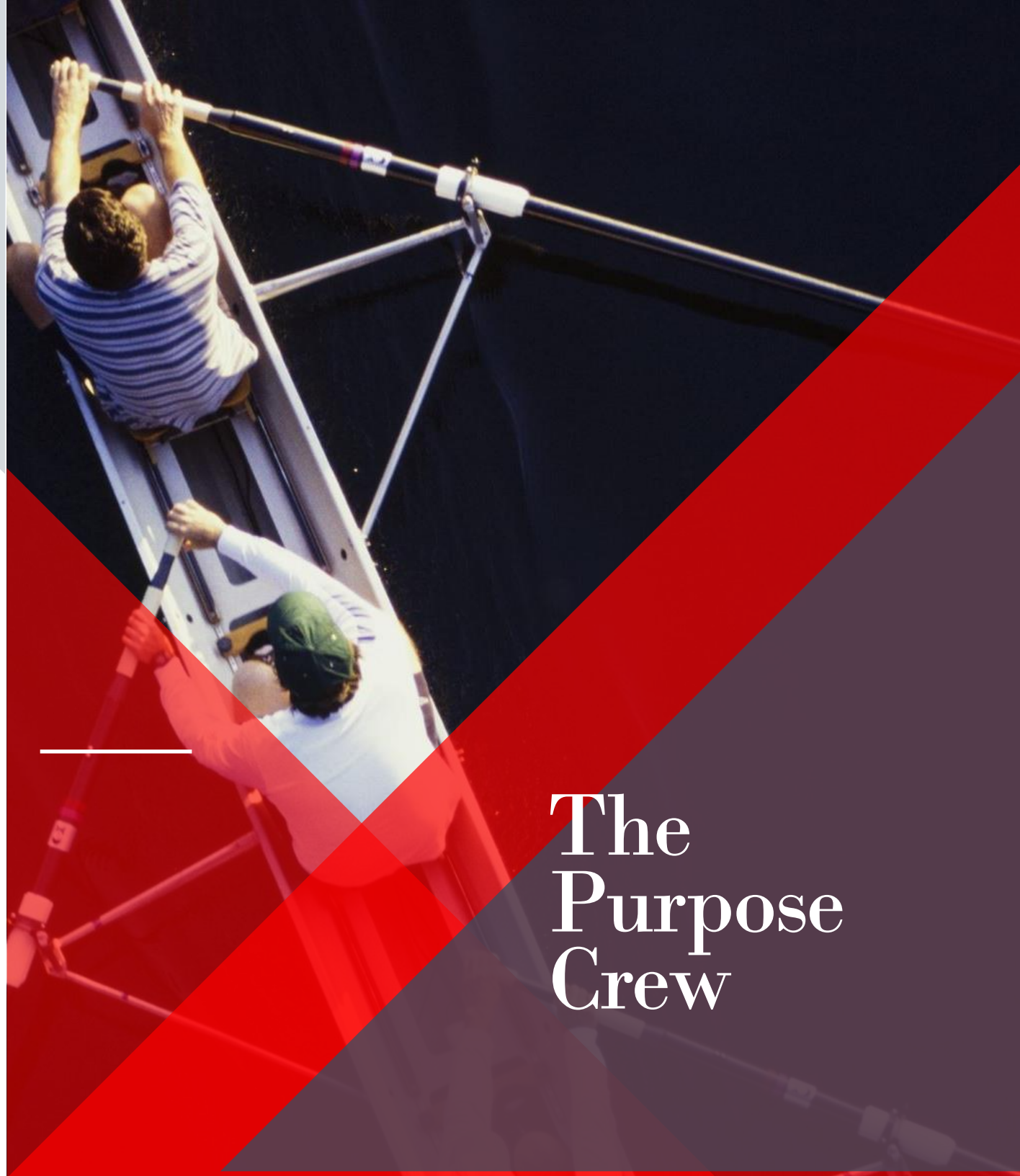


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Creating elite crews  
of corporate Rowers  
helping make a  
social impact.

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The  
Purpose  
Crew



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## Our Purpose

After 13 years of **GB Athletes fundraising £669K** at various sporting venues , we are looking to reimagine how we deliver this innovative purpose project, to this end we want to bring Rowing loving business professionals together as an elite team to form **The Purpose Crews**.



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## YOUR VIP EXPERIENCE

**You and Two Guests** will have access to a GB Rowers hosted day at Henley on Thames where you get to row with and against GB Rowers. We host two days a year and the seats can be given to family, friends or colleagues. You get 40+ minutes on the water culminating in a sprint challenge as your boat tries to beat the sprint time set by the GB Rowers.



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## YOUR DAY OFF WATER

On your VIP Experience day you will be looked after by the four GB Rowers and given an insight into their careers to date.

All instruction is given, including erg relay challenges. Each day comes with two separate Q and A's with the athletes and you will have time for photos with the Rowers and take home signed mementoes.



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## THE CHANCE TO FUNDRAISE

- The days Beat the Medallist challenge enables you to fundraise for your chosen good cause. With a refund of a £1 for every £2.50 you raise.
- Each day will see the GB Rowers set a time over 300 metres
- Your boat with a GB Rower sets your time.
- Fundraising gives you time bonuses to help Beat the Medallists.

## ATHLETE EVENINGS

Membership includes social networking events away from the VIP rowing days at Henley and will have an emphasis on fun panel led conversations.

You are also invited to attend any or all of the **three** London based evening networking events (Feb / June / October) where Rowing personalities and athletes from other sports will host informative talks on life as an ex-athlete, you have a total of three places on these days as part of the package.

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## Additional Member Benefits

- Four places for Meet the Medallist Days (April / June) London or Two Places (June / July) Bristol.
- 20% off additional Rowing Beat the Medallist guests
- 20% off GB Athlete Experience Days for individual and corporate use.
- Discount on selected Training Programmes , Sporting Dinners and Henley Hospitality Events.



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## How You Can Help

- BECOME A MEMBER

MEMBERSHIP : £450 + VAT

- FOLLOW US ON OUR LINKEDIN PAGE  
([Click here](#))

Exclusive Members group to be created  
in Jan 2026

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## Contact

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# THE PURPOSE CREW

ROWERS FOR GOOD