

THE ULTIMATE SACRIFICE

RUN ACROSS AMERICA 2027

3,000 MILES | 12 STATES | 1 MISSION

In memory of those who made the ultimate sacrifice whilst serving their country.





BRIAN WOOD MC

Former British Soldier, Military Cross recipient, endurance athlete, fundraiser and advocate.

For more than two decades, Brian has dedicated his life to pushing beyond limits while supporting military charities through some of the world's toughest endurance challenges.

🏆 Awarded the Military Cross

🚴 Cycled across America

🏃 Ran 35 marathons in 35 consecutive days

🏃 Completed the Marathon des Sables

❄️ Trekled 514km across the Arctic Circle

THE MISSION

On 10 May 2027, Brian will begin running approximately **3,000 miles** across America, from Santa Monica Pier to Washington, D.C.

The challenge will take around **three months**, crossing **12 states**, through deserts, mountains, plains and cities.

Every mile represents those who gave everything in service of their country.

A JOURNEY OF ENDURANCE.

A MISSION OF REMEMBRANCE.

A CHALLENGE BIGGER THAN ONE INDIVIDUAL.



*"A MISSION TO INSPIRE RESILIENCE, RAISE
AWARENESS AND SUPPORT THOSE WHO
HAVE SERVED".*

THE ULTIMATE SACRIFICE

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10 MAY 2027 - SANTA MONICA PIER TO WASHINGTON D.C



3,000
MILES



3
MONTHS



12
STATES



1
MISSION

SUPPORTING OUR MILITARY COMMUNITY

The Charities We Support

ssafa | the
Armed Forces
charity

x

CARRY THE LOAD

OUR GOAL

£1 MILLION.

ONE MILLION REASONS TO KEEP GOING

Honour those who gave everything.

Raise awareness of their sacrifice.

Raise £1 million for SSAFA and Carry The Load to support veterans,
serving personnel and military families.

Every step forward is a promise that their sacrifice will never be forgotten.

Together, we can turn remembrance into lasting impact.



WHY PARTNER WITH US?

-  NATIONAL BRAND EXPOSURE
-  AUTHENTIC STORYTELLING
-  PURPOSE DRIVEN PARTNERSHIP
-  MEDIA & PR
-  EMPLOYEE ENGAGEMENT
-  SUPPORT MILITARY CHARITIES

“This run isn’t about me.
It’s about those who never made it home.”

EVERY MILE. EVERY STORY. EVERY SCREEN.

'A three-month media campaign with lasting impact'

INSTAGRAM PERFORMANCE

(Last 90 Days)

1.19M+	Content Views
88,393	Accounts Reached
672,000	Post Views
378,000	Story Views
141,000	Reel Views

TARGET / POTENTIAL REACH

10,000,000+	Content Views
1,000,000+	Accounts Reached
6,000,000+	Post Views
1,500,000+	Story Views
2,000,000+	Reel Views

121,000+ Combined Audience

41,000 Instagram
33,000 X
20,000 LinkedIn
17,000 TikTok
10,000 Facebook

MORE THAN A SPONSORSHIP

This is more than funding an endurance challenge.

It is an opportunity to become part of a purpose-driven campaign that will inspire thousands, honour those who made the ultimate sacrifice and generate months of authentic, high-quality content with meaningful engagement.

WHAT OUR PARTNERS RECEIVE



Professional Videographer

Travelling with Brian throughout the challenge to capture premium cinematic content.



Daily Campaign Coverage

Regular posts, stories, reels and long-form videos documenting every stage of the journey.



International Exposure

Content distributed across audiences in both the United Kingdom and the United States.



Brand Integration

Sponsor branding can feature across running kit, support vehicles, documentary content, social media, interviews, podcasts, website and speaking engagements.



Running Kit



Support Vehicle



Documentary



Social Media



Podcasts



Media Interviews



Speaking Events



Website



Newsletters

PARTNERSHIP OPPORTUNITIES



GUARDIAN PARTNER

Headline sponsor of The Ultimate Sacrifice.



HONOUR PARTNER

Major branding throughout the campaign.



LEGACY PARTNER

Brand visibility across selected content and events.



REMEMBRANCE PARTNER

For organisations wishing to support the mission.



JOIN THE MISSION

“Together, we can make every mile
count”

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