



# Trail Running, Worldwide, with Pure Passion

Season 2026-2027

# Our values

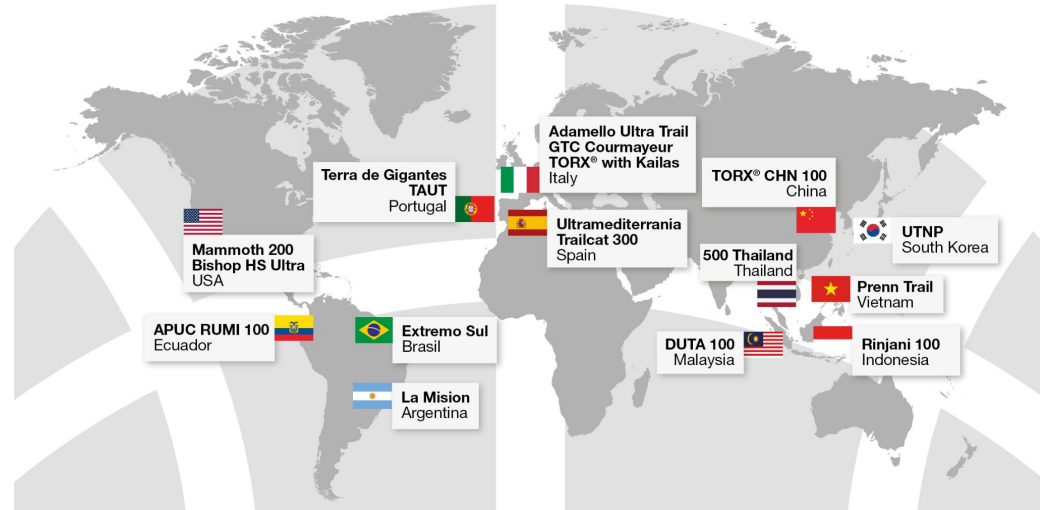


The **TORX® eXperience** is a network of competitions united by the **TORX® with Kailas** expertise and values.

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.

Taking part in a **TORX® with Kailas** race is a great ambition for many people; the races in the **TORX® eXperience** network provide privileged access to the **TORX® with Kailas**, which is becoming ever more popular and sought after among trailer runners all over the world.

## Current partners



# TORX<sup>®</sup> eXperience 2025-2026 season

**7.500** athletes  
registered

**7** races in  
2024 and **19**  
in 2025

**4** nations  
involved in 2024  
and **13** in 2025

# Partners technical requirements

The **TORX® eXperience** is a network of competitions united by the **TORX® with Kailas** expertise and values.

Our minimum technical requirements are:

- Events with at least one race of 100km or more
- Race evaluation by [iTra - International Trail Running Association](#)
- Top locations in terms of landscape, history and tradition
- Proven experience in organising trail running competitions
- Event committed to being eco-responsible



# The PAX system

Every **TORX® eXperience** race has some available **PAX** (TOR330 - Tor des Géants® race-bibs).

**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 guarantee an increase in registrations and international interest in the partner event: in 2025, **250** TOR330 - Tor des Géants® athletes came from **PAX** entries.



5 races  
3,000 athletes registered from  
74 nations  
2,800 volunteers  
Distances: 30 km, 100 km,  
130 km, 330 km and 450 km  
Location: Courmayeur and the  
Aosta Valley

# The PAX system workflow



# The TORX<sup>®</sup> eXperience ranking

All **PAX** registrants who finish the **TOR330 - Tor des Géants<sup>®</sup>** automatically enter in the **TORX<sup>®</sup> eXperience ranking**.

This is calculated combining the athlete **iTRA** score and his overall ranking position in the **TOR330 - Tor des Géants<sup>®</sup>**.

The **top 3 men and women** of the ranking will be awarded during the **TORX<sup>®</sup> with Kailas** award ceremony.



# Benefits



Becoming part of the **TORX® eXperience** means **more opportunities** for partnerships with sponsors, institutions and investors in general...

# Benefits

...which means:

- higher numbers of international participants in competitions
- boosting your international reputation and standing
- access to a newsletter with over 38,000 subscribers on the **TORX® with Kailas** mailing list, including runners, sponsors and press
- promoting your event on our social media, on the **TORX® with Kailas** website, and at our events, with the possibility of presenting your race in front of our audience
- a stimulus for tourism in the region hosting the event



# Partnership

The partnership includes the following features.

During our events:

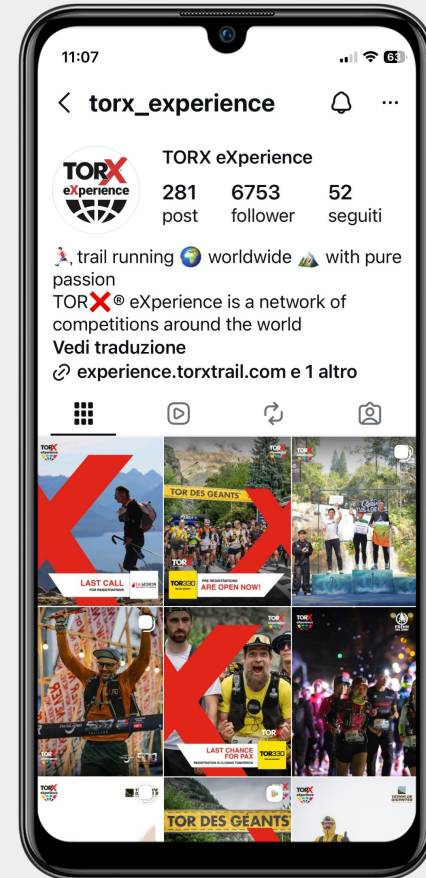
- A 3x3 space for an Expo Booth at TOR330 Tor des Géants® bibs delivery (set up not included) - to engage our ultra runners directly
- A presentation on stage during the TOR330 Tor des Géants® bibs delivery, to showcase your event.
- An interview during our event that will be published on our social media and YouTube accounts.
- Invitation as race organizer to our Panel during the Mont Blanc Trail Fest.
- A 3x3 space for an Expo Booth at GTC® Village (set up not included) - to engage our ultra runners directly.



# Partnership

In our online communications:

- 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**.
- 4 mentions in our weekly **newsletter**, reaching around 38,000 trail runners.
- 4 **social media posts** on our social media accounts, driving more traffic to your registration page.
- 1 **press release**, to get direct, high-impact media exposure, reaching 700 journalists.



# Partnership

In terms of TORX® registrations:

- **+10 Complimentary PAX**, which will give you a massive increase in guaranteed entries to your event.
- **Priority pre-purchase agreements for TORX® with Kailas 2027** race registrations will be carefully considered. **TORX® eXperience partners may distribute the registrations as they see fit.**

The number of registrations available for purchase will depend on the characteristics of the event, e.g. **distance, difficulty, location**, etc.



# Partnership

During your event:

- The use of the **TORX® eXperience** trademark in marketing activities for your own event. Use of the trademark for other purposes will be considered.
- We will give you designs for **on-site branding materials**.
- You can set up a **TORX eXperience Booth** during your race.



CASE STUDIES

# Adamello Ultra Trail and Ulju Trail Nine Peaks

Below you can find the actual results of taking part in the **TORX® eXperience** circuit in the season **2024-2025**.

Those changes depending on your needs: you can get **more registrants**, but if you have a limited amount of entries available you can get **more international athletes**, who will stay longer in your region allowing you to ask for more local funds.



# Adamello Ultra Trail & Ulju Trail Nine Peaks 2024 ITRA data compared with 2023

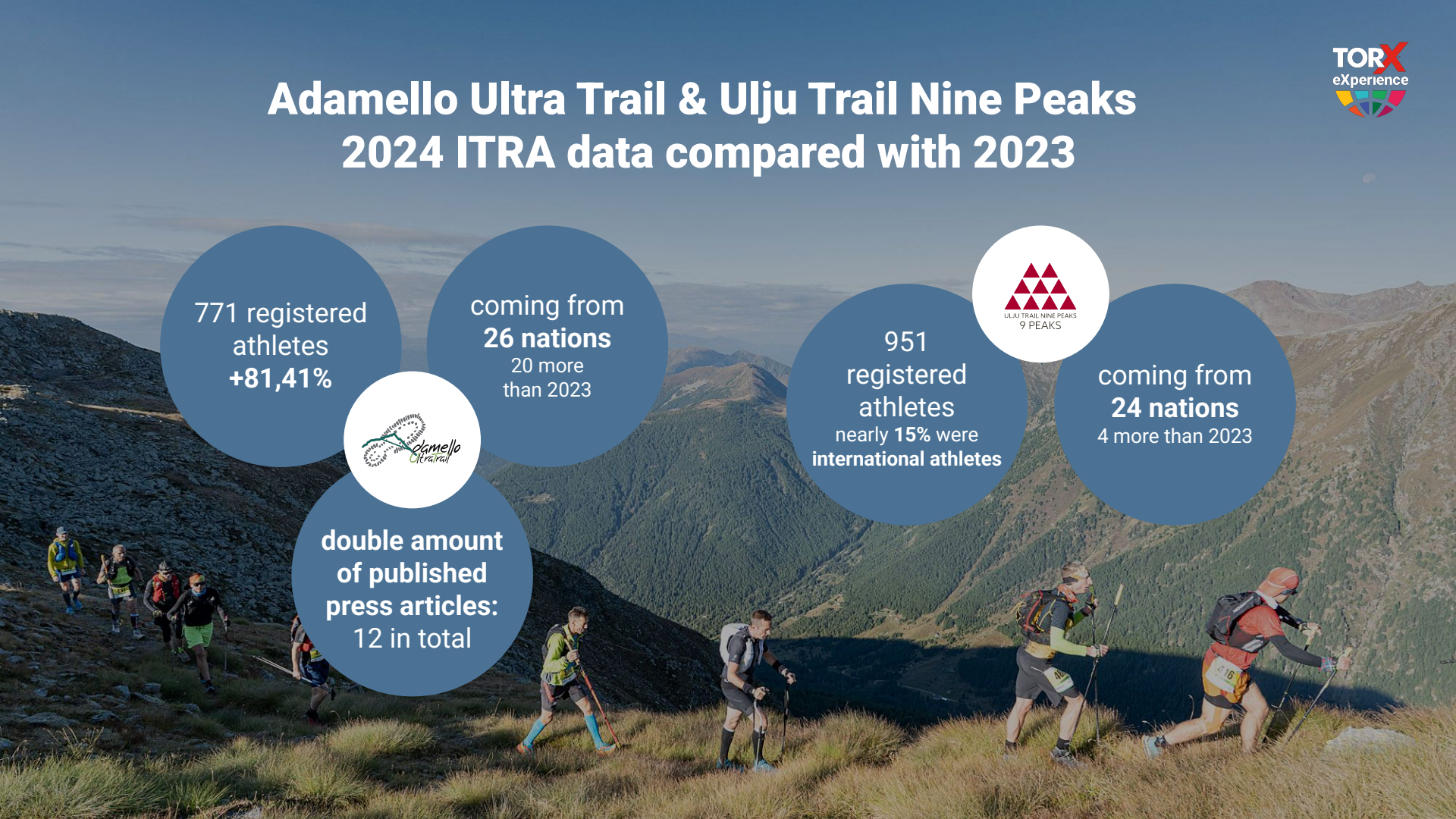
771 registered athletes  
**+81,41%**

coming from  
**26 nations**  
20 more  
than 2023

951  
registered athletes  
nearly **15%** were  
international athletes

coming from  
**24 nations**  
4 more than 2023

double amount  
of published  
press articles:  
12 in total



# Here are the results achieved from our digital communication efforts

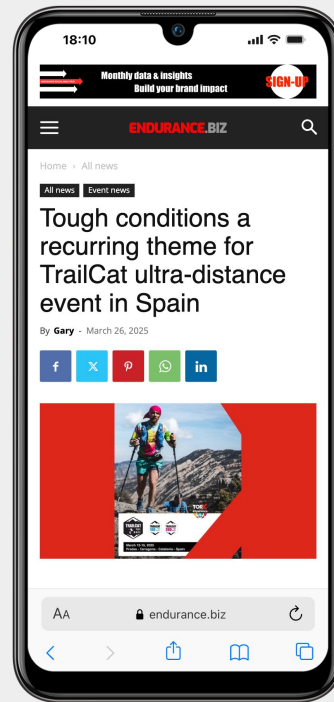
Below are the results of our media relations activities, social media publications, and the performance of our websites.



# Press and newsletter

By leveraging our journalist relations, we secured excellent media coverage for our partner races. Our newsletters also continued to build loyalty among subscribers, successfully featuring news about partner races and boosting international registrations.

- **700** journalists on our mailing list
- **487** media outlets on our mailing list
- Over **130** articles published in international specialist and generalist publications
- **31** newsletters sent, with an open rate of **29.81%**
- **228,288** emails opened by recipients



# Social media

This year, our work on social media has been consistent and cumulative.

We have been promoting the **TORX® eXperience** races, both in our **TORX® eXperience** channels (where the followers doubled on Facebook and triples on Instagram) and on our official **TORX® with Kailas** channels, using the Broadcast group to reach a more targeted audience.



## Facebook

- 123,000 followers on our pages
- 7.5 million views

## Instagram

- 89,000 followers on our profiles
- 19 million views

## TikTok

- 1.611 followers
- + 423.000 views
- + 18.000 likes

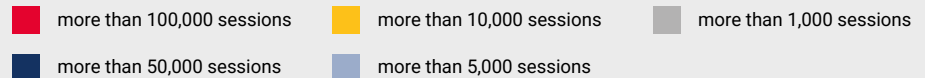
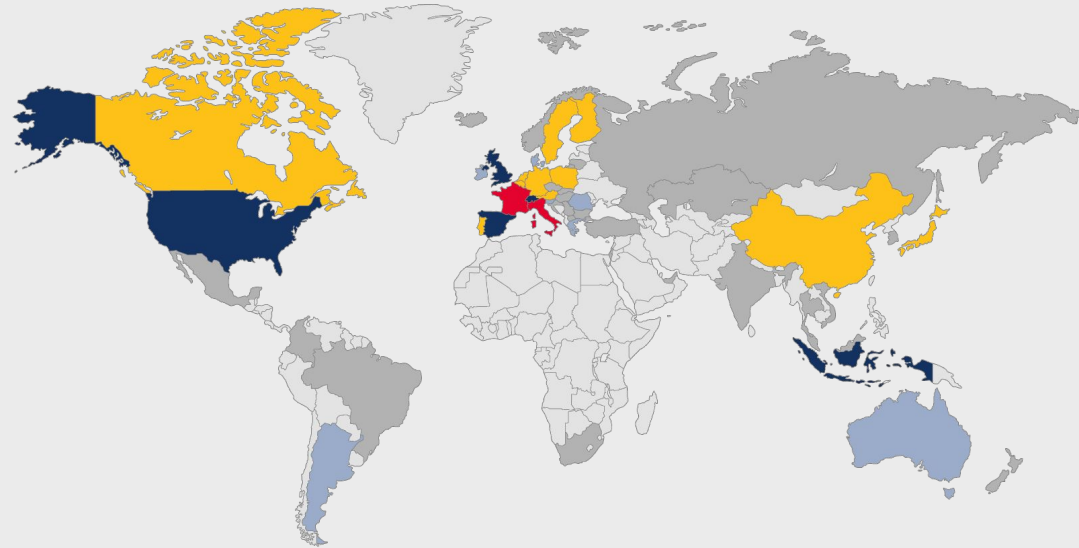
## RedNote

- 1.456 followers
- + 150.000 views
- 2.592 interactions

# Digital coverage

We have a global audience, visiting our websites from all the continents.

- around **2 million** visitors to the website from more than **500,000** users
- with an engagement rate of **62.98%** and an average session duration of more than **four and a half minutes**
- for a total of more than **4 million** pages viewed





# TORX<sup>®</sup> with Kailas in a nutshell

**TORX<sup>®</sup> with Kailas** sets the standard for **Endurance Trail Running** with races of over **200 miles** in the **Alpine territory** with the **TOR330** and the **TOR450**.

**TORX<sup>®</sup> with Kailas** 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, 7 million web page views and hundreds of thousands of social media interactions.

The event serves as a powerful global promotional platform for its sponsors and the host territories, directly connecting them with a targeted, high-net-worth international audience.



5 epic races  
10 days  
3000 registered athletes from 80 nations  
2800 volunteers  
Location: Courmayeur and Aosta Valley

1060Km overall  
**TOR330** Tor de Géants - 350Km, 28.000m D+  
**TOR450** Tor de 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+

**TOR330**  
TOR DES GÉANTS

**TOR450**  
TOR DES GLACIERS

**TOR130**  
TOT DRET

**TOR100**  
CERVINO-MONTE BIANCO

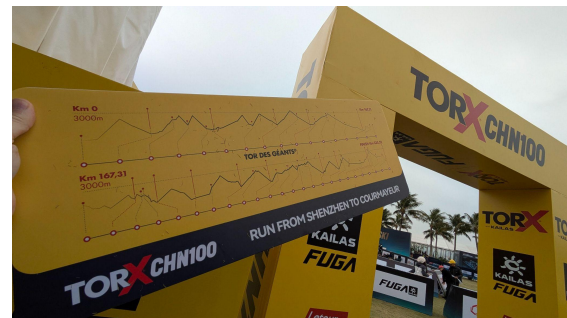
**TOR30**  
PASSAGE AU MALATRÀ



Are you searching  
for a new  
challenge?

Try hosting a TORX<sup>®</sup>  
race in your  
country.

Contact us for further details.





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Iscritta ad ASI (numero VAL-AO0115) e al Registro 2.0 CONI dal 2010 C.F. /PIVA  
e numero di iscrizione nel Registro delle Imprese di Aosta 01139360075 - REA AO-70629