



# WORLD'S TOUGHEST ROW

DECEMBER 26

Teamwork & Leadership  
on the High Seas



# THE CHALLENGE

- 4,800 kilometers across the Atlantic in a rowing boat in around 50 days
- Mental challenge, extreme lack of sleep, isolation, constant teamwork
- Storms, technical breakdowns and no support vessel
- [More Info](#)



# SOME FACTS

**6 meters**

high can the waves be on the Atlantic

**8 kg**

is the average weight loss during  
the crossing

**1.5 million**

rowing strokes for crossing

**10 liters**

water drunk by each rower per day

**5000 calories**

are consumed by the participants per  
day

**1 million calories**

burns the entire team on this mission

- temperatures between 10 degrees and well over 30 degrees
- all participants must be permanently attached to the rowing boat on deck
- there is no toilet on the boat - only a bucket
- the rhythm is 2 hours rowing, 2 hours resting, 24/7
- more people have climbed Mount Everest than have rowed across the Atlantic



# UNITED, WE ACHIEVE GREATNESS

**What we experience on  
the Atlantic is the  
essence of team work**

**Every team member is  
important and  
everyone bears  
responsibility**

---

**YOU CAN BE PART OF THIS  
ADVENTURE!**





# THE CREW

Four people united by the challenge of crossing the Atlantic and the will to move more than just the oars.



**PASCAL BIRCHER**

50, power trader

The adventurer on an endurance run - whether clambering across the field or rowing across the Atlantic, he is always on the move.



**MANUELA WETTSTEIN**

32, physiotherapist

Water rat without a rowing plan - always in search of new horizons and challenges.



**VALERIE ZELLWEGER**

31, Regional Sales Manager

From greenhorn to adventure - team spirit, strength and nature on the high seas motivate her to perform at her best.



**EIVIND HELLAND**

53, power trader

The border crosser with a chaotic streak - swapping family turmoil for a 'holiday' on the open sea.

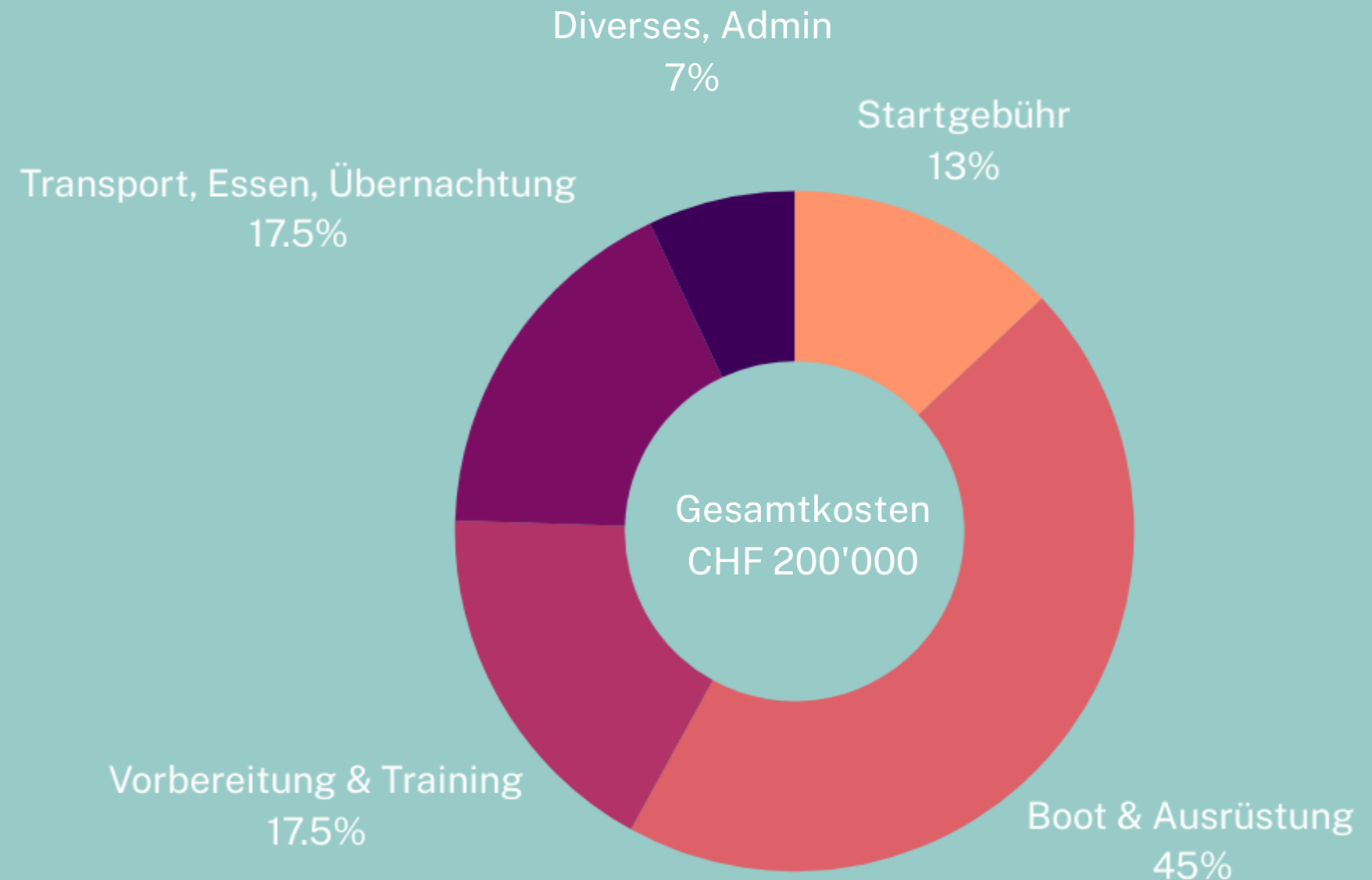
# CHARITY

**Because some battles are even tougher than the Atlantic - we row for the social organization HOPE Baden.**

HOPE not only offers unbureaucratic emergency aid for the homeless, but also accompanies people on their way to a self-determined life.

[www.hope-baden.ch](http://www.hope-baden.ch)

**GIVING HOPE AND SHOWING SOLIDARITY TOGETHER.**



**All proceeds that exceed our costs are donated in full to the HOPE social welfare organization in Baden.**

# WHY SPONSORING IS WORTHWHILE

## IMAGE PROMOTION

Your presence on an  
extraordinary team mission

## LEADERSHIP INSPIRATION

Unique insights and  
learnings for your  
managers

## TEAM DEVELOPMENT

Inspiring stories and  
practical transfer for your  
employees and managers

# LEADERSHIP & TEAMWORK

## Transferable learnings

### AGILE THINKING

Making decisions when plans fail - and never losing sight of the goal.

### TEAM WORK

Working together efficiently with clear roles and plans and supporting each other flexibly.

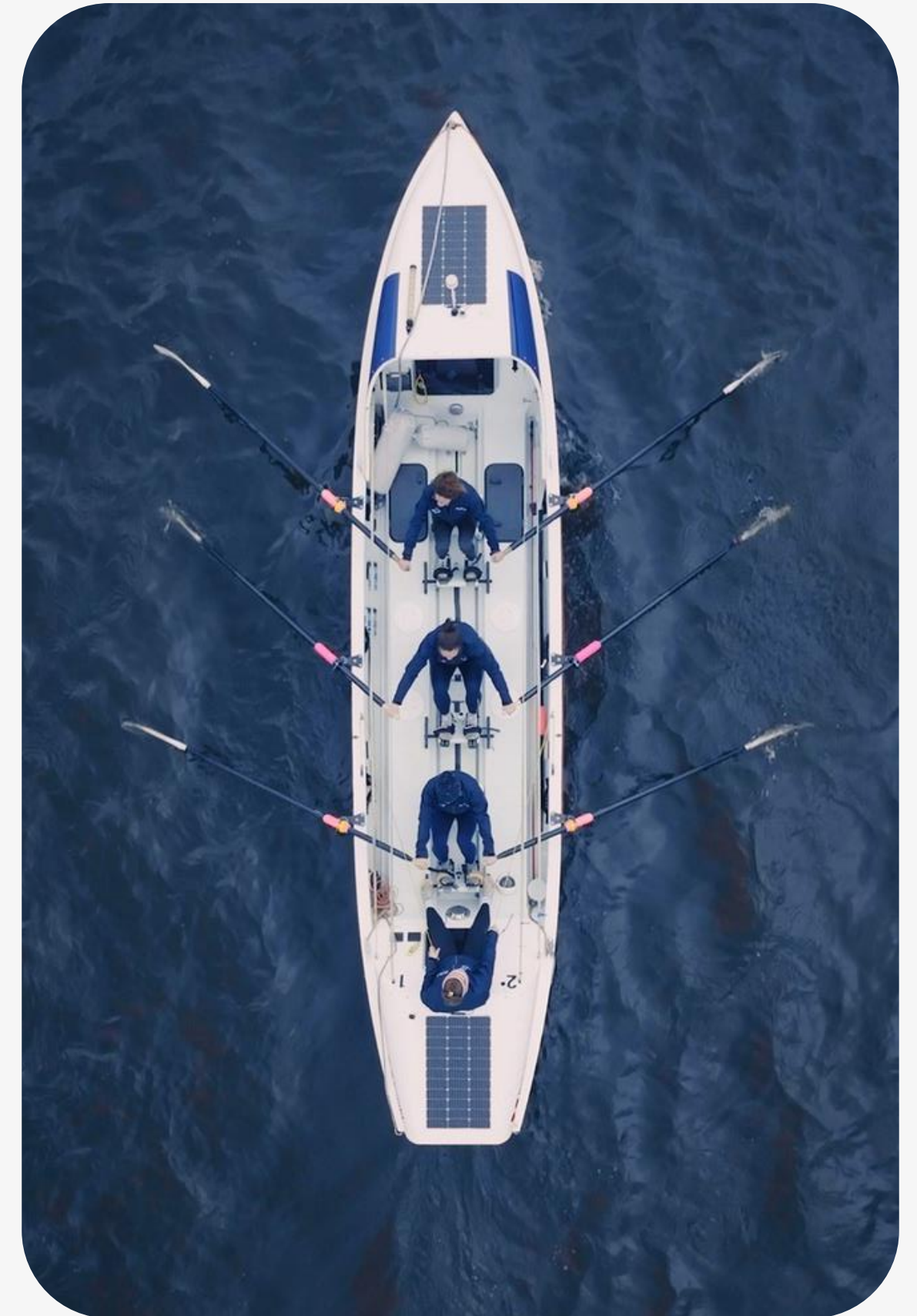
### RESILIENCE UNDER PRESSURE

How to deal with difficult situations when circumstances play against us and the pressure mounts.

### COMMUNICATION & TRUST

Why clear communication and trust in the team are crucial - not only in crisis situations.

We teach these and other topics in exclusive workshops for your managers and teams.





# SPONSORING OPPORTUNITIES

Become part of our  
adventure and benefit  
from it with your  
entire team!

# SPONSORING PACKAGES

How you can benefit from your commitment

PACKAGE	BRONCE Up to CHF 5'000	SILVER CHF 5'000	GOLD CHF 15'000	PLATINUM CHF 30'000
LOGO ON WEBSITE & SOCIAL MEDIA	✓	✓	✓	✓ + sep. placement
LOGO-PRESENCE ON BOAT		✓ small	✓ big	✓ XL-Presence
USE OF PHOTO & VIDEO MATERIAL		✓	✓	✓
PRE-RACE EVENT WITH BOAT INSPECTION		✓	✓	✓
LOGO ON TEAM ROWING CLOTHING			✓	✓
COMPANY EVENT & TEAM BUILDING WORKSHOP			✓	✓





# INDIVIDUAL- PACKAGE

**Create a unique story for your company with us.**

**Together, we develop a holistic and sustainable internal campaign for your company - with individual workshops and integrated communication measures.**

**Your employees become part of the adventure and benefit from our extreme team experiences and learning for their own day-to-day management and work.**



# LET US INSPIRE YOUR TEAMS

## What stimuli does your team need?

Let's find out together which workshops and measures will take your HR, leadership or cultural development program to the next level in 2026/2027.

Together with our communications partner, FE Agentur, we will design a rousing employee campaign that will bring your commitment to life - authentic, inspiring and full of impact.







**Join our team and accompany  
us on this extraordinary  
adventure.**

## **CONTACT**

Valerie Zellweger

## **E-MAIL**

[valerie@united4hope.ch](mailto:valerie@united4hope.ch)

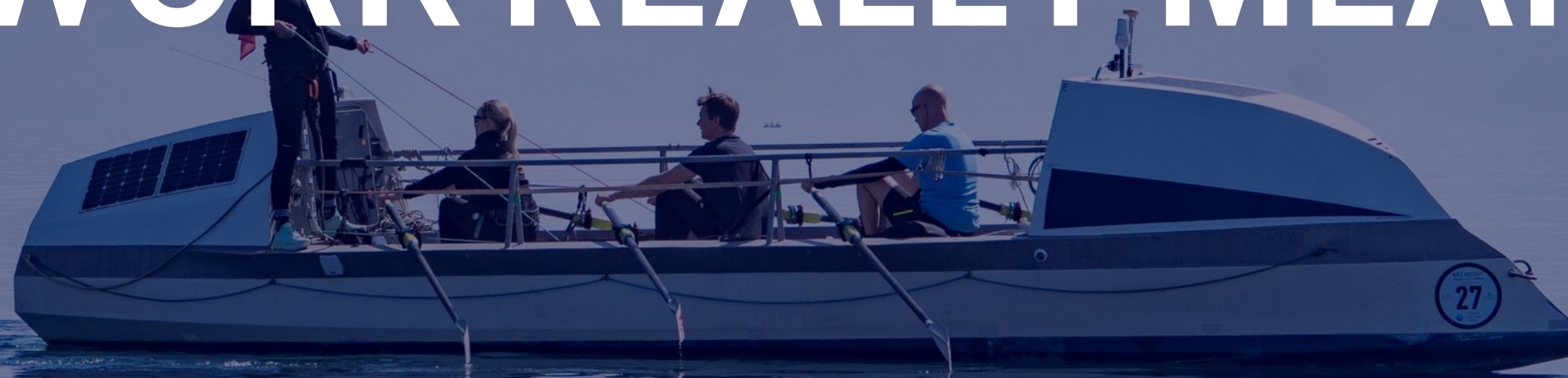
## **WEBSITE**

[www.united4hope.ch](http://www.united4hope.ch)





# UNITED WE CAN SHOW WHAT LEADERSHIP AND TEAMWORK REALLY MEAN!



Do you have any questions?  
Contact us or follow us on Instagram