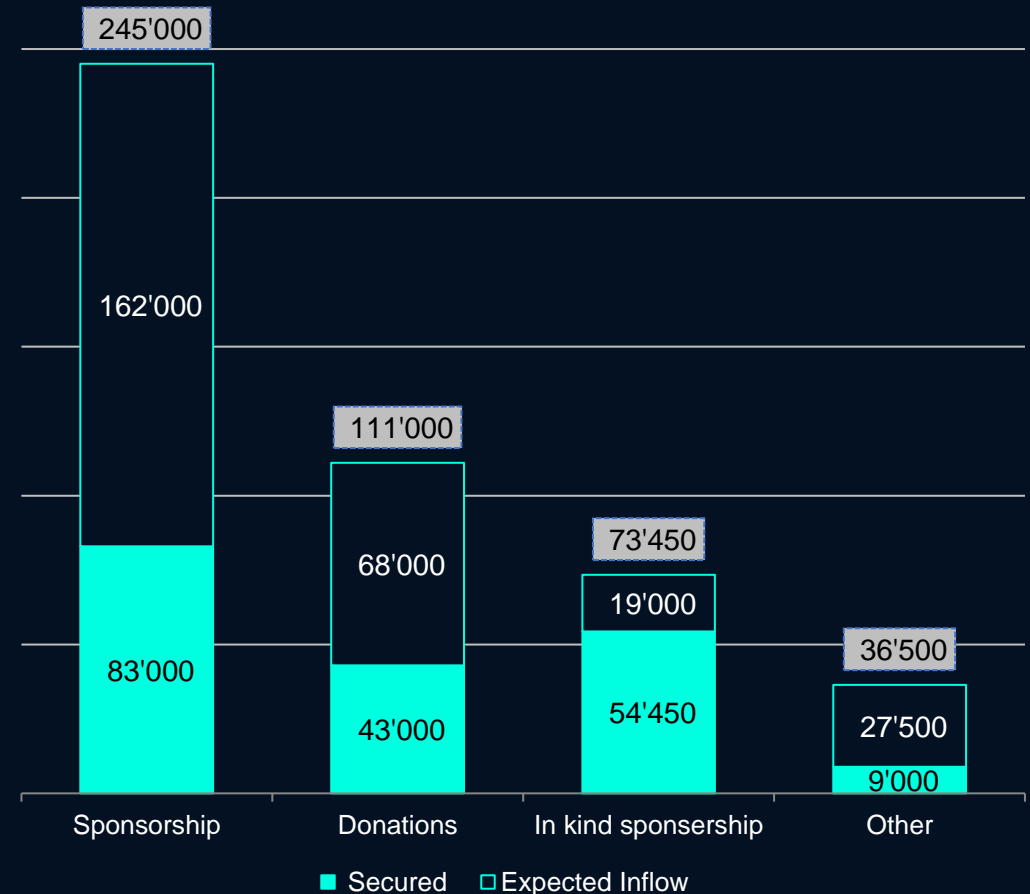
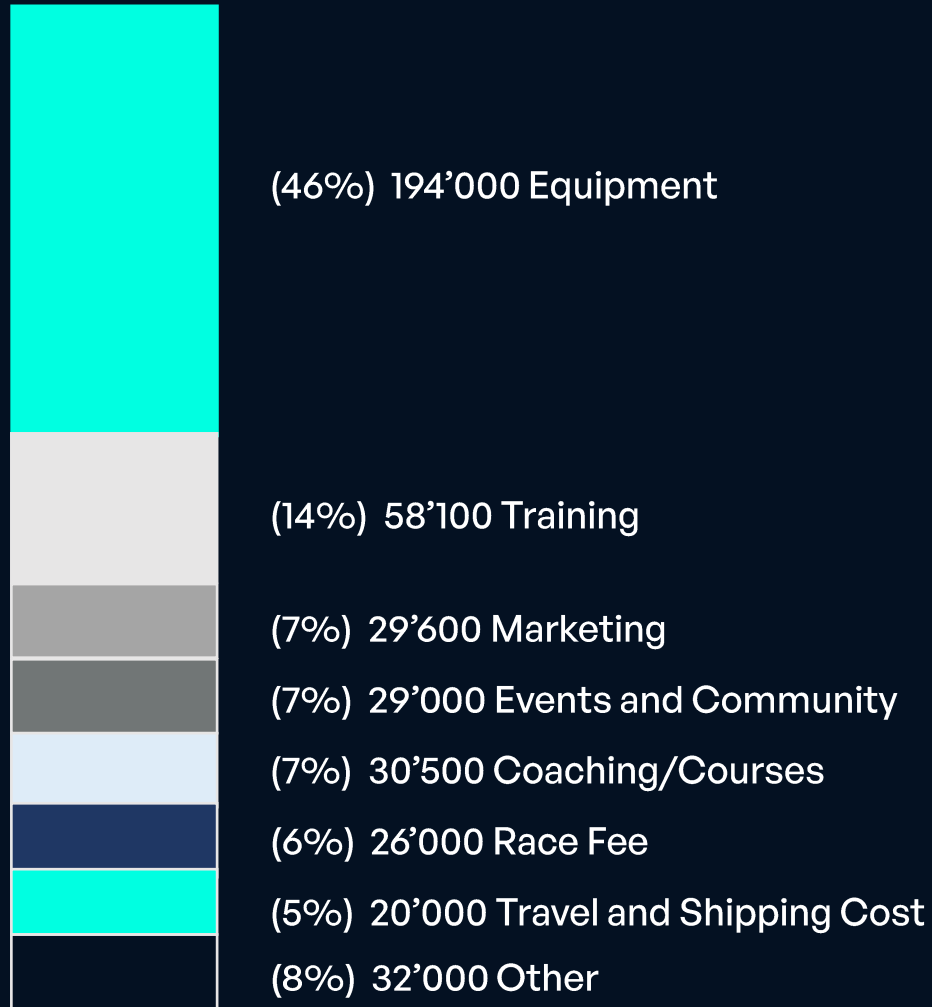
TIK TOK THE TIME IS TICKING!

FINANCIALS



A total amount of 419'200 is needed.

Various activities have led to 189'000 CHF income so far.



SPONSORING OPPORTUNITIES



| | BEFORE | DURING | AFTER |
|--------------------------------|---|--|---|
| HEAD 50'000+ | <ul style="list-style-type: none"> ✓ Name our boat ✓ 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.

CONTACT US

MAIL@44WEST.CH



WWW.44WEST.CH



[WWW.INSTAGRAM.COM/
44WEST.CH](http://WWW.INSTAGRAM.COM/44WEST.CH)



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

OUR PARTNERS



WILLERS



HEADWAY
CAPITAL
PARTNERS



ANNEX - HEAD SPONSOR



50'000+ CHF

Boat

Exclusively design our boat together with us

Exclusively name our boat together with us

Exclusively signed oar from 44west post-race finish

Logo display

Large logo display on our boat as main partner

Logo exposure as main partner on our personal race equipment

Exposure on webpage as our main partner

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 partner

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

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

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 - EXTENDED TEAM



Angus Colins
Strategy & Weather



Prof. Dr. Jan B. Schmutz-
Mentalcoach



Dave Spengeler
Designer & Website



Andy Bahnmann
Boatman & Logistics



Franziska Juch
Sponsoring-Consultant



Bettina Dührkoop
Marketing - Consultant



Fabio Stecher
Documentary



Jan Baumgartner
Documentary



Dean Landtwing
Physical Therapy

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.

OUR CHALLENGE IN NUMBERS



THANK YOU!



Follow [44WEST.CH](https://www.44west.ch)