



fredericks foundation

The World's Toughest Row



Sponsorship opportunity

Fredericks is purchasing The Entrepreneur Ship – a purpose-built ocean rowing boat to participate in the World's Toughest Row.

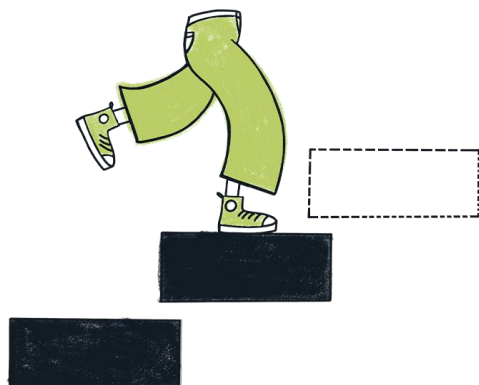
We are planning three Atlantic rows in 2026, 2027 and 2028. We have our crew in place for 2026 and will be recruiting crews for 2027 and 2028.

We are providing a host of opportunities for companies and individuals to be associated with this amazing endeavour – we would love you to support us on this incredible journey!



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Our why



Founded in 2001, Fredericks has created or helped support nearly 1,000 businesses led by more disadvantaged individuals who have had to overcome major hurdles to growing their businesses.

Following a strategic review in 2019, our primary focus now is to support extraordinary social enterprises to scale.

We are resourced almost wholly by volunteers, so funds go direct to our causes, not to pay administration, marketing costs or other expenses

We are a bold, fast-moving investor, not frightened of taking calculated risks. Each opportunity is thoroughly analysed and researched by our experienced team of volunteer business experts who have worked at senior levels across a variety of business models.

To find out more do visit our website at www.fredericksfoundation.org

Why is Fredericks sponsoring the row?

We have been looking for an opportunity to raise significant additional funds so we can help more deserving social enterprises.

We feel it's important that any opportunity we are involved in also helps us to communicate our story to a wider audience and reflects Fredericks' own values.

As a result, we have jumped at the opportunity to associate ourselves with one of the world's great endurance challenges – **The World's Toughest Row.**

We also believe this is a perfect match for us as it creates numerous opportunities for our partners to generate positive exposure for their organisations while supporting us in bringing more social enterprises to scale up and to prosper.





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The row

The World's Toughest Row (WTR) is an annual race from La Gomera in the Canary Islands to Antigua – a journey of over 3,000 miles.

The event attracts teams from all over the world, typically taking from 30-90 days to complete this very demanding journey in extremely challenging circumstances.



Meet our crew

For the 2026 event we have recruited our wonderful crew, Charlie Pendarves and Patrick (Paddy) Thomas. They are registered for the event and you can read about them and their story on the official Worlds Toughest Row website. www.worldstoughestrow.com

As well as preparing for the challenge itself they will be actively involved in fundraising and are keen to engage with our sponsors, keeping us all up to date with their progress starting with the many gruelling hours of training through to the race itself.





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Sponsorship **benefits**

We are offering a variety of different sponsorship packages covering one to three year engagements with some or all of the following benefits:

1. Association of your brand with one of the great endurance challenges on the planet – see *Supplement 1* for key media facts from the 2025 race
2. An opportunity to involve both your customers and your colleagues in inspirational engagement events on the boat's departure from La Gomera and arrival in Antigua
3. Fundraising events and regular updates will provide relationship building opportunities with clients and customers
4. Build links with a highly effective charity, Fredericks Foundation who are helping achieve a fairer society through investing in scaling up extraordinary social initiatives such as The Clink, and Carefree - see *Supplement 2* for more details on theirs and others' stories

We believe our flexible approach to sponsorship packages provides a great balance of benefits in exchange for the investment we ask you to support us with.





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Sponsorship packages

Join The Entrepreneur Ship team by supporting this endeavour and receive a range of benefits for your organisation and colleagues

Sponsorship packages	Silver £10,000	Gold £25,000	Platinum £50,000
Primary advertising space on The Entrepreneur Ship			✓
Prominent advertising space on The Entrepreneur Ship		✓	✓
Your logo identified and visible on The Entrepreneur Ship	✓	✓	✓
“Friends of The Entrepreneur Ship” media recognition	✓	✓	✓
Regular press and social media mentions			✓
Social media and website visibility	✓	✓	✓
Frederick’s speaker to talk to you and your colleagues about the challenge	✓	✓	✓
Access to a record-breaking speaker and former WTR rower			✓
Invitation to La Gomera / Antigua for the start / finish of the row			✓
Half-day rowing course for a group of colleagues			✓
Visit the training area with an opportunity to row the boat		✓	✓
Framed photo of the boat with an inscription showing your support	✓	✓	✓
Your choice of memorabilia from the event		✓	✓
Event-based “merch” available	✓	✓	✓

**Bespoke options available for any multi-year commitments*



Crew support packages

There are also a range of ways in which companies and individuals can support specific but essential elements of the row.

These include helping the crew and their equipment get to the start line, providing the safety equipment required to keep the crews safe and well-fed during their journey, to sponsoring the oars that will make over one million strokes over the 3,000 mile journey.

Crew support packages	Description	Cost
Travel	Help us and our equipment get to the start line and back from Antigua	£5,000
Food	Keep us alive and well by sponsoring our food and nutrition	£5,000
Auto-Pilot	Keep us on course by sponsoring our autopilot and auto-helms	£3,000
Safety Equipment	Support our safety requirements by sponsoring our water pumps, life raft, life jackets and personal locator beacons	£5,000
Oars	Sponsor our three pairs of oars, our means of propulsion to get us to Antigua	£3,000
Chart Plotter	Help us keep track by sponsoring our chart plotter, charts and other navigation equipment	£2,000
Navigation and survival courses	Navigation and survival courses	£2,000
Para-Anchor & Sea-Drogue	Essential pieces of kit to keep us safe in storms and rough waters	£2,000
Certification	Support our mandatory courses and help us gain our certifications	£2,000

Contact us

We look forward to welcoming you aboard one of the world’s great adventures.



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Supplement 1:

Key media stats

The race's dedicated Press & PR Teams supports over 50 accredited media and numerous global TV networks and news organisations. Every year the race attracts:

TV coverage

- **85+** global broadcasts
- Over **45m** global TV audience

Press coverage

- **100m+** print circulation
- **15.5m+** readers reached

Digital media

- **75m+** Audience Reach via public figure endorsement
- **13m+** TikTok views in last 12 months
- **125k** followers of WTR on Facebook, X and Instagram
- **200+** Total Live broadcasts on YouTube and Facebook leading to **400k+** average yearly live views
- **1600+** pieces of coverage in digital press

Race website and race tracker

- Over **2.9m** unique views on race tracker
- Over **1.6m** unique views on the Race Website

[Data from 2023 Atlantic and 2024 Pacific races]



Supplement 2:

Who do we help

Fredericks helps small Social Enterprises to scale. Typically, they:

- Are female led with inspirational leadership
- Have an innovative solution to a societal problem that isn't being addressed by other agencies
- Are capable of significant growth and extensive impact
- Have a proven trading model and are beyond pilot stage
- Can achieve financial sustainability in the next 18 months



Lightning Reach is a financial support portal which seamlessly connects people in financial hardship to the support they need, quickly and securely. Lightning Reach simplifies access across the complex ecosystem of grants, benefits, help with household bills and other vital resources for individuals and families in need. It can be used by funders such as charities and local councils to streamline their administration processes, and by responsible organisations (e.g. banks, utilities, housing providers) seeking to support vulnerable clients. To date Lightning Reach has facilitated over £17m of support with over 160,000 users registered on their portal.

The Clink provides training and support into employment for people in and leaving prison - through their prison kitchens and successful restaurants. In response to growing demand for their event catering business, they recently invested in new kitchens outside prison grounds. This has enabled them to expand their impact both by extending support and employment opportunities to ex-offenders and young people at risk of offending; and by increasing profits available to help fund its charitable operations. The Clink trains around 800 people per year and awards over 550 qualifications.



Carefree. There are four million people in the UK who are full time unpaid carers and 68 % have not had a break for more than a year. Without them our care system would collapse – they provide 80% of all homecare in the UK and save the public purse £162 billion per annum (equivalent to the entire NHS budget). Carefree matches surplus hotel rooms with carers to provide respite and holidays. Following their break, 84% of carers say they are better able to cope with their caring role. To date Carefree has delivered over 12,500 breaks representing £3.5m of donated hotel stays and has significant potential to scale.



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Animorph Co-operative A software house, set up as a Cooperative, using extended reality to develop innovative solutions to health and wellbeing challenges – including dementia, stroke recovery, bipolar disorder. They were recently one of 5 organisations worldwide awarded £300,000 from the Longitude Prize on Dementia to help fund their groundbreaking work to develop smart glasses deploying AI which assist sufferers by helping them to recognise objects and providing instruction – and thereby remain independent for longer.

United Repair Centre is on a mission to repair the clothing industry. Through offering high-quality repair services it works with leading clothing brands (including sports and outdoor brands) to help address the textile waste crisis - the second most polluting industry globally - and tackle social exclusion. URC provides employment opportunities to migrants, young adults and other job seekers distanced from the labour market. Established in the Netherlands, with Patagonia as a founding partner, URC has expanded operations into the UK and is working with brands such as Lululemon and Rapha and has partnered with London based social enterprise, Fashion Enter.



We Are Juno is developing a network of high-quality local homes where children feel safe, supported and loved – transforming opportunities for children growing up in the care system. Far too many of the c. 85,000 “Children Looked After” in England have a poor experience within the current care system. Juno are working to address this problem by creating high-quality children’s residential homes that will allow children to stay close to their local area, their communities and schools. Any profits Juno make are re-invested in new homes and in Early Help to reduce the need for children to be placed in residential care. Juno seek to influence sector wide change by demonstrating a successful model that works for children, sharing learnings and collaborating with other organisations to develop and promote quality staff training. Juno has potential for significant impact by improving the outcomes for children growing up in the care system, which also has benefits for wider society and the public purse.