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Red bull trans-siberian extreme - 2020

„The longest, the toughest,
the most extreme
bicycle stage race in the world!“

9100 km, 77.000 m altitude

Start: 7th of July, 2020 – Moscow Theater Square

Finish: 31st of August, 2020 – Vladivostok

Supported by

The Ministry of Foreign Affairs of the Russian Federation

The Austrian Embassy in the Russian Federation

The Embassy of the Russian Federation in Austria

The Austrian Federal Economic Chamber

Advantage Austria Moscow

Official partners

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Teams:

SOLO – one biker all alone (men – women)

Route: Moscow → Nizhniy Novgorod →
Kazan → Perm → Ekaterinburg →
Tyumen → Omsk → Novosibirsk →
Tomsk → Krasnoyarsk → Irkutsk →
Ude → Chita → Svobodny
Blagoveshchensk → Khabarovsk →
Vladivostok



15

STAGES

25

DAYS

1

REST DAY

Red bull trans-siberian extreme - 2020

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9,100 KM
KILOMETERS



15
STAGE



7
TIME ZONES

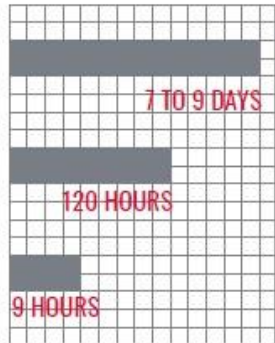


4
CLIMATE ZONES



THE LONGEST ULTRA-STAGE BICYCLE RACE IN THE WORLD

AMOUNT OF TIME THAT WOULD BE
SPENT TRAVELING THIS DISTANCE
ON...



MOSCOW

VLADIVOSTOK

DISTANCE BETWEEN CITIES COMPARES
TO THE RACE ROUTE



PARIS

9X

1055 KM



BERLIN

MOSCOW

3X

3065 KM

ROME

VIENNA

6X

1477 KM

LONDON

BRUSSELS

14X

644 KM

BERN

MOSCOW

VLADIVOSTOK

9,100 KM

ALL ATHLETES
COMBINED WILL
BURN **115 000**
CALORIES

ALL ATHLETES
COMBINED WILL
DRINK **1449**
LITERS

THE RACE GOES
FROM EUROPE
TO ASIA

END POINT
VLADIVOSTOK
BORDERS WITH
NORTH-KOREA

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STAGE	Start date	week day	Start location	Finish location	KM	altitude	Start
STAGE 1	07.07.2020	Tuesday	Moscow	Nizhniy Novgorod	350	2 769	11:00
STAGE 2	08.07.2020	Wednesday	Nizhniy Novgorod	Kazan	378	3 356	9:00
STAGE 3	09.07.2020	Thursday	Kazan	Perm	693	6 453	12:00
STAGE 4	11.07.2020	Saturday	Perm	Ekaterinburg	331	3 420	11:00
STAGE 5	12.07.2020	Sunday	Ekaterinburg	Tyumen	313	1 451	11:00
STAGE 6	13.07.2020	Monday	Tyumen	Omsk	614	1 997	11:00
STAGE 7	14.07.2020	Tuesday	Omsk	Novosibirsk	611	1 941	22:00
STAGE 8	16.07.2020	Thursday	Novosibirsk	Tomsk	255	1 667	10:00
STAGE 9	17.07.2020	Friday	Tomsk	Krasnoyarsk	584	3 884	16:00
STAGE 10	19.07.2020	Sunday	Krasnoyarsk	Irkutsk	1056	9 435	11:00
STAGE 11	22.07.2020	Wednesday	Irkutsk	Ulan Ude	447	5 261	9:00
STAGE 12	23.07.2020	Thursday	Ulan Ude	Chita	660	6 819	12:00
STAGE 13	25.07.2020	Saturday	Chita	Svobodny	1363	15 825	10:00
STAGE 14	28.07.2020	Tuesday	Blagoveshchensk	Chabarovsk	689	5 742	14:00
STAGE 15	30.07.2020	Thursday	Chabarovsk	Vladivostok	757	7 283	13:00
Total					9100	77 303	

Sponsorship possibilities #1

**Top project sponsor –
limited to 5 companies**

estimated budget: **40.000,-- Euro**

*Individual communication plan to be agreed and
coordinated with Red Bull „Comm’s team“.*

Package includes:

Logo on PR and marketing material

Logo on event posters

Logo on T-shirts of support crew

Logo on all support cars

Right to use video and photo material published on

www.redbullcontentpool.com

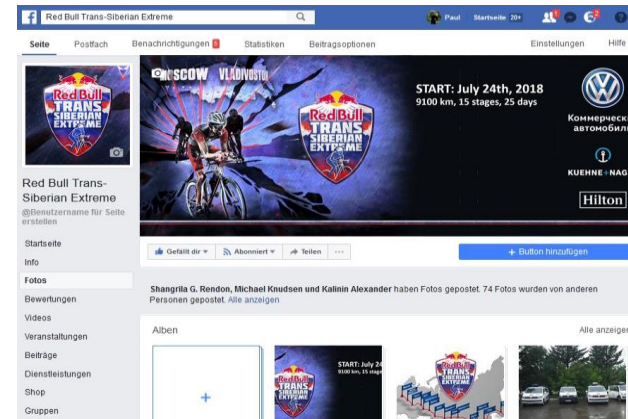
Right to use event logo for own PR and marketing activities



Sponsorship possibilities #1



LOGO ON EVENT T-SHIRT



LOGO ON FACEBOOK



LOGO ON START GATE



LOGO ON SUPPORT CAR

Sponsorship possibilities #2

Team sponsor SOLO team:

- package and involvement to be discussed individually and depends on sponsor PR plan, extras, dresses and logo placement
- registration costs 22.500,-- Euro
- additional costs for athlete branding

Participation package includes:

- Team sponsorship fee for participant!
- SOLO (1 biker, 1 supporter, 2 drivers)
- Logo placement on team car
- Right to use video and photo material published on www.redbullcontentpool.com
- Right to use event logo for own PR and marketing activities

Logo on bike dress and support team to be agreed with sportsmen.

Sponsor PR activities and equipment for the biker to be decided with the sportsman/woman

It does not include team travel to Moscow, team staff, preparation and equipment costs!



Sponsorship possibilities #2



LOGO ON SUPPORT CARS



LOGO ON BIKER DRESS IS UP TO THE SPONSOR

Sponsorship possibilities #3

Product and service support:

- Individual product or service support depending on company activity



Participation package includes:

- Logo placement on special support cars to be agreed



Sponsorship possibilities #3



LOGO ON SUPPORT CARS



p.bruck@most-sport.com
+7 916 579 32 89



WELCOME ABOARD!

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OR FOLLOW US ON FACEBOOK

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