

Team Name: Call of the Heron

Route: Tenerife to Martinique, Dec 2026

Mission: Answering the ocean's call – 2,800 miles by oar



Contact us

 calloftheheron@gmail.com
 calloftheheron.com
 Brussels, Belgium

Who We Are

British-Belgian duo Kimberley Hansford and Lieven Cornelis are on a mission to row across the Atlantic in Dec 2026. Combining ultra-endurance sport with scientific insight and a healthy dose of absurdity, they are preparing for an unsupported crossing that will test their limits, resilience, and ability to work together in a space smaller than a walk-in closet.

Kimberley lives with type 1 diabetes. She will track her glucose levels using real-time CGM tech throughout the row, providing rare data from an extreme environment. Her background in science and sport makes her uniquely positioned to do it.

Why “Call of the Heron”?

A grey heron frequently appears during the team's training rows. Its sudden calls across the canal have become symbolic of the wild, inexplicable pull of this project. For Kimberley and Lieven, the call to row is one they couldn't ignore.

What We Offer

- Authentic adventure storytelling with medical, scientific, and human angles
- Opportunities for product placement, brand alignment, and unique media content
- Real-time engagement throughout the row (via trackers, updates, interviews)
- Event appearances, data talks, and follow-up content post-crossing

What We Need

- Support with kit, funding, and training logistics
- Long-term partnerships with brands aligned to performance, health, or environmental causes
- Shared belief in the value of difficult things





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Tier	Contribution	Benefits
Gold Sponsor	€15,000 +	<ul style="list-style-type: none">Logo on boat hull and oarsProminent logo on website, social media, and printed materialsMention in all press releases and interviewsOpportunity to provide branded kit or gearPost-row event presentation at your companyMonthly sponsor updates
Silver sponsor	€7,500 + €14,999	<ul style="list-style-type: none">Logo on select equipment (e.g. deck hatch or cabin)Logo on website and social mediaMention in select social postsInclusion in post-row thank-you videoRegular sponsor updates
Bronze Sponsor	€3,000 - €7,499	<ul style="list-style-type: none">Logo on team website and sponsor wallMention in thank-you postCertificate of support post-row
Supporter Sponsor	€500 - €2,999	<ul style="list-style-type: none">Name on website and thank-you sectionAccess to behind-the-scenes updatesDigital supporter badge for your use
Bespoke / Title Partner	To be negotiated	<ul style="list-style-type: none">Fully customized strategy including: Exclusive “Powered By” naming rights, raw data access for R&D, custom content series and primary branding on all high-visibility surfaces