



hearttofollow

SUPPORT US AND THE WOMEN'S HEART



HEART TO FOLLOW

*Sponsorbooklet*



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03	Our Story
04	Oceanrowing
05	Sponsorpackages
06	Our charity
07	Meet Our Team
09	let's get in touch

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# Table of CONTENTS



*Heart to follow. following our heart. rowing the Pacific*





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## *Our* STORY



In 2020, Renate and Marieke meet in on oceanrowing boat. Brought together by the love of water and rowing. They took the chance to participate in a very special adventure: Rowing the Atlantic Ocean in the Talisker Whisky Atlantic Challenge; 3000 miles from La Gomera to Antigua. After this race, they kept in touch and found an new challenge. Rowing the Pacific!

One wonders, how do you come up with a thing as rowing an ocean? All Renate and Marieke can say, "it came their way and they seized the opportunity with both hands." Renate en Marieke are two strong women who love a challenge. They have both been lifeboat rowers for over 15 years. Participating in the Talisker Whisky Atlantic Challenge was a wonderful opportunity, they are still both greatfull for this chance. Together with 2 other women they were team "the Atlantic Dutchesses" in 2020, they were one of the 21 teams that would enter the race. December the 12th was the start of the race. In less then 24 hours they where leading the class and never let go of this. in 43 days, 4 hours an 56 minutes they rowed across the Atlantic ocean as fastest in female class, and first and fastest dutch female team ever. By setting this time, they have left all mixed gender teams behind.

That had never happened before in this race, a world-class performance. An achievement that they had never dreamed of in the years before, however it is one that came true.

Thanks to the support and trust in each other and from many others. Marieke and Renate now have a new dream about another Ocean: the Pacific.

In June 2024 they will enter as female pair in the Pacific challenge. For an outsider it might be heart to follow that these ladies want to row an ocean once again. And that might be hard to explain, either way the charity was soon clear: the Women's Heart. As much more research is needed towards specific research in to female heard diseases.

These two Dutch women follow their hearts.

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# OCEANROWING

*The world's toughest row. Pacific*

Ocean rowing is  
Booming in Europe and  
growing in the US

As from 2023, the Pacific Challenge will be organized by Atlantic Campaigns. This professional organization has made the Talisker Whiskey Atlantic Challenge (TWAC) a great success in recent years. Every year about 35 teams participate in the TWAC. Participants from more than 10 different countries have made a name for themselves worldwide with their participation. The Pacific Challenge already has about 20 registrations. This will become as big as the TWAC!

Ocean rowing is booming in Europe and growing in the US (the finish of 1 of the participants was live on TV with 15 million viewers in the UK alone). Partly due to the successes of Mark Slats, Dutch Atlantic Four and the Atlantic Dutchesses, the sport is getting more and more attention in the Netherlands.

Rowing across an ocean represents daring, stepping out of your comfort zone, entrepreneurship, believing in yourself and in each other as a team. It stands for: **dedication, resilience, and trust**. Just keep going, even (especially!) when it gets tough. Continue until you think you can't go any longer and then experience that there is always another stroke to be made.

There's no easy way to cross an ocean, the preparation for this is extremely important. That is why we would like to work with you. We are ready to go. Welcome aboard!

On the next page you can find our sponsorship packages. Don't hesitate to contact us!

link to the race:

[www.worldstoughestrow.com/the-pacific/](http://www.worldstoughestrow.com/the-pacific/)

**WORLD'S  
TOUGHEST** **ROW**



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# *Why should you become a* **SPONSOR**

Sponsoring Heart to Follow gives your company or brand the opportunity to align with a project that not only represents the core values of your business, but also gives access to a potential audience of more than 3 billion people world wide. We work with different sponsor packages, we are happy to discuss the various options.

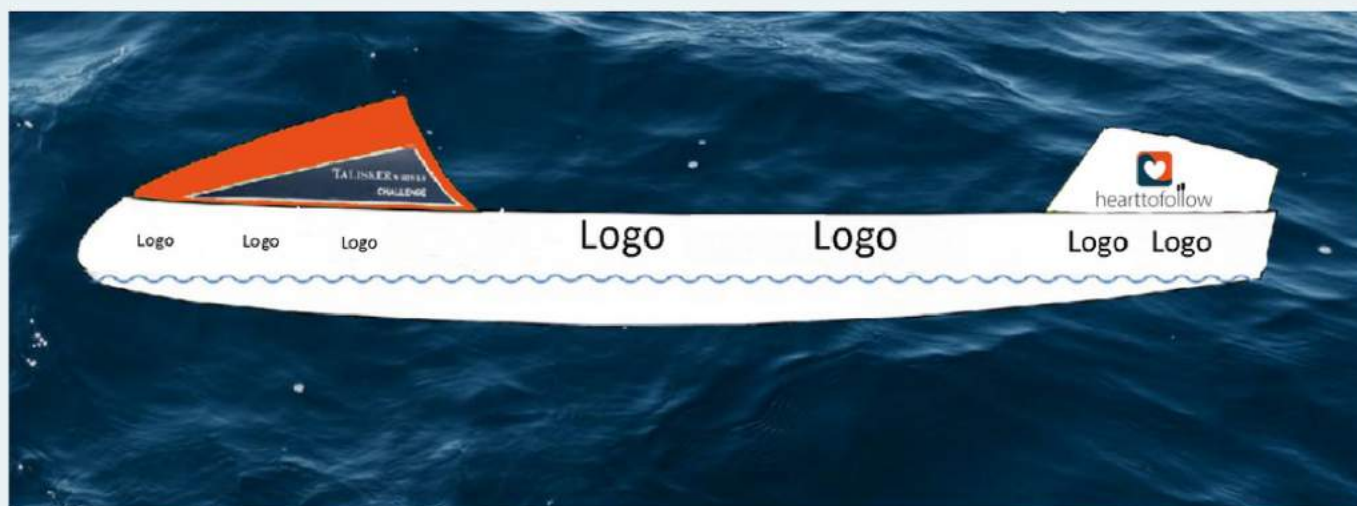
From March 2022 we have a Rannoch25, a perfect ocean rowing boat for two people. This boat has Kortgene, Zeeland as its home port. A province where a lot happens!

We will often be on the water to train and thus ensure joint visibility. The boat is a striking appearance, especially with recognizable logos.

We are also active on various social media and our website is: [www.hearttofollow.nl](http://www.hearttofollow.nl).

Welcome aboard!

*An oceanrowing boat is like a  
blank canvas. a floating  
billboard. that will be shown  
around the world.*



# *Heart to follow* SPONSORPACKAGES



1

## Pacific Ocean Package €50000,-

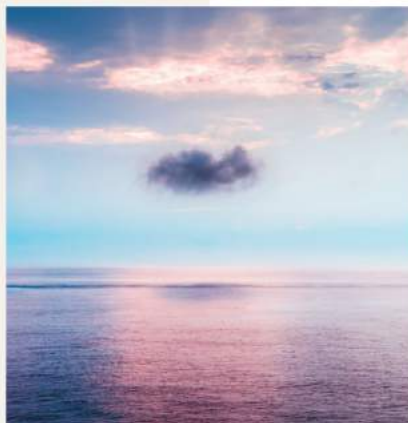
The canvas is yours! The boat will have your company colors and logo set completely to your design. You can use your connection with us and our goals in your network and promotions. Of course we put your logo on our website. Rowing tenure has your colors and logo on it. You are welcome to have a rowing clinic for two persons. Pre-race we visit your company to give an inspiration/motivation presentation. You are welcome at our goodbye party! Of course we will visit your company after the race to share our stories with you! We name your company in all our socials and will promote your products or services.



2

## Atlantic Ocean Package €25000,-

Your logo of your company is on the boat and also on our website. You can use your connection with us and our goals in your network and promotions. Tenure has logo on it. You are welcome to have a rowing clinic for two persons. Pre-race we visit your company to give an inspiration/motivation presentation. You are welcome at our goodbye party! Of course we will visit your company after the race to share our stories with you! We name your company on our socials and will promote your products or services.



3

## Indian Ocean Package €10000,-

Welcome a board. Your logo will be displayed on our boat and our website. You can use your connection with us and our goals in your network and promotions. We will be visiting your company before the race to give you team an inspiration/motivation presentation. We will welcome you at our goodbye party. After the race we will share our stories with your company. We name you on our socials and you get access to our media library

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# *Heart to follow* SPONSORPACKAGES



## 4 Southern Ocean Package €5000,-

Welcome a board. Your logo will be displayed on our boat and our website. You can use your connection with us and our goals in your network and promotions. We will welcome you at our goodbye party. After the race we will share our stories with your company. We name you on our socials and you get acces to our media library



## 5 Artic Ocean Package €2500,-

Welcome a board. Your logo will be displayed on the oars of our boat. From an rowersview the best place for your logo! You can use your connection with us and our goals in your network and promotions. of course your logo will be on our website. We will regularly tag you on the socials and we will welcome you at our goodbye party.



## 6 North sea Package €1000,-

How great that you wont to sponsor our Challenge, but you cannot find a sponsorship package to your liking or sponsorbudet, no problem. We can arrange something.

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*Heart to follow*

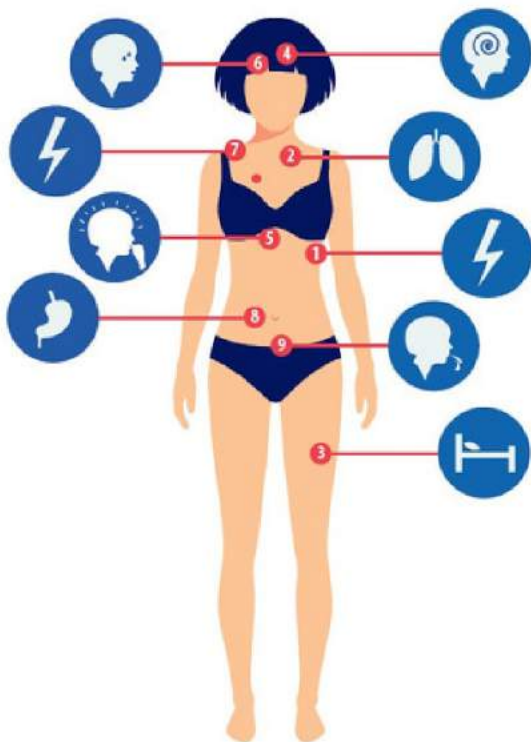
# SPONSOR PACKAGES

*Heart to follow, following our heart, rowing the Pacific*

Package/euros →	Pacific 50.000/+	Atlantic 25.000	Indian 10.000	Southern 5.000	Arctic 2.500
What? ↓					
Let's stick!					
Company colors and logo on our boat	X				
Company logo on our boat	X	X	X	X	
Company logo on our website	X	X	X	X	X
Company colors and logo on our clothing	X				
Company logo on our clothing		X			
Company logo on two oars					X
Let's meet!					
Oceanrowing clinic for two	X (two)	X (one)			
Pre race visit and presentation	X	X	X		
Post race visit and presentation	X	X	X		
Invitation to our goodbye party	X	X	X	X	
Let's communicate!					
Regular mention/tag in social media	X	X	X	X	X
We promote your products/services	X	X	X	X	
You get access to our media library	X	X	X		



## De signalen bij vrouwen



- ① pijn in de bovenbuik, kaak, rug of nek
- ② kortademigheid
- ③ extreme moeheid
- ④ duizeligheid
- ⑤ onrustig gevoel
- ⑥ angst
- ⑦ pijn tussen de schouderbladen
- ⑧ misselijkheid
- ⑨ braken

Cardiovascular diseases are one of the main causes of death for women. On a daily basis no less than 57 women die! That is more than 2 women per hour. If we don't do anything about that, that number will increase. It has to stop! The problem is that diseases of the heart are not easily recognizes. Most research that is conducted concentrates on men. That is why the treatment should be different for women, now it is not very effective.

Researchers of the University Medical Center in Utrecht work on a solution. A lot of research is being done, with the aim to treat cardiovascular diseases in women quicker and more effectively. We support that research with both our hearts! The research team of Hester den Ruijter deserves more attention, they do a great job over there! To support them we do what we love best: rowing. We row a lifeline for women's hearts.

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## Renate de Backere

Trainer / guide of the Waddensea

Loving the outdoors intensely. Either rowing, sailing, kayaking or long multi-day trips in the mountains on snowshoes, crossing glaciers or Munro bagging. The rougher it gets, the bigger the grin. She loves the mud, sharing stories and passion about such a great chunk of nature. Early 2020, she didn't need to think long about entering the Talisker Whisky Atlantic Challenge. With a team of 4 (Atlantic Dutchesses) they won the female class after rowing 43 days. The Ocean felt like home



## Marieke le Duc- Bouwense

Teacher / Mindboxing coach

Love connected her to water, she rows since 1999. For a long time she worked in youth and social care but changed to tuition to use the pile of experience she gathered in that line of work. She now works as teacher at the biggest MBO in Zeeland. She enjoys building a new future for her students, together with her likewise committed colleagues. Stimulating personal growth is very rewarding for her. In her spare time she is a keen lifeboat rower and entered many races with her team. Since 2022 she is a mindboxing coach to help others to find out what hinders them to do the thing they love.



## Mare Fortuna

Ocean rowing boat R25

Our pride and joy and thirth teammember. We called our boat Mare Fortune. Mare means sea in Latin and is combound of Renate and Marieke .

We are MaRe and we embrace Fortuna, the Roman goddess of fortune and happiness



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hearttofollowus



heart2followus

+31 6 20240413

[hearttofollowus@gmail.com](mailto:hearttofollowus@gmail.com)

KVK: 85538302

*let's get in touch*