

Uk's Top Adventure Challenge Series Seeks New Title Sponsor

Leading UK off-road event-management specialists, **TrailPlus**, is seeking new brand and commercial partners for some of the UK's most celebrated adventure challenge events, including the (formerly known) Helly Hansen Adventure Challenge Series, HellRunner™ and HellRider™.

Last year, *The Daily Telegraph* featured the Helly Hansen Adventure Challenge Series, as the UK's number 1 team adventure challenge. After four successful years with international outdoor brand, Helly Hansen, the series is seeking a new headline sponsor.

With five UK-wide events in the series, spanning autumn through to spring each year, the series, which first took place in 2004, has grown to establish itself as the largest in the UK. During each event, teams of three undertake a marked adventure journey comprising trail running, mountain biking, kayak canoeing and some special challenges along the way.

The 2009/10 series attracted over 4,500 entries with a record participant turnout in the final event of 1000. Hugely popular with those 'new' to adventure racing, the series consistently attracts a 75% male bias with an avid interest in broad sporting and recreational activities rather than extreme adventure pursuits. TrailPlus calls them "weekend warriors".

During Helly Hansen's involvement the series witnessed a dramatic increase in participation levels and media coverage. With further planned growth, TrailPlus believes that the series offers a very contemporary, exciting and experiential platform for consumer and media engagement.

In seeking a new title sponsor for the 2010/11 season and beyond, TrailPlus offers full naming rights, substantial branding opportunities at every event and, importantly, access to an integrated e-marketing and PR campaign including, but not limited to, TrailPlus' active consumer database now reaching close to 20,000.



TrailPlus' reputation within the challenge event sector has been substantiated by the huge impact delivered by the UK's most iconic off road running event: **HellRunner™**.

HellRunner™ is not so much a race, rather a running 'experience' as thousands of intrepid weekend warriors undertake a challenging off-road route, between 10 and 12 miles in length, including the now famed 'Hills of Hell' and 'Bog of Doom' sections.

With a significant male demographic (73%), participation levels have soared since the inception of the event in 2004. This year, HellRunner™ will see 10,000 entrants for their two event offerings: "Hell Up North" in Delamere Forest, Cheshire and "Hell Down South" at Longmoor Military Training Camp, Hampshire. See some action for yourself, and get tempted, with the short video at www.hellrunner.co.uk.

TrailPlus is seeking a new title rights partner for the 2011 HellRunner™ series, and beyond.

With such a focused 5-figure consumer reach, the HellRunner™ series is arguably the UK's largest mass participation off-road running event- never has so much pain and suffering been a source for so much enjoyment!

Planned to replicate the consumer success of HellRunner™, TrailPlus will also be launching the new HellRider™ event in 2011 – a team based duathlon running and mountain biking) at a stunning venue, close to London. Title and sector-exclusive sponsorship opportunities are now available.

TrailPlus is offering exciting, targeted, mass-participation consumer reach; multi-media marketing appeal and iconic challenge event partnership opportunities.

If you would like to introduce some adventure into your brand or business contact Paul Magner at TrailPlus on 01457 855425 or at paul@trailplus.com

