



BE A PART OF THE
**VISION, THAT
BECOMES A REALITY**

THE CHAMPIONSHIP 2024



Olympic Training
Center Slovakia

X® x-bionic® sphere

x-bionic® sphere

THE CHAMPIONSHIP 2024

18. – 19. MAY 2024



20 000
visitors



1 570
athletes



SOCIAL MEDIA:
people reached / 2 584 000
media value / 253 232 €



48
nations



150 000
in prize money



FACEBOOK LIVE / YOUTUBE:
people reached / 105 923
media value / 402 507 €



1 200 000
media value



TV
media coverage



ONLINE COVERAGE:
people reached / 8 603 947
media value / 386 754 €



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THE CHAMPIONSHIP 2024

CHALLENGE FAMILY is a global series of long and middle distance triathlon events that is changing the face of triathlon racing around the world. Featuring spectacular courses in iconic destinations. CHALLENGE FAMILY events focus on delivering a quality triathlon festival experience to athletes of all ages and abilities and creating a memorable spectator experience that captures all the excitement and emotion of this inspirational sport. Challenge Family is a brand that is synonymous with aspiration, authenticity, premium production, athlete-first focus, personal best and loyalty.



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CHALLENGE FAMILY

The middle distance triathlon championship under the Challenge Family heading is one of the biggest events taking place at x-bionic® sphere.

CHALLENGE FAMILY is going above and beyond, with the highest possible respect for the legacy of the sport of triathlon, the athletes, communities, media, sport governing bodies, environment and industry partners.

We are creating innovative platforms for sustained growth and together with our partners sharing our ethical values and business morals.



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RACE

The Championship is one of the most important races in Challenge Family's race calendar. The world's best triathletes will head to x-bionic® sphere to determine who is the strongest over the main middle distance championship event.

The Championship is not only for the best pros, but also for children, age groupers and new starters to the sport. For this group there will be TryAthlon.

Participants of the Championship's main middle distance event participate in 1,9km swim, 90km bike ride and 21,1km run, the TryAthlon consists of a 300m swim, 13km bike ride followed by a 3km run.



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DATA

- 1.200 participants from 44 countries
- 150,000€ professional prize money
- Triathlon Elite at the start line
- Excellent live stream and television broadcast
- Overwhelming feedback from the pro athletes
- Major event in international triathlon calendar



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THE CHAMPIONSHIP

From 15.000 €

The Championship	General Partner	Main Partner	Premium Partner	Partner
Your logo / 20-second video on all LED screens in x-bionic® sphere during the event	✓	✓	✓	✓
Your logo on the official website	✓	✓	✓	✓
Posts on x-bionic® sphere's social media	✓	✓	✓	✓
Your logo on all official prints of the event	✓	✓	✓	✓
Your logo / 20-second video on large-scale screens in x-bionic® sphere during the event	✓	✓	✓	✓
Announcing the partner during the event and thanking the partner by the event moderator	✓	✓	✓	✓
Possibility of placing promotional materials into starter packs	✓	✓	✓	✓
Access to an exclusive area of the equestrian tribune with all-day catering	8*	8*	4*	2*
Your logo on advertising banners within x-bionic® sphere during the event	12*	8*	4*	2*
Free entry to the selected accompanying races (Olympic Distance or TryAthlon)	12*	10*	6*	4*
Area within the expo zone	✓	✓	✓	
Placing your logo on the event's gate	✓	✓	✓	
Placing your logo on the event's photo wall	✓	✓	✓	
Advertising page in the event's official bulletin	4*	2*	1*	
Publishing your logo during a live broadcast from the event	✓	✓		
Placing your logo within a newsletter sent to the Challenge Family community	✓	✓		
Possibility of placing your own advertising materials in rooms of X-BIONIC® HOTEL and in public areas	✓	✓		
Possibility of your own form of promotion (pre-approved by the x-bionic® sphere resort), e.g. naming a running track by the partner	✓	✓		
Naming the whole event by the partner (e.g. The Championship presented by...)	✓			



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