

08-09 OCTOBER 2022

# AGORA RED ROCK CHALLENGE

Discover the beauty of the Red Rock Region



## Running and cycling to connect the South of Luxembourg

[www.redrockchallenge.lu](http://www.redrockchallenge.lu)



AGORA  
**RED ROCK**  
**CHALLENGE**

# INTRODUCTION

## EDITO BY OUR MAIN PARTNER

“The Agora Red Rock Challenge” – it’s more than just mountain biking and running challenges. It involves a weekend stay, discovery, culture, a festival for meeting people. It’s an opportunity to discover the industrial heritage, the Red Rocks and the quite unique nature of this southern region of Luxembourg, a region full of colorful history, diversified culture, at the crossroads of the Greater Region, all with sports and fun.

With friends or family. The Agora Red Rock Challenge gives you this opportunity at this unique event. An event that marks the image of the southern region of Luxembourg and bridges the gap between the main sites of the Red Rocks from Belval.

During the races, you will be able to discover places where the steel industry heritage has metamorphosed to give rise to new and innovative activities where the old meets the modern and where new living spaces are created amid industrial remains.

I wish the organisers every possible success for this 2022 event and the entrants a great deal of pleasure in discovering this changing and multi-faceted region.”

*François Dorland*  
CEO of AGORA





## HISTORY

While training in 2011, two marathon runners came up with the idea of organizing a sports event that would reveal the beauty of Luxembourg's **Minett Unesco Biosphere** to the participants. The aim was to connect all the municipalities of the "Red Rock Region" and to have the participants run and cycle past cultural and industrial sites. A truly unforgettable experience.

Since the first event was launched in 2013, the AGORA Red Rock Challenge has grown into an annual event that combines sport with cultural and industrial hotspots, connecting eight of eleven municipalities in the southern region of Luxembourg.

***"Meanwhile, the event has become well-known throughout the country and even several kilometers across the border. Most athletes return every year to experience this unique event again and again. Participants get to know the "Red Rock Region" better and bring along family members or friends to share their experiences with them."***

## PARTICIPATION

The event is enjoying rising popularity, with participant numbers that shows levels pre- COVID. (related events - like Afterwork bike rides are taken in consideration).

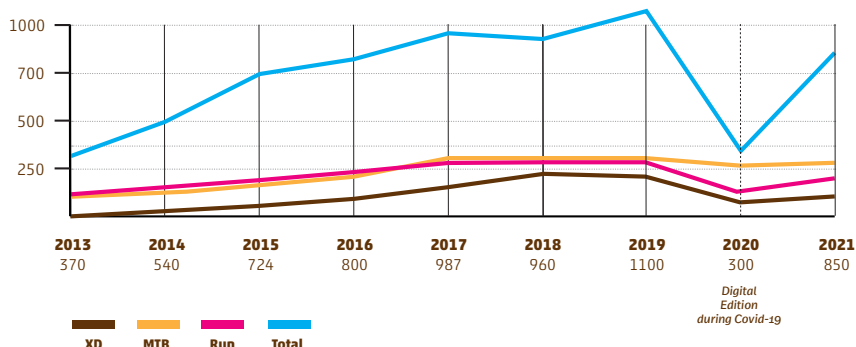
This year, we will be celebrating the 10th edition of the AGORA Red Rock Challenge during the weekend of October 8 and 9, 2022.

The challenge is a two-day event:

- The first day is dedicated to the **trail runners** and for participants who want to take part in the **X-Duathlon**.
- The second day is dedicated entirely to the **mountain bikers**.

The X-Duathlon is perfect for companies that like to participate in teams of two or three participants. The mountain bikers will have the possibility to choose between racing or biking just for leisure. Different tracks with different skill levels are possible. The longest race is called **marathon** because it covers more than 70 km across forest roads and single tracks with a MTB. This challenging route guides participants through five different municipalities, four zones of natural heritage and five major tourist points. The marathon will also be a part of the UCI's (International Cycling Association) national calendar, and will also celebrate the XCM Mountain Bike (MTB) national champion (cross-country marathon).

The event is organized by Red Rock Challenge asbl representing some promoting goals of PRO-SUD, the union of southern municipalities.



# THE RED ROCK REGION

## PROMOTION OF THE REGION

**Region** | The AGORA Red Rock Challenge is an up-and-coming sports event in Luxembourg. It encompasses a wide range of events aimed at discovering the great wealth of **industrial and natural heritage** of the areas of the former mining region.

The AGORA Red Rock Challenge has its start and finish (for most of the races) in Belval and connects the region's major tourist points such as Little Italy in Dudelange, the National Mining and Iron Museum in Rumelange, the Centre d'accueil Ellergronn in Esch/Alzette and the Industrial and Minett Park in Differdange/Pétange. The tracks reveal many interesting places on the way back to Belval, such as a former steel industry production site, which has been revitalized by our main partner AGORA. The tracks reveal many other interesting places along the way which will connect the points of interest of the Minett Wee.

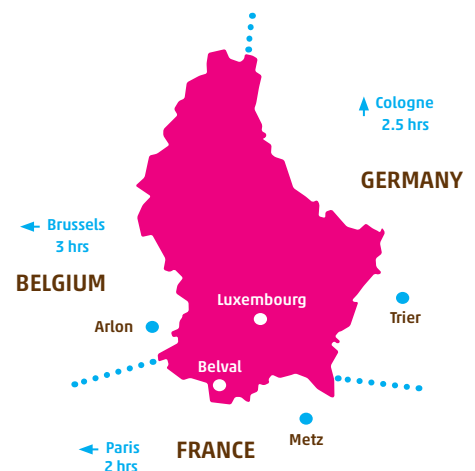
The tracks lead the participants through the **six natural reserves** of the Red Rock Region before returning to the Lycée Belval, where a celebratory gathering awaits all participants. These natural reserves are:

- Kiemerchen/Scheiergronn/Groussebëschen,
- Brucherbiérg/Lalléngerbiérg,
- Prënzebiérg/Giele Botter,
- Ellergronn,
- Léiffrächen,
- Haard/Hesselbiérg/Steebiérg

The Lycée Belval provides the start and finish area with food and drinks, partner area, the cloakroom, warm showers and bike wash.

**Promotion** | Many people think that sponsoring is only about brand awareness. Sponsorship does indeed significantly improve the awareness of a company or brand. But sponsoring is also extremely suitable for communicating the image of the sponsor.

Investing in the AGORA Red Rock Challenge is **more than just making an investment** in an event. Partners and sponsors who invest in the AGORA Red Rock Challenge are investing in sport and in the entire "Red Rock Region": The beautiful nature, the cultural and industrial sites and the development of the area.





## WHERE WE ARE

Luxembourg's central location in Europe coupled with its diverse landscape position the country as perfect destination for sport activities in the Greater Region.

***One great quality of the Agora Red Rock Challenge is that it connects and brings together multiple municipalities.***



Visitors and residents of the municipalities touched by the route can encourage and support the athletes.



[Watch our after-movie!](#)



# THE EVENT

## OUR PARTNERS

Since the first editions, we have been able to count on numerous sponsors and partners that have provided us with their generous support. Most of our partners and sponsors have taken advantage of the event's growing popularity over the past years. As a result, AGORA and PRO-SUD have seen a growing number of participants able to put their names to the event. **Sponsor satisfaction** is extremely important to the ARRC team. Without satisfied sponsors, we simply would not be able to remain in business. Take a look at what our past sponsors and participants have to say about us.

***A reason for choosing sport for advertising has to do with the fact that sport is predominantly about emotion. Companies try to reflect the experience and emotion of sports on their brand, thereby binding their target group to them.***



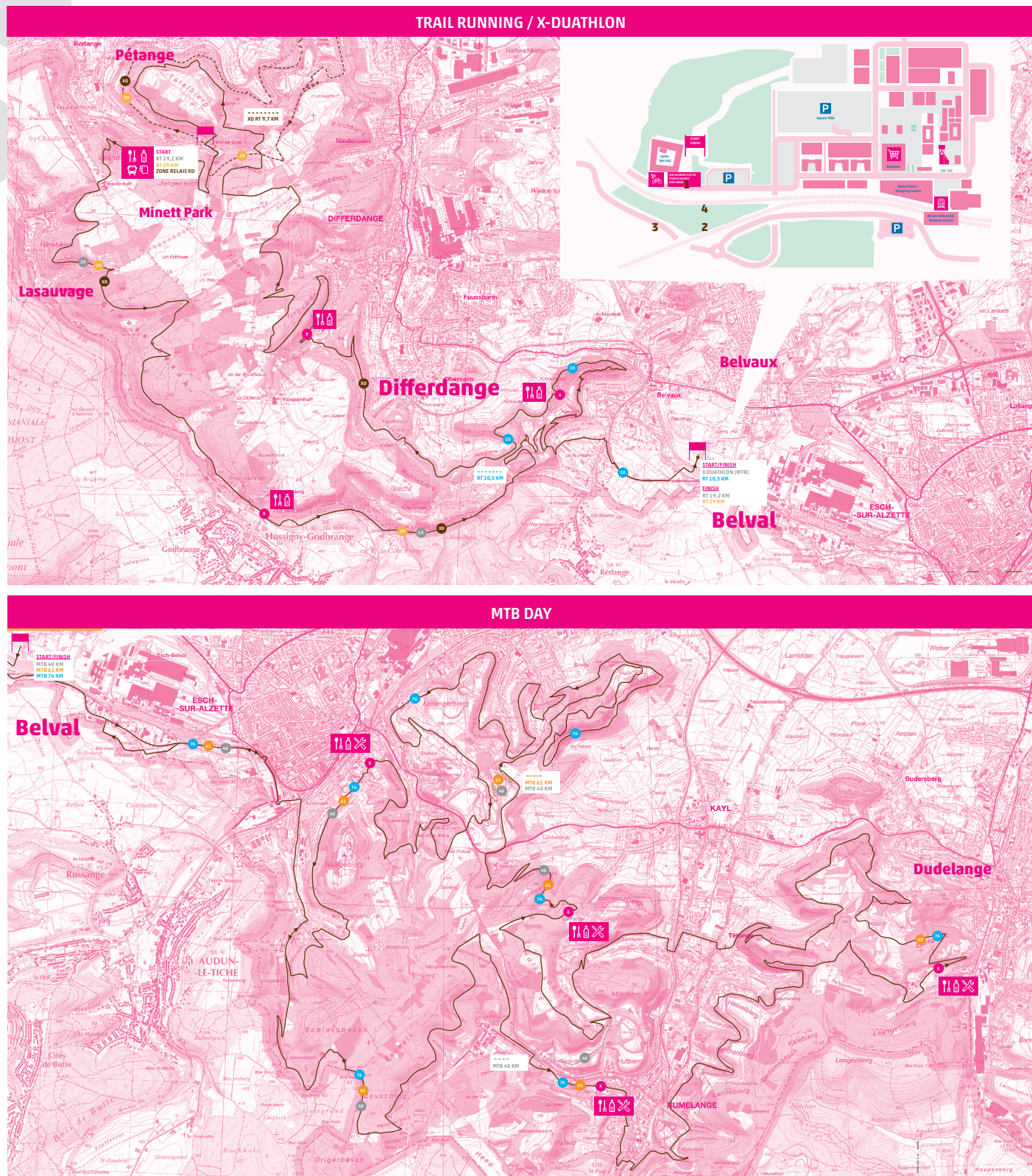
Organizing a two-day racing event in Luxembourg requires a lot of time and money. The preparation alone normally takes almost a year and involves lots of meetings. We start promoting the event months in advance on both printed material and online. In addition, we collaborate with professionals to ensure high standards of time measurement. Even though we can count on numerous volunteers, the costs of organizing such an event leave us with very little earnings, which we donate to the **Foundation Kribskrank Kanner** (a Luxembourgian foundation which fights childhood cancer). Every year, we develop our offer to improve the experience for participants and the visibility of our sponsors.





## MAPS OF THE RACES

Professional time measurement will be provided for most of the tracks.





# OUR VALUES

Our goal is to guide people through the Red Rock Region landscapes and help to protect and respect its heritage. We are an eco-responsible event. The AGORA Red Rock Challenge is a hub that brings people, partners and municipalities together.

## THE VALUE FOR YOUR ORGANIZATION AND YOUR EMPLOYEES

**Why the AGORA Red Rock Challenge is a real value for your company?**

During the Agora Red Rock Challenge, show the public how fit your company is and combine team-building & vitality in one unforgettable company outing. Get your colleagues together and challenge them to take action together during this unique event!

Other advantages:

- Company name on starting numbers,
- A medal for all team members,
- A team photo before the start, which can be downloaded from after the finish,
- Exclusive access to the Business Square
- A free welcome drink for every team member in our Business Square.

***Do you have runners and cyclists in your organization and want them to compete together? Then the X-Duathlon is the perfect discipline for your team.***

## #AFTERWORKBIKERIDES

After-Work Bike Rides were launched a few years ago and offer **periodical guided bike tours for everyone**. These bicycle rides have different disciplines: Enduro, Cross-country, Road bike and E-bike. We offer different tours for free and for different skill levels. The tours are normally organized on Thursdays, from April until October. As the After-Work Bike Rides are a regular occurrence, the AGORA Red Rock Challenge will not only be a once-off event during the year, but people will be in contact with us over the entire year. This means that participants can have fun discovering parts of our tracks while training for the big event: The AGORA Red Rock Challenge!

***The After-Work Bike Rides give sponsors the opportunity to be visible throughout the year. These rides are mainly communicated through social media.***







# NUMBERS

## MEDIA STATISTICS 2021

Monitoring statistics is an important step in building confidence in the various marketing channels used to promote the business. Thanks to our different editions, we have a highly targeted audience and demographic data sheet.

## TARGET

**Classic target:** 30-50-year-old males (90%). This includes people following us on social media. Large numbers of followers on Facebook or other social media platforms give us extra leverage. We estimate that **about 1,500 people** (participants and spectators) will see the advertising during the event and 40,000 people will see the printed material during the campaign).

## PARTICIPATION

Number of people who participated in an Agora Red Rock Challenge activity in 2021 : about 850

### Participants

Number of participants : 716 people  
(883 in 2019 ; 300 in 2020 during the Digital Edition)  
524 inscriptions online (516 in 2019) & 192 late inscriptions (367 in 2019 )  
Participations through companies : 42  
Visitors : 500  
Volunteers : about 80 during the week-end

### Nationalities

LU : 49% ; FR : 18% ; BE : 14% ; DE : 9 % ; NL : 1%

### AfterworkBikeRides

9 tours in the region (13 visits in 2018)  
participants: about 90

## ONLINE PRESENCE

(Analyses 22/08/2021 > 20/10/2021)

### Newsletter

Our mailing list is a key asset:

4.398 subscribers  
17.157 total newsletters opened

14/07 WE ARE BACK AGAIN  
4.339 newsletter opened  
24/09 COVIDCHECK EVENT  
3.457 newsletter opened  
01/10 ONE WEEK TO GO  
3.400 newsletter opened  
06/10 THANK YOU ALL FOR YOUR TRUST  
2.759 newsletter opened  
10/11 PICTURES  
3.202 newsletter opened

### Webpage

View pages 29.480  
Total sessions 12.685  
New visitors 6.446  
Visit timing average in minutes. 2,01  
Audience Language: DE : 26% ; FR : 25%, EN : 15%  
Sex : Men : 65% ; Women : 35%

(Source : Google analytics)

### Socials

Facebook Tot. 4590 followers  
Main page 4.239  
MTB page 146  
Trail Run Page 205

Instagram : 423 followers

### Banners on the Street

3 banners on key places:  
> Rond point Raemerich, Esch  
> rue de Noetzange, Kayl  
> rue de Bettemborg, Dudelange





**850**

PARTICIPANTS  
IN THE LAST  
EDITION



**17,157**

NEWSLETTERS SENT  
TO OUR AUDIENCE  
IN ONE YEAR



**29,480**

REACH OF OUR ONLINE  
COMMUNICATION  
WEBSITE MOBILE-DESKTOP



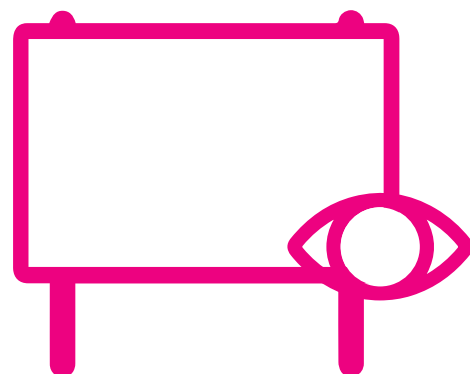
**9**

VISITS ACROSS  
THE REGION  
(AfterworkBikeRides)



**> 5,000**

LIKES ON  
FACEBOOK +  
INSTAGRAM PAGE



**40,000**

REACH OF OUR PRINTED  
COMMUNICATION  
(STREET BANNERS)

# PACKAGES

***The AGORA Red Rock Challenge has standard packages for sponsors. Customized partner packages, adapted to the needs of an organization, can be developed with the AGORA Red Rock Challenge team.***







Jersey Team Kit



Maps



Gifts



Jersey



Participant Guide



# ANNIVERSARY

***There will be a spectacular surprising event – not only for our participants, but also for their friends and families and other visitors and tourists.***

In order to celebrate its **10th anniversary** the AGORA Red Rock Challenge team is designing and producing an anniversary jersey and long sleeves shirt.



*The anniversary will celebrate our values such as team spirit, local roots, solidarity and togetherness.*

# VOLUNTEERS

As well as the core team, we have numerous friends and volunteers. The Agora Red Rock Challenge wouldn't be possible without these people!

Many of our volunteers return every year to support us with the organization of the event. They are important partners and a part of our strong team community and we would like to extend our thanks to each and every one of them.

***We are always looking for new volunteers to help with logistics (track marking, HORECA, IT, entertainment, etc.). Why not join the team and help us celebrate the anniversary AGORA Red Rock Challenge event together!***

**Want to be a part of it?**

Please contact: [volunteers@rr-challenge.lu](mailto:volunteers@rr-challenge.lu)  
and take action together during this unique event!



**AGORA  
RED ROCK  
CHALLENGE**

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