



SPONSORSHIP PACK • SEPTEMBER 2026

Salt in our blood. A very stubborn streak.

Gran Canaria → the Caribbean • 2,800 miles by oar • December 2026





Meet Kim & Lieven

An Anglo-Belgian duo. Brought together by years of morning rows on the Brussels canal — and by a grey heron we call Hector, whose sudden cry felt like a dare.

ROWER • SCIENTIST

Kimberley Hansford

British scientist • T1D athlete • based in Brussels

PhD in biotechnology. Manages Type 1 Diabetes with quiet precision. A full Ironman, multiple half Ironmans, and multiple marathons — and swims year-round in open water. During the crossing, her continuous glucose monitor will record 50+ days of unbroken data on how T1D behaves under extreme sustained stress.

ROWER • PSYCHOLOGIST

Lieven Cornelis

Belgian psychologist • talent-development advisor

Three decades in organisational psychology — HR audits and talent mapping for VCs and scale-ups, leadership development, stress management. A marathon rower, veteran of the 215 km 11stedenocht in Friesland. Motto: “Why make it simple if you can make it difficult?”

THE BOAT & THE ROW



Brothership

An 8.5-metre ocean rowing boat with Atlantic pedigree — carrying us from Gran Canaria to the Caribbean.

2,800

MILES

50+

NIGHTS AT SEA

45–55

DAYS

Dec 26

DEPARTURE



HER HISTORY

Before us, she crossed the Atlantic with Belgian brothers Damien and Bernard Van Durme — winning the Open Class Double in the 2019 Talisker Whisky Atlantic Challenge.

SPECS

- 8.5 m length · fibreglass hull
- Solar-powered · cabin for sleep & shelter
- No engine, no sail, no support vessel

Total expedition budget: ≈ €100,000 · Brothership ships to Gran Canaria in October 2026.



Three research streams

The crossing is a 50-day laboratory at sea — three parallel research streams producing data that's difficult or impossible to collect anywhere else.

LAB 1 • KIMBERLEY

T1D Human Laboratory

Continuous glucose, heart-rate and GPS data across 50+ days of sustained extreme endurance — collected with our research partner EXTOD (Exercise for Type 1 Diabetes). Insulin, fuelling and safety protocols recorded throughout.

For: T1D research, endurance nutrition, medical tech.

LAB 2 • THE OCEAN

Environmental Laboratory

A silent, human-powered platform for pristine environmental sampling across 2,800 miles of ocean rarely reached by commercial vessels. Microplastic trawling, acoustic ecology, zero-contamination sampling.

For: marine research, environmental tech, ESG partners.

LAB 3 • LIEVEN

Leadership Laboratory

The Atlantic as a living lab to stress-test the frameworks of leadership and team dynamics Lieven has spent three decades applying in the corporate world. Structured log entries throughout.

For: organisational development, executive coaching.

OUR PARTNERS



Already rowing with us

The first partners behind the crossing — one on the road, one in the research.



MOBILITY PARTNER

Vereecke Rental

Strong in Mobility. Lending us a tow vehicle to get Brotherhood on the road in the run-up to shipping — logo on the boat, and with us on social media.



RESEARCH PARTNER

EXTOD

Exercise for Type 1 Diabetes — the UK network of clinicians and researchers working with us to turn the crossing's CGM, heart-rate and GPS data into usable T1D research.

Your name could be next to theirs.

Financial, in-kind and product partnerships all welcome — see the partnership levels inside.

calloftheheron@gmail.com



What a sponsorship actually delivers

Beyond logo placement — six things a partnership with Call of the Heron actually delivers.

1

Physical brand placement on Brothership

Hull, oars, cabin door, kit.
Photographed hundreds of times
between now and the Caribbean.

2

A live audience, start to finish

Oct – Nov 2026: shipping, launch
build-up and pre-launch press. Dec
2026 – Feb 2027: the Atlantic crossing,
live-tracked.

3

A specific, human story to attach to

A T1D scientist and a talent-
development advisor rowing
2,800 miles by hand. Retellable in
one sentence.

4

Cause association

Cancer research (Kom op tegen
Kanker) and Type 1 Diabetes research.
Publicly reported surplus.

5

Belgian & UK dual-market audience

By design: a British scientist and a
Belgian rower, with press and
audiences in both countries.

6

Post-row event at your company

Gold sponsors get a presentation with
Kim and Lieven — the crossing, the
science, the leadership lessons.



When your brand shows up

Scheduled visibility moments — not one press release.

NOW → OCT

Boat prep & shipping — Brotherhood packed and shipped to Gran Canaria. Logo placements decided and applied. Weekly content on Instagram & the site.

OCT – NOV

Atlantic build-up — Final logistics, training peaks, pre-launch press push, sponsor spotlight content.

DECEMBER 2026

Departure from Gran Canaria — Launch event. Last dry-land photo shoot. Your logo on the boat as it disappears over the horizon.

DEC → FEB

The Atlantic crossing — Live GPS tracking. Satellite dispatches from the boat. Follower peak. Press peak. Peak sponsorship payback.

POST-CROSSING

The story — Long-form article. Documentary edit. Speaking events (Gold: at your company). Impact report.



Four ways in

Sized to fit different budgets. Plus a bespoke title-sponsor option for larger partnerships.

SUPPORTER

Supporter

€500 – €2,999

- Name on website sponsor wall
- Thank-you post on Instagram
- Behind-the-scenes updates
- Digital supporter badge

BRONZE

Bronze

€3,000 – €7,499

- Everything in Supporter, plus:
- Logo on website sponsor wall
- Dedicated thank-you post
- Certificate of support
- Quarterly sponsor updates

SILVER

Silver

€7,500 – €14,999

- Everything in Bronze, plus:
- Logo on select equipment
- Logo on website & social
- Mention in social posts
- Post-row thank-you video
- Regular sponsor updates

GOLD

Gold

€15,000+

- Everything in Silver, plus:
- Logo on boat hull and oars
- All press releases & interviews
- Branded kit or gear opportunity
- Post-row event at your company
- Monthly sponsor updates

Title sponsor · bespoke package covering boat cost, shipping, or full expedition partnership. In-kind and product partnerships welcome too. Let's talk.



READY TO TALK?

Let's make this happen.

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