



SPONSOR PACK

2026 / 27

— ARCTIC · OCEAN · ULTRA

PUT YOUR NAME

on the next one.

Arctic ultras, ocean rows and very long drives to very cold places, all for charity. Enthusiastic, under-qualified and remarkably hard to put off.

SHIP'S CAPTAIN.

Questionable decisions.



I'm a ship's captain by trade and a business owner by day. By night, and quite a few weekends, I sign up for endurance events that make absolutely no sense once the training starts.

I've rowed from Barcelona to Ibiza, ridden a fat bike through an Arctic winter, driven to the northernmost road in the world and pulled a sled 511km across Arctic Lapland. Same reason every time: to see how far I can push myself and raise as much money for charity as possible.



Lapland Arctic Ultra 2026. The beard was not a style choice.

HOME	Broadstairs, Kent. Usually somewhere colder.
BORN	1982 (younger than the car on my first expedition)
AT SEA	Around two decades; Master Mariner (Unlimited)
CIRCUMNAVIGATORS CLUB	International Governor, UK Chapter Outreach and UK Chapter Secretary
CITY	Freeman of the City of London; Liveryman of the Honourable Company of Master Mariners
DAY JOB	I run CWU Capital, a property lending and investment platform I co-founded

WHY BACK ME? *Self-reliance, with a purpose.*

Two decades at sea taught me preparation, judgement and how to keep going when things go wrong. The Arctic tests all three, usually at once. I tell the story as it happens, the good days and the 28-hour walks, and partners come along for the whole journey, including the bits I'd rather forget.

PLACES I PROBABLY SHOULDN'T HAVE GONE *and things I shouldn't have done.*



MARCH 2026

LAPLAND ARCTIC ULTRA 511KM ON FOOT · 234H 29M

A fully self-supported winter race across Arctic Lapland, pulling everything I needed in a sled. Advertised as 500km; I noticed the extra eleven. Finished on 11 March 2026, inside the cut-off.

For Kent Search and Rescue and Foreland Fields School



AUGUST 2024

FORT WILLIAM TO INVERNESS ~100 MILES · TWO-MAN CANADIAN CANOE

Coast to coast across Scotland along the Great Glen, unguided, in a week of near-constant rain. Surfed a canoe onto a Loch Ness beach in front of fifty-odd tourists. Got away with it.

Just the expedition, for once



FEBRUARY 2024

FAT VIKING, NORWAY 150KM FAT BIKE · 24H 40M · DOWN TO -40°C

Entered before I had ever ridden a fat bike. Around 40 started and 18 finished, me among them. I stopped counting crashes at about 40.

For Pilgrims Hospices



FEB - MAR 2023

ARCTIC RALLY 9,000+KM · 13 COUNTRIES · 18 DAYS

Three friends, an old Toyota Land Cruiser and no GPS, from the south coast of England to the northernmost road in the world in midwinter. And home again.

For the RNLI and Pilgrims Hospices



JULY 2019

NOMAN: RACE TO END HPV ~200 MILES · 3 DAYS AND NIGHTS NON-STOP

Ocean rowing from Barcelona to Ibiza in a crew of four, in 40-degree heat. Blisters on blisters. Most people take the ferry.

For NOMAN (Race to End HPV)



JUNE 2019

WHITE COLLAR BOXING 8 FIGHTS · 16 BOXERS · ONE BLACK-TIE DINNER

Never boxed, so I organised a black-tie boxing dinner to fund my NOMAN row and gave myself the headline fight. Lost the fight; won the night.

For NOMAN (Race to End HPV)

AUDIENCE & REACH

WHO'S *following along.*

5.5K

INSTAGRAM FOLLOWERS

6.3K

FACEBOOK FOLLOWERS

Follower figures as of October 2026. Instagram @rob_wilkinson46 · facebook.com/robrwilkinson

AS FEATURED ON

BBC NEWS · KMTV · ISLE OF THANET NEWS · UGLE

“An equal measure of beauty and brutality.”

ME, TO BBC NEWS, ON THE LAPLAND ARCTIC ULTRA



WHO THE MILES HAVE BEEN FOR

Kent Search and Rescue

Foreland Fields School

Pilgrims Hospices

RNLI

NOMAN (Race to End HPV)

The Marine Society

Children's Liver Disease Foundation

Battersea Dogs & Cats Home

LandAid

WAYS TO *get involved.*

Fancy your name on a sled being dragged across the Arctic by someone who really should know better? Every partnership is shaped around you: tell me what you'd like to achieve and I'll build a package around it.

01

TITLE PARTNER

Your name alongside the next expedition: on the sled, the kit and every update from the trail.

02

EXPEDITION PARTNER

Support a specific challenge and share its story with your team, clients and customers.

03

KIT PARTNER

Equipment tested properly, in the places it is made for, by someone who will find its limits. Honest feedback and photography from the field.

04

IN-KIND SUPPORT

Travel, logistics, nutrition, training or professional services that help get the expedition to the start line.

NEXT EXPEDITION

TO BE ANNOUNCED

Something is being planned, usually before I've recovered from the last one. Partners hear about it first.

PACKAGES

TAILORED, NOT OFF THE PEG

No price list here. Packages are tailored to what you want from the partnership, so let's talk.

LET'S TALK

READY *when you are.*

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I reply a lot faster than I pull a sled.

