

CALL OF THE HERON

Rowing 2,800 Miles Across the Atlantic

Two people. One unsupported crossing. Tenerife to Martinique, December 2026.

A British–Belgian ocean rowing expedition combining endurance, health science, and environmental research.

Join our journey.



The Team

An Anglo-Belgian duo, united by a belief that ordinary people can do extraordinary things.



Kimberley Hansford

Kimberley is a British scientist, endurance athlete, and Type 1 Diabetes advocate. She will capture unique glycemic data under extreme conditions during the expedition.

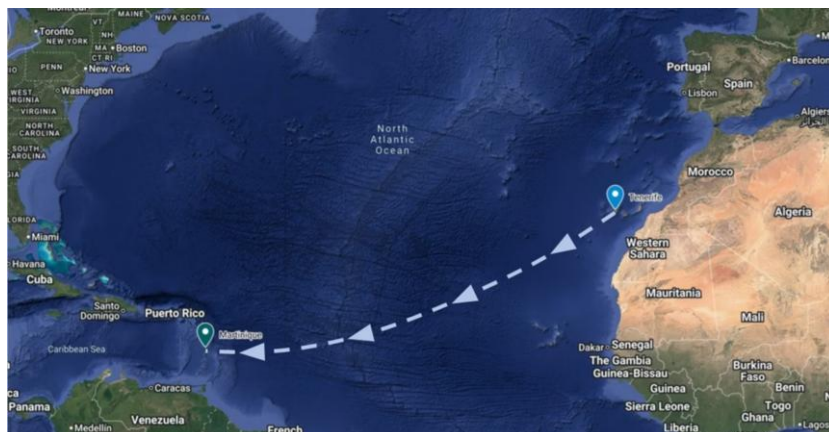


Lieven Cornelis

Lieven is a Belgian psychologist, leadership advisor, and experienced ocean rower (veteran of the 11stedenocht). He will document the journey, maintain systems, and spot dolphins.

Together, we blend data and absurdity, discipline and improvisation, spreadsheets and duct tape.

The Route



2,800

Nautical Miles

Tenerife to Martinique

50

Days at Sea

Estimated 45–55 days

0

Support Vessels

No engine, sail, backup

The Boat

Our vessel, **The Brotherhood**, is ocean-proven and successfully completed a transatlantic row in 2020, making it ideal for this crossing.

Ocean-Tested Navigation

Proven Trans-Atlantic navigation systems

Solar-Powered

Self-sufficient solar energy

Emergency Comms

Comprehensive safety & comms

Dual Rower Layout

Designed for nonstop shifts



- ☐ Total expedition budget: approximately **€65,000**.
Your sponsorship directly funds this journey.

Our Research Laboratories

The Environmental Laboratory

Our human-powered platform provides 2,800 miles of uncontaminated ocean access for research.



Collecting water samples across a 2,800-mile Trans-Atlantic transect.



Silent hull monitors marine life and ocean soundscapes, free from engine noise.



No fuel or lubricants onboard, eliminating cross-contamination risks.

The T1D Human Laboratory

Kimberley's crossing will generate an unprecedented dataset on managing Type 1 Diabetes in extreme conditions.



A 50+ day dataset of glycemic variability in an extreme endurance environment.



Analyzing the metabolic cost of rowing 2,800 miles and its impact on insulin and nutrition protocols.



Developing T1D "Red Zone" safety frameworks for unsupported ocean rowing, enabling future T1D adventurers.

The Leadership Laboratory

Call of the Heron uses the Atlantic as a living lab to test leadership, team dynamics, and stress management frameworks.



Applying Lieven's expertise in full-cycle feedback project to a 24hr, high-intensity environment



Using the Entrepreneur360° tool to map how "Start-Up" resilience translates to survival at sea.






Tracking the intersection of Type 1 Diabetes (CGM data) and physiological stress response.

Sponsorship Opportunities

Sponsor **Call of the Heron**: fuse your brand with endurance, science, and storytelling for genuine impact and exposure.

Why Sponsor Us?

- **Multi-Platform Reach**
Gain exposure across global media, social platforms, and community events.
- **Scientific Access**
Access unique data from an unprecedented Type 1 Diabetes research project.
- **Authentic Storytelling**
Inspire audiences with a powerful narrative of resilience and adventure.
- **Values Alignment**
Connect your brand with a mission of health, discovery, and human potential.

Tier	Contribution	Key Benefits
	€15,000+	Logo on boat & oars, prominent media, press mentions, presentation, monthly updates, branded kit.
	€7,500–14,999	Logo on equipment, website/social media, post mentions, thank-you video, updates.
	€3,000–7,499	Logo on website & sponsor wall, thank-you post, certificate.
Supporter	€500–2,999	Name on website, updates, digital badge.

 Interested in **Title Sponsorship** or bespoke packages? We can tailor solutions to your organization's needs.



Let's Make This Happen — Together

In December 2026, Kimberley and Lieven embark from Tenerife. Your partnership makes their ocean rowing dream a reality.

 Email Us

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 Website

calloftheheron.com

 Instagram

[@call.of.the.heron](https://www.instagram.com/call.of.the.heron)

 Base

Brussels, Belgium

"You're not just helping us buy a boat. You're helping launch a story."

— Kimberley & Lieven