

**WORLD'S
TOUGHEST**

ROW™

SHORE THING

Two rowers and two ruggers from Michigan embracing the physical and mental challenges of the World's Toughest Row as opportunities for growth and transformation. In June 2025, the team will set out from Monterey, California and will not touch land again until they reach the finish line in Hanalei Bay, Hawaii.

PUT US IN A BOAT, DON'T PUT US IN A BOX

BY COMPLETING THIS OCEAN ROW, WE HOPE TO INSPIRE ALL
WOMEN TO BREAK BARRIERS AND PURSUE THEIR PASSIONS
FEARLESSLY, WHATEVER THEY MAY BE

WORLD'S
TOUGHEST

ROW™

WORLD'S
TOUGHEST

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WORLD'S
TOUGHEST

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ORGANIZED BY
ATLANTIC
CAMPAIGNS

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SNIPER

SUMMARY



THE CHALLENGE



THE GOAL



THE TEAM



THE SUPPORT

**WORLD'S
TOUGHEST**

ROWTM

THE CHALLENGE



WITH A DISTANCE OF 2800
NAUTICAL MILES, THE
**WORLD'S TOUGHEST ROW IS A
PREMIER ENDURANCE RACE**

TOTAL DISTANCE OF THE RACE IS
2800 NAUTICAL MILES

OUR TEAM WILL **ROW IN SHIFTS** - 2
HOURS ON, 2 HOURS OFF, 24/7

THE RACE IS **UNSUPPORTED**, MEANING
ALL FOOD, WATER, & SUPPLIES MUST
BE CARRIED ON BOARD FOR THE
DURATION OF THE ROW

PHYSICAL CHALLENGE

SEASICKNESS
SLEEP DEPRIVATION
CALORIE DEFICITS
BLISTERS AND SORES
EXHAUSTION



MENTAL CHALLENGE

PRE-RACE TRAINING
(CERTIFICATIONS,
SURVIVAL COURSES)
WEATHER CHALLENGES
EQUIPMENT MALFUNCTIONS

WORLD'S
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ROW™

THE GOAL

OUR GOAL IS TO CROSS THE FINISH LINE AS A UNIFIED TEAM, PROUD OF THE EFFORT WE PUT FORTH AND THE BOND WE HAVE FORGED ON THIS INCREDIBLE JOURNEY.

ULTIMATELY, WE WANT TO PROVE THAT WITH GRIT, DETERMINATION, AND A SUPPORTIVE TEAM, ANYTHING IS POSSIBLE.



WORLD'S
TOUGHEST

ROW™

THE CREW



**ERIN
ENK
VIRGINIA**



**LAURA
ENK
MASSACHUSETTS**



**CHELSEA
BROEKEMA
VIRGINIA**



**JANAE
WESLEY
MICHIGAN**

ERIN ENK

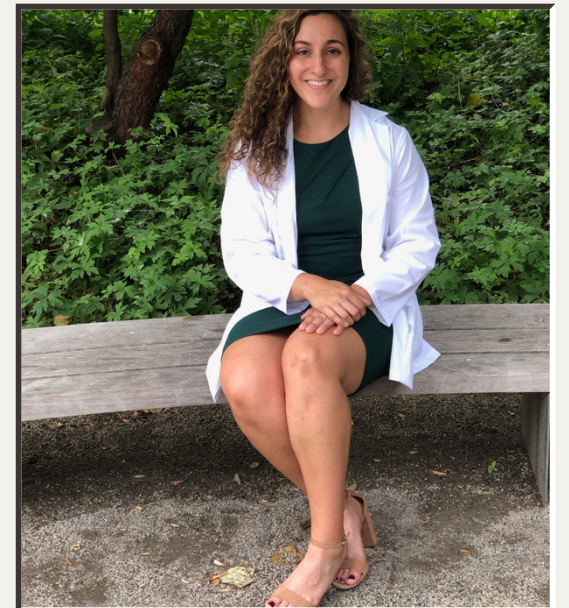
Hometown: Ann Arbor, MI

Occupation: Physical Therapist

Most Excited About: Bioluminescence!

All of her life, Erin has been reminded about her limitless potential. To be a top student, a top athlete, to have an unparalleled career - these thoughts are no strange thing to her. As a retired Division I athlete, world traveler, and newly minted Doctor of Physical Therapy, Erin has lived a life she is proud of. Still, she can't escape the feeling that there's more waiting just beyond her reach.

Now, Erin's made a promise to finally step outside the realm of potential - to test her limits and prove that she is capable of far more than she's ever imagined. With a determined mind and adventurous spirit, Erin is ecstatic to fulfill this promise through the World's Toughest Row.



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LAURA ENK

Hometown: Ann Arbor, MI

Occupation: Physical Therapist

Most Excited About: Moana Soundtrack on Repeat

Laura is a Midwestern transplant living her best East Coast life as a physical therapist in Boston, MA. Laura has always been athletic- growing up playing basketball, volleyball, softball, and eventually going on to play D1 Elite rugby at Lindenwood University. However, it wasn't until Laura moved out East to pursue her doctorate that she discovered a passion for adventure - hiking, kayaking, skydiving, and now, ocean rowing!

As a sub-acute rehab PT, Laura works with patients who are battling significant disease and sickness, whose physical limitations make even sitting up in bed a monumental challenge. Laura knows that movement is a precious gift, not always guaranteed. She believes there is no better way to honor your body than to push to discover what it is truly capable of. With no prior rowing experience, Laura is ecstatic to push her mental and physical limits, and to put her grit to the test alongside 3 badass women.



CHELSEA BROEKEMA

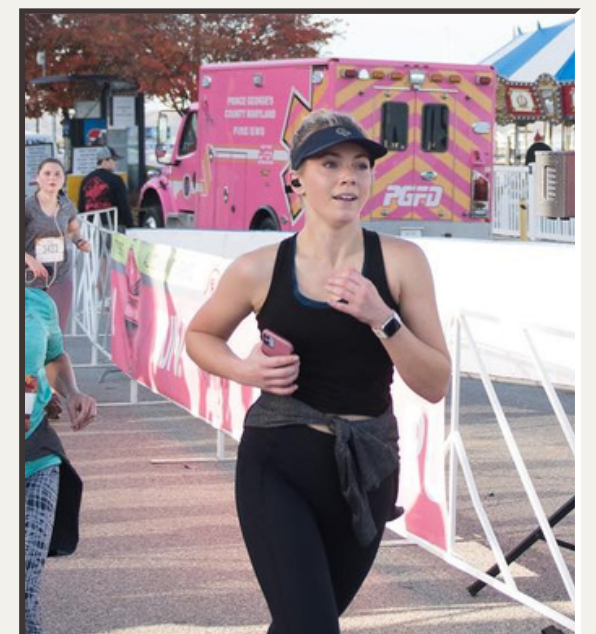
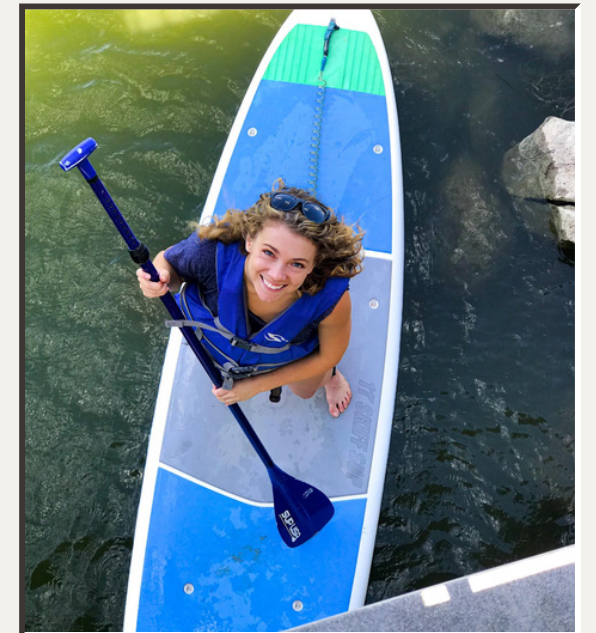
Hometown: Grand Rapids, MI

Occupation: Event Planner

Most Excited About: Ocean Sunsets

For as long as she can remember, Chelsea has been encouraged to chase adventure. From pursuing a music degree to moving across the country, and now, rowing the Pacific Ocean, she's never been one to back down from a challenge.

Currently an Event Planner in the Washington, D.C. metro area, Chelsea has a passion for creating "magic" moments. She is an avid rower and athlete who enjoys running, hiking, and exploring the city with her rescue dog, Gus. Chelsea currently lives in Washington, D.C. and rows out of the Thompson Boat Center on the Potomac River.



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JANAE WESLEY

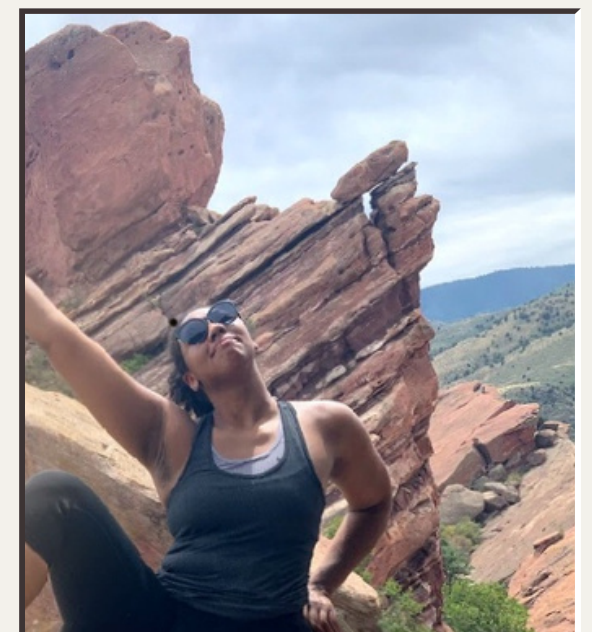
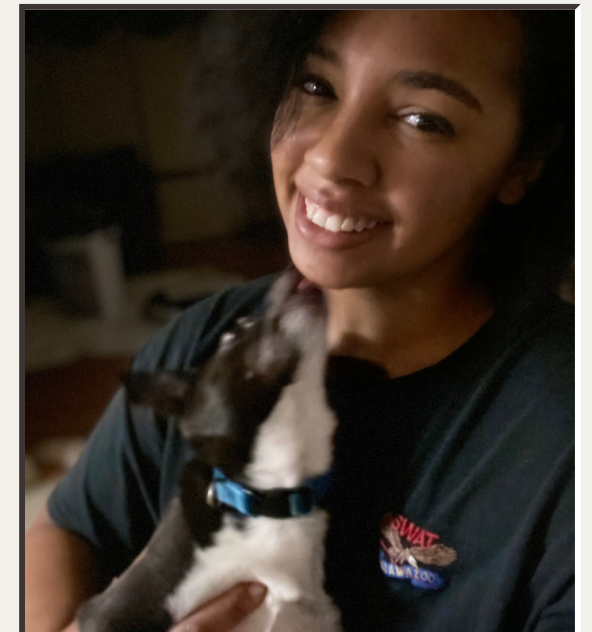
Hometown: Kalamazoo, MI

Occupation: Mover, Shaker, Pastry Maker

Most Excited About: Observing the effects of equal parts exercise and sleep for over 30 days

Originally from Michigan, Janae is now a baker living in Brooklyn, NY. As the only teammate acquainted with all three teammates pre-race, she jumped at the opportunity to push herself to new limits while also sharing a unique bonding experience with her friends.

Janae is no stranger to unorthodox sports, having competed in both Martial Arts and Rugby throughout her teens and 20's. With no previous rowing experience, she's truly "jumping into the deep end" in learning a new skill. Her goal is to be persistent and positive embarking on this new adventure.



THE COST - \$100,000

WORLD'S
TOUGHEST

ROW™

THE BOAT

Our home away from home on this Pacific journey. Includes the cost of chartering a pre-loved ocean rowing boat.

\$35,000

EQUIPMENT

Essential safety, communication, and nutrition supplies to keep us racing at full potential.

\$25,000

FEES

World's Toughest Row Entry Fee and Required Race Certifications to ensure we're fully prepared from start to finish.

\$25,000

MISC

Miscellaneous costs including crew travel, accommodations, boat transportation and storage, and promotional materials.

\$15,000

THE SUPPORT

WORLD'S
TOUGHEST

ROW™



SPONSOR A STROKE - \$50

We're expected to take more than 13 million strokes over the course of the race!

You will receive:

- Shore Thing Logo Sticker

SPONSOR A MILE - \$100

Over 2800 nautical miles stand between us and the finish line in Hawaii.

You will receive:

- Shore Thing Logo Sticker
- Custom name and message displayed on the boat
- Text from the team when we reach your designated mile

SPONSOR A DAY - \$250

Based on current projections, we could be on the water anywhere from 35-45 days!

You will receive:

- Shore Thing Sticker
- Custom name and message displayed on the boat
- Social media shoutout on your designated day

*MILES/DAYS MAY BE SUPPORTED BY MULTIPLE PEOPLE

THE SPONSORSHIPS

WORLD'S
TOUGHEST

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ALL SPONSOR LEVELS ARE CUSTOMIZED BASED ON YOUR COMPANY'S SPECIFIC NEEDS. PLEASE CONTACT THE TEAM AT ROWSHORETHING@GMAIL.COM FOR MORE DETAILS

TITLE SPONSOR - (1) AVAILABLE

Custom branding package based on your company's specific needs, including custom wrapping on the boat hull, naming rights, and industry exclusivity. Please contact for details.

PLATINUM SPONSOR - \$50K

- Premium Cabin Wrap Logo (See Diagram)
- Chest Logo on Team Apparel (worn for all training sessions, interviews, and during the row)
- 1 Pre or Post Race Talk/Interview

GOLD SPONSOR - \$30K

- Large Logo on the Boat Hull (See Diagram)
- Sleeve Logo on Team Apparel (worn for all training sessions, interviews, and during the row)
- 1 Pre or Post Race Talk/Interview



SILVER SPONSOR - \$15K

- Medium Logo on Boat Hull (See Diagram)
- Logo on Shore Thing website and all printed materials

BRONZE SPONSOR - \$5K

- Small Logo on Boat Hull (See Diagram)

PRODUCT SPONSORS

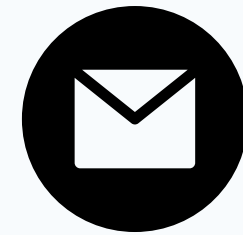
We'll need all sorts of equipment to get us across the Pacific, from sunglasses to sportswear. Please contact us if you are interested in donating or sponsoring a specific product.

STAY IN TOUCH

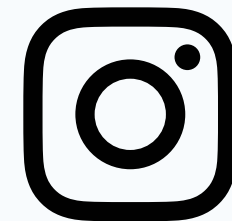


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rowshorething@gmail.com



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