



A LONG WAY

4 Water

Proposal

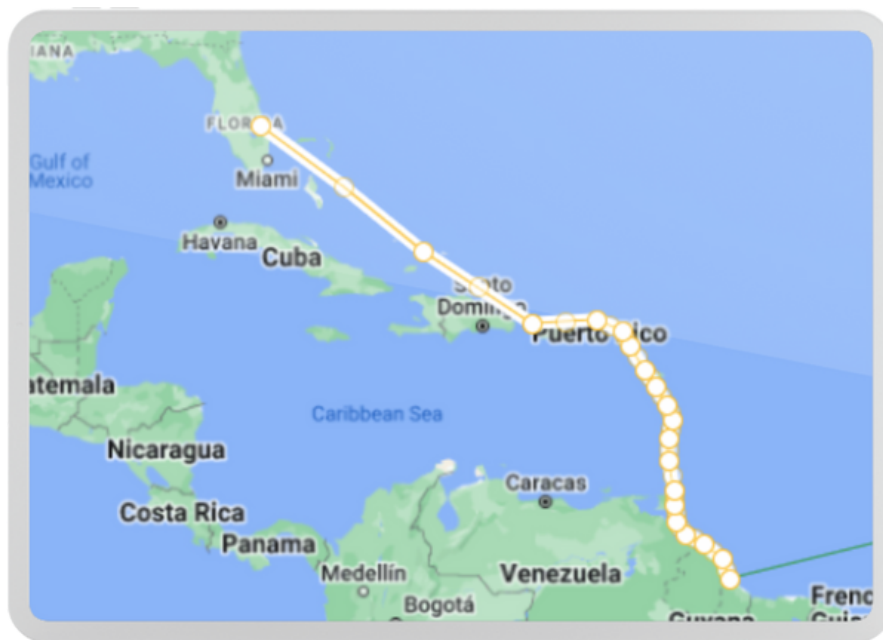
A Long Way 4 Water is an adventure led by world record-holder, endurance athlete, and charitable ambassador, Katie Spotz. In 2010, she set the world record as the youngest person ever to row across the Atlantic Ocean after 70-days alone at sea. Her "Row for Water" helped 46,000 people get clean drinking water and received widespread media coverage in the US and around the world.

A Long Way 4 Water is the continuation of that journey, kayaking from where she landed in Guyana, South America to reach Florida, attempting to become the 1st woman to do it in a single kayak. With her husband, Mike, as her teammate in a separate kayak, they are also attempting to become the 1st Americans to do it. The journey will begin in late 2023 and take the team 3-6 months to cover the 2,000-miles across the Caribbean.

This journey is more than an adventure; it's an opportunity to raise funds for a clean water and sanitation project in support of H2O for Life. One in ten people, right now, are without clean water and sanitation and her goal is to raise \$100,000 for clean water projects helping 10,000 people along the way.

A Long Way 4 Water will mark Katie's 10th endurance challenge for clean, safe water. Along the way, Katie will be visiting water projects en route and sharing project impact with students and followers. Each paddle stroke Katie makes will be one step closer to a world where every person has access to clean water.

The Route



The Stats



2,000 MILES



90-180 DAYS



10,000 PEOPLE



20 ISLANDS

The Kayakers

KATIE SPOTZ, from Cleveland, Ohio, describes herself as having been the “benchwarmer” throughout her life. However, there came a time when she made a discovery: you don’t have to be extraordinary to achieve incredible things. And she set about achieving them, one by one.

The list of accomplishments to her name is long, and includes five ironman triathlons, running 100 miles nonstop, cycling across the USA twice, a 325-mile river swim, running across deserts and a solo row across the Atlantic Ocean. But this wasn’t just any row; when Katie arrived in Guyana, South America, after 70 days at sea, she set a world record for the youngest ever solo ocean rower, one of many records to her name. Katie most recently set the female world record for completing the most ultramarathons in a row, running 11 consecutive ultramarathons in 11 days.

Throughout her adventures, Katie wasn’t just seeking to make history. She was also raising money, for safe drinking water projects around the world. To date, more than 46,000 people have gained access to clean drinking water as a result of her challenges.

MIKE FITZGERALD will go anywhere his wife goes. As an experienced BoyScout, Mike has canoed once or twice.



What's In It For You

The
New York
Times



n p r

CBS

Katie Spatz has a proven track-record in receiving considerable media coverage around the globe. She has appeared on some of the biggest media outlets including CBS Morning News with Katie Couric, World News with Diane Sawyer, Anderson Cooper 360, Discovery Channel, NPR, New York Times, with millions enthralled by a young woman achieving the extraordinary, despite not being a traditional athlete.

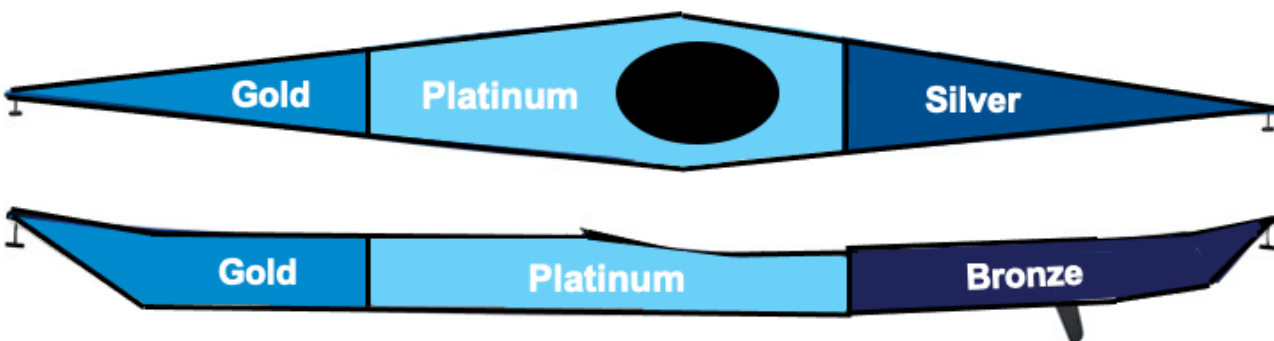
As an internationally-recognized adventurer, Katie is in demand as a speaker by companies and organizations around the world. As part of your sponsorship, Katie could be available to talk about A Long Way 4 Water, her Atlantic row, the work of H2O for Life, and the many other adventures she has completed.

We value our relationships with our sponsors. Making sure our partners are happy is a top priority. As a potential sponsor, you make a promise to help our global community, and in return we promise to deliver a sponsorship package that meets the needs of your company. We are happy to discuss unique ways to partner with your company and meet your needs as an event sponsor.

Sponsorship Levels



- Platinum/Title Sponsor (1) \$25,000 sponsorship
- Gold/Presenting Sponsor (2) \$10,000 sponsorship
- Silver Sponsor (4) \$5,000 sponsorship
- Bronze Sponsor (5) \$1,000 sponsorship
- Official Supplier



Sponsorship Levels (continued)

Platinum/Title Sponsor (1) \$25,000 sponsorship

- Naming rights to event
- Mention by name in interviews, articles, press releases, and blog
- Social media engagement pre-event, post-event, and during kayak
- Prominent branding position on kayak
- Prominent branding position on website and promotional materials
- Post-event Promotional appearance made by Katie and Mike
- Access to film footage and photographs for ad/promotional purposes
- Company log on apparel

Gold/Presenting Sponsor (2) \$10,000 sponsorship

- Prominent branding position on kayak
- Mention by name in interviews, articles, press releases, and blog
- Prominent branding position on website and promotional materials
- Access to film footage and photographs for ad/promotional purposes

Silver Sponsor (4) \$5,000 sponsorship

- Company logo featured on kayak
- Logo placement on website
- Placement on promotional materials
- Access to film footage and photographs for ad/promotional purposes

Bronze Sponsor (5) \$1,000 sponsorship

- Company logo featured on kayak
- Logo placement on website
- Placement on promotional materials

Official Supplier

A Long Way 4 Water is seeking contributions of gear and equipment that will be essential to support the kayak. Companies contribution in-kind goods or services will be eligible for the Official Supplies branding areas.

- Logo placement on the website
- Access to photographs with gear for ad/promotional purposes
- Placement on promotional materials

The Cause

Chances are you turn on a tap every day and water comes out. Clean. Yet there are nearly a billion people on our planet without access to safe water to drink.

Water changes everything. Clean water gives children the opportunity to attend school and get an education. With education, communities are able to raise up strong leaders, making it possible to break the cycle of poverty and allowing future generations to improve their quality of life.

The Charity



Since 2007, more than 1 million students from H2O for Life schools have supported water, sanitation, and hygiene education projects for partner schools in the developing world. H2O for Life offers a service-learning opportunity designed to engage, educate and inspire youth to take action to solve the global water crisis.

Education Meets Adventure

Thousands of students all across America joined Katie during her Row for Water as she solo rowed across the Atlantic. H2O for Life partner schools are invited to join via tracking, updates, and interviews along the projected one-year journey. Curriculum and lesson plans will be developed to develop student involvement.

Our vision is to **motivate student learning** by inviting middle school students to actively participate in journey, **encourage students to join together to tackle this global issue** with grassroots fundraising efforts, and to **promote environmental stewardship**, active living, and acceptance of diverse cultures.



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