

**Red Bull**



# erzbergrodeo

WORLD XTREME ENDURO SUPREME



**TOUGHER  
THAN IRON**

**MAY 29<sup>TH</sup> - JUNE 1<sup>ST</sup>  
2025**

EISENERZ / VORDERBERG  
AUSTRIA

**PARTNER  
INFORMATION**



**Red Bull**   
**erzbergrodeo**  
WORLD XTREME ENDURO SUPREME



# MYTH OF RED BULL ERZBERGRODEO

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Even after three centuries, the **MYTH OF RED BULL ERZBERGRODEO** has not lost its strong attraction. The internationally unique event is regarded as the world's most renowned Extreme Enduro. 2025 will see the 29th edition of Red Bull Erzbergrodeo.

Each year, thousands of ambitious dirtbike athletes from all over the world get on their way to make a picturesque town in the heart of Austria become the pulsing epicentre of the international motorcycle offroad sports community.

They trade thousands of miles of travel for four days of adrenaline, sweat, party and - disappointment. Because at the end of the day only a handful of riders will conquer the superior „Iron Giant“.

**TOUGHER THAN IRON** is way more than just a phrase - this motto perfectly describes the motivation of thousands of competitors, tens of thousands of spectators and up to 800 crew workers behind the event to enthusiastically take on the challenges provided by Red Bull Erzbergrodeo each year.

TOUGHER  
THAN IRON



# EXTREME SPORTS

The Red Bull Erzbergrodeo is regarded as the biggest and most influential event of the annual international Extreme Enduro season. As a part of the **FIM Hard Enduro World Championship**, Red Bull Erzbergrodeo attracts the world's best motorcycle offroad athletes.

Top riders from all major factory teams as well as ambitious amateur athletes take on the challenges of the extremely tough race events: the opening Hillclimb event, the high speed Prologue race over the Erzberg's ore mining routes and finally the Red Bull Erzbergrodeo main race. Red Bull Erzbergrodeo offers both competitors and spectators breathtaking Extreme Sports of the highest level.

## TOP FACTS SPORTS & RACES

- › 4 separately built racetracks
- › 4 different race events
- › Factory Teams with top riders from all offroad sections (MX, Enduro, Trials, Rally Raid)
- › Competitors from more than 50 nations
- › Entries limited to 1500
- › No starting or prize money
- › Training area open for all competitors
- › Technical inspection for all competitors
- › Highly efficient safety concept
- › Racing insurance for all competitors
- › Spectator points connected with shuttle bus service
- › TV-broadcast of race highlights
- › Red Bull Erzbergrodeo part of **FIM Hard Enduro World Championship**

### ROCKET RIDE

- › Hillclimb race
- › limited to 300 competitors
- › 4-story racetrack
- › up to 75% ascent
- › 48 fastest riders at finals
- › spectator point at the track

### IRON ROAD PROLOGUE

- › high speed race on Friday & Saturday
- › track length app. 15 km
- › racetrack spans over entire compound
- › faster run-time decides result
- › Top-500 riders qualify for the Red Bull Erzbergrodeo main race

### RED BULL ERZBERGRODEO

- › 500 riders (10 rows with each 50 riders)
- › track length app. 35 km
- › 27 checkpoints have to be passed within 4 hours
- › extremely selective terrain
- › high drop-out quota (2024 only 8 finishers)
- › Live-broadcast at **Servus TV** and **Red Bull TV**



# PURE **EMOTIONS**

The world's biggest motorcycle offroad sports event is fascinating tens of thousands actionsports fans from all continents.

The unique mixture of breathtaking Extreme Sports and Woodstock-like festival characteristics attracts an active and sporty audience, looking for excitement, action and fun. The typical Red Bull Erzbergrodeo visitor loves to be right in the middle of the action and to become a part of the atmosphere filled with adrenaline, dirt, dust, roaring engines and lots of emotions...

## TOP FACTS COMPETITORS & SPECTATORS

- > 1500 competitors
- > more than 4500 entourage
- > 50 nations on site
- > competitors from all continents
- > Top-5 nations: AUT / GER / ITA / UK / SUI
- > 59% of competitors under 29 years
- > more than 50% of competitors are new entrants
- > more than 50000 spectators on 4 days
- > visitors are extremely action-orientated
- > 1000 VIP-guests on 4 days
- > 800 people crew
- > 270 media representants from 26 nations on site
- > 180 people crew for Live-TV broadcast
- > extensive entertainment offer for spectators

## TARGET GROUP SPORTS

- > 16 - 60 years
- > active, sporty, looking for excitement
- > brand-orientated, trendy
- > mobile, individualistic
- > high affinity for outdoor activities
- > interested in innovations

## TARGET GROUP FAMILY

- > 5 - 70 years
- > active, sporty
- > looking for a lasting experience
- > wants to take part in activities
- > strong regional background
- > high share of children





# WIDEREACH

The Red Bull Erzbergrodeo reaches millions of people all over the world in words & (motion)pictures. This dimension of professional coverage is unique for international motorcycle offroad sports.

Apart from the extensive pre-event coverage, media representants from all around the globe publish their daily reports and spectacular footage right from the centre of action. Additionally, the Red Bull Erzbergrodeo's own Press/Media & PR-Service is delivering to many thousands print and online editorial offices worldwide.

National and international (Live) TV-networks broadcast the amazing action to millions of homes all over the world.

## TOP FACTS MEDIA REACH

- › Media value\* (print & online) app. 12 Mio.
- › Print media reach 2017 (Austria)\*\*: 5,8 Mio. copies
- › International print review with app. 600 reports
- › TV coverage over 250 hours in 200 countries
- › 16,4 Mio. viewing minutes at **ServusTV On** (733000 unique views)
- › 16,5 % reach of Red Bull Erzbergrodeo Live broadcast 2024 at **ServusTV** (national)
- › TV-coverage on **ORF1** und **ORF SPORT+** (Austria)
- › Media cooperation with **KRONEN ZEITUNG** (Austrias biggest daily newspaper)
- › Radio cooperation with **kronehit**
- › Erzbergrodeo live timing with 12 Mio. visits
- › Internet appearance over **motomedia** network (4 Mio. visitors per year)
- › Cooperations with Social Media channels of partners **KTM** and **RED BULL** (worldwide)

## SOCIAL MEDIA REACH

- › More than 214000 Facebook fans
- › More than 190000 followers on Instagram
- › More than 20000 followers on TikTok
- › Reach during the event: over 6,1 Mio. users (3,7 Mio. alone at Facebook)
- › Live-Timing Red Bull Erzbergrodeo 2024 at [motorradreporter.com](http://motorradreporter.com) with 12 Mio. visits
- › Followers with high Social Media activity
- › Own editorial crew takes care of all Red Bull Erzbergrodeo Social Media channels



## LIVE-TV BROADCAST

- › Live-broadcast on **Servus TV** (12% market share 2023)
- › Live-broadcast on **Red Bull TV** (international) in German, English and Spanish
- › 28 Live camera crews and 2 OB-trucks
- › 180 Red Bull Media House TV-crew on site
- › 30 kilometers of glass fibre cables installed at Erzberg
- › Helicopter-cams, Phantom ultra slow-motion cameras, POV-cameras





## PATRONAGE

Connect your company or your brand with the action-loaded characteristics of Red Bull Erzbergrodeo!

From the race formats to the spectacular side events to the most important sectors of organisation: your logotype communicates ten-thousand-fold with an extremely dynamic target group!

> **FROM EUR 15.000,-**

## LOGO BRANDING

Not only communicates your brand logo with up to 50000 actionsports fans on site, it will also be transported by our international media coverage in print, online and Live-TV all over the globe!

Permanent branding, banners, beachflags, digital banners, mega banners... everything is possible!

> **FROM EUR 10.000,-**

## SOCIAL MEDIA

With an editorial reach of more than 6 millions on Facebook alone, Red Bull Erzbergrodeo draws massive worldwide attention.

Integrate your brand into the Red Bull Erzbergrodeo's Social Media Marketing and achieve a maximum output for your marketing messages.

> **FROM EUR 6.000,-**

# SPONSORING

The Red Bull Erzbergrodeo has established itself as one of the toughest adventures with a big and broad customer target group. Right in the middle of the action or sitting conveniently at home in front of a TV set or digital advice - the Myth of Red Bull Erzbergrodeo fascinates actionsports enthusiasts all over the globe.

Sponsoring the Red Bull Erzbergrodeo makes you target an extremely active and interested group of customers in the important target markets of Europe, North & South America and Asia. The unique dynamics of the event works worldwide as a proven catalyst for the success of your company and increased sales of your products.

All sponsoring packages on the following pages include exhibitor tickets as well as entry ticket contingents.

## PROMOTIONS

Approach the Red Bull Erzbergrodeo's thousands of competitors and visitors directly on site by realising effectful promotional activities during the event, creating a maximum of attention!

Product sampling, sweepstakes or branding of one of the spectator points will get you close and direct contact!

› **AB EUR 5.000,-**

## EVENT-ACTION

The Red Bull Erzbergrodeo's worldwide unique festival characteristics offer lots of possibilities to promote your brand with action-loaded and entertaining events!

Bag-Jump, Flying Fox or Rallye-Taxi... connect your marketing message with adrenaline and action to reach tens of thousands of actionsports fans!

› **PRICE ON REQUEST**

## INCENTIVES

Company trip, brand incentive or customer retention event: the Red Bull Erzbergrodeo Company Packages offer exclusive VIP-treatment, maximum action and an unforgettable experience for your employees and clients at the world's biggest motorcycle offroad event!

All packages available for groups bigger than 10 PAX.

› **FROM EUR 500,- per PAX**

# PACKAGES PATRONAGES

## PATRONAGE ROCKET RIDE

**EUR 100.000,-**

- › Integration in official side event logo
- › Your brand logo at official results
- › Branding start- & finish area (Thursday)
- › Branding racetrack (Thursday)
- › Branding spectator point (Thursday)
- › Special Branding
- › Promotional video (length 10 seconds)
- › 100 sqm presentation area
- › Presentation at redbullerzbergrodeo.com
- › Social Media integration



## PATRONAGE IRON ROAD PROLOGUE

**EUR 150.000,-**

- › Integration in official side event logo
- › Your brand logo at official results
- › Rider Package
- › Branding start area (Friday & Saturday)
- › Branding racetrack (Friday & Saturday)
- › Branding racetrack flags
- › Special Branding
- › Promotional video (length 10 seconds)
- › 100 sqm presentation area
- › Presentation at redbullerzbergrodeo.com
- › Social Media integration



## CHECKPOINT-PATRONAGE RED BULL ERZBERGRODEO

**EUR 50.000,-**

- › Patronage of a Red Bull Erzbergrodeo checkpoint incl. Name hosting
- › Branding of checkpoint (Sunday)
- › Integration in all PR- and TV-activities
- › Presentation at redbullerzbergrodeo.com
- › Introduction of checkpoint in event brochure



## PATRONAGE TRIAL XTREME CHALLENGE

**EUR 50.000,-**

- › Integration in official side event logo
- › Event moderation
- › Branding Action Arena (Friday & Saturday)
- › Branding rider bibs (Friday & Saturday)
- › Special Branding
- › Promotional video (length 10 seconds)
- › 100 sqm presentation area
- › Presentation at redbullerzbergrodeo.com
- › Social Media integration
- › Presentation in event brochure



## PATRONAGE ONE-ON-ONE RIDER PRESENTATION

**EUR 30.000,-**

- › Integration in official side event logo
- › Event moderation
- › Branding Action Arena (Friday & Saturday)
- › Branding rider portraits (on LED screens)
- › Presentation at redbullerzbergrodeo.com
- › Presentation in event brochure



# PACKAGES

## PATRONAGES

### PATRONAGE LIVE TIMING

AB EUR 20.000,-

- › Integration in the online live timing service
- › Branding of Subpage at redbullerzbergrodeo.com
- › Name hosting (powered by) in all relevant press releases

### PATRONAGE TRAINING AREA

EUR 20.000,-

- › Training area for all competitors, easily accessible and visible
- › Integration in training area logo
- › Branding training track
- › Branding entry area

### PATRONAGE RIDER PADDOCK

EUR 15.000,-

- › Camping paddocks for competitors (main paddock, special paddock, family paddock)
- › Name hosting of paddock
- › Branding of paddock
- › Branding traffic guidance system

### PATRONAGE MAIN ENTRY

EUR 20.000,-

- › Branding and name hosting of complete main entry area
- › Branding of entry control crew
- › Product sampling

### PATRONAGE RACE OFFICE

EUR 20.000,-

- › Name hosting (powered by)
- › Branding race office
- › Branding race office crew

### PATRONAGE TOURGUIDES

EUR 20.000,-

- › Name hosting (powered by)
- › Branding Tourguide meeting
- › Branding Tourguide headquarter
- › Branding Tourguide paddock
- › Branding Tourguide bibs (200 pcs.)
- › Branding Tourguide bike stickers

### PATRONAGE VIP-SERVICE

EUR 20.000,-

- › Name hosting (powered by) of Red Bull Erzbergrodeo VIP guest treatment (app. 1000 guests on 4 days)
- › Integration in official VIP-Logo
- › Branding VIP Lounge
- › Branding VIP tours & VIP vehicles
- › Branding VIP vouchers & entry passes
- › Branding VIP crew



# PACKAGES (LOGO)BRANDING

## PRÄSENZ VIDEOWALL

**EUR 10.000,-**

- > Logo appearance on LED screens inside the Red Bull Erzbergrodeo Arena and festival marquee
- > Display of provided promotional videos (length max. 10 seconds)



## LOGO-PACKAGE LED-PERIMETER ADVERTISING

**EUR 15.000,-**

- > Logo appearance on digital LED-perimeters inside the Action Arena
- > Display of provided promotional videos (length max. 10 seconds) at the LED video screens inside the Action Arena



## BANNER-PACKAGE MEGA BANNER

**EUR 15.000,-**  
for 2 Mega Banners

**EUR 20.000,-**  
for 3 Mega Banners

- > Placement of large format banners at the compound to achieve maximum attention of spectators and TV cameras (recommended banner formats available on request)



## BANNER-PACKAGE SPECIAL BRANDING

**EUR 15.000,-**

**Permanent Branding: your banners „travel“ from one of the respective day's highlights to the next and are placed by the Red Bull Erzbergrodeo's branding crew**

- > Branding & placement of banners inside the Red Bull Erzbergrodeo Arena, at Rocket Ride, Iron Road Prologue and Red Bull Erzbergrodeo main race
- > Placement inside the pivoting range of TV cameras and at spectator point
- > Logo appearance on digital LED-perimeters inside the Action Arena



# PACKAGES

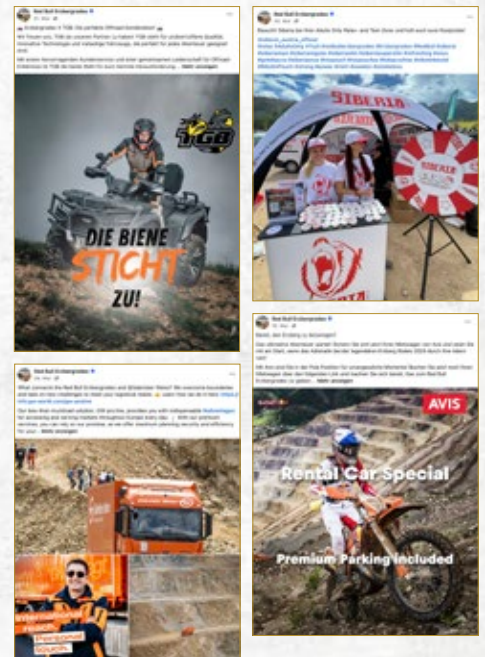
## ONLINE PROMOTIONS

### ONLINE PROMOTIONS SOCIAL MEDIA PACKAGE

FROM EUR 6.000,-

Profit from the high international reach of the Red Bull Erzbergrodeo's Social Media channels and spread your PR-strategies and brand image upon a continuously growing, active target group!

- › Specific brand integrations at Red Bull Erzbergrodeo Facebook page (more than 214000 fans)
- › Specific brand integrations at Red Bull Erzbergrodeo Instagram page (more than 190000 followers)
- › Weekly reach during the event over 6,1 million users
- › **Content creation NOT included**



### ONLINE PROMOTIONS SOCIAL MEDIA CONTENT CREATION

PRICES ON REQUEST

- › Creation of Social Media content (postings, video postings) with provided material (photos, videos)
- › Integration of your products / PR message within specially created Red Bull Erzbergrodeo photo- & video productions
- › Creation of Social Media content conceptual planning before and during the event



### ONLINE PROMOTIONS motorradreporter.com

PRICES ON REQUEST

Profit from the strong reach of one of the leading german language online motorcycle magazine! Your PR-message is distributed to an active target group of more than 4 millions motorcycle-loving users.

- › Coop-promotion with media partner **motorradreporter.com**
- › Editorial content
- › Integration in webdesign of specific areas (hosted by service)



## PACKAGES

# COMPETITOR PROMOTION

### PROMOTION RIDER PACKAGE

EUR 10.000,-

- › Enclosure of promotion material to the official **rider package**
- › Total amount 1800 pcs.
- › Flyer, folder, product sampling, etc.

### PROMOTION RIDER MAILINGS

EUR 10.000,-

- › Integration of promotional text/advertising images in the official email notifications to all competitors and entourage
- › More than 4000 recipients

### PROMOTION COMPETITOR SWEEPSTAKES

EUR 10.000,-

- › Target group orientated sweepstakes
- › Exclusively for Erzbergrodeo competitors
- › Announcement through rider mailings and via Red Bull Erzbergrodeo social media channels
- › On site promotion by event announcer
- › Effectful prize-giving ceremony



### BRANDING ENTRY TICKETS

EUR 10.000,-

- › Logo appearance on the woven fabric armbands of all competitors and entourage



### BRANDING TECHNICAL INSPECTION

EUR 15.000,-

- › Branding of technical inspection area (in course of the rider registration on Wednesday & Thursday)
- › Branding of inspection tent and crew
- › Logo appearance on inspection sticker (similar to inspection tag, needs to be placed visibly on each competition motorcycle)





# PACKAGES

## VISITOR PROMOTION

### PROMOTION PRODUCT SAMPLING

EUR 5.000,-

- › Distribution of product samples, promotional products, etc. to visitors
- › Inside the Red Bull Erzbergrodeo Arena
- › Fixed / mobile promotion area or mobile teams of promoters
- › On site promotion by event announcer



### BRANDING ENTRY TICKETS

EUR 10.000,-

- › Logo appearance on all visitor entry tickets (day tickets, multi-day armbands)



### BRANDING VISITOR INFO-SERVICE

EUR 15.000,-

- › Name hosting and branding of the free-of-charge visitor information service
- › Branding of orientation maps
- › Branding of info-point inside the Arena
- › Branding of info-service crew

### BRANDING SPECTATOR POINTS

EUR 15.000,-

- › Name hosting & branding of spectator area at either Rocket Ride, Iron Road Prologue or Red Bull Erzbergrodeo
- › Spectator points are placed inside the pivoting range of TV cameras
- › On site promotion by event announcer
- › Integration in the visitor orientation maps
- › Name hosting of shuttle bus stop at the respective spectator point



# PACKAGES

## PRINT ADVERTISING

### RED BULL ERZBERGRODEO EVENT BROCHURE

The 190–pages event brochure contains all informations about the event! Beside important safety instructions and site maps, the brochure presents the history of Red Bull Erzbergrodeo, infos of each single race & side event, biographies of all top riders, top offroad bikes and the entire starting list of all competitors!

The high–grade, glossy printed brochure is handed out to all competitors and spectators for free.



- › Format A5
- › 190 pages
- › 45000 copies

### EVENT BROCHURE ADVERTISEMENT

- › Double page spread (inside brochure) **EUR 3.500,-**
- › Full page (inside brochure) **EUR 2.500,-**
- › Half page (inside brochure) **EUR 2.000,-**
- › Quarter page (inside brochure) **EUR 1.200,-**

### EVENT BROCHURE EDITORIAL CONTENT

- › Editorial report matched to clients requirements
- › Text and pictures provided by client
- › Placement matching to the editorial content
- › Professional layout design matching brochure's graphic design
- › **PRICES SEE ADVERTISEMENTS**

### EVENT BROCHURE **VOUCHERS & ENCLOSURES**

**PRICES ON REQUEST**

- › Printable PDF–files provided by client (graphic elaboration by the Red Bull Erzbergrodeo's graphic design departement on request)
- › Vouchers/brochures can be enclosed or directly integrated in the print production

### RED BULL ERZBERGRODEO EVENT POSTER & FLYER

The Red Bull Erzbergrodeo's event poster is regarded a cult item by actionsports fans and graces motorcycle club houses, garages and even living rooms all over the world.

The posters and flyers are displayed at ticket sales offices, renowned motorcycle dealerships and trade shows. A limited ammount of posters is available during and after the event at the official Merchandise Store.

### POSTER & FLYER LOGO INTEGRATION

**PRICES ON REQUEST**

- › Placement of logo at poster & flyer
- › Integration as main partner logo or inside logo strip



#### EVENT FLYER

- › Format A5 (double sided)
- › 15000 copies

#### EVENT POSTER

- › Format A1
- › 4000 copies

## PACKAGES

# EVENT ACTION

### EVENT ACTION **BAG JUMP**

- › Brand integration in spectacular outdoor action event: Bag Jump inside the Red Bull Erzbergrodeo Arena
- › Integration in official side event logo
- › Branding of event area
- › Event moderation

### EVENT ACTION **WHEELIE TRAINER**

- › Brand integration in spectacular action event: Wheelie Trainer offers safe and crash-free exercising of motorcycle control and extended riding skills
- › Integration in official side event logo
- › Branding of event area
- › Event moderation

### EVENT ACTION **FLYING FOX**

- › Brand integration in spectacular outdoor action event: Flying Fox facility at Erzberg compound
- › Integration in official side event logo
- › Branding of event area
- › Event moderation

### EVENT ACTION **RALLYE TAXI**

- › Brand integration in spectacular action event: co-driver in a full-blown Rallye Car
- › Integration in official side event logo
- › Branding of starting area / meeting point
- › GoPro cockpit-video for each participant
- › Event moderation

### EVENT ACTION **ELECTRIC RODEO**

- › Brand integration in spectacular indoor action event: Bull Riding Challenge at the beertent
- › Integration in official side event logo
- › Branding of event area
- › Event moderation

### EVENT ACTION **ZIESEL RACE**

- › Integration in official side event logo
- › Event moderation
- › Branding Action Arena
- › Branding rider bibs
- › Branding Ziesel vehicles
- › Social Media Package

### EVENT ACTION **JET-SKI SHOW**

- › Brand integration in spectacular show event at the Erzberg lake: Jet-Ski action show featuring Jet-Ski World Champions
- › Integration in official side event logo
- › Branding of event area
- › Event moderation

### EVENT ACTION **ERZBERG TOUR**

- › Brand integration in spectacular outdoor action event: exploring the amazing compound with offroad-vehicles (motorcycle, ATV/Quad)
- › Guided tour alongside the racetracks
- › Meet-and-Greet with prominent competitors
- › Integration in official side event logo
- › Branding of vehicles and tourguides

**We gladly realize your individual event action idea efficiently.**

**Contact us for more detailed information about the various possibilities at the „Iron Giant“!**





# INCENTIVES & COMPANY-EVENTS

Company trip, brand incentive or customer retention event: the **Red Bull Erzbergrodeo Company Packages** offer exclusive VIP-treatment, maximum action and an unforgettable experience to your employees and clients at the unique motorcycle offroad event!

All packages available for groups bigger than 10 PAX. Groups are managed by race promoter.

## 2-DAYS PACKAGE **DIAMOND COMPANY**

**EUR 1.500,-** per PAX

- › 2 days VIP Diamond access
- › Welcome at the VIP Lounge
- › VIP Parking
- › VIP Shuttle-Service from / to hotel
- › Reserved area at the VIP Lounge
- › Exclusive company dinner at the VIP Lounge
- › Meet & Greet with top riders and Red Bull Erzbergrodeo race promotor
- › Red Bull Erzbergrodeo Backstage Tour (behind the curtains of the event)
- › Helicopter Flight
- › Action Tour
- › Guided tour on ATV / motorcycle
- › Free entry on all event days

## 1-DAY PACKAGE **PLATIN COMPANY**

**EUR 1.000,-** per PAX

- › 1 day VIP Platin access
- › Welcome at the VIP Lounge
- › VIP Parking
- › Free entry on all event days
- › Meet & Greet with top riders and Red Bull Erzbergrodeo race promotor
- › Red Bull Erzbergrodeo Backstage Tour (behind the curtains of the event)
- › Helicopter Flight
- › Action Tour
- › Guided tour on ATV / motorcycle



## 1-DAY PACKAGE **GOLD COMPANY**

**EUR 800,-** per PAX

- › 1 day VIP Gold access
- › Helicopter Flight
- › Action Tour
- › Meet & Greet with top riders and Red Bull Erzbergrodeo race promotor
- › Red Bull Erzbergrodeo Backstage Tour (behind the curtains of the event)
- › Free entry on all event days

## 1-DAY PACKAGE **COMPANY**

**EUR 500,-** per PAX

- › 1 day VIP access
- › Action Tour
- › Meet & Greet with top riders and Red Bull Erzbergrodeo race promotor
- › Red Bull Erzbergrodeo Backstage Tour (behind the curtains of the event)
- › Free entry on all event days



# WORLD XTREME E





# ENDURO SUPREME





**Red Bull**  
**erzbergrodeo**  
WORLD XTREME ENDURO SUPREME

Event management:

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