

Row4ALS.org
2023 Pacific Challenge
Sponsorship



Quick Facts

- 2800 nautical miles from California to Hawaii.
- ~ 45-62 days rowing, longest crossing was 147 days and the shortest 34!
- 4 Ocean Rowers on the Row4ALS team.
- 1 of 2 USA Teams (up to 20 teams total)—just 80 people in 31 boats have successfully rowed to Hawaii from the mainland USA.
- Raising money for ALS Patient Care and Research through the **University of Utah Health's ALS Clinic.**



The Race Route

RACE STARTS
MONTEREY BAY
CALIFORNIA
36°N, 121°W

RACE FINISH
NAWILIWILI HARBOR
KAUAI, HAWAII
21°N, 159°W

2,800 MILES (4,500 KM) • SELF SUPPORT



About the race

- All **self-support**, there is no supply boat.
- Planning and training now for the **June 12, 2023 race start**.
- Low to no communication back home, **satellite calls** for sponsors and for the KSL Outdoor show.
- Rowers will row **24 hours a day in 2 hour shifts**. When they aren't rowing they are making food, cleaning, or sleeping.
- **2800 nautical miles** from California to Hawaii.



View from inside the boat, nice and cozy with two people per cabin.

About the boat

- Custom built in the USA for speed and weight.
- The rowboat shell weighs just 400 pounds without the daggerboard, food, gear, and rowers.
- The boat features an **onboard watermaker** to desalinate seawater.
- The boat is equipped with **solar panels and batteries**.
- It is **self-righting** and all rowers must be attached to the boat at all times, with the hatches closed.



Exterior boat view, no sponsorship stickers yet.



2019 Finish Line in Antigua

About the Rowers

This will be the **second** race that the **Row4ALS** team has completed.

They completed the **Atlantic Challenge** in **2019** and are back for a new ocean experience.

The team has **4 ocean rowers**, three are veterans of the 2019 Atlantic Challenge, one is a newbie.

Our team is based in **Utah** and **California**.



The day before and the day after the Atlantic row.

Top row: Tim Ryan, Alan Alderman

Second row: Brian Armstrong, Dale Smith

Gearing Up

Each team must prove that they have enough food and the right equipment for the journey.

They also have to show that they didn't litter by checking in their garbage at the end.



All of the gear and food must be inspected by the safety officers before the rowers are cleared.

About the Cause

- ALS, or amyotrophic lateral sclerosis, is a **progressive neurodegenerative disease** that affects nerve cells in the brain and the spinal cord.
- The cause is **unknown**. It is currently **incurable**.
- People diagnosed with ALS typically **live between 2 and 5 years** after their diagnosis.
- Our friend, **Alan Alderman**, was diagnosed in 2001, rowed the Atlantic Ocean in 2019 and is still going strong!



“My personal goal is to show that a diagnosis of ALS is not the end, it is but the beginning of a journey that has challenges, but also many great blessings. ALS may end my life, but it will not destroy it!

Together we will row across the Atlantic Ocean, then the Pacific Ocean, and continue to row until we have found a cure!”

—Alan Alderman

1st Atlantic Challenge Rower with ALS





Sponsorship Levels

\$250,000: Admiral Sponsor

This sponsor will have the opportunity to name the boat and include their graphic(s) on the side or back of the boat. Includes optional in-person event, prominence on website, satellite call-in, stand-alone ad on Radiant TV system at 16 Bout Time Pub & Grub locations, and additional media mentions.

\$20,000: Captain Sponsor

Includes large logo on website, on the boat, on the tow vehicle(s), mention on KSL outdoors and sponsorship group displayed on Radiant TV system at 16 Bout Time Pub & Grubs.

\$10,000: Skipper Sponsor

Includes medium logo on the website and boat.

\$5,000: Crew Sponsors

Includes small logo on the website and boat.

In-Kind In-Kind Gifts and Services

Includes logo on website, press photo of your item(s) in use during the row.

Waves Individuals, Families & Companies

Individuals, families, and companies contributing at least \$100 will be listed on the Waves sponsorship section of the Row4ALS.org website.

	Waves	Crew	Skipper	Captain	Admiral
Sponsorship Amount	\$100+	\$5,000	\$10,000	\$20,000	\$250,000
Boat Naming + Naming Event Name the boat after your company, the officially registered boat name. Rowers and the boat in person at your organization.					●
KSL Outdoors Radio Show Mention once during the row on the weekly call in. Naming sponsor mentioned on each call in.					●
Satellite Call Call in from the ocean for an interview or podcast.					●
Towing Signage Magnetic signs on the car(s), banner on the boat cover.				●	●
TV at Bout Time Pub & Grub - 16 locations Sponsorship group ad displayed on the Radiant TV system. Naming sponsor - Stand alone ad or batch of ads, TBD.			●	●	●
Great Pacific Row Website Logo on the Row4ALS team page.		●	●	●	●
Rowboat Decals [NAME] - Small decals along the water line. [NAME] - Medium stickers on the bow or aft sides. [NAME] - Large stickers on the bow or aft sides. Naming Sponsor - Back of the boat exclusive, additional TBD.	●	●	●	●	●
Row4ALS Website [NAME & Name] - Logos in Sponsorship Section; Waves - Text Listing Naming Sponsor - Prominent branding TBD.	●	●	●	●	●

Additional Asks

Bout Time Pub & Grub Matching

For certain sponsors, Bout Time Pub & Grub, with locations in Utah and Colorado, is willing to match your donation partnership. A sales-based sponsorship (such as 20¢ for every beer poured) relationship is available.

Clothing & Team Gear

We are looking for sponsors for clothing, team, gear, and row-specific donations.

Will you support Row4ALS on our Pacific row?

Row4ALS Foundation is a 501(c)3
non-profit.

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