

THE AMAZONS AUSTRALIA

ADVENTURE RACING WORLD SERIES
ALL-FEMALE STAGE ADVENTURE RACE
THIRD EDITION
OF A
WORLD FIRST EVENT

SPONSORSHIP OPPORTUNITIES
AND PACKAGES
2027



THE AMAZONS AUSTRALIA



WATCH VIDEO

BY TRIADVENTURE & ADVENTURE RACING WORLD SERIES



The Amazons Australia

ADVENTURE RACING WORLD SERIES IS THRILLED TO ANNOUNCE THE RETURN OF THE AMAZONS AUSTRALIA TO MISSION BEACH IN JULY 2027 FOLLOWING ON FROM THE FIRST ALL-FEMALE MULTI-DAY STAGE ADVENTURE RACE IN 2025.

The Amazons Australia will see all-female teams of two embark on a 3 day extreme adventure, combining trekking, navigation, mountain biking, paddling and mystery challenges to test their skills and resilience in the heart of Australia's rugged and brutal tropics.

They will battle mother nature's dense rainforests, crocodile-inhabited rivers, unpredictable weather, fatigue, mental and physical challenges in a bid to be crowned Amazon Warriors.

Designed to bring elite adventure racers, athletes from other disciplines, adventurers, friends, politicians and mothers together on the same humbling playing field, The Amazons Australia promises to transcend boundaries and create life-changing bonds.



WE ARE GIVING OUR SPONSORS THE OPPORTUNITY TO ALIGN YOUR BRAND WITH THIS TRAILBLAZING EVENT, REACHING A GLOBAL AUDIENCE PASSIONATE ABOUT FITNESS, SUSTAINABILITY, HEALTH AND ADVANCING WOMEN IN SPORT.

WE HOPE YOU WILL PARTNER WITH US IN RAISING-UP THE NEXT GENERATION OF FEMALE LEADERS AND WARRIORS, FOSTERING LIFELONG FRIENDSHIPS, CHAMPIONING ENVIRONMENTAL STEWARDSHIP AND SUSTAINABILITY, AND HELPING SHIFT GLOBAL PERCEPTIONS OF WHAT WOMEN ARE CAPABLE OF.

BRANDS HAVE THE POWER, BUDGET AND INFLUENCE TO CREATE MEANINGFUL AND LASTING CHANGE, AND SHIFT HOW PEOPLE VIEW THEMSELVES AND THEIR POTENTIAL.

AS A MARKETER, WHAT IMPACT DO YOU WANT TO LEAVE?



EVENT GOALS

01

- To provide an elite level competition for women's Adventure Racing. The event will be qualifying race for the ARWS World Championships

02

- To encourage women to push past their boundaries and test their limits in unfamiliar terrain

03

- To show the world that women are capable of anything. To shift perspectives and change societal norms

EVENT GOALS

04

- To provide women with a world-recognised, enduring and life-changing event

05

- To attract more women to endurance and adventure sports

06

- To adulate women on the world stage by highlighting their amazonian capabilities

THE AMAZONS AUSTRALIA FAST FACTS





- **EVENT NAME:** THE AMAZONS AUSTRALIA
- **TYPE:** ARWS FIRST ALL-FEMALE MULTI-DAY STAGE ADVENTURE RACE IN THE WORLD
- **DURATION:** 24 HOURS TOTAL, SPLIT INTO 3 STAGES OVER 3 DAYS (EG 8 HOURS; 10 HOURS; 6 HOURS)
- **LOCATION:** MISSION BEACH, QUEENSLAND. PART OF ARWS OCEANIA REGION
- **DATES:** EARLY JULY 2027
- **ORGANISERS:** ARWS (ADVENTURE RACING WORLD SERIES) & TRI ADVENTURE
- **ACTIVITIES:** TREKKING, MOUNTAIN BIKING, PADDLING, AND OTHER WILDCARD EXTREME ACTIVITIES TO BE REVEALED ON THE DAY EG: ARCHERY, RAFTING, ROPING ACTIVITIES
- **NAVIGATION:** PARTICIPANTS USE MAP READING AND COMPASS SKILLS TO GET THROUGH THE COURSE CHECKPOINTS
- **FORMAT:** EACH DAY INCLUDES BREAKFAST, MAP HANDOUT, BRIEFING, AND FINISHES WITH DINNER AND (DAILY HIGHLIGHTS AND CONVERSATION)
- **SPECIAL EVENTS:** HAPPY HOUR AT SUNSET ON ARRIVAL, OFFICIAL WELCOMING CEREMONY, OFFICIAL AWARDS AND PRESENTATION CEREMONY GUEST SPEAKERS (E.G. ELITE ATHLETES, NOTABLE FEMALE LEADERS- IE: CEOS, POLITICIANS)
- **DEMOGRAPHICS OF ATTENDEES:** WOMEN AGED 25-65. COMPRISED OF ELITE ATHLETES, BOTH SEASONED AND NOVICE ADVENTURE RACERS, ATHLETES FROM OTHER ENDURANCE BACKGROUNDS, RETIRED SPORTSPEOPLE AND WOMEN SEEKING TO TAKE ON A NEW CHALLENGE. EVENT MARKETING WILL TARGET DOMESTIC AND KEY INTERNATIONAL MARKETS SUCH AS NEW ZEALAND, FIJI & PACIFIC ISLANDS, CANADA, USA AND POTENTIALLY UK / EUROPE.

ATHLETE AMBASSADORS

The Amazons Australia aims to **inspire** women to push their own boundaries. The ambassadors for The Amazons Australia are pioneers of the sport of adventure racing in Australia .



CASS KIMLIN
DELYTH LLOYD
ALINA MC MASTER
KIM BECKINSALE

WORLDS FIRST EVER
ALL-FEMALE TEAM
TO WIN AN ARWS
QUALIFYING RACE
OUTRIGHT

MOUNTAIN DESIGNS WILD WOMEN

EVENT AMBASSADORS

These three women do not only have a history of competing in Adventure Racing, but they are also extra ordinary women who continue to inspire young women to keep setting goals and dreaming big in all aspects of life.



LOUISE FOULKES

Accomplished endurance sport and outdoor events organiser with a passion for adventure, environment, and community, Founder Geocentric Outdoors, and co creator of Australia's most iconic AR events, XPD and GeoQuest. Former CEO of the ARWS and ARWS Hall of Fame inductee.



LINDA DAVIS

Linda works in Events Management, Injury Rehabilitation and Defence Operations and Training. First adventure race was in 2000; the Cairns 48h Eco-Adventure, NZ's 5-day Southern Traverse. Competed in the very first GeoQuest 48h, Hells Bells 24h and XPD AR events. World Champion Outrigging & White Water Rafting.



JAN LEVERTON

Jan has been involved in Adventure Racing and Multisport since 2003. Jan co-founded Tri Adventure back in 2008. Age Group World Champion 24hr Mountain Biking. Creator of events s 'The Wild Women Adventure Race' and 'The Hairy Mary All Women's MTB Race' and The Amazons Australia'. ARWS Race Referee



SPONSORSHIP OPPORTUNITIES

*“IF THERE WAS EVER A TIME TO MAKE A BOLD
STATEMENT BY CHAMPIONING WOMEN'S SPORTS,
IT'S NOW.”*

MAJOR PARTNER

- PROMINENT LOGO PLACEMENT ON EVENT WEBSITE
- PROMINENT LOGO PLACEMENT ON EVENT MATERIALS AND MEDIA
- BRAND NAME ON THE AMAZONS AUSTRALIA MERCHANDISE/ T-SHIRTS/ CAPS ETC
- RECOGNITION IN PRESS RELEASES AND MEDIA OUTREACH
- ON-SITE PRESENCE AT EVENT INCLUDING PRODUCT PLACEMENT
- SPEAKING OPPORTUNITY AT EVENT
- BRAND-CURATED VIDEO & MEDIA CONTENT FOR ONLINE AND SOCIALS
- MENTIONS AND TAGS ACROSS EVENT SOCIAL MEDIA PLATFORMS
- NETWORKING OPPORTUNITIES: ACCESS TO GLOBAL COMMUNITY OF ADVENTURE RACERS, OTHER SPONSORS AND STAKEHOLDERS.



EVENT PARTNER

- CATEGORY EXCLUSIVITY: EXCLUSIVE SPONSORSHIP WITHIN A SPECIFIC CATEGORY (E.G., SPORTS EQUIPMENT, BEVERAGES).
- LOGO PLACEMENT: LOGO DISPLAY ON EVENT BANNERS AND SIGNAGE.
- DIGITAL ADVERTISING: BANNER ADS ON EVENT WEBSITE AND MOBILE APP.
- LOGO ON EVENT WEBSITE
- SOCIAL MEDIA ACKNOWLEDGEMENTS
- NETWORKING OPPORTUNITIES: ACCESS TO GLOBAL COMMUNITY OF ADVENTURE RACERS, OTHER SPONSORS AND STAKEHOLDERS.
- VIDEO & MEDIA CONTENT FOR ONLINE AND SOCIALS



EVENT TEAM SPONSOR

- TEAM ENTRY TO EVENT USING YOUR BRAND NAME
- ADDITIONAL BRANDING OPPORTUNITIES E.G: PRODUCT DISPLAYS, GIVEAWAYS
- TARGETED VIDEO AND PHOTO CONTENT FOR YOUR BRAND / TEAM
- FEATURE IN A RECAP VIDEO OR ARTICLE HIGHLIGHTING SPONSORS' CONTRIBUTIONS
- BRAND NAME ATTACHED TO PROMINENT CATEGORY PRIZES / RANDOM DRAWS
- LOGO ON WEBSITE
- SOCIAL MEDIA ACKNOWLEDGEMENTS



EVENT SUPPORTER

- WE ARE KEEN TO WORK WITH YOU!
- PLEASE LET US KNOW HOW YOUR BRAND CAN HELP WITH NECESSARY GEAR, PRODUCTS OR EQUIPMENT FOR THE EVENT PARTICIPANTS OR ORGANISERS.
- YOU'RE NOT JUST SPONSORING AN EVENT; YOU'RE A CATALYST FOR CHANGE!
- BY SUPPORTING THE AMAZONS AUSTRALIA, YOU'RE INVESTING IN THE FUTURE OF FEMALE ATHLETES. YOUR PARTNERSHIP WILL DRIVE VISIBILITY, INSPIRE COUNTLESS WOMEN, AND CREATE OPPORTUNITIES THAT EMPOWER THEM TO BREAK BARRIERS AND REACH NEW HEIGHTS.



WHY WORK WITH US?

“Be the change you wish to see in the world”

ELEVATE YOUR BRAND, GAIN THE TRUST OF FEMALE CONSUMERS, EMPOWER WOMEN IN SPORT, AND BE AHEAD OF THE GAME

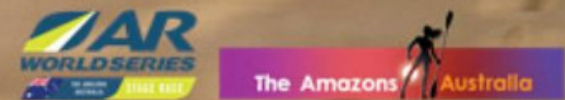


Opportunity to be part of a ground breaking event: As the first official all-women's ARWS event, the Amazons Australia is an opportunity for brands to jump on board a burgeoning trend early. The ARWS is expanding the all-female races across the globe.

Become part of a global community of Adventure Racers: Adventure racers form a niche but dedicated and rapidly growing community of individuals who are passionate about outdoor activities, endurance sports, and adventure challenges. By aligning with this community, a brand can directly reach its target audience, ensuring its marketing efforts are focused and relevant.

Rising Popularity: There is a huge current upward trend in adventure/ extreme/ endurance sport and pushing boundaries- particularly on social media. More people are becoming interested in pushing their physical and mental limits. Major athletic brands are focusing on female athletes and extreme sporting content: YouTube channels, video content and storytelling.

Changing perceptions: The world is waking up to what women can really do. We have always known it. But we have a social duty to keep smashing perceptions and opening up opportunities for the next generation of women. This is one of the beautiful powers of sports marketing- to create a lasting legacy.



Environmental impact: Our passion for improving women's health and fitness and our focus on delivering an environmentally sustainable event requires us to be innovative and demonstrate leadership on the issues that are important to us and our stakeholders. Our commitment to the environment – reduce, reuse, recycle

1. Minimize environmental impacts in the areas of energy and water
2. Aim for Zero waste – this means that we will either produce zero waste entirely within our scope or if waste is produced it is 100% diverted away from landfill by reusing, recycling or waste composting
3. Ensure our supply chain has responsible social and environmental practices and create innovative approaches to inform our event partners and community of their social responsibilities regarding sustainability.

Epic location/ scenery: Far North Queensland's rugged and beautiful scenery. From palm-fringed buttery sand beaches to iconic Australian wildlife- Crocodiles, snakes, birds etc: The Amazons media coverage will capture the danger and wildness of the land down under for both domestic and international markets.

Media coverage: (local, national, international) The Amazons Australia aims to prioritise media coverage and cinematic-quality video content around the event to use for broadcast and digital media channels. We will be working with award-winning TV producers to make sure our content is not only the best, but effectively strikes a chord with our audience. Brands can partner with us for access to this content.





Adventure Racing World Series (ARWS) is the premier global circuit of events in the sport.

It features a mix of long-distance and expedition-style races in some of the most challenging and remote locations around the world. Teams compete in races that can last for a few hours up to several days, navigating through rugged terrain and harsh environments while carrying all of their own gear.

The ARWS brings together the best adventure racers in the world to compete for the title of Adventure Racing World Champion. With 69 races held across North America, South America, Europe, Africa, Asia, the Middle East, and Oceania, all participating teams are ranked in the ARWS world and regional rankings.

Read more about ARWS here:

<https://arworldseries.com/about/about>



Tri Adventure is founded by world champion adventure and multi-sports athletes Kim Beckinsale and Jan Leverton. They have achieved multiple world championship titles and numerous race victories and had life-long involvement in endurance sports such as adventure racing and multisport, marathons, Ironman triathlons, Xterra triathlons, mountain running, cycling and mountain biking, as well as paddling and open water swimming.

Tri Adventure is a global leader in promoting women's fitness, creating events like the high profile 'Mountain Designs Wild Women Adventure Race' (Australia's first ever all-female adventure race in the Sunshine Coast Hinterland), The Hairy Mary All Women's MTB Race' and Cycling Australia's 'She Rides' program in Noosa; as well as providing leadership and coaching support to athletes.

Read more about Tri Adventrue here:

<https://triadventure.com.au>

WE HOPE YOU WILL JOIN US
IN SUPPORTING WOMEN'S
EVENTS AND HELP US
CAPTURE THE HEARTS,
IMAGINATIONS, AND MINDS
OF WOMEN ACROSS THE
WORLD.

Phone Number

JAN +61 407761150

KIM +61 414687255

Website

[HTTP://AMAZONSAUSTRALIA.COM](http://amazonsaustralia.com)

Email Address

TRIADVENTURE@OPTUSNET.COM.AU



GREEK MYTHOLOGY TOLD OF A RACE OF AMAZONIAN WARRIORS WHO LIVED ON THE OUTER
LIMITS OF THE KNOWN WORLD.

THEY WERE STRONG, WARLIKE, COURAGEOUS AND A FORCE TO BE RECKONED WITH

BUT THE AMAZON SPIRIT IS NOT LOST.

IT'S IN THE WILD WOMEN WHO SEEK ADVENTURE.

THE ATHLETES WHO PUSH THEIR MINDS AND BODIES BEYOND THE LIMIT.

THE MOTHERS WHO KNOW PAIN AND SACRIFICE.

THE LADIES WHO UNAPOLOGETICALLY DANCE TO THE BEAT OF THEIR OWN DRUM.

THE TRAILBLAZERS, DARING TO TAKE ON THE UNKNOWN.

TO THE FEARLESS FEMMES.

WE CALL YOU.

FOR THE CHALLENGE OF A LIFETIME.

THE AMAZONS AUSTRALIA.

RETURNING JULY 2026.

They once called them a myth

[WATCH VIDEO](#)