



THE MONGOL DERBY

THE LONGEST, TOUGHEST HORSE RACE IN THE WORLD.



10 DAYS. 1000 KM. 25 SEMI WILD HORSES.

40 RIDERS SELECTED WORLDWIDE.

I WAS SELECTED
AND I AM PREPARING FOR
A RACE THAT'S BEING FEATURED IN:

Forbes

B B C

 **NATIONAL
GEOGRAPHIC**


THE TIMES

The Telegraph

CNN

n p r



WHAT MAKES THIS A UNIQUE RACE

For 10 days each August, the Mongol Derby recreates the legendary Genghis Khan's postal transmission system.

Every 40km, these 40 racers change semi-wild horses until they find shelter at the next "urtuus", the local homes, along the race.

The training for this extraordinary race can't be like any other training, so this journey is not like any other journey.

WHY DID I APPLY FOR THE TOUGHEST RACE?

We all have 9 to 5 jobs, but sometimes we let them take over our time and, unconsciously, our lives. It took a traumatic car accident for me to realise that we're here to live more, and decided to take on this challenge.

From Singapore to Mongolia.

From recreational rider to endurance rider in a year.

This is not only a race, this is a journey to strengthen my mind and body. It's a crazy dream and a learning experience. A story of failures and successes that will lead me to try something just a few people have dared to do.



WHY PARTNER WITH ME

I was selected between hundreds of applicants to race a 1000 km in Mongolia.

I'm not only a horse lover but a marketing professional and content creator. As such, I understand the importance of relevant partnership for a brand. This event is, without any doubt, unique and remarkable. As a result, it is a great opportunity to generate distinctive content that will clearly differentiate us from other brands.

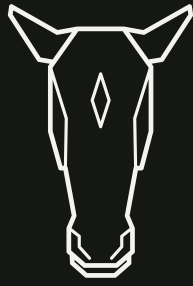
The journey leading to a race is one of the most thrilling, excruciating as well as rewarding experience for an athlete. Here's a chance for your brand to be part of it.





**SUPPORTING AN ATHLETE IN THE MAKING
PREPARE FOR THE TOUGHEST RACE IN THE WORLD.**

A SOCIAL CONTENT PROJECT.



SOCIAL CONTENT



By documenting my journey leading up to the race, I intend to inspire everyone, and women in particular, to follow their dreams and keep going in the face of adversity.

Showing that commitment and consistency can really make a difference. Every week, I create content related to sports performance, lifestyle habits or mindset. The idea is to cover all the aspects of my journey. From challenges to small wins, no matter what life throws at you, we can all bounce back up and aim for greatness.

EXISTING CONTENT EXTRACTS

TELL ME WHAT YOU EAT


To record everything you eat is a very tedious, challenging, interesting, and slightly addictive thing to do. I completely understand why some people get obsessed with counting calories.

BEING PRESENT

Isn't it amazing that, when you're on the back of the horse, the world disappears? I've been thinking about this for a while now and it's true; concentration and deep focus do not allow your mind to wonder.



DIET



HERE.NOW.

BY PARTNERING
WITH ME, YOU ALSO
GAIN ACCESS TO THE
CONTENT CREATED
BY THE OFFICIAL
MONGOL DERBY
SOCIAL MEDIA.



THE MONGOL DERBY

The longest and toughest horse race in the world



FACEBOOK

29+ K

INSTAGRAM

8+ K

WEBSITE

<https://www.theadventurists.com/adventures/mongol-derby/>

SPONSORSHIP COST

Race entry fee

GBP 11,375

(est. SGD 20,530)

WHAT YOU GET

An athlete representing your company, an extraordinary journey to be associated with and relevant posts for your audience to promote your brand. After the race, requests including Q&A, pictures, bylines, and talks can be arranged.

Sponsorship

THE MONEY GOES TO

The race entry fee which includes:

- 25-28 horses along with 150 herders required and their community
- Team of vets and medics and the race crew
- 3 pre-race days of veterinary and medical briefings, technical training and riding practice

THE JOURNEY

I am covering my own training expenses and you will be associated with all the content we agreed on leading up to the race.

REACH OUT &
SUPPORT AN ATHLETE

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