



# ULTRAEBRE SWIM MARATHON

SWIM LO RIU

## 2026 SPONSORSHIP

### **15th Edition**

Iconic 30,8 km Ultra River Swim

Ebro River, Spain

4 July 2026

[www.ultraebre.com](http://www.ultraebre.com)

## INTRODUCTION

An elite open-water ultra marathon bringing together 75 of some of the best ultra-distance swimmers for one of Europe's most authentic and iconic endurance events.

### **Elite, high-impact, and performance-driven:**

- A classic, 30.8 km current swim from Tivenys to Amposta in Spain, supervised under World Aquatics-style open water rules.
- Celebrates endurance, teamwork (each swimmer brings or rents a kayaker) and river adventure.
- Immersive experience: official hotel village, athlete activities, transfers and briefing sessions included.

## BENEFITS OF PARTNERING

- High-quality field of international ultra marathon swimmers
- Iconic river course in a unique natural setting
- Strong alignment with endurance, sustainability & performance
- High-quality visual storytelling: nature, grit, flow, resilience
- Highly targeted audience: endurance athletes, outdoor & wellness communities
- Strong alignment for sports nutrition, performance gear, wellness, outdoor lifestyle, and experiential brands.

👉 *See what past UltraEbre swimmers say about the experience:*  
<https://ultraebre.com/index.php/en/the-experience>

## SPONSORSHIP TIERS

1. Product Partner
2. Bronze Partner
3. Silver Partner
4. Gold Partner
5. Platinum Partner

## TIER 1 – PRODUCT PARTNER

*Perfect for product exposure and athlete trials*

### **Samples only**

- Product inclusion in official athlete race packs or sampling
- Brand name listed on event website
- Post-event thank-you mention on social media

## TIER 2 – BRONZE PARTNER

*Good first step for niche and growth brands.*

### **Samples + €250**

- Logo placement on official website
- 1 dedicated social media post
- Rights to use: *“Supporting Partner of UltraEbre Swim Marathon 2026”*
- On-site branding & product visibility at:
  - Official event hotel

## TIER 3 – SILVER PARTNER

*For brands wanting storytelling & broader recognition.*

### **Samples + €500**

- Enhanced logo placement across digital assets
- 3 dedicated social media posts
- Content usage rights
- Rights to use: *“Official Partner of UltraEbre Swim Marathon 2026”*
- On-site branding & product visibility at:
  - Official event hotel
  - Start line

## TIER 4 – GOLD PARTNER

*Very strong brand integration and narrative impact.*

**Samples + €750** (only 2 available)

- Top-tier logo placement across digital assets
- Usage rights: *“UltraEbre Swim Marathon 2026 Powered by Gold Partner”*
- 4 social media posts + inclusion in event recap video
- Post event communication brand inclusion (survey, etc)
- Priority content usage rights
- Interview with senior brand employee for YouTube channels
- On-site branding & product visibility at:
  - Official event hotel
  - Start line
  - Finish line

## TIER 5 – PLATINUM PARTNER (NAMING RIGHTS)

*Strongest brand integration and narrative impact.*

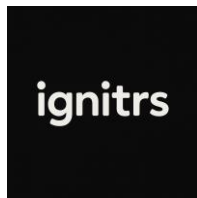
**Samples + €1,500** (exclusive – only 1 available)

- Event Naming Rights
- Event referred to as: *“Title Partner of UltraEbre Swim Marathon 2026”*
- Brand name included in:
  - Event title lockups
  - Website header
  - Key press, media, and official communications
- Maximum Visibility & Ownership
  - Dominant logo placement across all digital assets
  - 6 dedicated social media posts across the event cycle
  - Brand featured as lead partner in official recap video
  - First-priority content usage rights (athlete, race, behind-the-scenes)
  - Rights to use: *“Title Partner of UltraEbre Swim Marathon 2026”*
  - Interview with senior brand employee for YouTube channels
  - On-site branding & product visibility at:
    - Official event hotel
    - Transport
    - Start line
    - Finish line

## OPTIONAL BRAND ACTIVATIONS

- Branded athlete interviews
- “What fuels me” elite swimmer features
- Sustainability storytelling (eco-focused brands)
- Giveaways & athlete sampling campaigns
- Post-race recovery or hydration zone branding
- Co-created blog, reel, or short-form video content
- Kayak branding
- Equipment branding (swimcaps, hats, bags, trophies etc)

## CONTACT



Ben Lane  
Ignitrs  
+44 (0) 7956 899 806  
ben@ignitrs.com



Lluís Saura  
UltraEbre  
+34 629 383 985  
lluis@ultraebre.com