





Trail Running, Worldwide, with Pure Passion



What is **TORX**®



TORX® sets the standard for Endurance Trail Running with races of over 200 miles in the Alpine territory with the TOR330 and the TOR450.

TORX® attracts over 2,200 competitors from 80 countries around the world to the **Valle d'Aosta, Italy's smallest Alpine region.**

TORX® accepts a limited number of runners and registration requests **exceed the number of places available.**

Visibility is worldwide during the event, with contacts from **160 countries** across **5 continents**, **5 million** web page views and **hundreds of thousands** of social media interactions.

960Km in total
10 days of events
4 legendary **TOR330** Tor des Géants - 350Km, 28.000m D+
races **TOR450** Tor des Glaciers - 450Km, 32.000m D+
TOR130 Tot Dret - 130Km, 12.000m D+
TOR30 Passage au Malatrà - 30Km, 2.200m D+

2.200 runners
80 countries
5 continents

611 respected international reporters
22.000 featured contacts subscribed to the newsletter
5.1M **TORXTRAIL.com** page views
130K followers on **TORX®** social media pages

What is the **TORX® eXperience**?



The **TORX® eXperience** is a **network of competitions** united by the **TORX®** experience and values.

It's a connection between **close-knit partners** who share a passion for trail running, hold the **ethics and principles** of the discipline in total respect, and whose aim is to raise the profile of the event and **outdoor sports** as a whole.

It's a **global promotion** tool for the region that hosts the event.

Taking part in a **TORX®** race is a great ambition for many people; the races in the **TORX® eXperience** network **provide privileged access** to the **TORX®**, which is becoming ever more popular and sought after among trailer runners **all over the world**.



Who is the **TORX® eXperience** aimed at?



The **TORX® eXperience** is aimed at any organiser who shares the **TORX®** values, and by becoming part of the network can **broaden** their trailrunning audience and their **reputation** on the international **trailrunning scene**.

The minimum technical requirements are:

- events with at least one race **of 100km or more**
- **race evaluation by iTra** - International Trail Running Association (www.itra.run)
- **top locations** in terms of landscape, history and tradition
- proven **experience** in organising trail running competitions
- **event committed to being eco-responsible**

Why get involved the **TORX® eXperience**?



Becoming part of the **TORX® eXperience** means more opportunities for **partnerships** with **sponsors, institutions** and **investors** in general, which means:

- higher numbers of **international participants** in competitions
- boosting your international **reputation and standing**
- access to a **newsletter** with over 22,000 subscribers on the **TORX®** mailing list, including runners, sponsors and press
- **promoting** your event on social media and on the **TORX®** website
- **a stimulus** for tourism in the region hosting the event



Being a partner in the **TORX® eXperience** includes

- use of the **TORX® eXperience** trademark in marketing activities for your own event. Use of the trademark for other purposes will be considered.
- a dedicated page for the partner event on the **TORX®** website
- mentions in newsletters and on the **TORX®** social media pages
- award of **PAX*** or guaranteed paid places in the **TOR330**.
The number of **PAX** awarded depends on the type of event

Priority pre-purchase option for **TORX®** registrations

- Pre-purchase agreements for **TORX® 2024** race registrations will be carefully considered. **TORX® eXperience** partners may distribute the registrations as they see fit.
- **TOR450** is not included in this option
- The number of registrations for purchase will depend on the characteristics of the event, e.g. distance, difficulty, location, etc.



CO-Organisation option

- The prospective **TORX[®] eXperience** event will be organised with the support of the **TORX[®]** organisation.
TORX[®] will contribute with advice on items such as security, marketing and relationships with institutions and sponsors.
Costs and schedule are set out in the final agreement.

TORX[®] Academy option

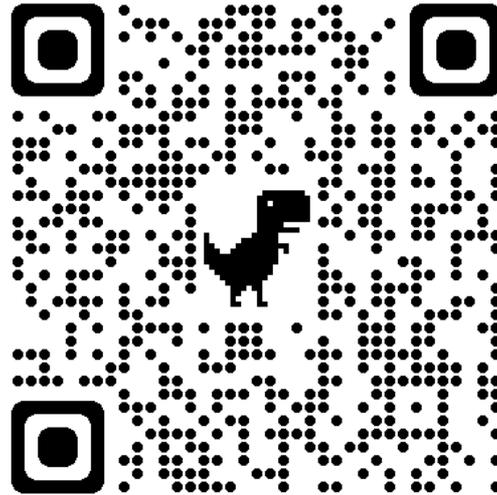
- Sponsorship of training centres set up for runners entered in the **TORX[®] eXperience** races and others who want to get more involved in the sport.
Costs and terms are set out in the final agreement.

What is a *PAX?



- **PAX** are direct entries, i.e. without going through the draw, for a fee, for the legendary **TOR330 - Tor des Géants 2024** with a fixed number of runners that takes place every year in the Alpine district par excellence - the **Aosta Valley in Italy** - in mid-September.
- they're made available to all **finishers of the partner race**, regardless of their ranking
- they guarantee an increase in registrations and **international interest** in the partner event
- a set number of **PAX** are included in the basic **TORX® eXperience** agreement

Are you a race organiser considering joining the **TORX® eXperience** ?



<https://torxtrail.com/en/surveys/torx-experience-candidature-2023>



Thank you!



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