

World's Toughest Row La Gomera to Antigua 2027!



WORLD'S
TOUGHEST **ROW**™

ORGANIZED BY
**ATLANTIC
CAMPAIGNS**



The Charities

£250k

Three charities. Equal split of the funding.



01



4ED is a charity that supports people living with motor neurone disease and their families, funding care, equipment, and specialist support.

02



Royal Air Force
Benevolent Fund

The RAF Benevolent Fund is a charity that supports current and former RAF personnel and their families when they're in need

03

UNDER
ONE
SKY

Fights homelessness by placing human connection and trauma-informed support at the center of recovery

04



Meningitis is the UK's leading meningitis charity. We save lives and rebuild futures by funding research, raising awareness and providing support for people whose lives have been affected by meningitis.

4 Guys. 3,000 Miles. 3 Charities

The World's Toughest Row is an extreme endurance challenge that pushes ordinary people into extraordinary conditions. Teams row 3,000 miles across the Atlantic Ocean, battling towering waves, relentless winds, sleep deprivation, and total isolation for up to two months at sea.

With no engine, no support, and nowhere to hide, rowers survive on minimal sleep, burn thousands of calories a day, and endure both physical breakdown and mental warfare. It's not just a race, it's a raw test of resilience, teamwork, and the will to keep pulling when everything says stop.





 **DAMIEN MAYHEW**
KNOT FAST

Damien Mayhew

Boss - Crew 1

Flight Lieutenant Damien Mayhew is a Royal Air Force A400M Captain with nearly 20 years' experience leading high-risk missions worldwide, built on precision, resilience, and leadership under pressure.



 **OLIVER BRUCE**
KNOT FAST

Oliver Bruce

Crew 2

Oliver Bruce is a self-made entrepreneur and CEO who founded PinPoint Media at 19, scaled and sold a majority in 2025, and is an award-winning founder and investor in multiple high-growth companies.



 **TOM MAYFIELD**
KNOT FAST

Tom Mayfield

Crew 3

Tom is a Cheltenham-based property entrepreneur and founder of Lemonhello. Known for combining business with a strong passion for sport, the outdoors, and craftsmanship.



 **PETER LLOYD**
KNOT FAST

Peter Lloyd

Crew 4

Peter Lloyd is a founder and operator who has scaled businesses across hospitality, marketing, and social care, known for calm, people-first leadership and strong commercial execution.



Fact.
More people have
climbed Everest
than have crossed
the Atlantic



01

Crews row day after day for 30–90 days, and once you're a few hundred miles out, rescue can take days, if the weather even allows it.

02

Rowers burn 5,000–6,000+ calories a day, lose huge amounts of weight, sleep in 90-minute chunks, and deal with salt sores, hallucinations, and chronic exhaustion.

03

Expect 20–30 ft waves, constant trade winds, shipping lanes, storms, and night rows in pitch-black water—while strapped into a boat not much longer than a car.

KNOT FAST 

The Challenge

Home for over
a month!

Get involved?



She's Completed 2 Crossings Already!

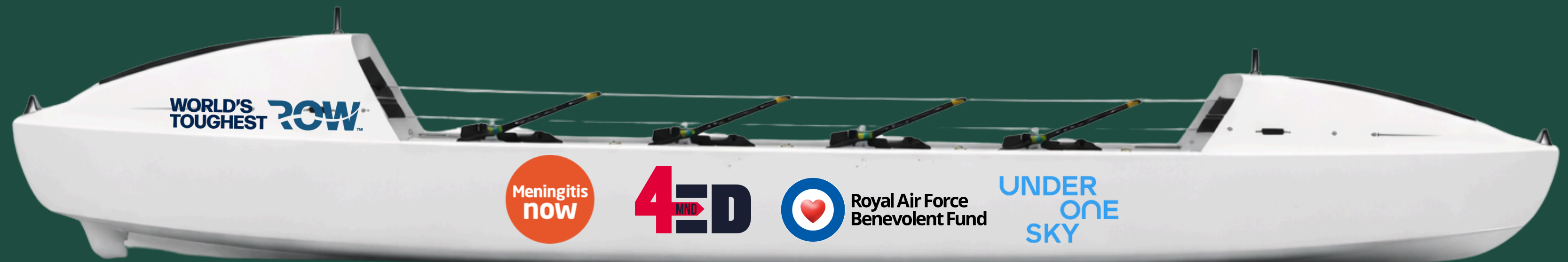
That's 2 more than us!



KNOT FAST 

You can help!

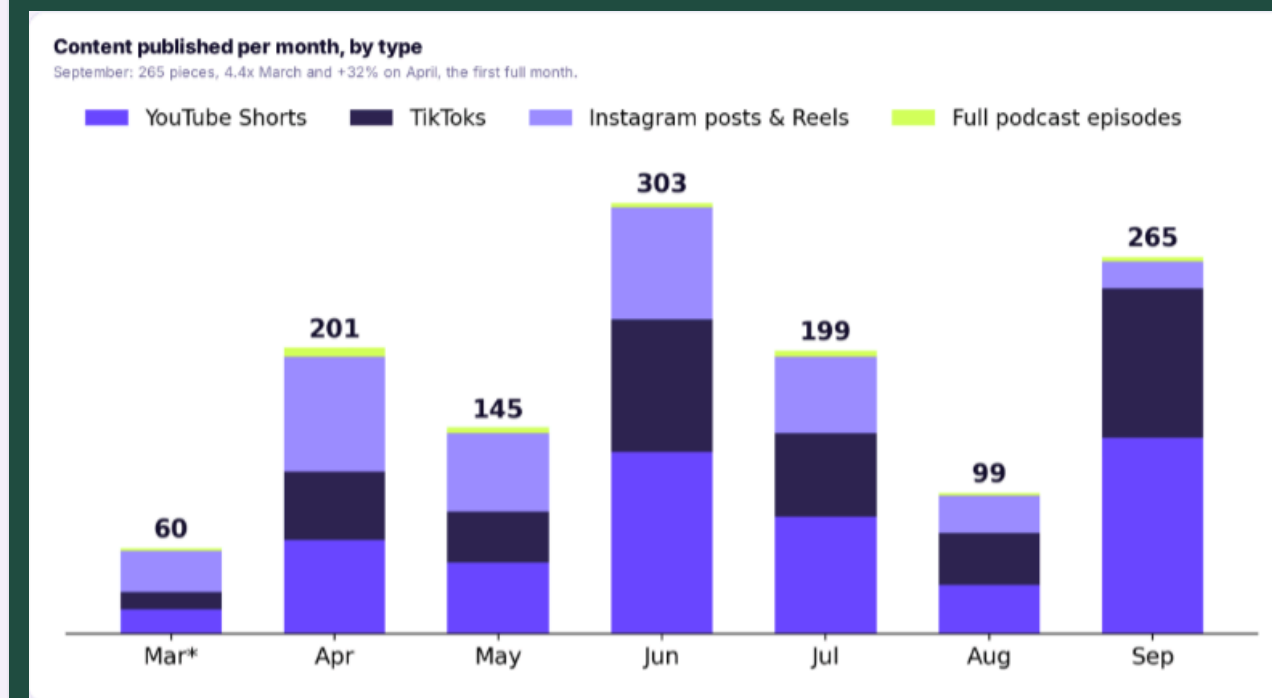
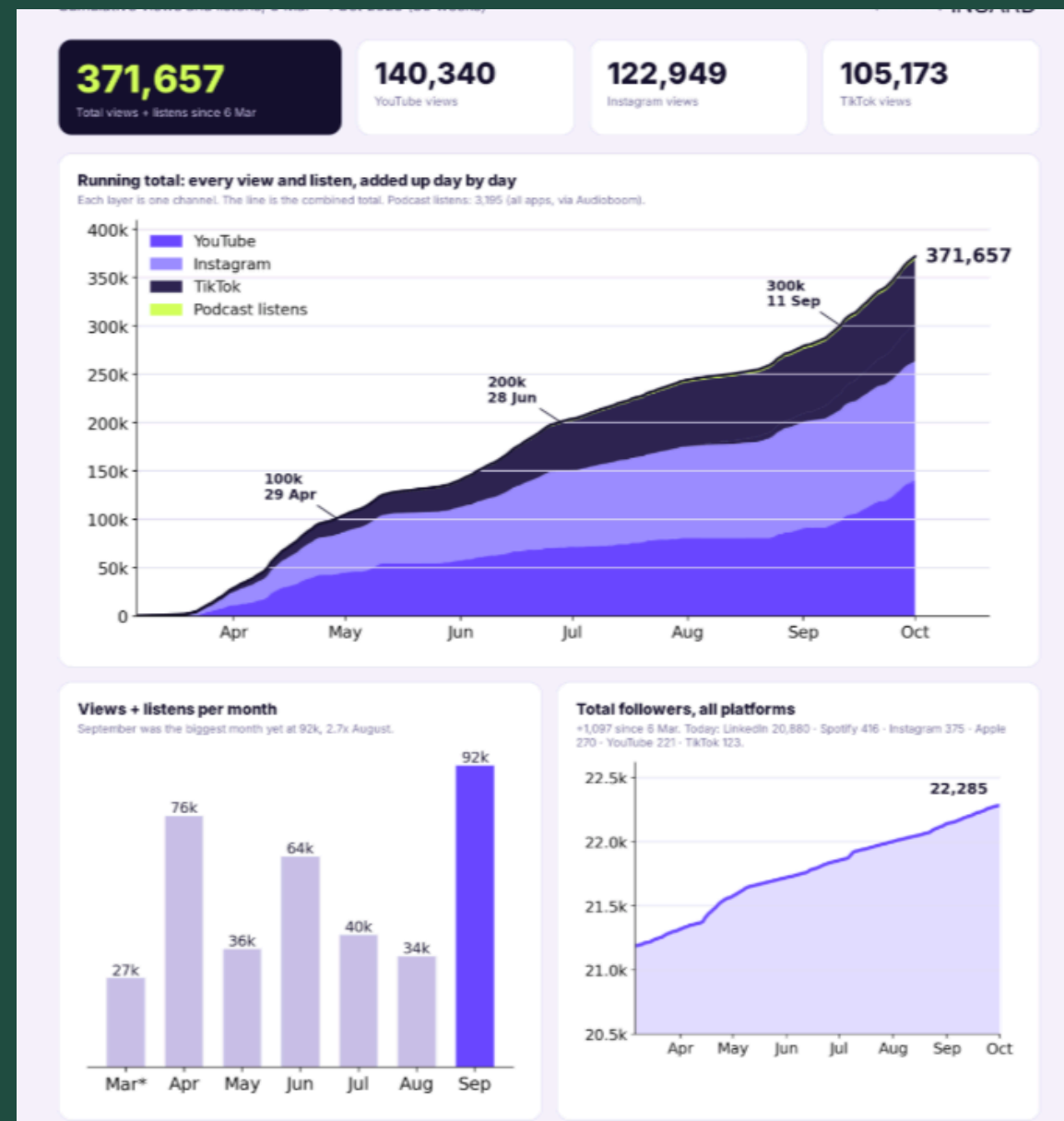
Sponsors Guide



Without you, this isn't possible.



Our Reach The Eyeballs Your Audience @KnotFastRowing



KNOT FAST

Oar-some

Housed on the most prominent part of the boat next to the organisers logo, you're the MAIN logo on the bow of the boat!

Tier 1 branding on all stash (caps, training kit etc)

Gloucester Rugby player access for 2 talks a year 1 player per talk (names tbd)

Tier 1 press mention (appear in all press as 'headline sponsor')

'Headline sponsor' tag on website and all collateral

Table at the Gala dinner / speaking slot (*sponsorship in by 1st Jan 2027*)

Table at the polo and Tier 1 branding / speaking slot

Signed Gloucester Rugby shirt from 2026 team

Appearance in all social assets as 'sponsor' run by PinPoint Media

One company promotional event, pre or post-race, with boat if feasible

Oar-some Package

£15,000



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Oar-inspiring

Displayed on the side of the boat

Logo on tops (back)

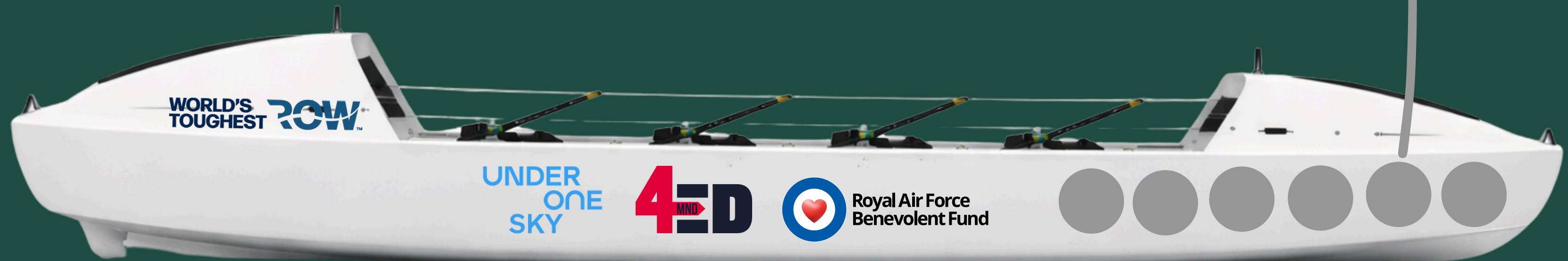
1 seat at the Gala dinner

1 seat at the polo and banners on display if wanted

Appear on website

Social contnet

Oar-inspiring Package £7,500

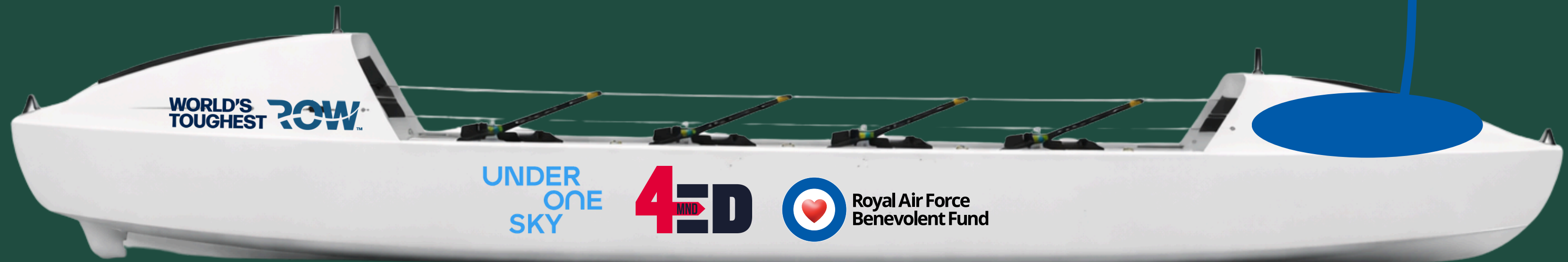


KNOT FAST 

Oar-kward

Name on the boat
Occasional social tag
Content for socials

Oar-kward Package
£1,250



KNOT FAST 

Are you in?



Together we can do what
others haven't.



UNDER
ONE
SKY



Royal Air Force
Benevolent Fund