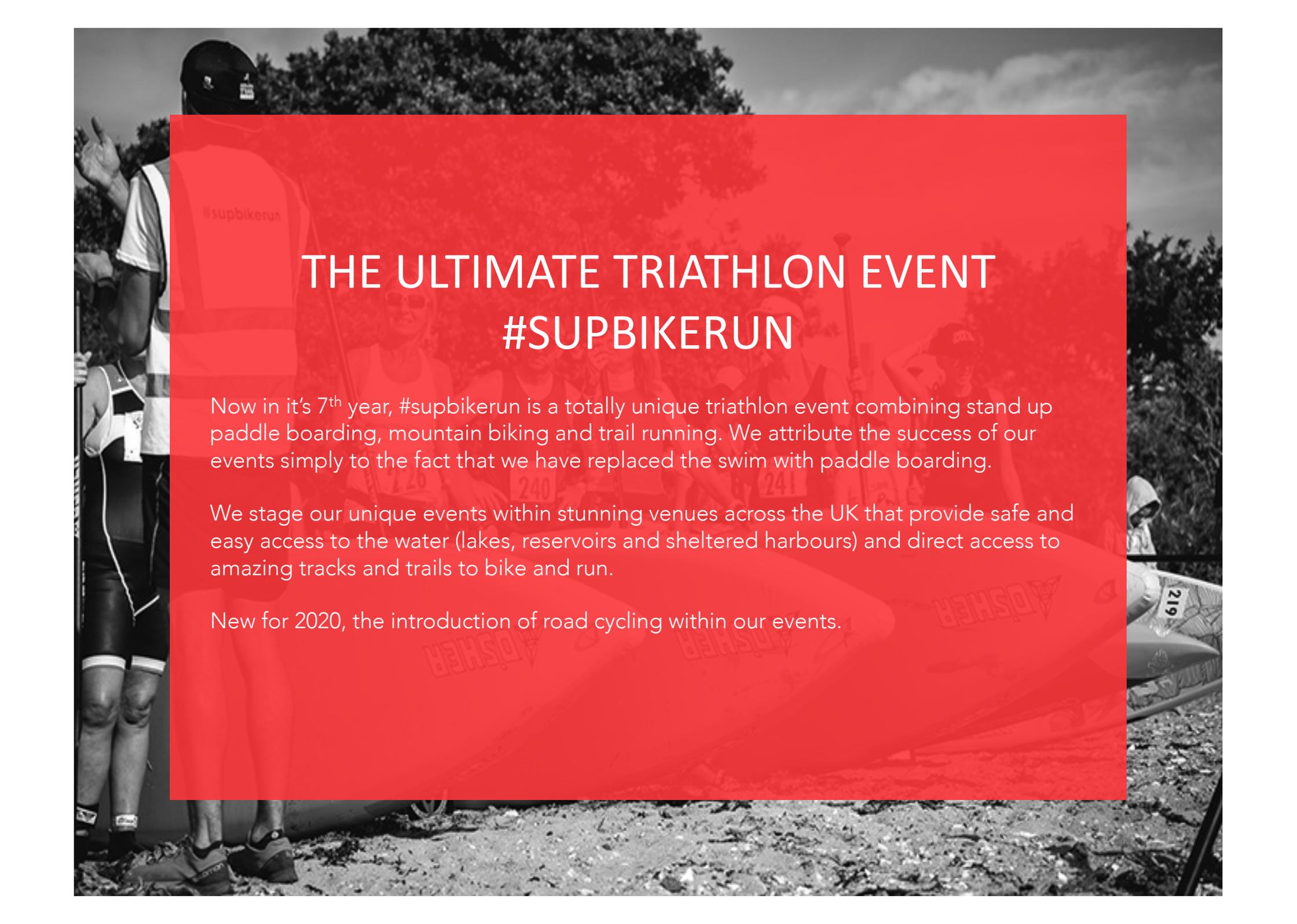




THE ULTIMATE TRIATHLON

2020 BRAND EXPERIENCE GUIDE



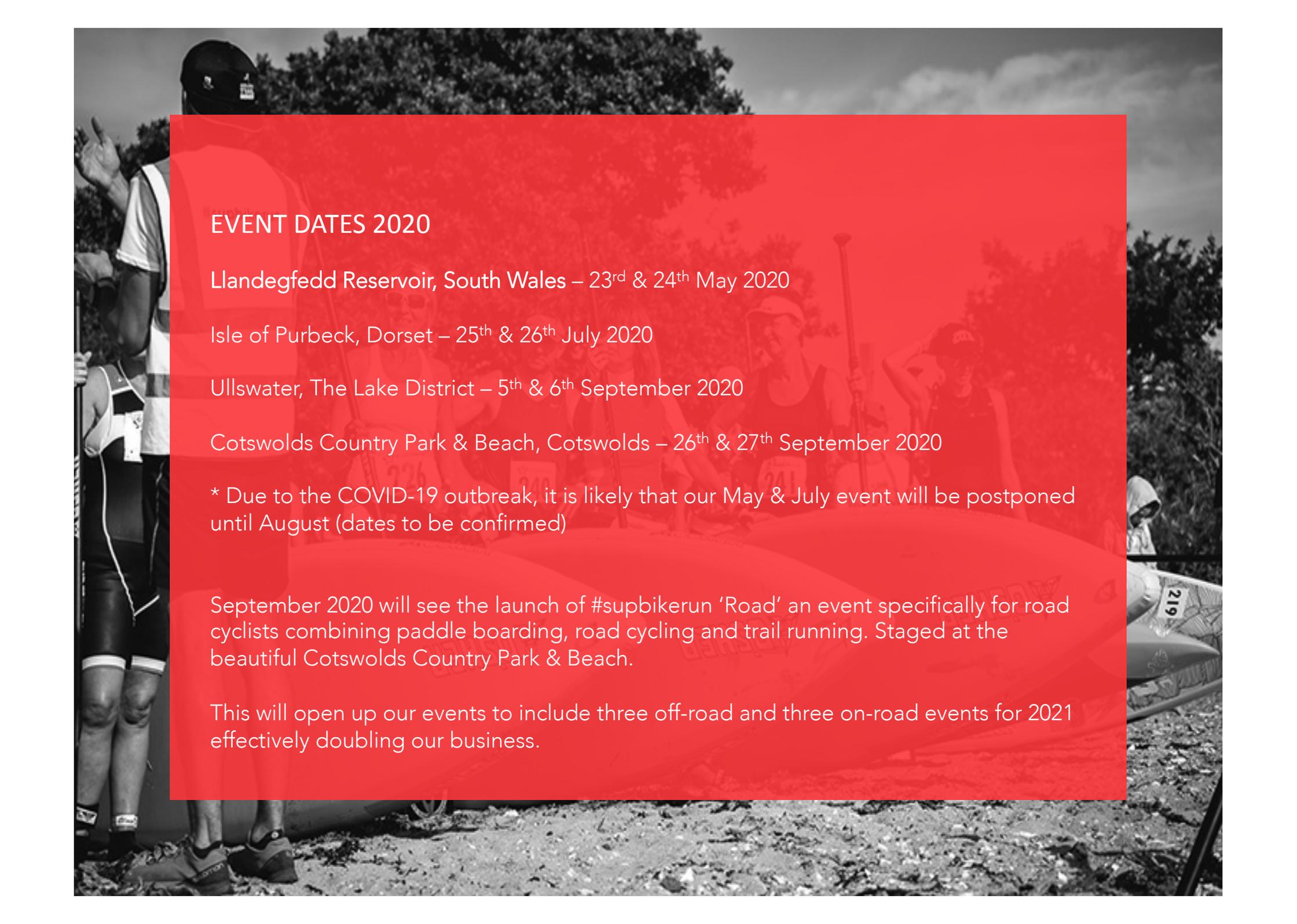


THE ULTIMATE TRIATHLON EVENT #SUPBIKERUN

Now in its 7th year, #supbikerun is a totally unique triathlon event combining stand up paddle boarding, mountain biking and trail running. We attribute the success of our events simply to the fact that we have replaced the swim with paddle boarding.

We stage our unique events within stunning venues across the UK that provide safe and easy access to the water (lakes, reservoirs and sheltered harbours) and direct access to amazing tracks and trails to bike and run.

New for 2020, the introduction of road cycling within our events.



EVENT DATES 2020

Llandegfedd Reservoir, South Wales – 23rd & 24th May 2020

Isle of Purbeck, Dorset – 25th & 26th July 2020

Ullswater, The Lake District – 5th & 6th September 2020

Cotswolds Country Park & Beach, Cotswolds – 26th & 27th September 2020

* Due to the COVID-19 outbreak, it is likely that our May & July event will be postponed until August (dates to be confirmed)

September 2020 will see the launch of #supbikerun 'Road' an event specifically for road cyclists combining paddle boarding, road cycling and trail running. Staged at the beautiful Cotswolds Country Park & Beach.

This will open up our events to include three off-road and three on-road events for 2021 effectively doubling our business.



Staged over 2-days, we carefully select venues with direct and safe access to water (lakes, reservoirs or sheltered harbours) and direct access to tracks and trails for cycling and running.

Each venue has onsite camping and typically excellent catering allowing participants to make a weekend of the event. The Saturday is all about paddleboard tuition with the main event staged on the Sunday.

Each event is capped at 250 participants for 2020 but our plan is to increase this to 350 participants per event in 2021 with the investment of additional paddleboards.



11,200



9,500

Our audience is opinionated, engaged and eager to interact with our partners on social media.

In post event surveys, 2 out of 3 respondents said they would be likely to patronize a brand associated with #supbikerun.

As a brand sponsor you'll benefit from the online interaction generated by our social channels to help build lasting consumer relationships, brand recognition and loyalty.





Unlike a traditional triathlon, which is mostly male dominated; our events have a split of 55% male and 45% female. Average age is 35 and typically affluent family groups located within the UK with interests in multi discipline sports.

We provide a phased registration at our events 8am – 10am, this enables a family to attend the event, mum might head out at 8am with dad starting his event at 10am enabling the family to share child care.

This inclusive approach makes for a far friendlier event with a very relaxed vibe.

Small events but big exposure! We are incredibly proud of the PR and social exposure #supbikerun has achieved in 2019.

Our combined exposure across print, online and social media created a staggering OTS (opportunities to see) well over 53 million featuring in main stream print media:

The Metro, The Independent on Sunday, Men's Running, Women's Health, Sport Magazine, Thomas Cook Travel, Outdoor Fitness, Healthy Magazine, Shortlist... in total 30 publications.

We also received many glowing testimonials from industry leaders.

"Combining the relaxed atmosphere of surfing with the high-octane rush of triathlon, #supbikerun has struck upon a winning formula." – Managing Editor, Men's Running





EXCITED TO LEARN MORE?

For more information contact: support@supbikerun.co.uk