

**LAT35**



# 1000 MILES ON THE AMAZON RIVER.

A Lat35 Leadership Adventure in Partnership with SOWF

Sponsorship Overview



**A first of its kind adventure designed  
to put Lat35's principles to the test,  
and inform a dynamic new type of  
leadership training.**

# PRINCIPLES FORGED IN ADVENTURE.

**Jason Caldwell's life work could be distilled down into one idea - leadership principles are just words on a page if they can't withstand the pressure of real world challenges. He built Lat35 as a vehicle to take on epic adventures that would push him and his teams to the limit, so that he could take the lessons learned - the strategies that helped them accomplish wildly ambitious goals, or the reasons they fell short - back to the business community.**

Jason's attempt to row a treacherous 1,000 mile length of the massive Amazon River in 2023 represents the next evolution of the Lat35 mission. The way he'll structure the adventure, including his limited resources and the recruitment of locals to help him accomplish this feat, and the way it will be documented on film will be designed to explore what happens when he puts specific leadership ideas to the test.

On his return, successful or not, his experiences on the Amazon will inform a new Lat35 leadership offering. Clients will have the chance to experience his adventure through a series of short films, presented by Jason, that focus on a different aspect of Jason's leadership and team dynamic principles, such as resilience, risk management, motivation and more.



# THE PROJECT.

**In September 2023, Jason will attempt to row 1000 miles from Tabatinga, a small jungle town on the border of Brazil, Colombia and Peru to Manaus the Amazon's biggest city in just 14 days. It's a monumental undertaking, fraught with danger: a visceral, 'seat of the pants' adventure of truly heroic scale.**

Jason will face countless, uncontrollable obstacles: a river teeming with crocodiles; bandits and smugglers; suffocating humidity; electrical storms; and he will have to negotiate safe passage with the indigenous tribes who line the banks - some friendly, some not.

It will be a huge test of endurance and leadership beyond any of Jason's previous exploits. **A test made all the harder because Jason will start his adventure without a team.**

Jason believes he can teach anyone to row. And he believes he can build and lead teams from scratch, leveraging human emotion and creating a singular goal regardless of background, culture and language. To prove it, Jason is heading to the Amazon with just the boat - a stripped back 8m ocean rowing boat equipped with oars, satellite navigation and a small anchor. He will have to source food, water and a 3 to 4 person crew that he will recruit from the local people who call the river their home: indigenous guides, miners, fishermen, doctors, farmers, conservationists.

Jason's ability to navigate the challenges that arise and ultimately achieve his goal will depend entirely on the tools he's acquired as an adventure athlete and student of leadership for the past 20 years.



# FILM SERIES.

**The footage captured by a documentary film crew on Jason's adventure will be used within 8-10 three minute long films, each focused on specific leadership and team dynamic principles informed by the authentic situations and turning points that he encounters on the river.**

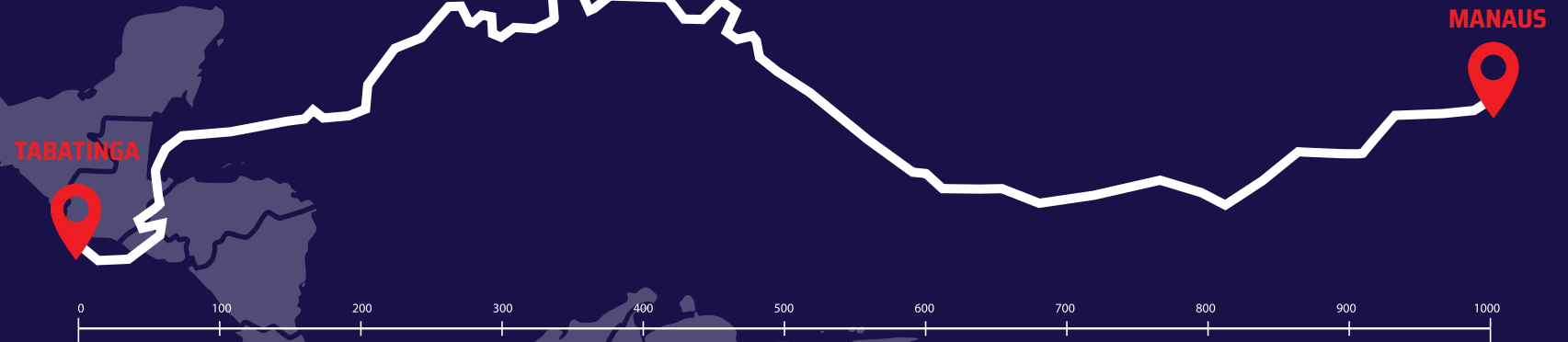
## FILM EXAMPLES INCLUDE:

**Alignment Behind a Bold Vision:** how do you onboard people to your vision when they have had no say in it? It's about creating a roadmap that satiates everyone's vision, to help people see that by achieving your vision, you will in turn, be achieving theirs. This means Jason being prepared to concede portions of his objectives to help his team mates meet theirs: does he row 130 miles to drop two guys off in their home town in exchange for achieving 100 miles of his own route? Does he lose time taking part in a tribal ceremony for the promise of help the next day?

**Creating a Culture of Resilience:** Strong teams spend time on the ground, learning from our failures, talking about them, analyzing them, so that when we do get back up, we are a harder, tougher, stronger, and smarter target to knock down. We need to be honest and solve for the failure, not simply say we failed and move on. On the Amazon, failure will be a daily if not hourly occurrence. Some failures will be small and others will be potentially life-threatening. Either way, it will be critical that we don't repeat them, and that knowledge is passed along to each newcomer on the boat. Let's make a lot of mistakes, let's just make sure all of them are unique.

**Doing More with Less:** Leaders rarely get to handpick their team from an endless supply of talent. More often, people are given their team and asked to produce X with that team. There are two ways to look at this: complain and get rid of this guy, replace her for him, move this person over here; or you can say "we have everything we need to get this mission accomplished right in front of us". On the Amazon, Jason will never have the ideal team, but he'll need to shove off into the stream and accomplish the mission with what he has and develop his team on the way.

# ROUTE & TIMELINE.



THE EQUIVALENT OF ROWING FROM LOS ANGELES, CA TO DENVER CO

<b>March</b>	<b>Trip to Amazon for Recon</b>
<b>April - July</b>	<b>Logistics and Pre-Production</b>
<b>August</b>	<b>Boat shipment and Final Prep</b>
<b>September</b>	<b>Amazon Row</b>
<b>October - November</b>	<b>Film Post-Production</b>
<b>December</b>	<b>Amazon Leadership Program Ready for Delivery</b>

# HONORING AMERICA'S FINEST.



Lat35 is proud to support Special Operations Warrior Foundation (SOWF) by contributing a portion of the proceeds from the Amazon Row to the Foundation.

SOWF provides full educations and additional educational opportunities, “cradle to career,” for the surviving children of Special Operations Forces (Army, Navy, Air Force and Marine Corps) lost in the line of duty as well as children of all Medal of Honor Recipients. SOWF honors the fallen by taking care of their children with educations - we believe it’s the least we can do.

SOWF is thankful to Lat35 for their support of our efforts and will provide updates via social SOWF channels regarding Jason’s Amazon Row (please see all sponsor benefits listed in this packet).

To learn more about SOWF, visit: [www.specialops.org](http://www.specialops.org)



*Pictured is U.S. Air Force Major Troy Gilbert, with wife, Ginger, and three children: Boston, Greyson, and Bella. Major Gilbert was KIA in Iraq on November 27, 2006, while supporting the Special Operations Command.*

# SPONSORSHIP ELEMENTS.

**In addition to the benefits listed, packages can be customized to meet sponsor needs.**

## **\$100,000 Supporting Sponsor Benefits:**

\*Special Operations Warrior Foundation (SOWF) to be beneficiary, portion of proceeds donated to SOWF educational programs and services.

### **Media Support:**

- Press release naming company as supporting sponsor.
- Logo/company name on Lat 35 website.
- Logo/company name recognition on SOWF website: [www.specialops.org](http://www.specialops.org)
- Logo/company name recognition on SOWF social platforms, including LinkedIn, Facebook, Instagram, and Twitter (combined social channels reach 400,000 bi-weekly).
- Opportunity for company to record participation/support video for SOWF social channels, run prior to Amazon row.
- B-roll and stills from journey to be available for mutually agreed upon use.

### **Hospitality:**

- Leadership video featuring Jason available for internal teambuilding use, company to be recognized.
- Opportunity to include Jason and Major General (Ret) Clay Hutmacher, President and CEO, SOWF, to participate in a company staff gathering.
- Company to receive a carved small section of the shell used on the journey – will be constructed as a keepsake.



**LET'S GO BEYOND.  
TOGETHER.**

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# APPENDIX

