



# MIND OAR MATTER

Tom Waddington's attempt to be the fastest man in history to row across the North Atlantic Ocean, solo and unsupported

**JUNE 2024**

## THE MISSION

**Tom Waddington's Mind Oar Matter North Atlantic Row provides you with an incredible opportunity to have your brand associated with a truly inspirational and record breaking endeavour. To become the fastest man in history to row from Canada to the UK across the North Atlantic Ocean.**

This is not just any Atlantic crossing. The North Atlantic has only been successfully crossed solo by less than 10 people and is regarded as the world's most dangerous row.

Mind Oar Matter is a declaration that with enough commitment and determination we can overcome the physical and mental challenges we face, no matter how insurmountable they seem. This expedition will allow Tom to share his message, long-backed by science, that sport and exercise elevates mood and mental well-being. Tom's passion for this cause comes from a life-long commitment to sport and physical endeavours, alongside dealing with monumental loss and grief of his own.

“ WAVES ARE A METAPHOR FOR LIFE.  
UPS, DOWNS. STORMS. MAJOR SWELLS AND CALM  
SEAS... WHEN WE LEARN TO EFFECTIVELY DEAL WITH  
SUCH CONSTANT CHANGES, ONLY THEN CAN WE  
NAVIGATE THE OCEANS OF OUR LIVES. ”



## #01 INSPIRE

The mission is simple: to promote mental health awareness so those suffering will be encouraged to take action, seek help and get physically active via sports or exercise! The expedition aims to share this message with people from a range of demographics across the globe, and hopes to inspire and motivate many others to become a part of the project with *Matching-the-Miles* (see below).

## #02 RETURN ON INVESTMENT

Sponsoring this project provides a fantastic opportunity to support mental health awareness and to benefit from the wide publicity around this record breaking attempt and it's values. The goals and spirit of the expedition will credibly align a brand with attributes such as: Adventure – Challenge – Surmounting Obstacles – Mental Wellness – Getting Physically Active. In addition, Tom can offer workshops, talks, PT training and experience sessions to employees prior and post expedition.

## #03 EMPLOYEE INVOLVEMENT

Organisations perform better when employees are healthy and motivated. Mind Oar Matter presents a unique opportunity to engage employees, clients and stakeholders in the process of exercising (cycling, running, walking etc) to *Match-the-Miles* that Tom is rowing. Whether it's a competition between departments, or the whole company joining together as one, to accumulate completed miles (out of office hours) that equates to crossing the Atlantic. This unifies your organisation and improves mental wellness through exercise of all involved.

## #04 CHARITY

Tom is passionate about raising £50,000 over the course of his row, for the charity Mind, a charity that provides advice and support to empower anyone experiencing a mental health problem. They campaign to improve services, raise awareness and promote understanding. With a mission to not give up until everyone experiencing a mental health problem gets support and respect.

# THE OBJECTIVES

# THE ROUTE

NEWFOUNDLAND

SCILLY ISLES

# 3218 KM

**WORLD RECORD ATTEMPT**  
North Atlantic Ocean  
SOLO FROM CANADA TO THE UK

Regarded as the world's most **dangerous** row!  
The **largest wave** ever recorded, 29 meters, was  
in the North Atlantic Ocean.

There have been **less than 10** successful solo crossings  
from Canada to the UK and the current record stands  
at **38 days**, held by American Bryce Carlson.







## ABOUT TOM WADDINGTON

Tom is a Yorkshireman living in Switzerland, where he works as a ski instructor and runs his own ski school. Tom is focused on achieving quality in all that he does. As well as a ski instructor, he is also the highest level of both trainer and examiner for the next generation of British ski instructors. In addition to this, he has represented Great Britain at Interski, a congress of ski nations that happens every four years, where each country showcases their best instructors.

In addition to skiing, Tom has been committed to training full time for this expedition, completing 400 hours of on sea experience to date, and worked with world class coaches. This includes multi day expeditions, overnight rowing, routing in bad weather conditions and getting to know how to live and create efficient routines on the boat. The safety requirement for the Mid Atlantic crossing is 150 hours of on sea experience. Tom has far exceeded this and plans to complete some longer day expeditions in the UK as well a committing to an intense fitness program this winter. A combination of experience, feedback from coaches and full commitment to this expedition means that Tom is ready to give everything to this expedition and is prepped for success.

Tom is also a volunteer firefighter in his hometown of Le Chable, as well as a qualified personal trainer. He has always been fascinated by sports science, training, and nutrition and is preparing thoroughly for his arduous North Atlantic journey, working with sleep scientists, sports scientists, sports psychologists, and endurance nutritionists so that both his mind and body are ready for the ultimate test.



## THE WHY

“ At the end of 2020 my girlfriend, Hatty Harrison, was tragically killed in a car collision. In that moment my whole world fell apart. I had never experienced grief like it.

Hatty was an incredible person and a big advocate of mental health awareness. She had been through several battles of her own in her younger years and fought through tough times to become an incredible woman. I admired so many qualities in her loving, caring, happy personality. She had developed her own resilience and was always working to explore new ways to develop herself and her mental well-being. From meditation, yoga, exercise, reading, writing gratefulness diaries, and helping others in any way she could. She had raised funds for Mind charity in the past and I hope that in her memory, I can also do the same with this new challenge.

Good mental health is key to life enjoyment. I would love to be able to use this extreme test of my physical and mental endurance as a platform for getting people to talk about their mental health and to talk about issues that may be affecting their well being. Keeping positive and strong whilst communicating with the outside world will be an important part of this journey. My goal is to share my own experiences and coping strategies that have helped and hopefully encourage others to take up sports or new challenges, to help develop and discover new ways to help mental well-being.

*Tom*

# THE SUPPORT TEAM



## **CHARLIE PITCHER**

Master carpenter, Boat builder, professional sailor and world record holder who has completed many solo Ocean rowing crossings.



## **DUNCAN ROY**

Double Guinness world record holder, rowed the Atlantic spending 138 days at sea. Specialises in rowing technique and safety for Ocean rowing.



## **ANGUS COLLINS**

Rowed across 3 Oceans and is currently rowing the Pacific. An extremely experienced navigator and knows all there is about Ocean rowing.



## **DR. SOPHIE BOSTOCK**

A Sleep Evangelist. Helping Tom to find the best sleeping pattern in order to manage fatigue and promote peak performance.



## **FIONNULA BARNES**

A Performance Psychologist working with Tom to help him manage his motivation and mental coping strategies whilst crossing solo.



## **MICHAEL NAYLOR**

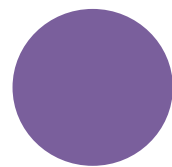
Head of Performance Nutrition at English Institute of Sport. Helping Tom get the right strategy for nutrition for his crossing and training.



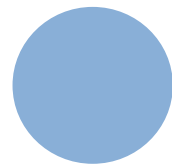
# BECOME INVOLVED

Sponsoring this project provides a fantastic opportunity to benefit from the associated publicity around Tom's endeavour, while presenting a unique chance to engage staff, clients and stakeholders in the process.

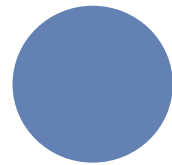
We would be very keen to discuss bespoke sponsorship opportunities with you, working closely with your marketing departments to deliver targeted ROI, that supports your company's existing marketing and PR strategies. This package would be tailored to your specific requirements and could include:



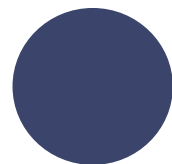
**Media:** Exclusive video content and imagery from the row that can be used in your own publications, website, social media and other marketing materials. As well as a prominent presence of your branding on the website, boat and clothing and Mind Oar Matter's social media.



**Employee involvement:** A unique opportunity to engage employees, clients and stakeholders in the process. Organisations perform better when employees are healthy and motivated, in-house Matching-the-Miles can unify employees, and improve mental wellness through additional exercise alongside Tom.



**Inspiration Talks:** Whether it is after dinner speeches or talks at your office for staff, clients or stakeholders, Tom can provide an exciting insight into his incredible experience, as well as expanding on topics that align with your company's goals and key messages.



**Motivational Workshops:** Tom can offer workshops, PT training and experience sessions to employees prior and post expedition. Your staff can be inspired and benefit from Tom's knowledge on both physical and mental wellness through movement, as well as ambition and goal setting.



GET  
IN TOUCH



Thank you for taking the time to read Tom's sponsorship proposal.  
To speak further about sponsorship opportunities please contact Tom directly.

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