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BECOME A PARTNER
OF THE ARWC 2026



THE ADVENTURE RACES

Adventure racing, overseen in France by the French Triathlon Federation, offers an extraordinary human and sporting experience.

Its purpose is to showcase natural landscapes through routes that lead competitors off the beaten track.

Its concept: teams of four athletes racing in autonomy, fully immersed in nature, for four to eight days..



WHAT IS THE ARWC 2026?



Heidi Muller
CEO of ARWS

« We are honoured to bring Adventure Racing to France and look forward to discovering the traditions and natural landscapes of Corsica. »

AT THE HEART OF A DREAM DESTINATION: CORSICA

**80 TEAMS EXPECTED,
FEATURING THE WORLD'S BEST ATHLETES
30 TO 40 NATIONS REPRESENTED**

**4 RACERS PER TEAM / 320 ATHLETES IN TOTAL
A NON-STOP COURSE OF 500 TO 600 KM
20,000 METRES OF ELEVATION GAIN
5 TO 8 DAYS OF RACING, IN AUTONOMY AND WITH
NAVIGATION/ORIENTEERING**

**AN ORGANISING COMMITTEE BRINGING TOGETHER
CORSICAN OFFICIALS, EVENT ORGANISERS, AND
SPORTS REPRESENTATIVES.**

WHAT IS THE ARWC 2026?

**FROM 27 SEPTEMBRE
TO 10 OCTOBRE 2026**

DIRECT ECONOMIC
IMPACT ESTIMATED
AT €1.36 MILLION

**BETWEEN 600 AND 800
PEOPLE INVOLVED
IN THE EVENT:**

ATHLETES,
VOLUNTEERS, MEDIA,
SUPPORTERS, AND
PARTNERS.

**ORLWDIVE TELEVISION
COVERAGE THANKS
TO THE STRONG
GLOBAL REACH OF
THE ARWS.**



WHAT WILL THE COURSE BE?



**Designed with exploration
in mind,**
the course will showcase
Corsica throughout a journey
of roughly 500 km.



**STARTING CITY:
CORTE**

**ARRIVAL CITY:
L'ILE-ROUSSE**



**Between these two
locations, teams will take on
a non-stop itinerary of
trekking, mountain biking,
kayaking, packrafting...
across the Island of Beauty.**





27 > 29 SEPT / CORTE

Teams welcoming, equipment checkings, skill testing

29 SEPT / CORTE

Team parade

Racer's briefing and Opening ceremony

30 SEPT/ CORTE

Media's briefing + Prologue

1^{ER} OCT / CORTE / RACE START

6 > 9 OCT / L'ILE-ROUSSE / TEAMS ARRIVAL

9 OCT/ L'ILE-ROUSSE

Closing ceremony and Gala dinner

10 OCT / L'ILE-ROUSSE

Departures and team transfers





Pascal Bahuaud, race director and founder of the French leg of the ARWS adventure races.

What is the spirit of adventure racing??

Races of the Adventure Racing World Series circuit are created to encourage a maximum autonomy of the competitors. GPS devices are prohibited and replaced by maps at a 1:50,000 scale instead. Competitors will go through such magnificent landscapes that they will naturally adopt a preservation mindset. Raising awareness and fostering responsibility proves far more effective than strict access bans, in his sense, we believe that a careful and thoughtful use of natural spaces is far more efficient. This constant reflection on nature serves the design of the race as a genuine driving force..

Why is Corsica an exceptional set up for this World Championship?

We are preparing an authentic race that encourages a respectful exploration of the island's natural territories. Our baseline, Back to Nature, reflects our desire for this immersive team expedition to stay true to the essence of non-stop adventure racing.

What could be more "magical" than the Island of Beauty to host this World Championship? We are proud to prepare such a challenge and excited for the months ahead, fully dedicated to bringing this extraordinary adventure to life.

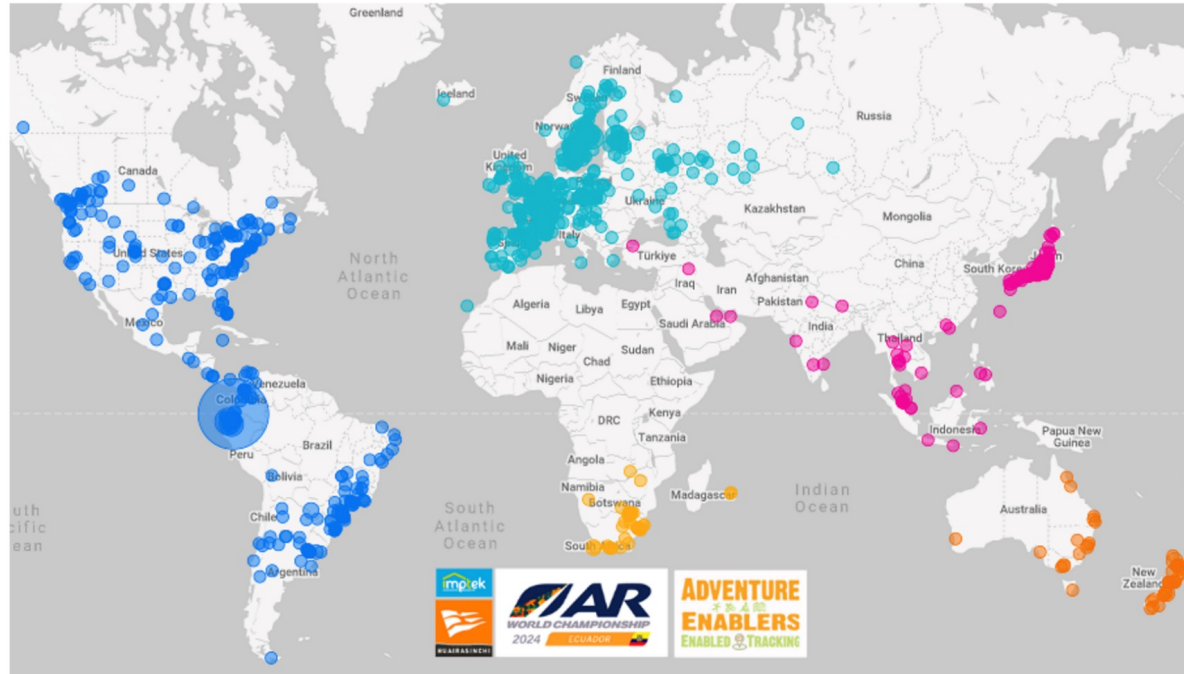
WHAT IS THE AUDIENCE FOR AN ARWC?



SOUTH AFRICA 2023

Total Reach from Media:
6,5 millions views

TV broadcast
Swedish National TV
Spain National TV
Japan National TV
USA National TV



In France, thanks to a partnership with the TV channel L'Équipe, a 52-minute film is broadcast for each edition.
Between 25,000 and 50,000 viewers on average per broadcast.



CANADA 2025

Total Reach from Media:
10 millions views

TV broadcast
Adventura AR TV
Japan National TV
Canada Ad TV

YouTube Channel
3 500 hours of video watched

A PROMISE: BACK TO NATURE



Our tagline, ***Back to Nature***, is an ode to respecting the natural world.

Discovering rich, little-explored landscapes is our guiding principle, combined with promoting a sport built on strong values.

Athletes and partners sign the **Back to Nature charter**, reflecting our firm commitment to organising the event in full respect of natural environments.



WHAT IF OUR MEDIA TOLD YOUR STORY X ARWC 2026!



OUR FRENCH MEDIA TEAM FOR NATIONAL BROADCAST

4 cameramen, 1 director, 4 journalists (+4 for the Daily Show),
2 photographers and 2 editors
Production of daily video content
Writing press releases sent to more than 500 journalists
Distribution of footage to national TV channels and hosting national media on-site
Live logging of the official 52-minute film broadcast on L'Équipe TV

OUR ARWS MEDIA TEAM FOR INTERNATIONAL BROADCAST

3 cameramen, 1 director, 2 journalists, 2 photographers, 2 editors
Production of daily video content
Writing press releases shared through major platforms, and sending footage to international TV channels

A SPECTACULAR FINISH LINE



A DAILY PROGRAMME

Broadcast on the ARWC 2026 website and across all social media channels

- 🎬 Daily highlights in video
- 🎤 Studio segment with guests: athletes, organisers, experts
- 📡 Live reports from the field

BRINGING THE FINISH LINE TO LIFE AN IMMERSIVE FAN ZONE

At the finish line, a dedicated space will offer an immersive experience with a giant screen, entertainment and a festive atmosphere, allowing spectators to fully enjoy each team's arrival and watch the daily show.

LET'S MAKE YOUR BRAND SHINE WITHIN OUR COMMUNITY



IN THE RACER GUIDE

At every edition, we showcase our partners: dedicated presentations, inspiring storytelling, and a spotlight on the story behind each brand committed to our adventure..

IN THE COLUBTEER NEWSLETTERS

Our volunteers receive partner features that highlight your role, your actions, and your engagement in the event.

IN OUR MEDIA COMMUNICATION

From January 2026, a monthly press release will be sent to local, national and international media.
The press kit and media roadbook each include a full page dedicated to presenting our partners.

ON THE ARWC2026.COM WEBSITE

Each partner benefits from customised visibility: logo, brand presentation and dedicated posts to bring the collaboration to life and increase its reach.

IN OUR SOCIAL MEDIA CHANNELS AND THOSE OF THE ARWS CIRCUIT

Stories, posts, reels... we highlight your involvement throughout the year with engaging content.

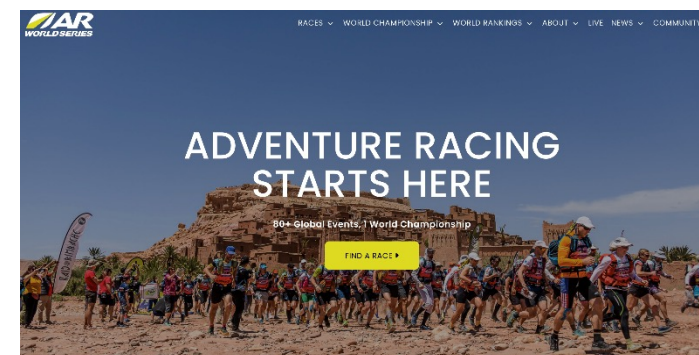


**THE EVENT'S
DEDICATED
WEBSITE:**
arwc2026.com

THE ARWS WEBSITE
arworldseries.com

**THE RAID IN FRANCE
WEB SITE**
raidinfrance.com

SOCIAL MEDIA
Adventure Racing World Series
Raid in France
French Triathlon Federation
[Facebook/Instagram/YouTube](#)



THE ARWC 2026 PARTNERS





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JOIN US

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