Elevate Your Brand’s Visibility and Value in this Media-Savvy, World-Record Expedition for Good

United World Challenge
Guinness World Record Pacific Solo Row Sponsorship Opportunity

Inspire your Customers
Connect with Millions
Live your Values
Climb Aboard! Your 2-Minute Invitation Below
“THIS MESSAGE AND MISSION REALLY RESONATED WITH OUR CUSTOMERS” - CEO, 2020

EXpedition partner

Connect with & Inspire Customers and Followers

- **Customers Demand Purpose:** It’s not enough to just make a great product or service - your company needs to help create a better world:
  - 70% of US consumers want to know how brands are addressing social and environmental issues (Markstein)
  - 67% of people worldwide agree that the brands they support should make positive contributions to society ( Ipsos)

Captivate & Engage Your Employees

- **Purpose Draws Talent:** Employees who believe their company has a purpose beyond profits are 27-40% more likely to stay at their company (Gallup, Deloitte)
- **Talent is Incredibly Competitive:** ~4 million US employees (3-4% of the US workforce) are quitting each month, while ~10 million jobs remain unfilled
- **Sponsorship is Positive ROI for Your Workforce and Productivity:** The direct cost of replacing a high-performing employee is up to 213% of their annual salary (Society for Human Resource Mgmt). Retaining just 1 employee by inspiring them with the United World Challenge creates a positive ROI - even before counting the productivity boost from more engaged employees

Live Your Values & Create a More United World

- **Save Our Life Support System:** The oceans provide 50% of Earth’s oxygen, absorb 25% of our excess carbon, and retain 90% of heat caused by global warming. Our future depends directly on the health of our oceans - it’s time we get serious about protecting them.
- **Show That Anything is Possible:** The story of 1 person rowing alone across the Pacific Ocean is a rallying call to people worldwide to remember that with the right attitude and preparation, anything is possible.
Our Journey Together

The Mission
Meet Tez: Explorer, Storyteller, Trusted Partner
World Record, World-First Pacific Solo Row
Inspire, Educate, Activate for a Better World

The Opportunity
Scalable and Push-Enabled Storytelling
Proven Public Interest & Viral Potential
Your Invitation: Share the United World Challenge Story
Our Vision: 500% ROI and $5M for Ocean Solutions

The Ask
Requested Investment
Sponsor Testimonials

Reference
Timeline: Our Journey for the Ocean
Team and Contact Information
**MEET TEZ: EXPLORER, STORYTELLER, TRUSTED PARTNER**

**EXPLORER**
- Only person in history to solo row California to Hawaii without ocean or rowing experience (71 days and 2,700 miles in 2020)
- 14+ years endurance racing (ultramarathons up to 145 miles nonstop, finished in top 5% in 2 Ironman triathlons)
- Member of The Explorers Club of New York (members include Neil Armstrong, Pres. Teddy Roosevelt, and Sylvia Earle)

**STORYTELLER**
- 24 years experience in theater, public speaking and writing
- Published by World Economic Forum & other outlets
- Public speaker: Give live talks to audiences up to 3,000
- Raised $152,000 in public donations as part of 2020 United World Challenge through engaging storytelling

**TRUSTED PARTNER**
- Valuable storytelling partner of leading brands (SunPower, Solgaard, Colorado Athletic Club, PurePower Botanicals)
- Serial social entrepreneur and co-founder (A Tu Lado, Impact Hub MSP, Global Shapers MPLS, United World Challenge)
- 5 years experience in top-tier management consulting

**MY MISSION**
My journey began while experiencing depression in college and led me to become the only person ever to row solo to Hawaii with no prior ocean experience. I believe we all have an “ocean” to cross, and the United World Challenge is my mission to inspire others to find their ocean and the courage to cross it.
Ocean rowing is so hard, more people have walked on the moon (11) than have rowed solo to Hawaii (9). And despite being an ocean novice, I captained the 2020 United World Challenge from California to Hawaii to full success. Our campaign raised $76,675 for charity, recycled nearly 5,000 pounds of ocean plastic, and inspired thousands.

**Now, the 2022 United World Challenge is even more ambitious:**

1 **Guinness World Record:**
- Fastest solo row of the Pacific Ocean

3 **World-Firsts:**
- 1st ever nonstop solo row from Hawaii to Australia
- 2 scientific data gathering initiatives for world-first oceanic research

**Raising Millions to Accelerate Solutions for the Oceans**
- The oceans are our planet’s life support system, and together we will take serious action to protect them

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**Creative Content to Inspire, Educate, and Engage**
- Daily blogs, videos, photos, an interactive map, and multi-channel social media from start to finish

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**Expert Team to Ensure Success**
- Supported by adventure, medical and science experts, plus a coalition of world-class partners

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**Self-Sufficient Expedition**
- 750,000 calories plus all supplies required to row 4 months non-stop

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**1 Fifth of Earth’s Circumference**
- 5,000 miles/8,000 km of the most remote parts of the planet
INSPIRE, EDUCATE, ACTIVATE FOR A BETTER WORLD

**INSPIRE**
- Inspire people everywhere to get outdoors and find their inner explorer and athlete
- Generate 5 million interactions on social media on owned and partner channels
- Reach 100 million people through press, social media, and mini-series/documentary on streaming platform

**EDUCATE**
- Conduct a series of world-data collection exercises for research at Scripps Institution of Oceanography and our other scientific partners
- Teach students marine science and coding by scaling our Ocean Classroom Campaign to schools in 18 countries
- Raise awareness about what everyone can do to protect the oceans, our planet’s life support system

**ACTIVATE**
- Raise $1M-5M USD to accelerate solutions for ocean and climate innovation. 80% of funds will support Only One; 20% will support Ocean Hub Africa and Ocean Impact Organization for ocean startup competition awards
- Fund collection of 500,000+ ocean-bound plastic containers in partnership with Ocean Bottle, Solgaard, and Plastic Bank
- Activate our community of 33 million followers to take action for conservation

**SELECTION OF IMPACT AND STORYTELLING PARTNERS**

- SEA LEGACY
- ONLY ONE
- WORLD ECONOMIC FORUM
- 1000 OCEAN STARTUPS
- OCEAN IMPACT ORGANISATION
- OCEANHUB AFRICA
- OCEAN BOTTLE
- SCRIPPS INSTITUTION OF OCEANOGRAHY

Credit: Paul Nicklen
SCALABLE & PUSH-ENABLED STORYTELLING TO DEEPEN ENGAGEMENT

AUTOMATE & SCALE CUSTOMER/EMPLOYEE ENGAGEMENT WITH OUR STORYMAP

- **ZERO MAINTENANCE & AUTOMATED UPDATES**
  - Save time and energy — and maximize the ROI from your sponsorship — by using our custom StoryMap to receive constant updates from the expedition, with zero admin required by your team.
  - The United World Challenge team loads all content into the StoryMap's backend. It then automatically pushes to the embedded StoryMap on your webpage, providing rich opportunities to inspire your customers and employees with your role in the journey.

- **INSPIRE EMPLOYEES AND CUSTOMERS**
  - The StoryMap eliminates noise and distraction issues on social media, and creates deep engagement opportunities through an interactive, immersive experience from Day 1 to Day 100-plus.
  - Followers enjoy an immersive experience exploring all photos, videos and blogs on the interactive map, where content is populated on the actual route rowed.

- **POSITION YOUR BRAND FRONT AND CENTER**
  - You have the opportunity for your organization to be showcased in StoryMap entry titles, providing brand exposure on every site where the StoryMap is hosted.
Proven Public Interest & Viral Potential

Your Opportunity for Global Visibility

• Building on 2020’s Success
  • The 2020 United World Challenge generated significant press and raised over $152,000 in public donations — all with a volunteer team and shoestring budget.

• Investing in a Professional Team and PR Counsel
  • Ahead of our August 2022 public launch, we aim to onboard a professional team including a social media guru, campaign coordinator, videographer, and PR firm.
  • With this team and expert counsel, we will engage media and press in a coordinated strategy to raise visibility for the mission and partners like you.

• Global Visibility to 33 Million and Counting
  • The community of United World Challenge partners will drive greater visibility across the board, by leveraging our collective reach of over 33 million followers - and working with organizations like the World Economic Forum, Only One and other partners with world-class skillsets in storytelling and digital engagement.

Past Press and Media Coverage

Deloitte. Colorado Public Radio Endurance MACALESTER
9NEWS THE POST*STAR UWC London Business School HAWAIINNEWS NOW abc10
**Your Invitation: Share the United World Challenge Story**

**Brand Exposure**
- Be featured on United World Challenge website and interactive StoryMap
  - *Estimated Reach: 250K+
- Gain visibility in custom monthly videos and content on social channels
  - *Estimated Exposure: 1M+
- Get prominent branding on boat (visible in press) and crediting in public media
  - *Estimated Reach: 10M-50M

**Custom Content & Digital Assets**
- Deploy our StoryMap on your website, with the latest content automatically pushed, requiring zero maintenance
- Receive constant feed of high res photos and videos before, during, and after the expedition for your marketing.
- Receive custom blogs and related content to post on your own channels and website.
- Pursue additional storytelling plans together to meet your needs

**Legacy Reach**
- Documentary Film: Our team's in touch with global-leading production houses to create a documentary or multi-series to be released on a major streaming platform in 2023/2024
  - *Estimated Reach: 20M-100M
- Public Speaking: I give talks to 1000's of people each year where I can help your brand connect to new audiences
  - *Estimated Reach: 20K P.A.
- Museum Installations: A prominent Danish museum has welcomed thousands to an immersive installation on the 2020 row. Our team is planning for more installations in Europe and the USA for sponsors like you to gain recognition.
  - *Estimated Reach: 50K P.A.
OUR VISION: 500% ROI TO RAISE $5M FOR OCEAN SOLUTIONS

$250K RAISED FOR CHALLENGE
- Part-time team of contractors and volunteers
- Target deadline: June 1, 2022
- $1M FOR OCEAN SOLUTIONS
- 10M PEOPLE REACHED

$500K RAISED FOR CHALLENGE
- Full professional team - campaign manager, film crew, social media manager, and more
- Budget for social media ad spend to elevate viral potential
- Target deadline: August 1, 2022
- $2M FOR OCEAN SOLUTIONS
- 25M PEOPLE REACHED

$1M RAISED FOR CHALLENGE
- Full core team and full film team
- Dedicated awareness and promotion campaigns with partner media agencies
- Dedicated budget and manager for social media ad spend for viral exposure
- Documentary film / mini-series to be released on major streaming platform for follow-on action and impact
- Development of operating model to onboard additional athletes and create future United World Challenge missions around the world
- Target deadline: December 1, 2022
- $5M FOR OCEAN SOLUTIONS
- 100M PEOPLE REACHED

BENEFITS OF JOINING NOW
Sponsorship is the fuel that powers the United World Challenge. And sponsors that come aboard sooner will secure their benefits first and enjoy a larger influence on their brand positioning and share of public visibility relative to sponsors who join later.
# Requested Investment

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<th>Access and rights to use digital assets and story for your marketing</th>
<th>Captain</th>
<th>Officer</th>
<th>First Mate</th>
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<td><strong>Customized videos</strong> and updates during expedition</td>
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<td><strong>Partner-focused content</strong> in articles, social media, and speaking</td>
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<td><strong>Explicit brand mentions</strong> in press and media</td>
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<td><strong>Prominent logo placement</strong> on vessel, website and StoryMap</td>
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<td>Tez Talk Keynote(s) to inspire your company, customers, or community</td>
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<td><strong>Branded memorabilia</strong> to keep post-row, e.g. oars with your logo</td>
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<td><strong>Naming rights to boat</strong> and “presented by” story positioning</td>
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**Tax Benefits Available**

The United World Challenge has 501c3 non-profit status. Your investment may qualify as a tax deduction.
“Our entire team and customer base at PurePower felt deeply connected with the Challenge. The message and mission really resonated with our customers, and Tez consistently and earnestly showcased how PurePower proved instrumental in helping him complete the row. We felt honored to contribute to his mission, and look forward to continuing our support.”

“After 7.5 great years at SunPower Corp and Maxeon Solar Technologies, my most inspiring hours were spent working with the solar pioneers like Tez, whose vision and courage show the world what can be… Tez made a real difference with his courage at sea!”

- Mike Tonsing, Senior Director of Brand and Marketing
TIMELINE: OUR JOURNEY FOR OUR OCEAN

RAISE EXPEDITION FUNDS

ONBOARD PARTNER ORGS (SPONSORS, RESEARCHERS, MEDIA PRODUCERS, ETC.)

BUILD PLANS FOR MARKETING, PR, AND CHARITY CAMPAIGNS

GO PUBLIC

ENGAGE MEDIA & PRESS; PROMOTE MISSION WITH STORYTELLING PARTNERS; PLAN LOGISTICS

WORLD-FIRST ROW FROM HAWAII TO AUSTRALIA

FEB  MAR  APR  MAY  JUN  JUL  AUG  SEP  OCT  NOV  DEC  JAN  FEB  MAR

2022  2023
TEAM AND CONTACT INFORMATION

CONTACT INFO

• UNITEDWORLDCHALLENGE.ORG
  • Documents 2020 expedition and impact; includes pilot StoryMap interactive map and blogging product
  • Site to be updated with 2022 expedition in August

• TEZ STEINBERG LINKEDIN
  • tez@unitedworldchallenge.org
  • 1.651.706.6391

• TEZ STEINBERG SPEAKING SITE
  • Explore how a Keynote Talk by Tez will inspire your company or community

SELECTION OF TEAM MEMBERS

• SONYA BAUMSTEIN (RETURNING)
  • Duty Officer - Ms. Baumstein built the United World Challenge rowing vessel and manages all weather, routing, logistics and expedition coordination

• ETHAN FORSGREN (RETURNING)
  • Emergency MD - Dr. Forsgren supported the 2020 expedition as our on-call physician and is returning to the role for 2022-2023

• JERRY JOHNSTON (RETURNING)
  • StoryMap Product Owner - Mr. Johnston is a Senior Manager in Deloitte’s Geospatial Analytics Practice and oversees the 5-person team developing our interactive Esri StoryMap

• JESSICA GARWOOD, PhD (RETURNING)
  • Chief Scientist - Dr. Garwood develops our open-source lesson plans that we embed in our StoryMap for our Ocean Classroom Campaign

• M33 (NEW)
  • Media Partners - Marketing and design agency M33 is supporting the United World Challenge with media, branding and storytelling support. They are likely to handle social media while Tez is at sea