



# THE **ALEX LEWIS** NORTH ATLANTIC ROW



## SPONSOR PROPOSAL

# The ALFF



We're inviting you to join us in creating a world where physical ability never limits human potential. The Alex Lewis FLOAT Foundation (ALFF) was born from eleven years of profound personal experience. Alex's journey as a quadruple amputee revealed the transformative power of assistive technology, while also exposing the devastating barriers that keep life-changing innovations out of reach. Our primary aim is to create a world where everyone has the chance to live with dignity and independence, whether that means the simple joy of brushing their teeth or the extraordinary courage to row across oceans. We're looking for sponsors who share this vision and want to be part of meaningful change.

Our flagship, Project Limitless UK, embodies this mission by providing free, cutting-edge assistive technology to young people U21 in full-time education across the UK. But we're about more than just providing devices – we're building a movement. Our award-winning university research partnerships connect brilliant engineering students with real-world challenges, fostering innovation that's both groundbreaking and deeply human.

Through our educational outreach programmes and peer-to-peer support, we're inspiring the next generation of engineers and innovators, creating classrooms where diversity, inclusivity, and environmental consciousness flourish alongside technical excellence.

The heart of our work comes alive in the BOAT Competition, where young minds from schools, colleges, and universities collaborate directly with assistive technology users to develop solutions that truly matter. This isn't just about engineering – it's about empathy, understanding, and co-creation. When students work alongside the people who will actually use their innovations, magic happens.

Together, we're not just building better technology; we're building a more inclusive future where assistive technology is designed by and for the communities that need it most.

# Our Initiatives



## **Project Limitless UK:**

650 families supported to date - £650,000

### **Our vision:**

To provide the service to all upper limb different U2ls - £1,500,000

To build a PL Global to support all upper limb different U2ls - £30,000,000

## **University end user led research:**

Over 100 research projects supported to date - £10,000 per research project

### **Our mission:**

To transfer these research prototypes into real world assistive technology solutions both here in the UK and in conflict zones globally.

## **Educational outreach and peer to peer support:**

Over 250 engagements in schools/colleges/charities to date - £12,500 p/a

Peer to peer support UK/Ukraine/Ethiopia/Gaza - £25,000 p/a

### **Our mission:**

To raise awareness, to inspire budding engineers, to highlight inclusivity and diversity, and to support the most vulnerable here in the UK and in conflict zones globally.

# Our Initiatives



## The BOAT Competition

We're building an exciting educational competition designed to inspire the next generation of engineers and innovators: The BOAT Competition. This initiative brings together school, college, and university students with assistive technology (AT) end-users to co-create innovative, affordable, functional, comfortable, and "cool" AT solutions.

The competition will engage students across Key Stage 3, GCSE, and A-level. A dedicated judging panel will evaluate entries, and winning designs from multiple age groups will be advanced to our expanding University Network. Leading institutions, including King's College London, Imperial College, Southampton University, and Bath University, will then take these concepts forward as Masters projects. Here, the designs will be developed, refined, and ultimately transformed into working prototypes.

The overall winning teams will gain invaluable access to our network of industry mentors, incubators, and seed funders. Our aim is to guide these promising innovations from concept to market, bringing new and exciting AT solutions to those who need them most. This competition represents a powerful collaboration between education, end-users, and academic institutions. Together, we'll inspire new engineers and drive innovation and positive change for individuals with disabilities and the ageing population.

We're actively seeking partners who share our values and vision to help us establish this competition across the UK, with the ambition of expanding it globally in the future

# ALNAR



## Breaking Barriers Across the North Atlantic

The ALNAR expedition is poised to make history. This will be the first North Atlantic crossing by a physically disabled person and the first 12-person ocean rowing boat to attempt this formidable route. This immense challenge is not just about setting world records; we're demonstrating what becomes possible when determination meets opportunity. This journey represents more than crossing an ocean; it's about crossing the barriers that define what we believe people can achieve.

This challenging adventure directly supports The Alex Lewis FLOAT Foundation (ALFF), which was founded on Alex's eleven years of experience navigating life as a quadruple amputee. We understand that the primary obstacles aren't physical – they're the barriers of access, design, and affordability that prevent people from living independently. Whether accomplishing daily tasks like brushing teeth or pursuing extraordinary goals like ocean rowing, we believe everyone deserves the opportunity to reach their full potential. The ALFF works tirelessly to remove these barriers and create pathways to independence.

The expedition involves 12 adventurers spending 45-50 days at sea, covering 2,800 miles of open ocean while rowing in demanding three-hour shifts with limited provisions. This formidable challenge extends beyond personal achievement – it powerfully demonstrates that perceived limitations can be redefined through sheer determination and proper support.

We invite you to support this significant undertaking as we raise funds for a world where everyone can live without unnecessary limitations. Through user-led research, educational initiatives, and innovative technologies, we're creating meaningful change that transforms lives and challenges society to embrace a future where ability is truly redefined.

# ALNAR



## **The Alex Lewis North Atlantic Row**

**Start Date:** 30<sup>th</sup> June 2026

**Location:** St John, Newfoundland

**Aim:** To create the largest fundraising opportunity for ALFF and Assistive Technology to date

### **Record Breaking Milestones:**

The first 12 person crew to row the North Atlantic led by Alex Lewis, quadruple amputee

Alex Lewis to become the first physically disabled person to row the North Atlantic

Alex Lewis to become the first quadruple amputee to row an ocean

### **Marine Data Collection:**

Unique opportunity to collect valuable marine data between Newfoundland and Falmouth UK

### **Medical Research:**

Data collection on Alex's body and how it copes in extreme marine environment. Focus on skin degradation and body temperature

### **Funding:**

Participants will self fund which, along with receipts of benefits in kind, will allow the maximum amount of corporate sponsorship funds to be allocated to The ALFF.

# In Kind Partners



## In Kind Partners - Value Based

**Specialised contribution partners with customised recognition**

Benefits:

Recognition commensurate with value of provided goods/services

Product category exclusivity where appropriate

Authentic product testing and testimonials

Specialised content highlighting product performance

Case study development opportunities

# Bronze Sponsor



## Bronze Sponsor - £15,000

**Entry-level expedition supporter with brand association**

Benefits:

Small logo placement on website and select materials

Regular social media mentions

Supporter listing in all expedition materials

Access to expedition content library

Design, development and naming rights of an AT engineering project

Standard benefits include - Standard placement in media materials where possible

Coordinated spokesperson access

# Silver Sponsor



## Silver Sponsor - £30,000

**Significant expedition partner with enhanced visibility**

Exclusive Benefits:

Medium logo placement on boat and equipment

Bi-weekly dedicated social media content

Sponsored milestone announcements

"Official Supplier" designation with product category exclusivity

Featured blog content

Online speaking engagement by Alex Lewis to your business worth £5k

Online speaking engagement at education establishment of your choice

Standard benefits include: All benefits from lower tiers  
Tertiary placement in media materials where possible  
"Official Partner" designation

# Gold Sponsor



## Gold Sponsor - £60,000

**Major expedition supporter with significant brand presence**

Exclusive Benefits:

Dedicated boat section naming rights (e.g., "[Sponsor] Navigation Station") inc. Large logo placement on primary vessel surfaces

Post expedition in person public speaking engagement by Alex Lewis worth £12k

Weekly dedicated social media content

Video series highlighting sponsor contribution

Premium access to expedition imagery and content

Naming rights to marine or medical research element

"Innovation Partner" designation with featured product integration

Named partner on The BOAT Competition

Standard benefits include: All benefits from lower tiers - Secondary placement in all media materials - Regular spokesperson access

# Platinum Sponsor



## Platinum sponsor - By Agreement

**Primary expedition partner with maximum brand integration**

Exclusive Benefits:

Expedition naming rights: "ALNAR in association with"

Primary logo placement (50% larger than other logos) on all boat sides and equipment

Pre expedition in person speaking engagement by Alex and post expedition speaking event and workshop with our whole rowing team

Dedicated social media content and custom expedition merchandise for corporate gifting

First right of refusal for future expeditions. \*Cross Country Skiing across Greenland and Paramotoring across Africa\* as an example

Comprehensive case study development for marketing use

Primary opportunity to collaborate on The BOAT Competition

Standard benefits include: All benefits from lower tiers - Premium placement in all media material - Primary spokesperson access

# Contact



**For further information please contact:**

**Expedition lead**

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