

SPONSORSHIP PACK · NOVEMBER 2026

Salt in our blood. A very stubborn streak.

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

THE TEAM

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	50+	45–55	Dec 26
MILES	NIGHTS AT SEA	DAYS	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 has shipped and arrives at Pasito Blanco, Gran Canaria, at the end of November.

THE RESEARCH

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 Brothership 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.

callofthe heron@gmail.com

WHY SPONSOR US

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**

   Nov 2026: launch build-up and pre-launch press. Dec 2026 – Feb 2027: the Atlantic crossing, with daily position updates.

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 access to insulin for people with Type 1 Diabetes (T1International). 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.

THE CAMPAIGN

When your brand shows up

Scheduled visibility moments — not one press release.

NOW → NOV	Atlantic build-up — Brothership is on her way to Gran Canaria. Final logistics, training peaks, pre-launch press push, sponsor spotlight content.
EARLY DEC	Launch prep in Gran Canaria — Brothership arrives at Pasito Blanco. Logo placements applied, final checks, launch photo shoot.
DECEMBER 2026	Departure from Gran Canaria — Launch event. Last dry-land photos. Your logo on the boat as it disappears over the horizon.
DEC → FEB	The Atlantic crossing — Daily position updates and 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.

PARTNERSHIP LEVELS

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.

callofthеheron@gmail.com

@call.oftheheron

callofthеheron.com

Brussels, Belgium