

# solo across the atlantic

december 2025

sponsorship presentation

**WORLD'S  
TOUGHEST  
ROW**™



be part of the journey

**be part of the journey**

first maltese person to row...

- row solo across any ocean
- row across an ocean twice

1

about me

2

the boat

3

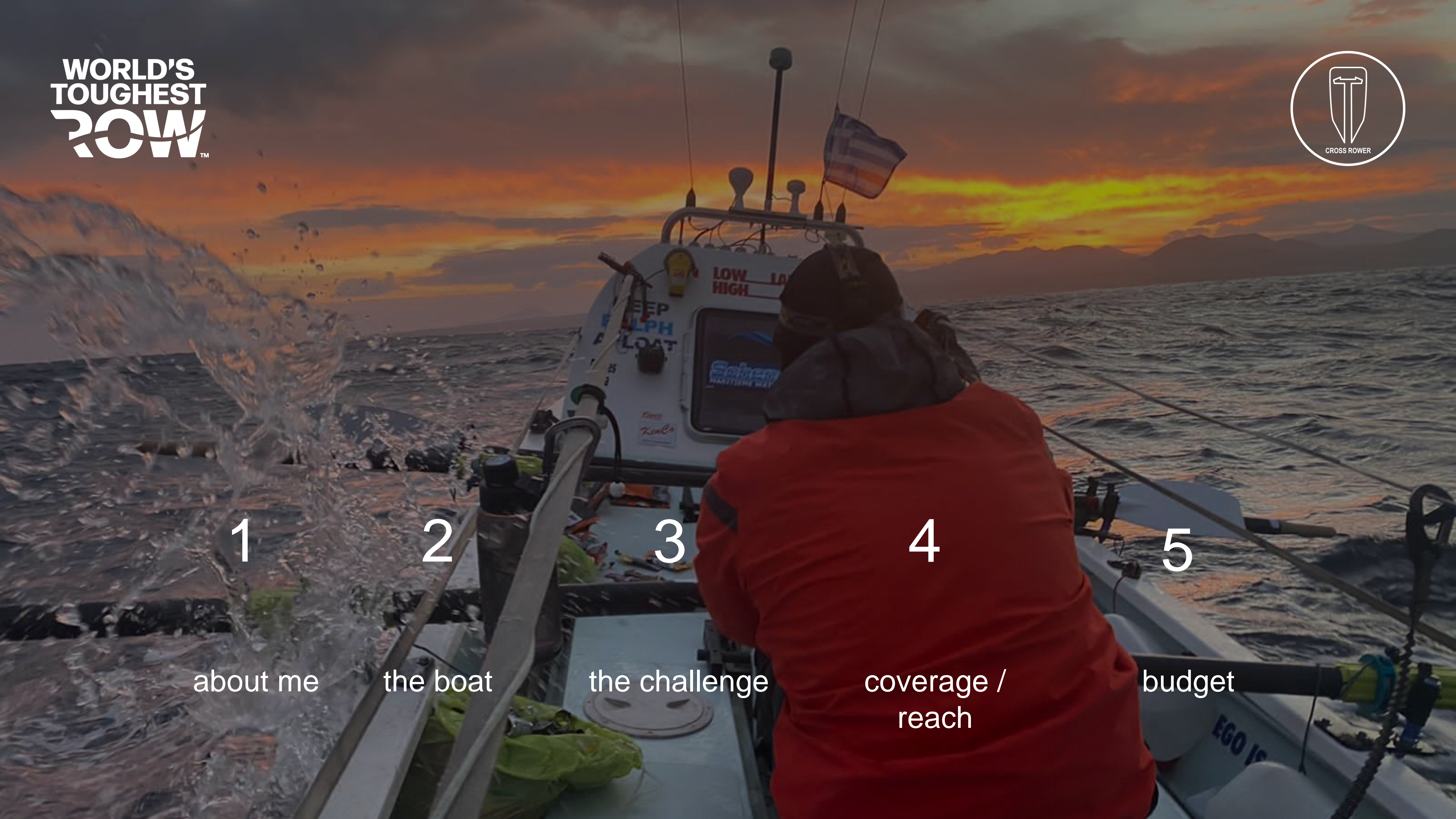
the challenge

4

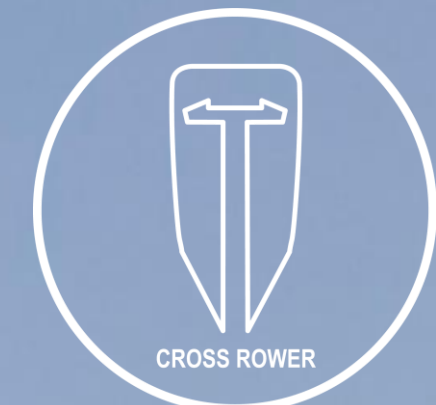
coverage /  
reach

5

budget



WORLD'S  
TOUGHEST  
ROW™

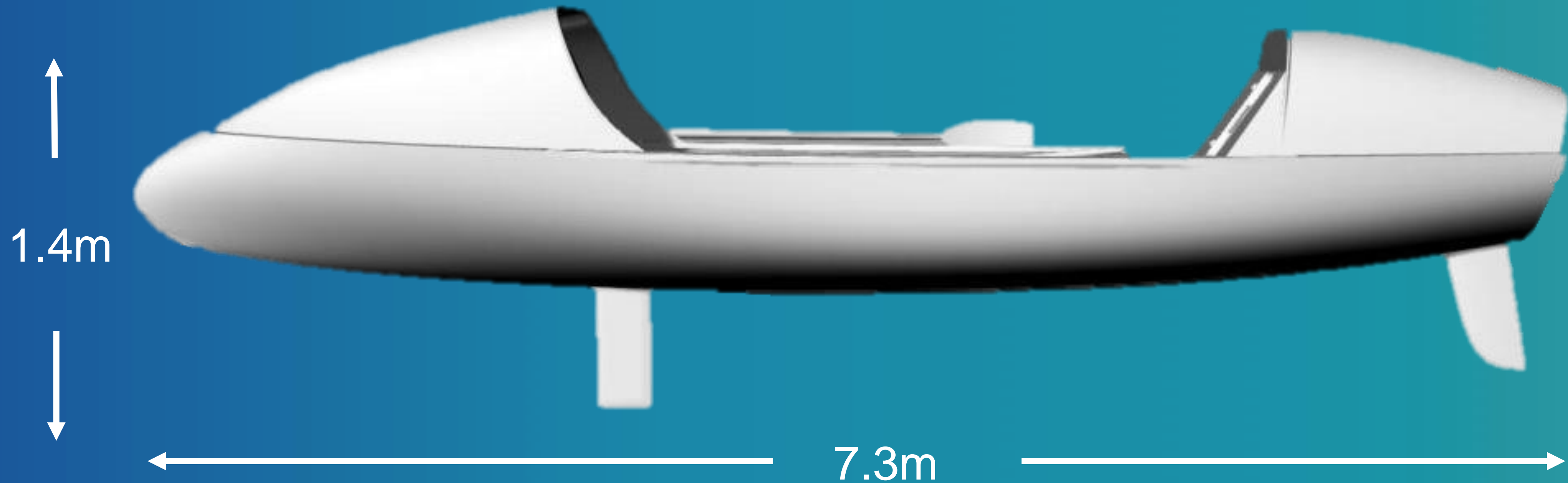
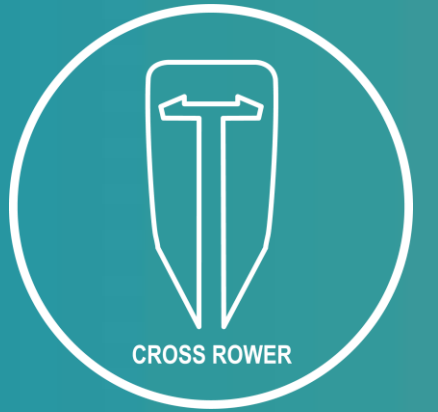


steve chetcuti  
ocean rower

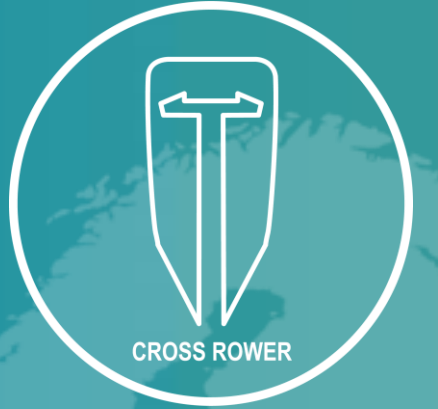
dob: 27.10.1970  
height: 177cm  
weight: 97kg  
job: communications executive  
sports: rowing, long-distance running  
cycling, swimming

be part of the journey

the boat – rannoch r25



1.4m wide / 1,000kg loaded / fiberglass build / self-righting after capsizes



## the world's toughest endurance race

the race will take between 55 and 75 days, rowing on a two-hour on-off shifts, 24 hours a day, seven days a week, facing waves up to 10 metres high.

exhaustion, hallucinations, pains and aches, sunstroke and loneliness are part of daily life.

on the other hand, spectacular views, incredible marine life, fantastic night skies and more.

the race starts in la gomera in spain and ends in antigua, a gruelling 4,800 km (3,000 miles) adventure.



be part of the journey

## what's in it for you?

- extensive local & global visibility for your brand (see below)
- opportunity to be part of a history-making event
- positive association for your brand, locally and abroad
- reputation building
- part of wider marketing campaigns
- generates dynamic social content
- associated press coverage (see below)
- high return on investment

## facts and figures



rowing minimum of 12 hours a day

unsupported row (no other boat travelling with me)



3,000 nautical miles (4,800km)

expected weight loss around 18kg



1.5 million strokes

all provisions carried on the boat



between 55 and 75 days at sea

bathroom facilities consist of a bucket



5,000 calories per day

waves up to 10m



## coverage and reach

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press

hundreds of media articles with a worldwide reach of 9.5 million readers

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television

coverage in more than 100 countries reaching an audience of 49m+ globally

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digital media

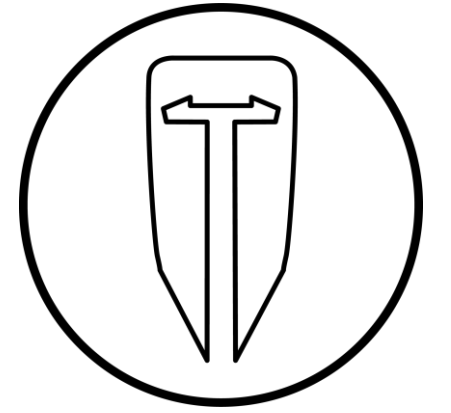
an estimated 1,700+ pieces of coverage with a reach of more than 10 billion

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public figures / influencers

public figures and influencers contributions expand reach beyond rowing community to reach 16 million people

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# MEDIA PLATFORMS

## PRESS COVERAGE

The race was covered by journalists and media organisations from around the world as it was held successfully during a challenging year. Substantial coverage in the US, GB and Netherlands boosted the figures.

**100m+** Print Circulation

**9.5m+** People Reached

## TELEVISION

Many teams in particular caught the eye of news networks from all over the globe. The race has been covered in more than 100 countries resulting in extensive media coverage for the teams and their many achievements.

**90m+** Pieces of Coverage

**49m+** Global TV Audience

## DIGITAL MEDIA

All of the teams aggregated thousands and posts, with sponsors, friends and family chipping in. The many world records broken this year also provided huge interest for online readership.

**1700+** Pieces of Coverage

**10.5b+** Online Readership

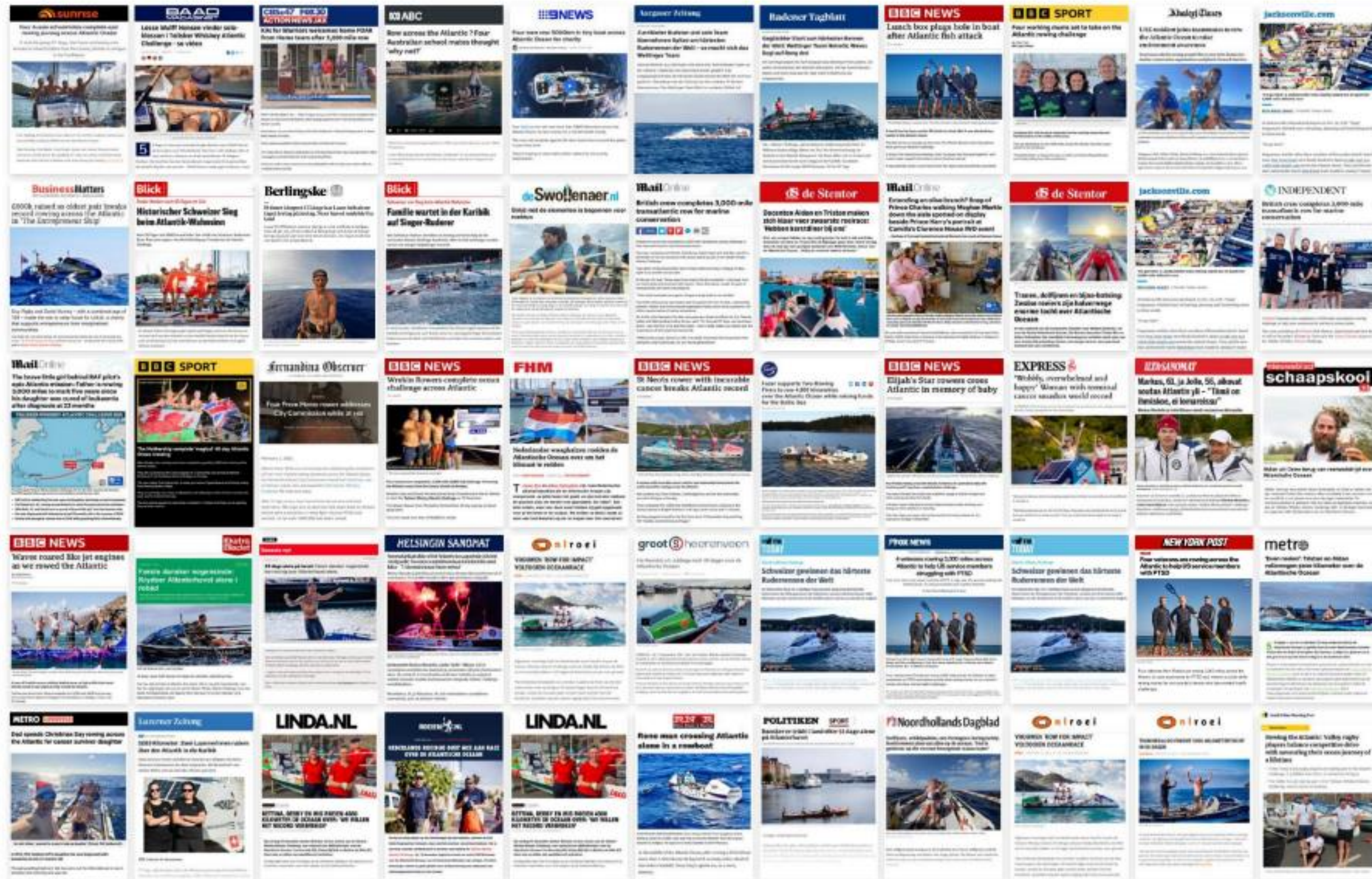
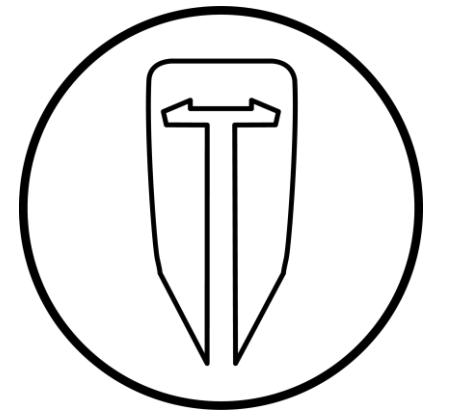
## PUBLIC FIGURES

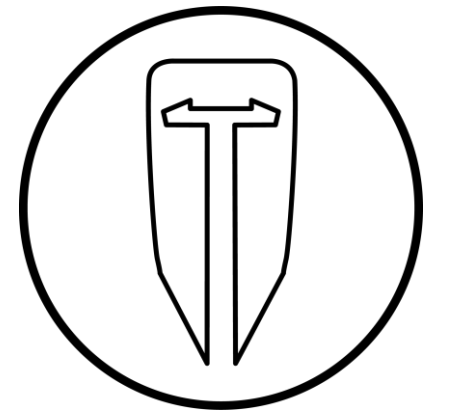
Many lifestyle/outdoor influencers and public figures interacted with the race virtually this year. Combined, they extended the reach beyond the ocean rowing community.

**1m+** Social Visibility

**16m+** Audience Reach







## FACEBOOK

The 2021 race content reached millions of people on Facebook, with reach among the 25-48 age group being substantially higher than the global average for the platform. Facebook Live proved to be hugely popular in this race, attracting more than 2,309,142 unique live video views.

<b>55,236,260</b>	Lifetime Reach
<b>25 - 48</b>	Most Reached Age Group
<b>43,405</b>	Page Likes
<b>178m +</b>	Organic Impressions
<b>483,521</b>	Organic Post-Reach

Source: Facebook Analytics May 2022

## INSTAGRAM

Instagram is proving to be one of the most popular ways for fans to engage with the race. The latest content from the fleet is constantly uploaded by a dedicated content manager on site at the start in La Gomera and at the finish line in Antigua.

<b>16.4K +</b>	Total Page Followers
<b>2,2000</b>	Average Profile Visits Per Month
<b>92,810</b>	Impressions Per Month

Source: Instagram Analytics May 2022

## TWITTER

Twitter provides the fastest way to get the latest news from the fleet. The race's content team continuously updates the feed with the latest information, videos and photos as they capture or receive from the teams.

<b>3,437</b>	Total Page Followers
<b>718,000</b>	Tweet Impressions
<b>24,376</b>	Average Profile Visits Per Month

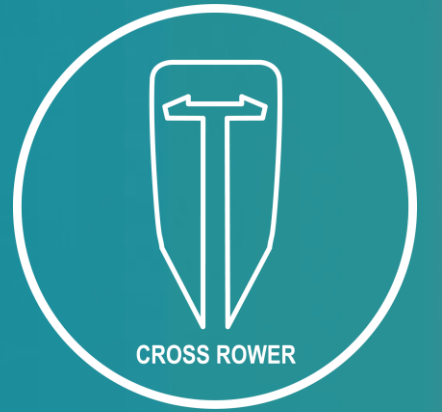
Source: Twitter Analytics May 2022

## YOUTUBE

The Talisker Whisky Atlantic Challenge's official YouTube channel has generated more than 2 million lifetime views over 53 countries. Most views come from western Europe.

<b>2.6M +</b>	Lifetime Views
<b>1.5M +</b>	Total Impressions

Source: YouTube Analytics May 2022



costs for a successful atlantic crossing

boat, equipment & transport



€70,000

(boat purchase)

€16,000

(equipment)

€12,000

(transport)

entry fee



€21,500

travel & accommodation



€4,000

training



€2,000

(mandatory courses)

€3,000

(mandatory long training row)

miscellaneous



€3,000

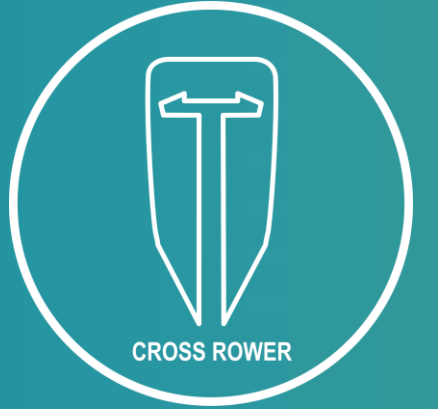
(insurance)

€3,000

(food for journey)

€4,000

(reserve)



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