



SEASON 2025-2026



# Trail Running, Worldwide, with Pure Passion



**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** Cervino Monte Bianco - 100Km, 10.000m D+  
**TOR30** Passage au Malatrà - 30Km, 2.200m D+

**3.000** runners  
**80** countries  
**5** continents

**700** respected international reporters  
**35.000** featured contacts subscribed to the newsletter  
**7.1M** **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**.



# 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](http://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 35,000 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 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 (**35.000** 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 (**35.000** 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

# 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®** in the year following the TORX® eXperience partner race.
- 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 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 **TORX® eXperience** partner races in one year will be awarded only after finishing the **TOR330 Tor des Géants®** the following year. The result of **TOR330** in the previous year will not affect their ranking.

# How does the TORX eXperience works



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

- Pre-purchase agreements for **TORX® 2026** 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<sup>®</sup> eXperience** event will be organised with the support of the **TORX<sup>®</sup>** organisation.  
**TORX<sup>®</sup>** 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<sup>®</sup> Academy** option

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



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# Thank you!



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