



SEASON 2024-2025



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 2,600 competitors from 80 countries around the world to the **Aosta Valley, 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.

1060Km in total
10 days of events
5 legendary races
TOR330 Tor des Géants - 350Km, 28.000m D+
TOR450 Tor des Glaciers - 450Km, 32.000m D+
TOR130 Tot Dret - 130Km, 12.000m D+
TOR100 Matt Blanc - 100Km, 10.000m D+
TOR30 Passage au Malatrà - 30Km, 2.200m D+
2.600 runners
80 countries
5 continents
611 respected international reporters
30.000 featured contacts subscribed to the newsletter
5.1M **TORXTRAIL.com** page views
150K 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**.

In the 2023-2024 season, the **TORX® eXperience** saw the participation of the following international sports events:

- **Terra de Gigantes, Portugal** (303 Km – 11.222m D+) Jan. 2023 - **PAX10**
- **Cursa di Ciclopi, Italy** (500 Km – 20.000m D+) April 2023 - **PAX10**
- **Oh meu Deus, Portugal** (162 Km – 7.390m D+) June 2023 - **PAX10**
- **Salewa Olympus Mythical Trail, Greece** (110 Km – 7.200m D+) July 2023 - **PAX30**
- **GTC100 - Gran Trail Courmayeur, Italy** (105 Km – 7.900m D+) July 2023 - **PAX100**
- **TOR130 - Tot dret, Italy** (130 Km – 10.000m D+) Sep. 2023 - **PAX100**
- **Ulju Trail Nine Peaks, South Korea** (121 Km – 9.100m D+) Oct. 2023 - **PAX50**
- **The North Face Malaysian Mountain Trail Festival, Malaysia** (100 Km – 5.330m D+) Nov. 2023 - **PAX50**

An updated list of partners is available at experience.torxtrail.com website



Who is the TORX® eXperience aimed at?



The **TORX® eXperience** is aimed at any organizer who shares the **TORX®** values. By joining the network the organizer can **broaden** its audience and **reputation** on the international **trail running 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 30,000 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



BASIC PARTNERSHIP - FREE FOREVER



Being a BASIC 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.
- one social communication announcing the partnership
- a dedicated box for the partner event on the **TORX® eXperience** website
- one mention in **TORX® eXperience** newsletter (30.000 profiled contacts) and on the **TORX®** social media pages
- two **PAXs*** for the **TOR330**
- cost of the partnership: **FREE** / forever

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.
- one press release and social communication announcing the partnership
- a dedicated box and page with a long text, big image, and a possibility for a gallery for the partner event on the **TORX® eXperience** website
- mentions in **TORX® eXperience** newsletters (30.000 profiled contacts) 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
- cost of the partnership: Please contact us. (<https://experience.torxtrail.com>)

What is a *PAX?



- **PAX** are direct entries, i.e. without going through the draw, paying the standard fee, for the legendary **TOR330 - Tor des Géants® 2025** that takes place every year in the **Aosta Valley in Italy**, in mid-September.
- they're made available to all **finishers of the partner race**, regardless of their ranking
- the **PAX** number indicate the number of entries available for the partner event. **PAX** allocation works on a first-come, first-served basis..
- 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

WHO participates in the ranking:

- Finishers of the **TOR330 - Tor des Géants®** registered via **PAX**

RANKING is compiled by summing the following values:

- iTRA score obtained by participating in one or more **TORX® eXperience** partner races of a season.
Each race provides a score. The final iTRA score is the sum of all scores.
- The difference between 1000 and the overall ranking position
in **TOR330 - Tor des Géants®** (e.g. the first runner will gain 999 points)

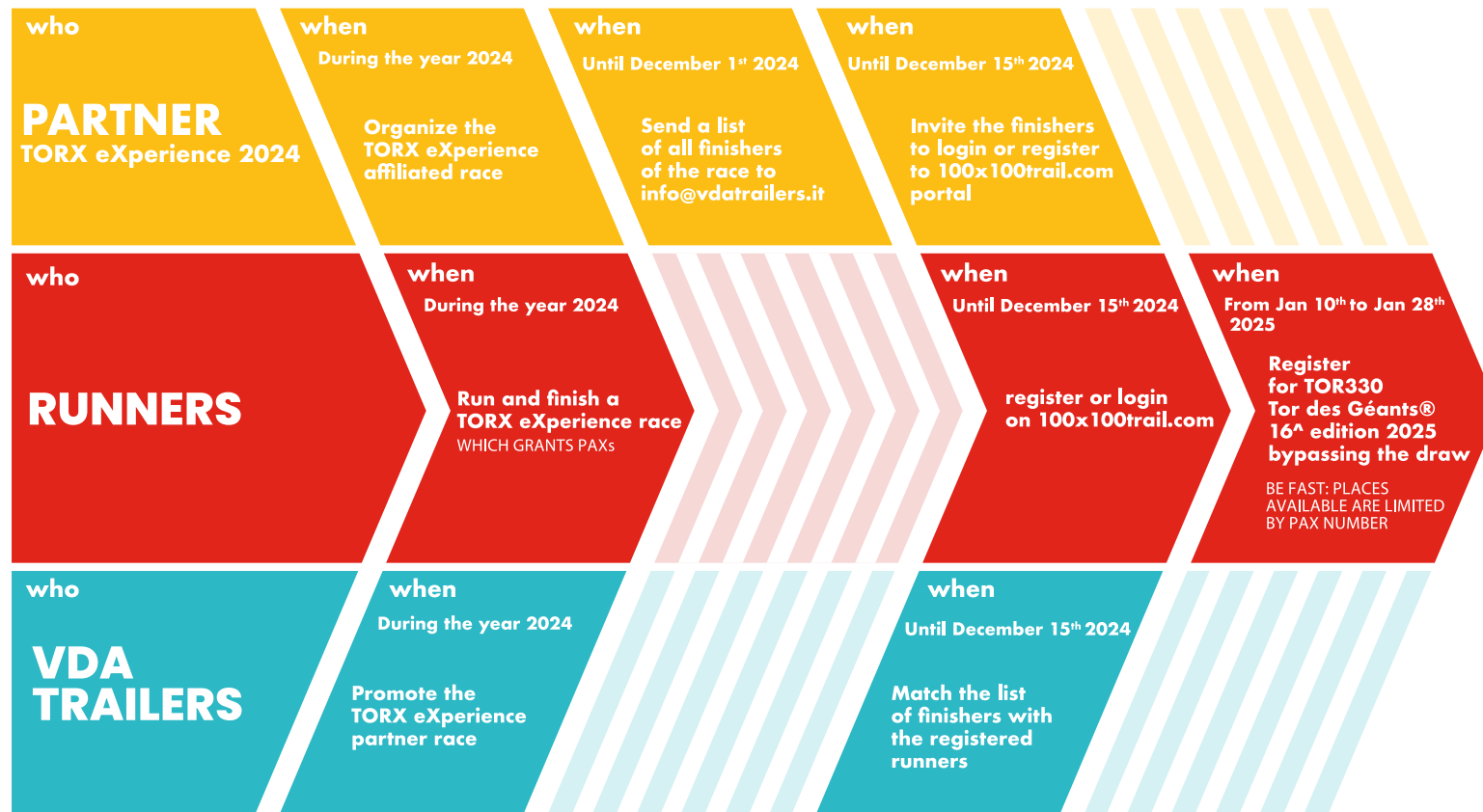
PRIZES

- The top 3 women and the top 3 men in the overall ranking will be awarded
- The award ceremony will take place during the awards ceremony of **TORX®** event

RANKING SEASON VALIDITY

- Partner races of a year contribute to the next year's ranking. Is not possible to sum scores gained in different seasons.
TOR330 Tor des Géants counts only as the final race.
- For example, finishers of **2023 TORX® eXperience** partner races will be awarded only after finishing the **TOR330 Tor des Géants 2024**. The result of **TOR330 2023** will not affect their ranking.

How does the TORX eXperience works



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

- Pre-purchase agreements for **TORX® 2025** race registrations will be carefully considered. **TORX® eXperience** partners may distribute the registrations as they see fit.
- 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.



Join the experience. Visit
experience.torxtrail.com



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