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# SUP BIKE RUN

Experience the ultimate triathlon event!

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## SUPBIKERUN

...is a totally unique triathlon format.

We have flipped the traditional triathlon format on its head, the swim has been replaced with SUP (stand up paddle boarding), for the bike section you can select either off-road (MTB) or road cycling, and the run is set off-road (trails).

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## OUR 2022 EVENTS

We have been closed for the last 18 months due to the restrictions Covid-19 has placed on our business. It's been tough, but we're not beat! We have an amazing, and very loyal fan base that are just itching to get their SUPBIKERUN on next year, and 2022 will see us return bigger and better than ever!

Next year will not only see the return of our events but we will double in size and capacity as we introduce, for the first-time, road cycling to our events. This new addition to our event concept will open up SUPBIKERUN to a much wider audience, and effectively double our ticket capacity.

Each 2-day event is staged with camping, free training sessions and classes for our participants, and awesome village area for partners and sponsors, a truly amazing weekend of adventure.



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## OUR 2022 EVENTS

Our 2022 events  
will staged in:



Llandegfedd Reservoir | South Wales



Wimbleball Lake | Exmoor



The River Stour | Dorset



Ullswater Lake | The Lake District

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## SMALL EVENT BIG EXPOSURE



Our combined exposure across print, online and social media created a staggering OTS (opportunities to see) of well over 53 million in 2019 – 2020 featuring in mainstream 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 a total of over 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**

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SMALL EVENT BIG EXPOSURE



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## FACEBOOK EXPOSURE

Insights on Facebook show an average monthly exposure that include our sponsors / partners with a reach of 110K people per month and an average post engagement of 26K.

Over the two events in 2019, SUPBIKERUN posted 78 posts on Facebook that included sponsor / partner hashtag and mention. These posts achieved a total image reach of 807K people based in the UK with an interest in either paddle boarding, mountain biking or trail running.

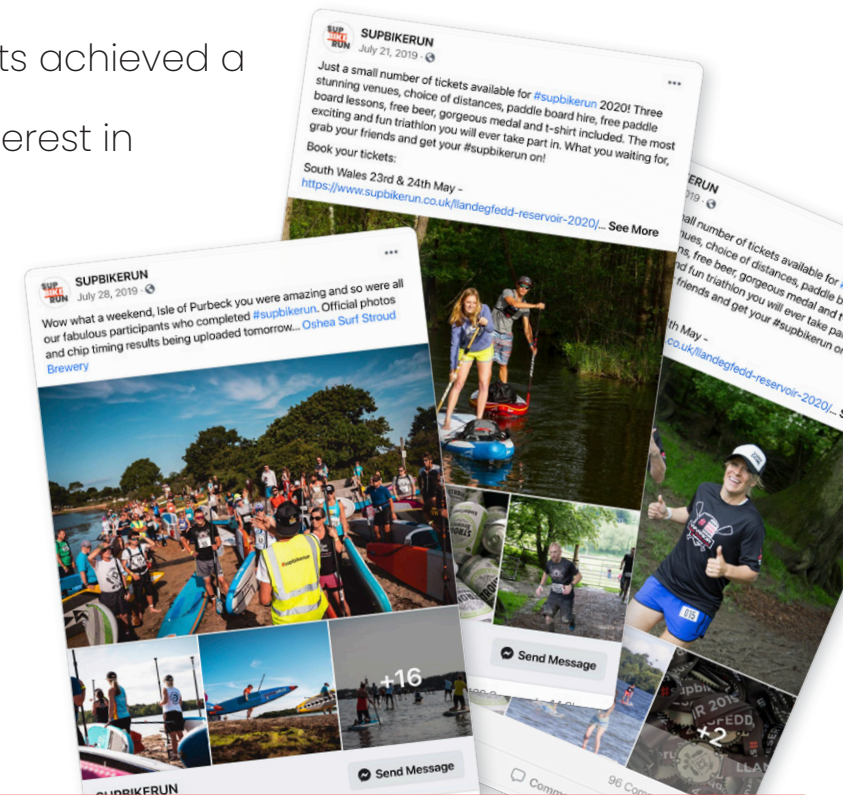


### EXPOSURE

**110K** people pm

**26K** post engagement pm

**807K** reach from 78 posts



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## WHY PARTNER WITH SUPBIKERUN?

We are proud as an event to have received the support of some truly incredible brands as sponsors and strategic partners. Our sponsors and partners to date have included: Mitsubishi Motors UK, Muc-Off, Wiggle, Salomon, Suunto, Surfdome, Ordnance Survey, Visit England, and we are currently working on exciting new partnerships with multiple charities.

SUPBIKERUN boasts an impressive reach through our social media channels, and has an incredibly loyal following, which has grown steadily over the last 7 years.

In partnering with SUPBIKERUN, we can expose your business, brand and product to our extensive database, and position you within a truly unique environment, and original event concept.

As the 'Original' and leading SUP triathlon event, SUPBIKERUN continues to grow, not only as an events company, but as a true global lifestyle brand. As part of our expansion plans, we are looking to work with International Licensing partners that can successfully deliver SUPBIKERUN events in exciting new locations.

We are interested in exploring opportunities to work with local license partners, particularly across Europe, South America (Chile and Mexico), Australia, and New Zealand.

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BE A PART OF OUR NEXT ADVENTURE



We have various options at SUPBIKERUN ranging from title sponsor to individual specialist support partners. If you feel your brand would be a good fit for our events and you would like to be a part of a seriously fun adventure, then we would love to talk with you.

Reach out to our team at:

[ukpartnerships@supbikerun.co.uk](mailto:ukpartnerships@supbikerun.co.uk)

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