



A Record Breaking Atlantic Row

A Solo Expedition to Push Human Limits and Raise Awareness

TABLE OF CONTENTS

About Me..... 01

Expedition facts.....02

Safety measures..... 03

Our mission.....04

Charity partner.....05

Value driven partnership.....06

Media coverage.....07

Partnership Package..... 08

Contact Us09

Next Step.....10

About Me



I am Stuart Macdonald. I have dedicated my life to adventure. I started hiking and climbing as a teenager, progressing to an unguided ascent of Mont Blanc at the age of 17. During a ten year career as a British Army Officer I lead and participated in numerous expeditions around the globe including remote ascents in Alaska and Nepal and first ascents in the Antarctic. After leaving the military I became one of just a handful of people from UK who qualify each year as an IFMGA Mountain Guide (the world's most difficult and respected mountain guiding qualification). Since then I have climbed all six of the classic North Faces of the Alps, guided Mont Blanc over 40 times, climbed Mount Everest and spent literally thousands of days in the high mountains. But I have had close-calls, lost friends, and experienced the cold reality of constant exposure to extreme risk.

Since sailing across the Southern Ocean in 2001 I have been fascinated by the sea. After reading a book about Ocean Rowing I became captivated. The idea of a long-distance adventure out of the mountain arena really appealed. This expedition will be a new challenge for me in a very different environment, where skills I have learned in the mountains will come to the fore.

During the last decade I have lost two people who were very influential in my life. Martin Moran was an exceptional Mountain Guide who served as a mentor to me when I was navigating my way through my guiding courses. His death in an avalanche in the Himalayas had a profound impact on everyone who knew him. A foundation has been set up in his memory to allow young people who would not otherwise have the opportunity to experience mountain adventures.

Simon Hall was a Special Forces officer with a career most could only dream of. We climbed together extensively for over ten years until he was diagnosed with Pancreatic Cancer. His death shortly afterwards made me realise how low the survival rates were for Pancreatic Cancer and made me want to do something about it.

For more of an insight into the trip, take a few minutes to watch this [FILM](#)



Embark on an extraordinary journey across the Atlantic Ocean – a solo row that pushes the limits of human endurance and resilience. This expedition is more than just a physical challenge; it's a powerful platform to raise awareness for critical causes, inspire others to pursue their dreams, and forge lasting partnerships with values-driven organizations.

This document outlines the expedition, its objectives, the safety measures in place, the chosen charity partners, and the exceptional partnership opportunities available.



EXPEDITION FACTS



This is the longest route across the Atlantic, from Portugal to French Guiana and is only attempted by 2-3 boats per year. At 6000km, it is over 1000km longer than the “World’s Toughest Row” from the Canaries to the Caribbean with considerably more challenging conditions.



The current record for a non-stop solo rower is 97 days.



The current overall record for a solo rower is 60 days. I intend to beat this record.



The boat is specially designed and fully equipped for solo ocean crossings.



Key challenges include unpredictable weather and strong ocean currents.



The psychological challenge of isolation and solitude will be constant.



Over one million oar strokes will be made on the journey.

Safety Measures



Advanced Equipment

State-of-the-art navigation, satellite communication, life raft, and safety gear.



24/7 Monitoring

Dedicated shore-based support, including a doctor, crisis manager, weather router, and nutritionist.



Emergency Protocols

Established procedures for medical emergencies, equipment failures, and severe weather.



Regular Communication

Consistent updates with the support team to assess conditions and maintain morale.



Extensive Training

Rigorous physical and mental preparation, including world-renowned coaching and personal training.

Mission



- **Pushing Human Limits:** Demonstrating the extraordinary capabilities of the human spirit to overcome challenges and achieve ambitious goals.
- **Inspiring Others:** Encouraging individuals to pursue their passions, break down barriers, and make a positive impact on the world.
- **Raising Awareness:** Amplifying the message and fundraising efforts of chosen charity partners, supporting their vital work in Pancreatic Cancer and Youth Development.
- **Promoting Sustainability:** Highlighting the importance of environmental stewardship and responsible ocean practices.



Charity Partners



I am proud to partner with the following organizations:

- Pancreatic Cancer UK: PCUK support those suffering with pancreatic cancer, and also fund research into treatment and cures.
- The Martin Moran Foundation: MMF take young people who would not otherwise have the opportunity and give them fully-funded mountain adventures in order to teach them new skills and help them develop as individuals.



Values-Driven Partnership

Portugal

Resilience & Determination

Showcase your commitment to overcoming challenges and achieving ambitious goals.

Social Responsibility

Demonstrate your support for vital causes and contribute to a better world.

Inspiration & Engagement

Connect with audiences who are passionate about pushing boundaries and making a difference.

Global Media Reach

Gain international exposure through media coverage and online engagement.

French Guiana

Media Strategy

Pre-Expedition

Targeted press releases, feature interviews, partner co-branded assets, and launch events to build awareness and anticipation.

During the Row

Regular updates from the rower at sea, captivating stories of challenges and triumphs, and live tracking of progress.

Post- Expedition

Speaking engagements, and continued media coverage celebrating the achievement and its impact.

We will actively engage with media outlets across various platforms, including print, online, television, and social media, to maximize visibility for our sponsors. Charity Partners have also offered to use their media contacts to maximise publicity.

PARTNERSHIP PACKAGES



Title Sponsor	£35,000
Gold Sponsor	£10,000
Silver Sponsor	£5,000
Service/Product	TBC
Sponsor	

Package	Investment	Core Benefits
Title Sponsor	£35,000	Boat naming rights, top logo placement, website links, media/keynote exposure, plus exclusive team calls (pre, post, and 3 from the ocean).
Gold Sponsor	£10,000	Prominent boat logo placement, website links (homepage + sponsors page), a 1-hour post-row keynote presentation, and 2 private video calls from the ocean to your corporate team.
Silver Sponsor	£5,000	Prominent boat logo placement, sponsor page website link, and 1 private video call from the ocean to your corporate team.
Service / Product	TBC	Logo placement on the boat and website, plus social media recognition.

Stuart Macdonald

info@summittoseachallenge@gmail.com

www.summittoseachallenge.com

Next Steps



Choose your package

Reviewing the partnership packages and identifying the level that best suits your organisation's goals.

Schedule a call

Scheduling a call to discuss your specific objectives and how I can tailor the partnership to maximize your impact.

Sign & activate

Signing a partnership agreement to formalize our collaboration and begin the exciting journey together.