

THE HARD WAY HOME

ROWING A SMALL BOAT HOME ACROSS THE NORTH
ATLANTIC FROM NEW YORK TO IRELAND

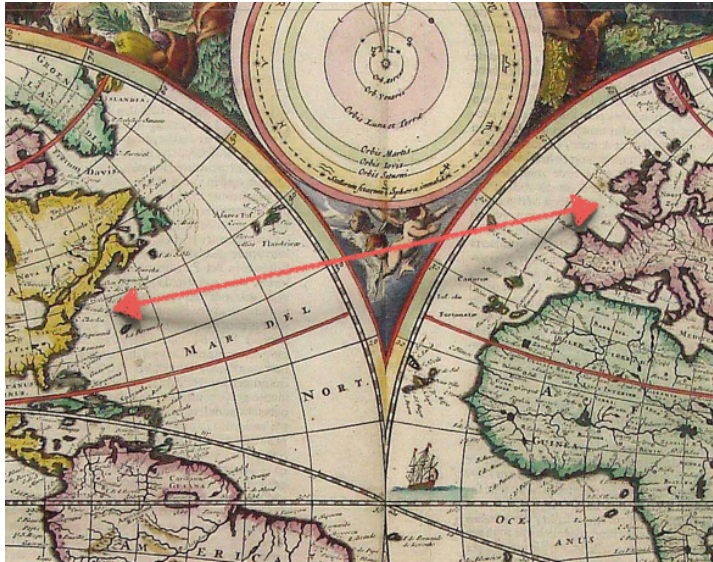
SOME THINGS YOU WILL THINK OF YOURSELF... SOME THINGS GOD
WILL PUT IN YOUR MIND - HOMER, THE ODYSSEY

EMBARKING MAY 2020





THE JOURNEY



Three and a half thousand nautical miles by strong arm and trusty oar unsupported across the North Atlantic.

The tallest mountains have been climbed, the vast deserts crossed and the maps charted. The future of adventure is in the stories we tell. In less than six months I will embark to row a small boat across the immense North Atlantic Ocean from America to Ireland. My only companions and support will be a rowmate or two and we will row in alternating shifts twenty four hours a day as we cross thousands of miles of open ocean. As our odyssey unfolds out amongst the tempests and the months of hard labor, food and sleep deprivation strip us bare, we will tell our story, visually weaving our experience and delirium through ancient myth and legend. The hard way home.

We will row the ocean. Our boat sits ready in Rockaway, New York. To do it safely we need more sponsorship to continue the boat maintenance and our sea training.

We are going to tell a story for the ages daily on social media. We will place your brand inside the very fabric of the story. Your brand will be integral to the hero's journey. To tell the story we will use direct journals from the boat coupled with the work of photographers, illustrators and designers. Together we will fashion a work of art. We will then bring the story to the world through our social platforms, brand partners, journalists, podcasters and media influencers. Put your brand in the center of real life adventure.

TEAM LEADERS



RÉAMONN BYRNE
CAPTAIN

Réamonn Byrne is the driving force behind the expedition, the true believer taking the hard way home and dragging a motley crew along with him. An endurance athlete, he has finished in the elite category of the Marathon des Sables, a one hundred and sixty mile self-supported stage running race in the Sahara Desert. Most recently he won the TGNV 100 Mile running ultra in New York last year.



ALEJANDRO DIEGUEZ
CREW

Cocksure and a little brash Alejandro Dieguez brings boundless energy to the expedition. A life long high level athlete, he represented his country Puerto Rico at an international level in soccer for several years. He is an ocean man, ever drawn by it's magnitude, and is an expert scuba and free diver.



LEVEN BROWN
ADVISOR

Leven Brown is one of the most experienced and highly regarded ocean rowing skippers in the world. Leven is RYA MCA Yachtmasters Ocean qualified, with hands on knowledge of navigation, planning ocean passages, meteorology, crew management, yacht and ocean rowing boat preparation, maintenance and repairs. He is a multiple Guinness World Record holder and survival expert. He will serve as our chief advisor for the crossing.



PETER 'STOKEY' WOODALL
NAVIGATOR

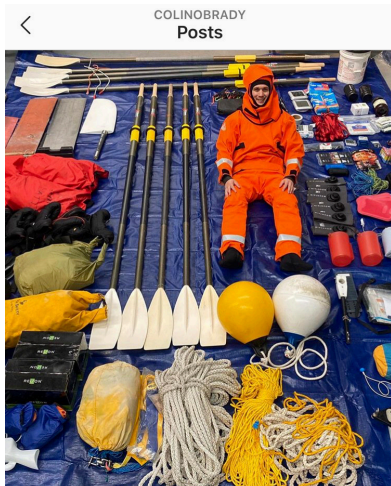
"Stokey" is a well-known ocean sailor who has in 35 years made some 31 Trans-Atlantic crossings and amassed more than a quarter of a million sea miles. He is a highly respected teacher in celestial navigation. He has survived being ship wrecked in the Red Sea, being locked in a bordello in Caracas and the pursuit of angry Argentinean sailors during the Falklands war.

**“COME
WHAT MAY,
ALL BAD
FORTUNE IS
TO BE
CONQUERED
BY
ENDURANCE”
- VIRGIL**

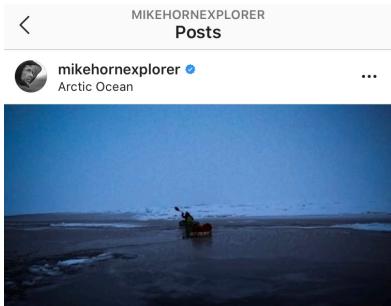
TELLING OUR STORY

EXPEDITION SOCIAL MEDIA EXAMPLES

COLIN O BRADY AND MIKE HORN



COLINOBRADY PACKING THE BOAT - The last few days, we've been heads down busy packing up the row boat with all the supplies we'll need for the... more



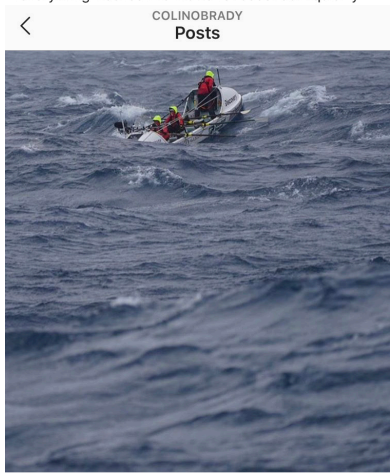
MIKEHORNEXPLOLER Expedition Update 28: A lot of interesting things happened today. I have realized throughout my career as an explorer that there is very little between life and death when you live on the razor's edge. Today was one of those days where we should have stayed in bed. I broke through very thin ice in a massive lead and if I hadn't managed to lift myself up into my little raft as fast as I did, I don't think I would be here writing what happened. As I got out of my little raft and stepped onto the ice beside it, the ice gave way again. Only one of my legs was completely soaked all the way through to my underwear, and in temperatures reaching -30C, everything freezes in a matter of seconds. I quickly



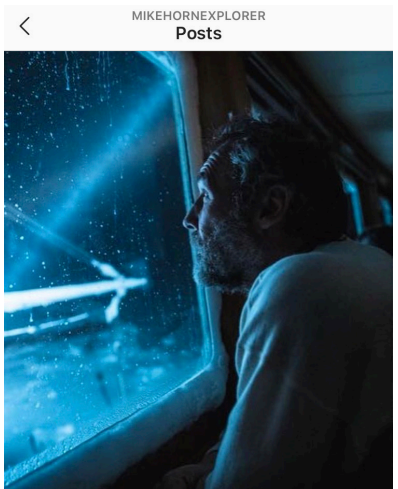
COLINOBRADY DAY 10: BECOMING A TEAM - Joining forces with a group of people, to operate as a team, can be one of the most challenging things one can endeavor to do. Everyone comes to the table with different life experiences, different aspirations, different fears, and different perspectives. When this group of guys came together and solidified as a team earlier this year, we were six individuals with a shared goal, to row across Drake Passage. That shared goal



MIKEHORNEXPLOLER Expedition Update 47: Although my body is onboard Lance, back in a safe and secure environment, my mind is still on the ice wandering around the ice floes, open water, pressure ridges and darkness, in a constant state of trying to understand that it's nearly all done and soon time to return back home.



COLINOBRADY DAY 5: PROGRESS DESPITE ROUGH SEAS- Today we made some serious progress on our journey to Antarctica, despite really challenging conditions. The waves aren't lining up in a predictable pattern despite the forecasted direction of



MIKEHORNEXPLOLER The Arctic gives you time to tell amazing stories, create the strongest friendships, and push you to the limits. No matter what... more

A MODERN MYTH

There has never been a more exciting time to tell the story of an expedition. On the opposite page we've attached examples of two recent expeditions by Colin O Brady and Mike Horn where they rowed the Drake Passage and crossed the Arctic respectively. Both garnered massive attention. Through advancements in communications these stories are being told in real time.

The Hard Way Home is going to use this structure but carry it even further by pre storyboarding and creating an arc for viewers as the team crosses the Atlantic. The classic Hero's Journey arc will serve as a foundation. As the Odyssey unfolds and the weeks of labor and sleep deprivation strip the men bare, through trial and tribulation the physical and psychological cracks will appear to break them but through those very fractures the essential human spirit will rise up propelling them onwards to land and safety.



BRANDING
We will work brands into the story itself through tailored product placement using both visuals and the written word.

STORYTELLING

We are attempting something new in how we're going to tell the story of this new myth for the modern age. We are going to partially script and create as much content as possible before we embark on the journey. Through extensive research on all previous ocean rows we can predict the general path of the voyage and the main problems that could and will arise. We will then knit that pre-made visual content with real time content from the journey along with journalistic narrative writing to create a compelling story. We will sketch out a story arc and follow it as close as we can allowing for real life contingencies.

We want it to be visually stunning. To capture an audience on social media the visual aspect is of paramount importance. The boat could be painted as a mythical golden chariot, allowing us to weave in visual elements and details of the Odyssey throughout the story and then when the toil becomes greatest on the boat and sleep is thin our visions will begin to seem real. This allows us a huge creative freedom to play with the story, portraying visually our inner selves and allowing us to connect on a deep level with the audience.

BRANDING
If your brand is onboard early in the process we can discuss the tone and shape of the story we're building to cater to your audience and customer base.

OCEAN ROWING FACTS

THE JOURNEY

THE JOURNEY

We will set out as team of two or three rowers from New York in the first available weather window at the end of May 2020. We will row in two hours shifts then 24hrs a day for sixty to seventy days until we reach Irish shores. We will carry all our supplies and we will be unsupported by any additional boat or ship. Around sixty crews have attempted the North Atlantic row crossing in the last hundred and twenty years. Only a third have been successful. We will be the next ones to get the job done. We will have the endurance muscle on the boat and the wise men onshore navigating and offering real time advice whilst guiding us home.



THE BOAT

Our vessel is a twenty two foot ocean row-boat. Originally constructed to traverse the North West Passage in the Arctic she was built for sturdiness and strength from marine plywood and carbon fiber. The boat is self righting and is essentially modeled on a life raft with independently sealed compartments for buoyancy. The boat will be equipped with a water maker which will allow us to make drinking water from the ocean. We will have top of the range safety systems in place. We will have access to the internet which will allow us to create, construct and tell our modern myth crossing the ocean.

We will generate power from two sources during the crossing - solar power whilst the sun is shining and with a fuel cell for the foggy patches of the North Atlantic.

We will use GPS to navigate and to allow ourselves to be tracked in real time. Satellite communications will allow us to contact home and emergency services over longer distances.

All supplies needed will be carried with us with storage in both cabins and underdeck sealed beneath water proof hatches.

DROWNING AND INJURY

Drowning - Crew will wear lifejackets on deck with Personal Locator Beacons.

Serious Injury -The para anchor should be deployed if possible and await rescue. EPIRB activation and if possible make contact with New York through satellite phone. When awaiting rescue, the Satellite phone will be kept switched on, as well as closely monitoring the VHF radio. A Sea survival suit and life jacket will be worn. The life raft and grab bag will be prepped should the need to abandon the boat arise. The EPIRB will be kept easily accessible.

COLLISION

There is always a risk of collision while making use of the shipping lanes. The boat is fitted with VHF AIS (Automatic Identification System) and SeaMe Radar. AIS and VHF allows a call to be made to a vessels' bridge directly from a range 20 miles. The AIS system will beep to notify that a vessel is in range and will alert both vessels if there is risk of collision. Sea Me radar works by picking up when it is hit by radar, alerting that there is a vessel with radar in close proximity. In return it shows the boat as a 150 metre object on their screens. Various items for attracting attention are also kept on board such as, hand flares, a laser flare, a signalling mirror and torch as well as VHF communication devices, these will be located in an easily accessible place in case the need arises.

CAPSIZE AND BAD WEATHER

The Boat is self-righting once ballast water has been stowed in correct position. In the event of capsize, becoming tangled with the boat and being getting trapped is a risk, to ensure that this does not happen there will be deck knives fitted throughout the boat as well as a small knife attached to the life jacket itself.

Bad Weather Tactics - Deploying the para anchor will significantly reduce the chance of capsize. It is imperative to stay locked in the cabin in the event of capsize and let boat selfright.

LIFE RAFT AND EPIRB

Life raft and EPIRB fitted with Hydrostatic release – Upon submersion in water both will activate and float to the surface. If the boat goes down quickly the life raft will still deploy and emergency services / coast-guard will be alerted without manual activation.

There will be work carried out on the boat to make it safer, such as an area that is flat and comfortable to sit on for tasks like cooking and deploying the para anchor. Extra guard rails will be fitted.

CHARITY PARTNER



A fitting charity for the journey being undertaken. The KBRT is making the hardest way home easier for the families and loved ones of the Irish deceased abroad.

As an Irishman living in New York the KBRT speaks to me on many levels. It could have been anyone of us who had to be taken home in tragic circumstances. I have a huge respect for the work the Bell family have undertaken in the past seven years.

The Hard Way Home is a non profit expedition. All monies after costs are paid will go to charity. We will also be raising for money for charity in seperate drives online. The KBRT will be main cause but my rowmates may have additional charities we will assist as well. I hope the money we raise for them can assist in some meaningful way.

- Réamonn Byrne

FACT SHEET

- June 16th 2013, the birth of the Kevin Bell Trust (KBRT), following the tragic death of Kevin Bell, aged 26 years, in New York.
- KBRT have now repatriated 834 loved ones to their families in Ireland from countries worldwide such as Australia, Argentina, South Korea, USA, Canada, Ecuador, Cambodia, India, Uganda to name just a few. The Trust repatriates approximately 10-15 loved ones back to Ireland per month.
- The Trust operates on a 32 counties basis for all sides of the community, creed, colour and circumstances of death.
- Costs per repatriation can cost up to GBP12,000 depending on the circumstances of the death, local charges and hospital release costs.
- Awards include the 2018 UK Prime Minister's Point of Light Award recognising outstanding volunteers.
- In 2016/17 KBRT were the GAA's official charity and also the official charity for Cork International Airport and Belfast International Airport.
- Other awards have included the GAA's President Award in February 2015, Ulster Tatler Charity of the Year in September 2015 and Spirit of Northern Ireland Awards – Overcoming Adversity in June 2016.

Registered with the Charity Commission for Northern Ireland NIC100314

Registered with the Charities Regulator for the Republic of Ireland RCN20102937

Tel: 028 30833311 / www.kevinbellrepatriation-trust.com

PROJECT TIMELINE

JAN 1 - JAN 11	PROJECT KICK-OFF	Project Commence
JAN 12 - JAN 25		Hard Physical Training Begins
JAN 26 - FEB 8		Full Crew & Land Team Finalized
FEB 9 - FEB 22	PRODUCTION	Storyboarding & Content Creation
FEB 23 - MAR 7		Survival & Medical Skills Training
MAR 8 - MAR 21		Final Boat Maintenance
MAR 22 - APR 4		Sea Training Week with Stokey Woodall
APR 5 - APR 18		Social Campaign Launch
APR 19 - MAY 2		Publicity & Content Creation
MAY 3 - MAY 16		Final Checks
MAY 17 - MAY 30	FINAL	Launch

PUBLICITY PLATFORMS

SOCIAL MEDIA

We will use Instagram as the main platform to tell the story of our adventure across the North Atlantic. We will integrate brands into the storyline as we document our progress daily in our own unique way. We will use this content across platforms.

NYC TV

We expect to have local TV coverage of the launch from Rockaway where we'll create a worthy party and spectacle.

PODCASTS

Ray has already been invited to be interviewed by a couple of podcasts such as Jason Franzell's "Talking to Cool People". We expect that number to grow after the campaign launch.

USA PRESS

We have a journalist from ESPN inquiring about covering the story and the Vice network has shown intense interest in showing the expedition in some form.

IRISH MEDIA

Irish radio has expressed interest in doing an interview from the North Atlantic mid journey.

NYC PRESS

Heather Hauswirth from the NY Post has committed to covering the story. Some of her individual stories and content for the NY Post have reached up to 4M viewers.

INFLUENCERS

Crew members will have prominent friends in the NYC active lifestyle community on social media blast out the campaign when we launch.

CHARITIES

Our charity partners will bring exposure to the journey as we raise funds for their worthy causes.

SPONSORSHIP LEVELS

THE LEVIATHAN

\$100,000

The entire campaign will be devoted to your business and brand. Saturation media coverage of the boat. We will make your brand an integral part of the story on social media. Large logo on website with a link to your business. Logo on all team apparel. Crew available to speak at your promotional events. Use of created content.

THE KRACKEN

\$50,000

If the Leviathan package not taken. Your brand will play an important role in the story told as we cross the ocean. Prominent logo on the boat. Logo on team website and apparel. Opportunity to have the Crew available to speak at a promotional event. A call from the Atlantic. Use of created content.

THE SCYLLA

\$25,000

Your brand will appear throughout the story told on social media. Prominent logo on the boat. Large logo on team website and apparel. Tailored product placement. A call from the Atlantic.

THE SIREN

\$10,000

Your brand will appear at intervals throughout the story told over the months at sea. Logo on the boat, website and social media.

GOOD OLD JAWS

\$5,000

Brand cameo appearances on social media. Small logo on the boat. Logo on team website.

Sponsorship levels are negotiable. Size and position of logo and media / story promotion will depend on level of funding. We believe totally in this project and have invested \$40000 of our own funds so far in the purchase, transport, storage and maintenance of our boat. The trip is happening regardless of fund raising. Our goal is to raise \$100,000 to cover costs, reach a greater audience with new partners, do additional training and refitting, create spectacular visual content that benefits everyone involved and to donate a large sum to charity. We will not profit from the journey. We will sell the boat and donate the proceeds from that also at the end.

Please contact byrnereamonn@gmail.com with any queries or questions. Let's get it!

