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MEDIA EXPOSURE REPORT



EXECUTIVE SUMMARY

The 2023 Adventure Racing World Championships held in the scenic landscapes of the Kouga Region, South Africa, marked a monumental gathering of 109 teams, with a vibrant mix of 436 athletes representing 30 nations. This exhilarating expedition kicked off on May 31st, 2022, culminating in the official commencement on October 19th, 2023, spanning an incredible 856 kilometers.

This interim report encapsulates the media coverage amassed from the event's launch to the present day, offering an evolving narrative of the championships' exposure. A testament to its resonance, the event has already generated an estimated exposure value of \$850,000.00. With 37 local teams alongside an international contingent, this high-octane spectacle heralds an engaging blend of diversity and adventure. This report aims to capture the evolving impact and reach of the championships, encompassing various metrics and milestones.

INTRODUCTION

The Adventure Racing World Championships of 2023 transformed the Kouga Region of South Africa into a dynamic arena where 109 teams, representing a global assemblage of athletes, converged to embark on a remarkable 856-kilometer journey. Commencing its momentum on May 31st, 2022, the event embraced the true essence of adventure, officially initiating on October 19th, 2023.

This interim report serves as a live depiction of the event's unfolding media narrative, capturing its burgeoning exposure since its inception. Featuring 37 local teams and an expansive international presence, the championships epitomized a collaborative spirit, fostering a tapestry of cultures and sporting prowess.

With the event's ongoing progress and resonance, the cumulative exposure value has already soared to \$850,000.00, a testament to its compelling narrative and global resonance. This report, though interim, offers an insightful overview of the championships' media trajectory, showcasing its burgeoning impact and reach.

SOCIAL MEDIA ANALYTICS

Overall, the Adventure Racing World Championships 2023, was mentioned over 786 times by external sources, contributing to the social media reach of 6 million, with 99 000 interactions. This reach is valued at \$600 000.00

Platforms used:

- Facebook & Instagram (ExpAfrica)
- Facebook & Instagram (Adventure Racing World Series)
- LinkedIn (Adventure Racing World Series) – awaiting analytics
- TikTok (Adventure Racing World Series)- awaiting analytics
- Twitter (Adventure Racing World Series) – awaiting analytics
- Youtube (Adventure Racing World Series) – awaiting analytics

Metrics Summary:

Reach:

	Platform	Reach	Interactions	Profile Visits
Exp Africa	Facebook	188 371	23 855	59 616
Exp Africa	Instagram	38 892	25 979	20 844
ARWS	Facebook	799 654	100 389	316 896
ARWS	Instagram	94 836	91 599	36 665

Engagement:

	Platform	Post Reach	Engagement
Exp Africa	Facebook	45 100	7 500
Exp Africa	Instagram	46 300	32 300
ARWS	Facebook	194 800	36 200
ARWS	Instagram	125 300	105 500

WEBSITE & ONLINE PRESENCE:

Live Tracking Website:

The live tracking website served as a key platform for audiences to follow the progress of teams throughout the Adventure Racing World Championships. Due to high traffic levels on the first two days, a partnership was created with Azure Site and Open Tracking to assist with the attention received from audiences all over the world.

Date	Platform	Total Users	Average Session Duration
19 October 2023	www.ExpAfrica.live	10 297	7m 43s
20 October 2023	www.ExpAfrica.live	9 393	7m29s
21 October 2023	www.OpenTracking.com	12 740	10m14s
22 October 2023	www.OpenTracking.com	11 800	10m14s
23 October 2023	www.OpenTracking.com	13 489	10m15s
24 October 2023	www.OpenTracking.com	14 201	10m15s
25 October 2023	www.OpenTracking.com	10 150	10m15s
26 October 2023	www.OpenTracking.com	8 300	10m15s
27 October 2023	www.OpenTracking.com	5 600	10m15s
28 October 2023	www.OpenTracking.com	1 231	10m15s

Top Countries:

- South Africa – 7 900
- Sweden – 5 100
- France – 2 300
- United States of America – 2 200
- Japan – 1 800
- Spain – 1 700
- New Zealand – 1 700

Top Event Journey: Adventure Racing World Championship

- Page View: 313 000
- Scroll: 308 000
- Session Start: 204 000
- User Engagement: 152 000
- Clicks Made: 116 000
- New User Visit: 37 000
- File Download: 2 200

Audience Arrival:

- Referral: 121 000
- Direct: 55 000
- Organic Social Media: 26 000
- Organic Search: 3 100
- Unassigned: 935
- Email: 21

MEDIA EXPOSURE

Reach from News Platforms (Print, Online, Podcasts, Blogs)

- **19th October 2023:** 62,890
- **20th October 2023:** 89,156
- **21st October 2023:** 82,410
- **22nd October 2023:** 101,250
- **23rd October 2023:** 23,460
- **24th October 2023:** 70,200
- **25th October 2023:** 101,800
- **26th October 2023:** 115,000
- **27th October 2023:** 127,000
- **28th October 2023:** 20,979
- **29th October 2023:** 55,470
- **30th October 2023:** 25,786
- **31st October 2023:** 18,241
- **1st November 2023:** 36,857
- **2nd November 2023:** 37,256
- **3rd November 2023:** 24,361

This data reflects the reach and engagement achieved across various news platforms throughout the specified dates.

Social Media Reach directed from Media Exposure:

- Total Reach from Media: 2.5M
- Interactions: 88 000
- Sentiment Analysis: Positive

Publications in Print:



EXPOSURE REPORT: PUBLICATIONS

Date	Publication	Headline	Article
01-Jun-22	Endurance Sportswire	The Adventure Racing World Championships Goes to Africa in 2023	Read Article
01-Jun-22	St Francis Today	Expedition Africa will host the World Championship	Read Article
02-Jun-22	Sportz Hub Adventure Sport	The Adventure Racing World Championships Goes to Africa in 2023	Read Article
03-Jun-22	Algoa FM	Adventure Racing World Championships head to Kouga	Read Article
03-Jun-22	Adventurmag.com.br	AR World Championship goes to Africa for the first time in 2023	Read Article
06-Jun-22	Getaway Magazine	South Africa to host the 2023 Adventure Racing World Championship	Read Article
06-Jun-22	Bonjuri	South Africa to host the 2023 Adventure Racing World Championship	Read Article
06-Jun-22	Travel Reporter	South Africa to host the 2023 Adventure Racing World Championship	Read Article
06-Jun-22	Kouga Municipality	Adventure Racing World Championships comes to Kouga	Read Article
08-Jun-22	Tourism Update	Adventure Racing World Championships head to Kouga	Read Article
08-Jun-22	Travel News	Adventure Racing World Championship comes to Eastern Cape	Read Article
08-Jun-22	Tourism Update	Adventure Racing World Championships held in Eastern Cape	Read Article
09-Jun-22	Edge News	2023 AR World Champs in SA	Read Article
13-Jun-22	Daily Dispatch	Coup as Eastern Cape to host Adventure Racing World Champs	Read Article
09-Nov-22	Edge News	African AR Champs	Read Article
19-Nov-22	Sportz Hub Adventure Sport	2023 Adventure Racing World Championships - Africa	Read Article
22-Feb-23	Merrell	Merrell partners with the 2023 Adventure Racing World Championships in South Africa	Read Article
23-Aug-23	Rural Life	From farm races to adventure races	Read Article
01-Sep-23	Merrell	Adventure Racer: Heidi 'Adventure' Muller	Read Article
19-Sep-23	Sportz Hub Adventure Sport	One month to go until the Adventure Racing World Championship in South Africa	Read Article

29-Sep-23	Dune Daisies	Heidi Muller - the force behind the 2023 Adventure Racing World Champs	Read Article
01-Oct-23	Merrell	SA's Tenacious Adventure Racing Teams - World Championships 2023	Read Article
03-Oct-23	St Francis Chronicle	Meet Heidi Muller CEO of the Adventure Racing World Championship	Read Article
05-Oct-23	Kouga Express	Adventure Racing World Championships to boost local tourism	Read Article
11-Oct-23	Sportz Hub Adventure Sport	Who will be the new Adventure Racing World Champions?	Read Article
11-Oct-23	St Francis Chronicle	Who will be the new Adventure Racing World Champions?	Read Article
16-Oct-23	Daily Dispatch	The power of PR give fundraising efforts the edge	Read Article
16-Oct-23	Dune Daisies	Meet Camila Nicolau - top female adventure racer!	Read Article
16-Oct-23	Plett Tourism	Plett Adventure Racing Team takes on World Series Championships	Read Article
17-Oct-23	Sportz Hub Adventure Sport	How to Follow the 2023 Adventure Racing World Championship	Read Article
19-Oct-23	Sportz Hub Adventure Sport	Ready to Start the 2023 Adventure Racing World Championship	Read Article
19-Oct-23	Kouga Express	Kouga Municipality kicks off ARWC 2023 in style	Read Article
20-Oct-23	Sportz Hub Adventure Sport	Footsteps in the Sand - Day One at the ARWC2023	Read Article
21-Oct-23	St Francis Chronicle	About 3 teams have left the ARWC race	Read Article
22-Oct-23	SleepMonsters	Six teams in the hunt for the Adventure Racing World Title after Day 4	Read Article
22-Oct-23	St Francis Chronicle	ARWC latest race stats - Day 3	Read Article
23-Oct-23	Sportz Hub Adventure Sport	Six teams in the hunt for the Adventure Racing World Title after Day 4	Read Article
23-Oct-23	Dune Daisies	A local adventure racer in our dunes! Juan Oosthuizen	Read Article
24-Oct-23	News 24	Swedish Armed Forces Adventure Racing Team are World Champions	Read Article
24-Oct-23	Gear Junkie	Swedish Armed Forces Adventure Racing Team are World Champions	Read Article
24-Oct-23	The Herald	Historic adventure racing championships down to the wire	Read Article
24-Oct-23	Sportz Hub Adventure Sport	The Swedish Armed Forces Adventure Team are the	Read Article

		New Adventure Racing World Champions	
24-Oct-23	St Francis Chronicle	Swedish Armed Forces kept the lead to win ARWC 2023	Read Article
24-Oct-23	Moncarnet De Courses	Vice-Champions du monde de raid-aventure, ARWC in South Africa... ou presque	Read Article
24-Oct-23	Forsvarsmakten	Forsvarsmaktens multisportlag varlds - mastare I skdafrika	Read Article
24-Oct-23	Swedish Post {English}	The Armed Forces multisport team world champion in South Africa	Read Article
24-Oct-23	Reddit	Swedish Armed Forces Adventure Team crossed the finish line first, yesterday	Read Article
24-Oct-23	AR World Series	The Swedish Armed Forces Adventure Team are the New Adventure Racing World Champions	Read Article
24-Oct-23	Hjotidning	Hjobon världsmästare igen	Read Article
25-Oct-23	SOK	Vasaloppsvinnaren tog svenskt guld I adventure racing	Read Article
25-Oct-23	SA Sports Press	Swedish Armed Forces Adventure Team win Adventure Racing World Championships in South Africa	Read Article
25-Oct-23	The Herald	Swedish Armed Forces crowned Adventure Racing World Champions	Read Article
25-Oct-23	St Francis Today	The Swedish Armed Forces Adventure Team are the New Adventure Racing World Champions	Read Article
25-Oct-23	SVT Sport	Vasaloppsvinnaren tog svenskt guld i adventure racing	Read Article
25-Oct-23	Delfi Sport	Estlased võitsid seiklusspordi MM-il pronksmedali	Read Article
25-Oct-23	Head Topics	Vasaloppsvinnaren tog svenskt guld i adventure racing	Read Article
26-Oct-23	Endurance Sportswire	An international Top 10 at the Adventure Racing World Championships	Read Article
26-Oct-23	Sportz Hub Adventure Sport	An international Top 10 at the Adventure Racing World Championships	Read Article
26-Oct-23	St Francis Chronicle	First South African team, Merrell Adventure crosses ARWC finishing line	Read Article
26-Oct-23	Petterssons	Forsvarsmaktens multisportlag varlds - mastare I skdafrika	Read Article

26-Oct-23	The Africa	Swedish Armed Forces crowned Adventure Racing World Champions	Read Article
27-Oct-23	Fexo	Esther Pizarro and Agustin Bote cross the finish line of the ARWC 2023 - Africa - Kouga Expedition 2023	Read Article
27-Oct-23	Ameba	Team East Wind...	Read Article
27-Oct-23	Federation Francaise de Triathlon	ADVENTURE RACING WORLD SERIES: THE PERFORMANCES OF THE FRENCH TEAMS	Read Article
28-Oct-23	Daily Dispatch	Three East London teams braving Adventure Racing World Championship	Read Article
28-Oct-23	St Francis Chronicle	Tears of triumph and loss at the ARWC 2023	Read Article
28-Oct-23	Dune Daisies	The Cape St Francis Resort - going the extra, adventurous mile	Read Article
30-Oct-23	Endurance Sportswire	Celebrating the 2023 Adventure Racing World Championships	Read Article
30-Oct-23	AdventureMag	Swedish Armed Forces Adventure Team E A Campea Mundial De Corrida De Adventura 2023	Read Article
30-Oct-23	Dune Daisies	The essence of true adventure racers: Asboluraid Capganguise Team 77	Read Article
30-Oct-23	Lansivayla	Ruotsalaiset sotilaat näyttivät ylivoimaansa rankassa 840 kilometrin MM-kisassa – espoolaisjoukkueella epäonnea	Read Article
30-Oct-23	Cykla	Känslosam Oskar Svärd efter VM-guldet: "Fantastisk känsla"	Read Article
31-Oct-23	SA Sports Press	Celebrating the 2023 Adventure Racing World Championships	Read Article
31-Oct-23	Otago Daily Times	Team Ninth in Champs	Read Article
31-Oct-23	Gelender	Written by Andraz - ARWC part 1	Read Article
01-Nov-23	Rural Events	Team 9th in Champs	Read Article
01-Nov-23	The Herald	Historic adventure race 'memory of a lifetime'	Read Article
02-Nov-23	News 24	Celebrating the 2023 Adventure Racing World Championships	Read Article
02-Nov-23	Gelender	Written by Andraz - ARWC part 2	Read Article
02-Nov-23	Gelender	Written by Andraz - ARWC part 3.1	Read Article

03-Nov-23	Gelender	Written by Andraz - ARWC part 3.2	Read Article
06-Nov-23	The Southland App	Fear not a factor for young adventure racers	Read Article
08-Nov-23	Good Things Guy	ARWC held for the first time in Africa, thanks to the Eastern Cape	Read Article
08-Nov-23	Smalands-Tidningen	Eksjobon hemma med bytt VM-guld: "I klass med Vasaloppsvinsterna"	Read Article
08-Nov-23	Gelender	Written by Andraz - ARWC part 4	Read Article
08-Nov-23	SEIZ	Great experience for the Itaca Aventura Peña Guara team in the World Raid Championship	Read Article
08-Nov-23	AltoAragon	Great experience for Jorge Garcia	Read Article
08-Nov-23	Annons	Eksjöbon hemma med nytt VM-guld: "I klass med Vasaloppsvinsterna"	Read Article
10-Nov-23	Endurance Sportswire	A successful first International Adventure Racing Conference	Read Article
13-Nov-23	Urheilu	Mitä ihmettä Artun jalkapohjille tapahtui Afrikassa? Rajut kuvat	Read Article
15-Nov-23	Gelender	Written by Andraz - ARWC part 5	Read Article
16-Nov-23	Dune Daisies	ARWC 2023 - It's a wrap	Read Article
19-Nov-23	Letabab Herald	Nyiko flies South African flag	Read Article

PODCASTS & RADIO INTERVIEWS

20-Mar-22	Dark Zone	25: Heidi Muller - Adventure Racing World Series CEO, Adventure Racer, RD and the Most Positive Person on the Planet	Listen
18-Oct-23	Algoa FM	Heidi Muller talks Adventure Racing World Championships with Tracey Rossouw	
19-Oct-23	Dark Zone	79: ARWS World Championship course preview with Race Director Stephan Muller	Listen
21-Oct-23	Dark Zone	80: Flash Episode #1 - ARWS Championship Race Updates, Analysis and Predictions	Listen
24-Oct-23	Dark Zone	81: Flash Episode #2 ARWS Championship - Getting Close to Crowning A Winning Team	Listen
25-Oct-23	Dark Zone	82: Mari Chandler of Team Vidaraid - A Storming	Listen

		Massive Comback to Capture 2nd Place at the ARWS	
27-Oct-23	UltraMarathon	VM I backyard & adventure racing + infor Kullamannen	Listen
27-Oct-23	Link FM	Heidi Muller talks with Titch Wild on the overwhelming support received for the Adventure Racing World Championships, here in South Africa	
10-Nov-23	PlayerFM	DarkZone 83: Swedish Armed Forces Adventure Team - The 2023 Adventure Racing World Champions	Listen
10-Nov	Deezer	DarkZone 83: Swedish Armed Forces Adventure Team - The 2023 Adventure Racing World Champions	Listen
13-Nov-23	Peace on Earth	Malin Hjalmarsson, Adventure Racing	Listen
10-Nov-23	Dark Zone	83: Swedish Armed Forces Adventure Team - The 2023 Adventure Racing World Champions	Listen

TV BROADCAST:



12 November 2023	Swedish National TV	Sveriges Television	Available on Request
14 November 2023	Spanish National TV	MG TV	Watch
14 November 2023	Swedish National	O IN	Available on Request

VIDEO PUBLISHED ON CHANNELS:

16-Oct-23	16:01	Youtube	Adventure Racing World Series	It is rolling now at the Adventure Racing World Championship 2023	Watch
18-Oct-23	14:00	Youtube	Adventure Racing World Series	Adventure Racing World Championship 2023 - Opening Ceremony	Watch
18-Oct-23	16:00	Youtube	Adventure Racing World Series	Adventure Racing World Championship 2023 - Welcome and Press Conference	Watch
18-Oct-23	10:05	Youtube	Adventure Racing World Series	Flag Parade and Opening Ceremony of the 2023 Adventure Racing World Championship	Watch
19-Oct-23	10:10	Youtube	Expedition Africa Adventure	Adventure Racing World Championship 2023 1 week to go teaser	Watch
20-Oct-23	16:46	Youtube	Adventure Racing World Series	Moments of Day 2 - 2023 AR World Championship	Watch
20-Oct-23	15:25	Youtube	Adventure Racing World Series	Arrival. The Adventure Racing World Championship 2023	Watch
20-Oct-23	08:10	Youtube	Adventure Racing World Series	Introducing the Adventure Racing World Championships 2023	Watch
20-Oct-23	12:02	Youtube	Adventure Racing World Series	Moments of Day 2 - 2023 AR World Championship	Watch
20-Oct-23	21:26	Youtube	Adventure Racing World Series	Day 2 Wrap up at the 2023 Adventure Racing World Championship	Watch
21-Oct-23	09:10	Youtube	Adventure Racing World Series	TA 3: Buffelshoek: Our home for the night - ARWC 2023	Watch
21-Oct-23	01:50	Youtube	Adventure Racing World Series	A Change in the weather at ARWC 2023	Watch
21-Oct-23	22:56	Youtube	Adventure Racing World Series	Moments of Day 1 - AR World Championship 2023	Watch
22-Oct-23	15:51	Youtube	Adventure Racing World Series	Race Day 4	Watch
22-Oct-23	04:54	Youtube	Adventure Racing World Series	Puncture AGAIN for Team Brazil Multisport - ARWC 2023	Watch
22-Oct-23	01:41	Youtube	Adventure Racing World Series	Teams sleeping and getting warm and dry at TA 6 - ARWC 2023	Watch
22-Oct-23	05:04	Youtube	Adventure Racing World Series	How to find a puncture? Brazil Multisport shows us how - ARWC 2023	Watch
22-Oct-23	02:14	Youtube	Adventure Racing World Series	Brazil Multisport complete Kayak and arrive at T6 - ARWC 2023	Watch

22-Oct-23	10:44	Youtube	Adventure Racing World Series	Brad Baumber explains the logistics of moving kayaks - ARWC 2023	Watch
22-Oct-23	02:17	Youtube	Adventure Racing World Series	Team Brazil Multisport talk about sleeping next to the river - ARWC 2023	Watch
22-Oct-23	08:05	Youtube	Adventure Racing World Series	Choosing the right section of the Firsh River for ARWC 2023	Watch
22-Oct-23	01:40	Youtube	Adventure Racing World Series	Estonia are the first team to reach at T4 kayak put in - ARWC 2023	Watch
22-Oct-23	14:20	Youtube	Forscarsmakten Inblick	Vmi Adventure Race dag 4 Swedish Armed Forces Adventure Team tar ledningen #arwc2023	Watch
22-Oct-23	23:21	Youtube	Adventure Racing World Series	Moments of Day 3 - 2023 AR World Championship	Watch
22-Oct-23	09:15	Youtube	Adventure Racing World Series	Drone Footage of CP29 - Abseil (Day 2) - ARWC 2023	Watch
23-Oct-23	17:54	Youtube	Adventure Racing World Series	Ox Wagen Camp on Leg 7 - Cycle - ARWC 2023	Watch
23-Oct-23	18:32	Youtube	Adventure Racing World Series	TA8 - Dooringkloof Campsite - ARWC 2023	Watch
24-Oct-23	07:29	Youtube	Adventure Racing World Series	Crowing the 2023 Adventure Racing World Champion - Day 5	Watch
24-Oct-23	13:57	Youtube	Adventure Racing World Series	Being an Adventure Racing Photographer - Kirsten Oliver at 2023 ARWC	Watch
24-Oct-23	07:29	Youtube	Adventure Racing World Series	ARWS World Championship Race day 5	Watch
24-Oct-23	13:20	Youtube	Forscarsmakten Inblick	VM Adventure Race - Swedish Armed Forces Adventure Team - bäst i världen #arwc2023	Watch
24-Oct-23	20:21	Youtube	Adventure Racing World Series	Crowning the 2023 Adventure Racing World Champion - Day 5	Watch
25-Oct-23	02:13	Youtube	Adventure Racing World Series	Moments from 2023 Adventure Racing World Championship - Day 6	Watch
25-Oct-23	02:23	Youtube	Adventure Racing World Series	That one moment - ARWC 2023	Watch
25-Oct-23	10:59	Youtube	Adventure Racing World Series	TA 7, Day 7's 13h00 cut-off and Alternative Route - ARWC 2023	Watch
25-Oct-23	00:40	Youtube	Adventure Racing World Series	Bicycle maintenance station at TA 7 by Coimbra Cycle Center and Squirt - 2023 ARWC	Watch
25-Oct-23	10:59	Youtube	Adventure Racing World Series	TA7, Day 7's 13h00 cut-off and alternative Route - ARWC 2023	Watch

26-Oct-23	23:52	Youtube	Adventure Racing World Series	Illness struck XPD Holland but didn't diminish the experience - 2023 ARWC	Watch
27-Oct-23	10:38	Youtube	Adventure Racing World Series	Behind every great event, there are hard working volunteers - 2023 ARWC	Watch
27-Oct-23	02:24	Youtube	Adventure Racing World Series	The last teams through TA 8 on Day 8 - 2023 ARWC	Watch
27-Oct-23	12:56	Youtube	Adventure Racing World Series	Farmers open their lands to the 2023 Adventure Racing World Championship	Watch
28-Oct-23	23:11	Youtube	Adventure Racing World Series	2023 Adventure Racing World Championship, Expedition Africa - Highlights	Watch
28-Oct-23	04:05	Youtube	Adventure Racing World Series	The final team in - Angiru from Paraguay - 2023 ARWC	Watch
29-Oct-23	00:25	Youtube	Adventure Racing World Series	Image Highlights from 2023 Adventure Racing World Championship	Watch
30-Oct-23	05:13	Youtube	Adventure Racing World Series	Expedition Africa Namibia 2024 Promo	Watch
31-Oct-23	04:09	Youtube	Wilderness.ee	Video Blog og Estonia ACE	Watch
31-Oct-23	12:59	Youtube	Adventure Racing World Series	Legends of the AR World Series 2023	Watch
04-Nov-23	05:00	Youtube	Adventure Racing World Series	2023 ARWC Expedition Africa - Highlights	Watch
05-Nov-23	10:11	Youtube	Adventure Racing World Series	Moments from 2023 Adventure Racing World Championships - Day 6	Watch
08-Nov-23	09:40	Youtube	Eckventure	Adventure Race World Championships 2023 Part 1 @ARWorldSeries	Watch
08-Nov-23	11:03	Youtube	Eckventure	Adventure Race World Championships 2023 Part 3 @ARWorldSeries	Watch
09-Nov-23	10:46	Youtube	Susan Tschappat	2023 ARWC Expedition Africa _Team RAF_Trailer	Watch
09-Nov-23	07:11	Youtube	Adventure Racing World Series	IARC 2023 - Session 5 Striving for Excellence	Watch
09-Nov-23	04:53	Youtube	Adventure Racing World Series	IARC 2023 - Session 1 Welcoming	Watch
18-Nov-23	12:13	Youtube	Dmitry Rusakov	Expedition Africa Adventure Race 2023	Watch
19-Nov-23	09:56	Youtube	Patrick Ward	Team Moxie Racers Adventure Racing World Championship 2023 Expedition Africa Eastern Cape	Watch

PARTNERSHIP EXPOSURE

Please refer to the Appendices for the following branding exposure showcased (this is an interim report, and there are many additions that will be included, such as fence banners showcasing partners logo, finishing shoot etc).

- Apparel - Bib Artwork
- Print - Programme – Back Page
- Social Media – Team Announcements
- Social Media – Leg Distances
- Social Media – Countdown Posts
- Social Media – Follow the Race
- Social Media – Partnership Announcement

CONCLUSION:

The Adventure Racing World Championships for 2023 proved to have a significant reach with a greater audience than expected. Throughout the leadup and execution of the event, the adventure racing world and beyond were buzzing with excitement from the gruelling 856km expedition through South Africa.

It is understood that this event will be in the memory books for all 436 athletes, the over 100 volunteers, over 30 media crew and officials who helped execute a successful 2023 Adventure Racing World Championships event in the Kouga region of South Africa.

Appendices will further demonstrate the branding exposure generated for partners throughout the lead up and activation of the event.

Please note, this is an interim report, and will be updated as new exposure is collected.

Kind Regards

Trystan Viaene

FOUNDERS
BRUCE & TRYSTAN VIAENE
DIGITAL COMMUNICATION SPECIALISTS



APPENDICES:

SOCIAL MEDIA: Countdown

10 day countdown was made, featuring main sponsors in all artwork. Designed were made for Instagram, Facebook and Facebook Cover.



SOCIAL MEDIA: Team Announcements

All 109 Teams were announced on Social Media – ExpAfrica on Facebook & Instagram. Each team announcement was made a cover of the Facebook Page too. These announcements were made from up to 4 months prior to the start, until 2 weeks, prior to race start generating exposure for the event. Each featured logo in the artwork was tagged in the respective post.

Below is an example of the artwork for each team announced:



SOCIAL MEDIA – Partnership Announcements:

Leading up to the event, partnerships were announced frequently where partners were tagged in the posts made on ExpAfrica’s Facebook & Instagram pages:

Below is an example of the artwork for the announcements made:



SOCIAL MEDIA – Each of the Legs:



#ARWC2023 LIVE TRACKING: www.ExpAfrica.live @arworldseries

LEG 7: CYCLE

DISTANCE: 224 KM
ELEVATION GAIN: +2389 M
ELEVATION LOSS: -2695 M

CP'S TO COLLECT: 5

109 TEAMS
30 COUNTRIES
800 KM'S

AR WORLD CHAMPIONSHIP 2023
KOUGA SOUTH AFRICA
19 - 28 OCTOBER 2023

#ARWC2023 LIVE TRACKING: www.ExpAfrica.live @arworldseries

LEG 8: TREK

DISTANCE: 64 KM
ELEVATION GAIN: +1498 M
ELEVATION LOSS: -1510 M

CP'S TO COLLECT: 12

109 TEAMS
30 COUNTRIES
800 KM'S

AR WORLD CHAMPIONSHIP 2023
KOUGA SOUTH AFRICA
19 - 28 OCTOBER 2023

#ARWC2023 LIVE TRACKING: www.ExpAfrica.live @arworldseries

LEG 9: CYCLE

DISTANCE: 124 KM
ELEVATION GAIN: +2855 M
ELEVATION LOSS: -3257 M

CP'S TO COLLECT: 6

109 TEAMS
30 COUNTRIES
800 KM'S

AR WORLD CHAMPIONSHIP 2023
KOUGA SOUTH AFRICA
19 - 28 OCTOBER 2023

#ARWC2023 LIVE TRACKING: www.ExpAfrica.live @arworldseries

LEG 10: TREK

DISTANCE: 32 KM
ELEVATION GAIN: +513 M
ELEVATION LOSS: -527 M

CP'S TO COLLECT: 10

109 TEAMS
30 COUNTRIES
800 KM'S

AR WORLD CHAMPIONSHIP 2023
KOUGA SOUTH AFRICA
19 - 28 OCTOBER 2023

#ARWC2023 LIVE TRACKING: www.ExpAfrica.live @arworldseries

ALTERNATIVE ROUTE (T7 -T10): CYCLE

DISTANCE: 159 KM
ELEVATION GAIN: +2806 M
ELEVATION LOSS: -3218 M

CP'S TO COLLECT: 5

109 TEAMS
30 COUNTRIES
800 KM'S

AR WORLD CHAMPIONSHIP 2023
KOUGA SOUTH AFRICA
19 - 28 OCTOBER 2023

SOCIAL MEDIA – Follow the Race:

Each athlete was supplied the following artwork to use as a placeholder for their personal cover photo during the race, to encourage friends to follow their race:

I AM IN ONE OF 109 TEAMS
RACING 800KM
INTO THE UNKNOWN
LIVE TRACKING: www.ExpAfrica.live
TO FOLLOW MY JOURNEY

AR
WORLD CHAMPIONSHIP #ARWC2023

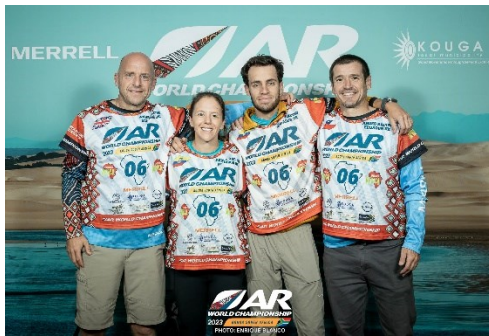
2023 KOUGA SOUTH AFRICA

@arworldseries

The follow announcements were made throughout the race to encourage following the live tracking platform for the ARWC 2023.



APPAREL ARTWORK: Race Bib



To the right, is the Race Bib artwork worn by each athlete throughout the event.



PRINTED DOCUMENTATION: Program & Athlete Race Book Cover

