

●●● THERE IS NO LIMIT, GO FURTHER.

Transbike Adventures



Sponsorship Proposal

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ABOUT TRANSBIKE ADVENTURES

OUR PASSION & PHILOSOPHY

Transbike Adventures is the organizing body behind many of the most challenging bikepacking events in Europe, North America, and Africa.

"There is no limit, go further"

Andy Buchs – founder

Cycling is our passion and we have been doing it for many years. We are thrilled, when we can share our experience & knowledge, and provide value for cycling enthusiasts, who are looking for a very unique experience.

We are committed to creating quality and unique routes that encourage riders to connect with the environment, historical places, and with other cultures. The number of slots is limited to allow each rider to identify deeply with their own adventure!



ABOUT BIKEPACKING

Bikepacking is self-supported, any form of multi-day cycling (regardless of surface ridden) in which minimalist and lightweight approach is used to optimize and to travel as far as possible each day (regardless of the weather). Bikepacking follows the Leave No Trace principles.



TRANSBIKE ADVENTURES

"This really set the race apart from others where the organizers either are not overly concerned about the traffic situations, or allow riders to select their own routes. It is simply impossible to know how safe a road is without being there on your bike, and Andi rode the entire route when planning the race."

CHRISTOPHER ROSS BENNETT

Lead Transport Specialist at The World Bank Group



SELF SUPPORTED ULTRA LONG DISTANCE CYCLING RACES

Self-supported means: all equipment must be carried by the rider, no support car, the rider is on his own, has to organize food for his own, has to fix a mechanical or a puncture on the road without others help, has to organize a room to stay without others help.



THE MOST CHALLENGING EVENTS

Transbike Adventures offer beautifully crafted but also extremely demanding routes. The events are real challenging adventures, real tests for every rider and material.



WHY ARE WE DIFFERENT?

NO TIME LIMIT

Transbike Adventures events have no finishing cut off time, you can ride as fast or as slow as you wish. New route record setters, adventurers or simple bikepacking holidays fans - are all welcome.

CURATED ROUTES

The routes are designed to avoid traffic, and are checked by the organiser - Transbike Adventures routes are initiated, planned, crafted and ridden by Andy Buchs.



WHY ARE WE DIFFERENT?

ENVIRONMENTALLY CONSCIOUS

Transbike Adventures events – the routes are created in the most responsible way possible, only limited slots are available as we as organizers have concerns about the **sustainability and balance** of the local communities.

Transbike Adventures media car – each event is well documented – photographs, videos, interviews. The organizers follow riders in **environmentally-friendly** electric cars (where possible).

Transbike Adventures **supporting small businesses** – starting kits: t-shirts, bags, caps are all handmade, handprinted by local, independent, skilled craftsmen.



Races & race calendar

NORTHCAPE-TARIFA

The longest road bikepacking race one can do!

Type: road, Distance: 7400km, Start: 20th June

45-SOUTHWEST

Unsupported bikepacking from Europe's Heart to Its Southernmost Edge.

Type: road, Distance: 4400km, Start: 20th June

SWISS BIKE ADVENTURE

The hilliest country in Europe at it's finest!

Type: road, Distance: 1300km, Start: July



Races & race calendar

ALASKA DIVIDE

The most adventurous and lonesome route you've ever ridden!

Type: gravel, Distance: 1700km, Start: August

MOROCCO BIKE-ADVENTURE

Cycling Sahara! Incredibly beautiful, for the toughest!

Type: piste and road, Distance: 2300km and 2450km, Start: October

IBERICA-TRAVERSA

Southbound - Gravel, and Road adventure with 30,000 vertical climbing!

Type: gravel/trails and road Distance: 1800km, Start: September





23,150KM

SELF SUPPORTED BIKE ADVENTURES

20

DIFFERENT COUNTRIES

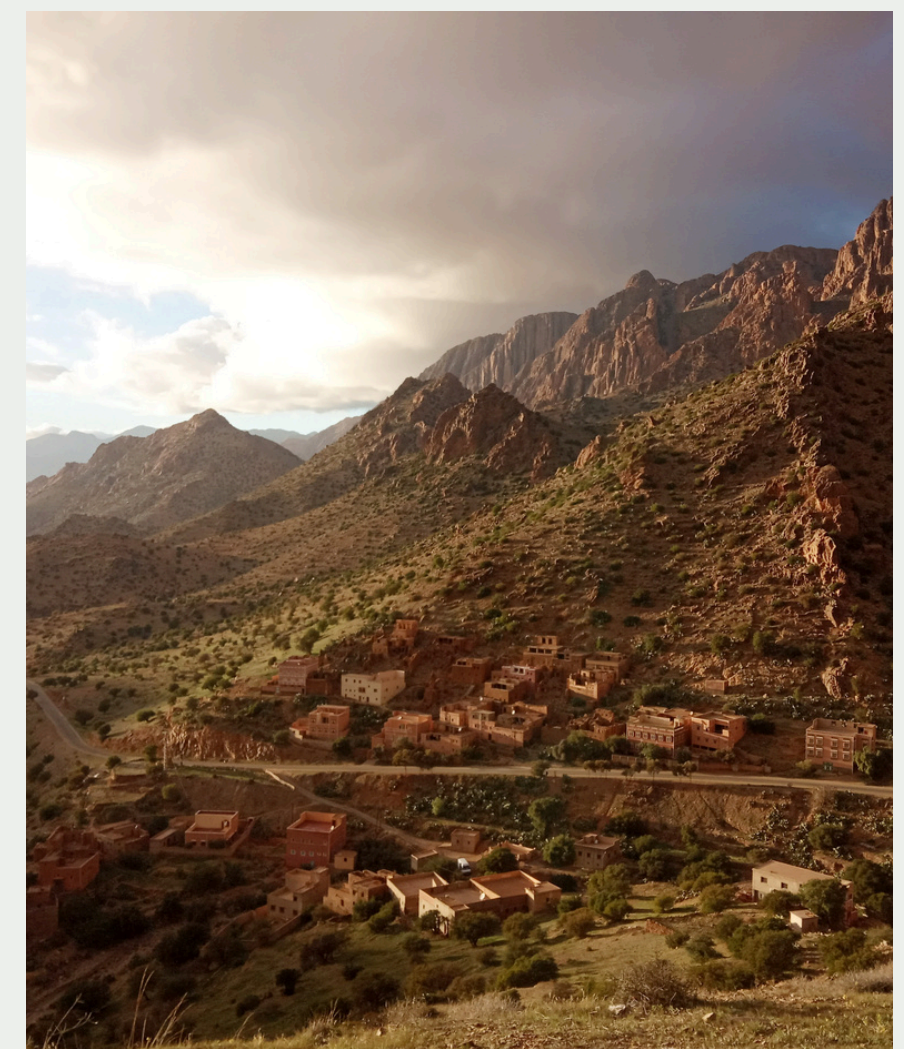
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BENEFITS OF SUPPORTING TRANSBIKE ADVENTURES

All year round **international publicity/advertising**
– Transbike Adventures events take place several
times a year across **different**
countries/continents, gathering multinational
participants.

Visibility on various media formats – Transbike
Adventures has separate: website, Instagram,
Facebook for each individual event.



BENEFITS OF SUPPORTING TRANSBIKE ADVENTURES















Our media car is an advertisement place **all-year around**. The car is on the road for 6 months between NorthCape and Tarifa and the rest of the year in and around Alps, making up to **60,000 km** a year.

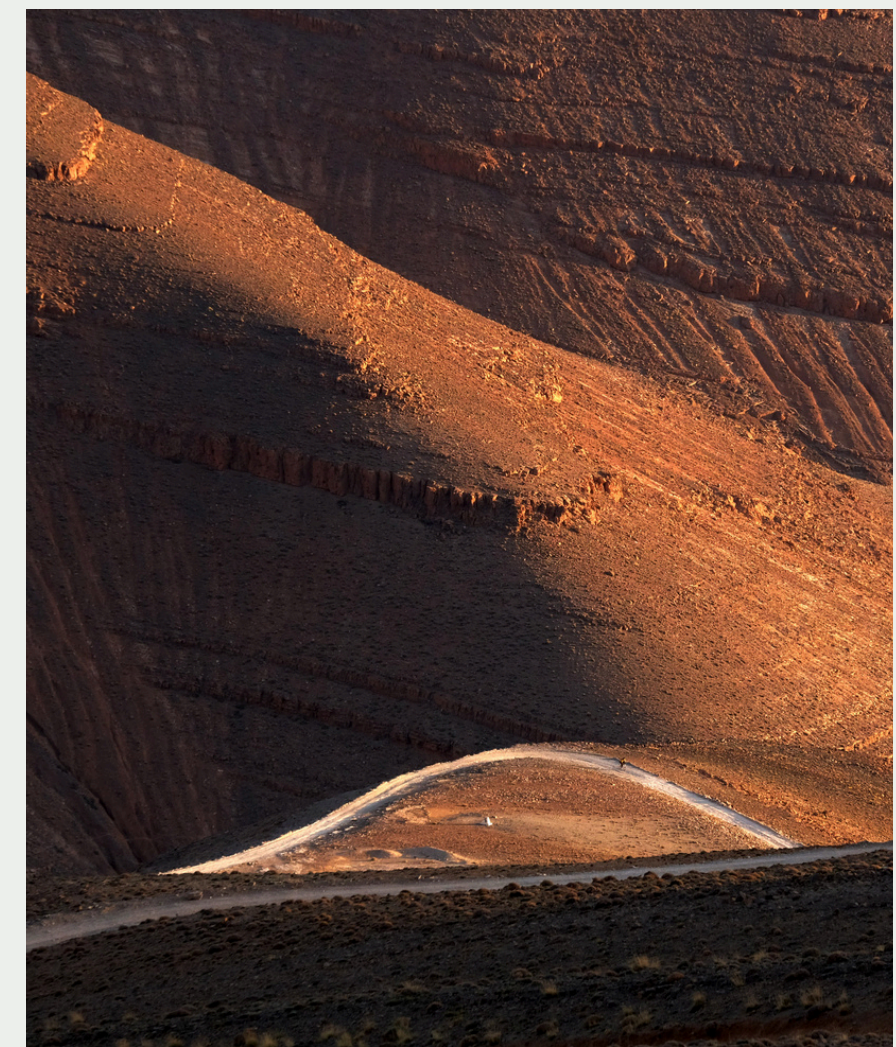


BENEFITS OF SUPPORTING TRANSBIKE ADVENTURES

REACH OUR AUDIENCES THROUGH DIFFERENT CHANNELS

Social Media

@northcapetarifa	 2.4K Followers	 3.3K Followers
@45southwest	 384 Followers	 158 Followers
@ibericatraversa	 3.1K Followers	 1.3K Followers
@swissbikeadventure	 1.0K Followers	 611 Followers
@alaskadivide	 1.0K Followers	 820 Followers
@moroccobikeadventure	 1.2K Followers	 1.2K Followers
Total	 9.1K Followers	 8.6K Followers



BENEFITS OF SUPPORTING TRANSBIKE ADVENTURES

REACH OUR AUDIENCES THROUGH DIFFERENT CHANNELS

Websites

transbike-adventures.com	34,262 visitors	107,195 views
northcape-tarifa.com	94,643 visitors	582,339 views
45-southwest.com	19,532 visitors	43,082 views
iberica-traversa.com	48,366 visitors	203,697 views
swiss-bikeadventure.com	56,770 visitors	373,564 views
alaska-divide.com	51,367 visitors	245,432 views
morocco-bikeadventure.com	53,254 visitors	112,028 views
Total	358,194 visitors	1,667,337 views

* 6 months: 17.02. - 16.08.2024



HOW TO BECOME A SPONSOR/ SUPPORTER

This **unique opportunity** allows our sponsors to **connect with cyclists from around the world**, who compete in the new and quickly growing discipline of bikepacking.

We are seeking sponsorship opportunities with brands and companies that share our **vision for what epic adventure can do for the human spirit.**



THE TRANSBIKE ADVENTURES TEAM



ANDI BUCHS
Founder & CEO



IRENA SOSINSKA
Head of Operations



STEFFEN STREICH
Race Coordinator

