



THE ARCTIC CHALLENGE



TheArcticChallenge2025.com



THE CHALLENGE OF A LIFETIME

In July 2025, **The Arctic Challenge** team will push off from land on a historic journey across the Arctic Ocean.

In pursuit of a **World Record**, the 4-person team will test the limits of human endurance as they **row 1000 Kilometers** through one of the world's harshest climates.

The team is on a mission to empower the next generation to **defy limiting beliefs** and chart their own course toward extraordinary achievements.

THE TEAM



Andrew Tropp

Retired Navy SEAL Officer,
Management Consultant,
Water Sports Enthusiast,
and Collegiate Rower.



Jimmy Graham

NFL Veteran, Pilot, Real
Estate Investor, Venture
Capitalist, and
Community Activist.



Hannah Huppi

Team USA Coastal
Rower, Real Estate Tech
Entrepreneur, and
Gym Owner.



John Huppi

Team USA Coastal
Rower, Collegiate Rowing
Coach, and Professor of
Real Estate.

Learn more about the athletes and their support team at: TheArcticChallenge2025.com



**More people have been to
the moon than have rowed
the Arctic Ocean.**

THE GOALS



World's First

First Mixed-Gender Team to Row the Arctic Ocean.

Hannah will set a Guinness World Record as the first woman to row across the Arctic Ocean.



Speed Record

Fastest 4-Person Team to Row the Arctic Ocean.

The speed record for a 4-person team is 15 days, 5 hours, and 32 minutes, set by Ocean Revival in 2023.



American First

First All-American Team to Row a Polar Ocean.

Only two American men have ever rowed the Arctic Ocean Open Waters.

THE MISSION

Empowering the Next Generation

The impact of The Arctic Challenge goes far beyond the 4 athletes and the Arctic Ocean. With the mission to inspire young minds, the team aims to **challenge the next generation to defy their limiting beliefs** and chart their own course toward extraordinary achievements.

Charity Partners

To bolster their mission, the team is partnering with non-profit organizations that **support disadvantaged youth**. The team is thrilled to support their charity partners through **service, fundraising, and visibility**.

*"Using this challenge to inspire young people is very meaningful for me. As someone who has experienced homelessness, I recognize the importance of **not letting your circumstances define your future**. Through this challenge, we will showcase the **power of determination, teamwork and resilience**, and I am thrilled to use it as a platform for empowering kids to pursue their wildest dreams."*

-Jimmy Graham



**Covenant
House**
New Orleans



LAUREUS
SPORT FOR GOOD
USA





**Sport has the power to
change the world.**

- Nelson Mandela

THE ROUTE



Startline

Tromsø, Norway

Start Date

July 2025

Finishline

Longyearbyen, Svalbard

Time at Sea

10 to 21 Days

Direction

South to North

Daylight

24 Hours

Distance

520 NM | 1000 KM

Temperatures

Sea Temp: -1.8°C
Avg Air Temp: $3 - 7^{\circ}\text{C}$



THE PREP

While rowing the Arctic Ocean is a daunting task, the preparation phase is just as challenging. Over 18 months, the team will plan, train, and prep for the historic row.

Training:

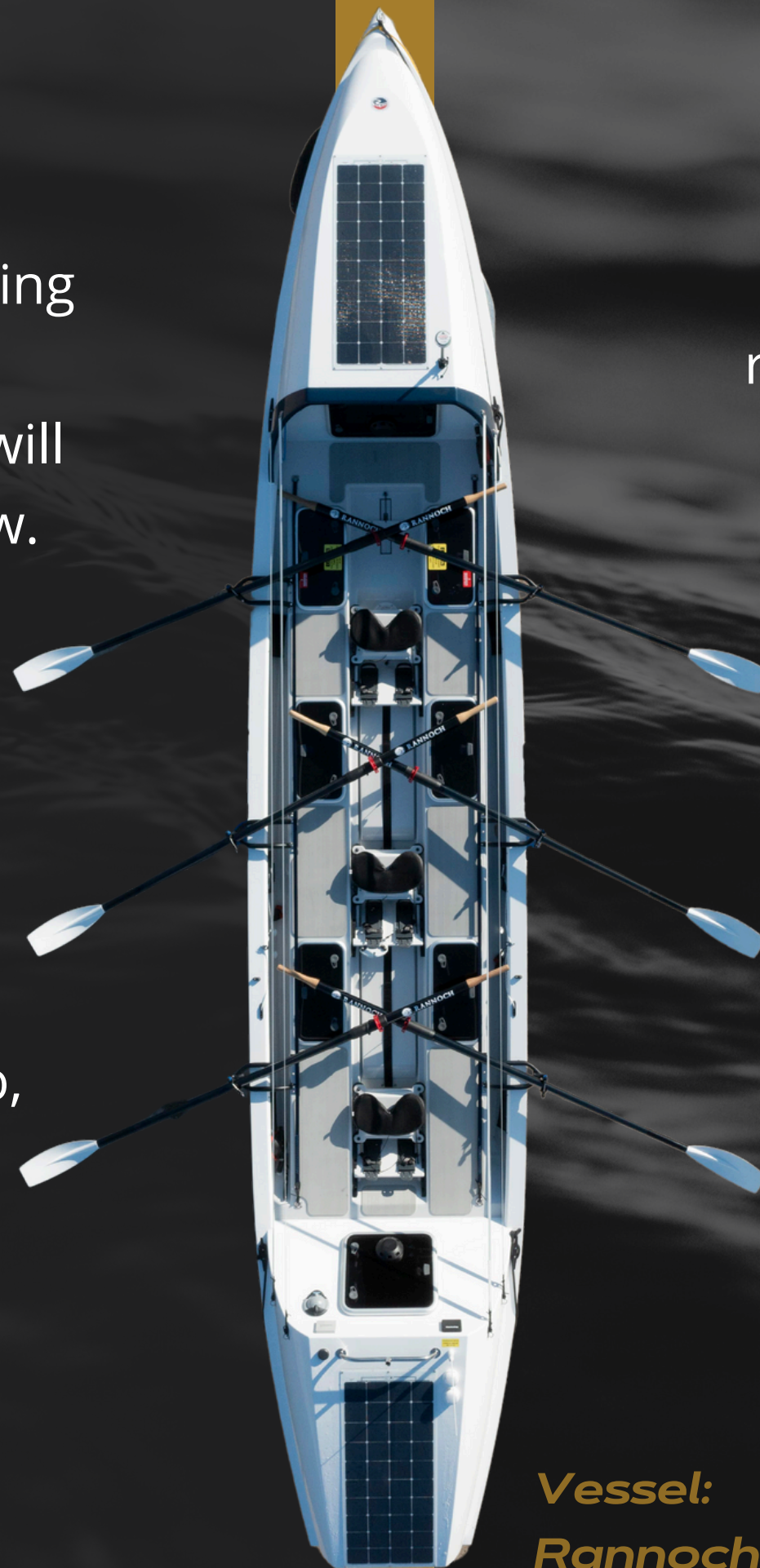
Sport-Specific Training, Strength and Endurance, Injury Prevention, Mental Toughness, and Team Building

Technical:

Navigation, Sea Survival, Marine Radio, Weather Routing, Electrical, First Aid, and Ocean-Rowing Skills/Drills

Planning:

Logistics, Permitting, Procurement, Fundraising, Partnerships, Training Camps, and Charity Support



*Vessel:
Rannoch
RX45*

THE JOURNEY

The team will row non-stop in a 9.6 meter ocean rowing boat, alternating in 2 hour shifts, 24 hours a day. They will bring all supplies on-board, rowing completely unassisted in order to qualify for a world record.

A Day in the Life:

- Rowing 12+ hrs per day
- Sleeping 1.5 hrs max at a time
- Consuming 8k calories per day of freeze-dried rations
- Communicating with land via SAT phone
- Troubleshooting equipment failure
- Navigating through weather systems
- Encountering Arctic wildlife
- Battling sea sickness, sleep deprivation, weight loss, injury and hypothermia

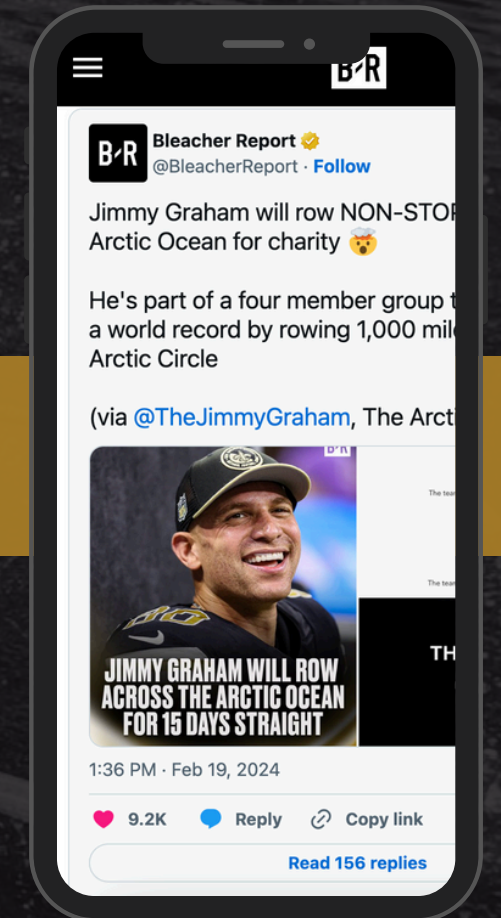
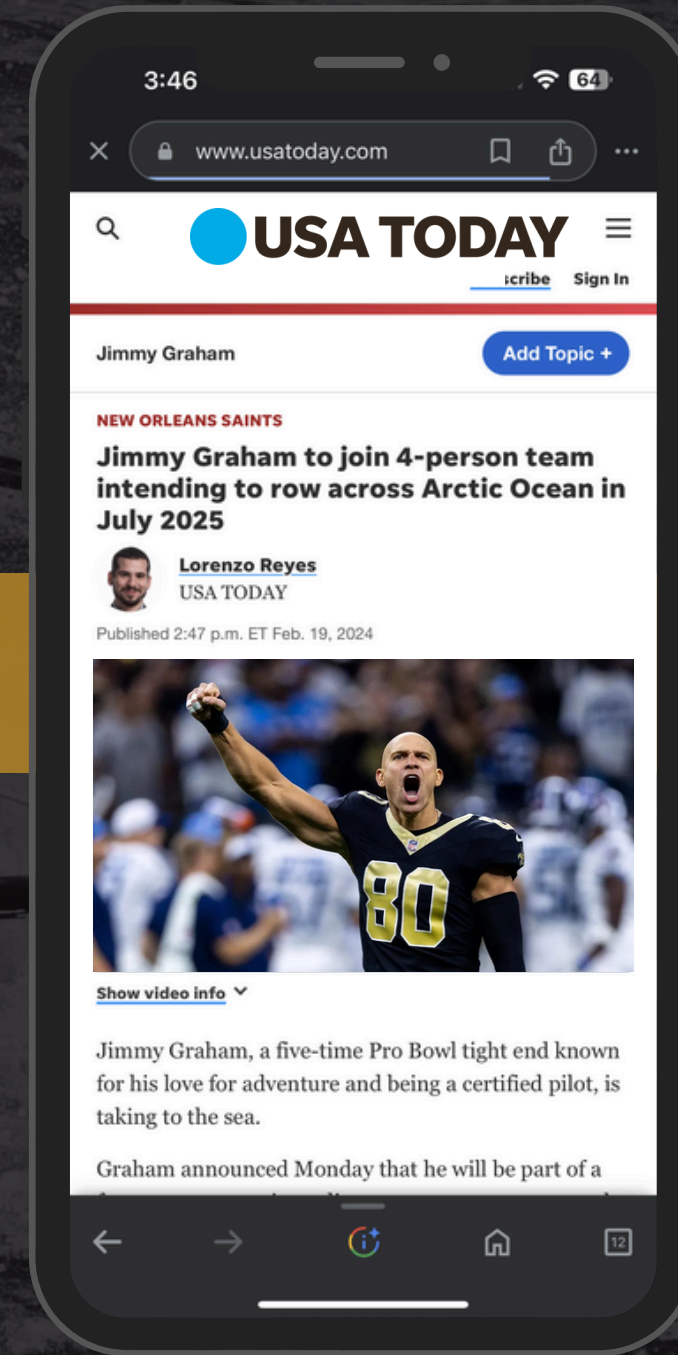
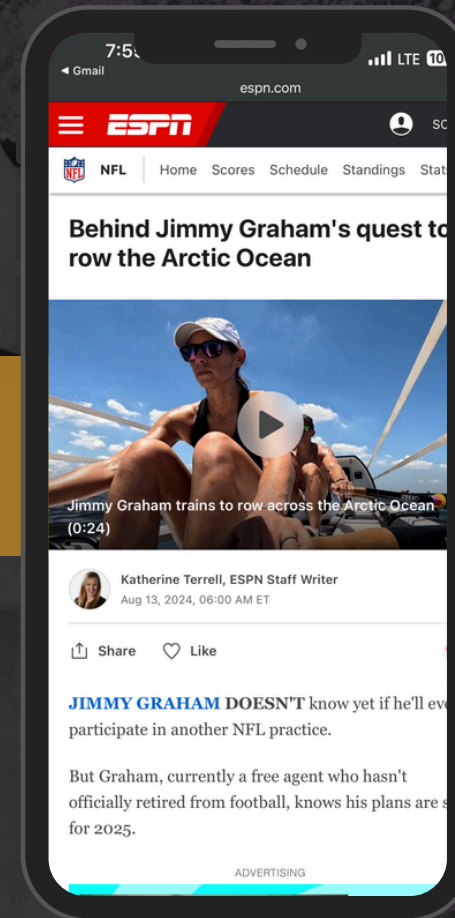
THE REACH

Millions of people are tuning in to the sensational story of 4 athletes breaking barriers and making history.

MAKING A SPLASH AROUND THE WORLD

Visibility Includes:

- Local, National, and Global Broadcasts
- Local, National, and Global Digital Media
- Social Media (X, Instagram, TikTok, Facebook)
- Podcasts and Long-Form Interviews
- 2025 Superbowl & Radio Row
- NFL Films



Visit TheArcticChallenge2025.com for recent publications and media kit.



THE COST

Vessel

- Custom RX45 Carbon Fiber Ocean Rowing Boat
- Oars
- Trailer

\$160,000

Equipment

- Safety Equipment
- Navigation Tools
- Comms
- Nutrition
- Performance Gear

\$50,000+

Logistics

- Shipping
- Insurance
- Travel & Accommodation
- Permitting
- Contingency

\$55,000+

Training

- Certifications & Courses
- Coaching
- Training Camps
- Educational Materials

\$45,000+

**Cost estimate only. Please contact us for budget details or to sponsor a specific expense.*

SPONSORSHIP PACKAGES

To fund The Arctic Challenge, the team is seeking **corporate sponsors**. Among the many benefits corporate sponsors can experience, contributors will gain significant brand **exposure**, **corporate citizenship**, employee & customer **engagement**, and captivating **marketing content**. To sponsor The Arctic Challenge, companies can choose from a pre-set package or request a bespoke sponsorship proposal.

Title Sponsor (1 Available) - \$250k

\$125K

Diamond

\$75K

Gold

\$50K

Silver

\$25K

Bronze

TBD




























In-Kind

Million Meters Club

Sponsorship will be used to cover expenses. Profits will be donated to the team's charity partners.

SPONSOR BENEFITS

All packages can be tailored to fit specific needs.
Contact us to customize your package!

Package	Boat Name	Logo Placement	Athlete Access	Press	Events	Social Media	Content
Title							
Diamond							
Gold							
Silver							
Bronze							
In-Kind	<i>Contact us to customize your in-kind donation sponsorship package.</i>						

*Contact us for detailed descriptions of sponsorship levels.



Rowing 1 Million Meters

1 MILLION

Raising 1 Million Dollars

HELP US MAKE HISTORY BY POWERING OUR MISSION

Raising Funds for Charity

Through The Arctic Challenge, we are raising **1 Million Dollars for charity**, representing the 1 Million Meters we will row across the Arctic.

These funds will **directly** support youth at **The Covenant House** New Orleans and create sporting opportunities for young people through **Laureus Sport for Good** USA.

THE
MILLION
METERS
CLUB

Join the Club

Join The Million Meters Club by making a **tax-deductible donation** of any size. Your contribution will directly support our charity partners and mission.

Visit TheArcticChallenge2025.com to donate.

**Contact us for Donor Benefits*

Laureus
SPORT FOR GOOD
USA



Covenant
House
New Orleans

Let's Make Waves

Email

Team@TheArcticChallenge2025.com

Website

TheArcticChallenge2025.com



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