

Every setback is a setup for a COMEBACK

The most trees planted in a day by 1 person.

Put your brand beside Jimi Cohen as he attempts to reclaim the record for the most mangrove trees planted by an individual in 24 hours.



Jimi celebrating the 2024 record in Kwale County, Kenya.

OCTOBER 24, 2026 / SHIMONI, KENYA

The personal record attempt launches the campaign for Kenya's countrywide tree planting day.

MARCH 21, 2027 / ACROSS KENYA

A separate attempt for the most trees planted in a day, on International Day of Forests. Title includes sponsorship of this national event at equal sponsorship value.

Packages from \$1,000 USD. Guaranteed inclusion in a Guinness World Records sponsored video from \$2,500.

One clear package. A place in the story.

Every package includes sponsor wall recognition, thank-you coverage on Jimi's socials each attempt, and record-day photos and clips for your own channels.

Seedling | \$1,000 USD

Support the comeback

- The essentials above: a straightforward way to back the comeback.

Grove | \$2,500 USD

Get into the Guinness video

- Guaranteed inclusion in the sponsored Guinness video on 1 official social platform
- Logo on the onsite sponsor banner and recap film credits

Forest | \$5,000 USD | Recommended

Combine global video and shirt visibility

- Guaranteed inclusion in the sponsored Guinness video on 3 official social platforms in total
- Planting-shirt logo, onsite banner and recap film credits
- One dedicated post on Jimi's socials each attempt

October sponsorship continues through repeat attempts at no additional sponsorship fee.

Build a bigger campaign.

Record Partner | \$10,000 USD

Build your brand's content campaign

- Guinness sponsored video inclusion on 3 platforms
- Premium chest or sleeve logo, onsite banner and film credits
- Dedicated social post each attempt
- Name in campaign press releases and media kit; interview and livestream backdrop branding
- 4 edited, sponsor-tagged clips for your channels

Title | \$25,000 USD

Lead both record campaigns

- Guinness sponsored video inclusion on 3 platforms
- Presented-by naming; first logo position on shirt, banners and film titles
- Dedicated social post each attempt; press kit and interview backdrop branding
- 4 edited sponsor-tagged clips and a dedicated documentary segment
- Additional sponsorship of Kenya's March 21 planting day with equal sponsorship value, included in the price
- First right of renewal on Jimi's future record campaigns

One Title sponsorship available. All packages include the essentials on page 2. Platform selection, brand treatment and posting dates are specified in the agreement.

Guaranteed video inclusion. A worldwide audience.

Grove: sponsored video inclusion on one official Guinness platform. Forest, Record Partner and Title: three official platforms in total.

Dated audience snapshots

Facebook: 41.7M+ followers (Guinness, March 2025)

TikTok: 28.9M followers (TikReport, September 2026)

YouTube: 13.2M subscribers (Social Blade, September 2026)

Instagram: 11.0M followers (Social Blade, September 2026)

Snapchat: 5.9M+ followers (Guinness, March 2025)

X: 983K followers (indexed August 2026)

LinkedIn: 66.9K followers (retrieved September 2026)

Historical standout posts

Aaron's mattress dominoes · 111M YouTube views reported September 2023. A business-led event with 1,200 participants and mattresses donated to charity.

Abheesh P. Dominic smashing coconuts · 177.4M TikTok views reported May 2021.

Bill Clark tearing licence plates · 121M TikTok views reported May 2021.

Twinkie popping 100 balloons · 84M+ Facebook views reported April 2017.

These are exceptional historical results, not expected campaign performance. Audiences overlap. Followers are not post views; views are not unique viewers. Social placement is guaranteed for the stated packages; views, engagement and independent press coverage are not.

Full audience sources and campaign case studies

Back the comeback. Stay through the finish.

If an attempt falls short, you still receive your package's media coverage and content. We go again as many times as it takes, with your sponsorship continuing at no additional sponsorship fee.

This guarantees our commitment through repeat attempts. Guinness certification depends on the result and verification. Your agreement records delivery across attempts, including the Guinness video schedule.

What your sponsorship supports

Planting materials and site logistics, local coordination, record documentation, filming and sponsor content. The event plan will identify local delivery partners, planting methods and follow-up monitoring.

Agree the details before committing

Your written agreement covers placements, payment schedule, asset counts, clip length and formats, delivery dates, content usage rights and reporting. Title's equal-value national-event package is itemised alongside the October benefits.

Proven planting. Linked evidence.

Jimi's 2024 record: 30,469 mangroves. Standing record: 47,460. Planting totals are separate from longer-term tree survival.

[Official Guinness World Records listing](#)

[ESG News coverage of Jimi's record](#)

[International Day of Forests: March 21](#)

Let's find your place in the campaign.

Choose a package and send an enquiry

Email Jimi: jimi@treegens.org