



ULTRA & TRAIL RUNNERS AZERBAIJAN

Ultra & Trail Runners Azerbaijan

Become part of the movement transforming Azerbaijan.

SPONSORSHIP PROPOSAL · 2026



Every kilometer is a story.

**Every story carries the name of the brand
that made it possible.**

This is an invitation — to become that name.



CONTEXT

Azerbaijan is built for running.

11 climate zones. Mountains, plateaus, coast, desert.
Trails thousands of years old.

But the country's running culture — especially ultra and trail — is only just emerging. And right now, a team is building it — the team that's official, on paper and on the mountain.

That's UTR.



ABOUT US

We are UTR.

The first officially registered ultra and trail running club in Azerbaijan.

We bring together those who run where the asphalt ends. From first-time runners to athletes competing in international ultramarathons and world championships.

We train in the balance between city and mountain. Between speed and endurance. Between personal goals and shared purpose.



Our mission — three promises.

01

Open Azerbaijan through running.

Every event — a window into the country's nature.

02

Grow the running culture.

Training, routes, education, media.

03

Build a community.

Resilient. Disciplined. Inspiring.

A journey that's only beginning.

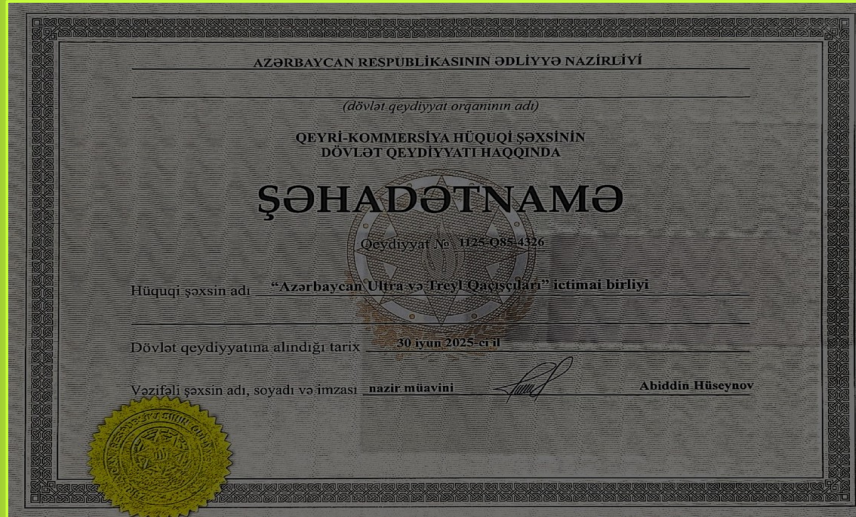
*We're moving fast.
And this is just the start.*





LEGITIMACY

Not a friends' group. A legal entity.



Contract. Bank account. Bookkeeping. Reporting. Sponsorship is processed officially and transparently.



TEAM

UTR is built by a team.

Volunteers. Runners. Organizers. Coaches. Medics. Photographers. Route leaders.

Dozens of people for whom ultra and trail aren't a hobby — they're life. Every event takes hundreds of hours of their work. Most of it — unpaid. All of it — by choice.

FOUNDERS Kemal Bağzıbağlı · Natalya Wallek

ATHLETES & PODIUM

A brand that takes the podium — with us.



UTR isn't just an event organizer.
We are athletes who consistently finish on the podium.

★ Natalya Wallek

Co-founder of UTR · Active champion, regularly placing on the podium at ultra and trail events.

*A UTR sponsor is a brand
seen on podiums far beyond our own races.*



NUMBERS

What's behind UTR.

70+

active runners

91+

finishers in one race

6+

countries among participants

3+

trail routes

500+

training sessions

7

social channels

Every number is real. Every one is growing.



PAST EVENT • DECEMBER 2025



UTR Shooting Sprint Trail

The club's first official race.

A short, explosive trail — focused on speed and technique. Minimum distance, maximum intensity, terrain and adrenaline.

Location: Shooting Center, Baku.

With this race, UTR proved it can deliver an international-grade event — on home ground, with our own resources.



PAST EVENT • MARCH 2026



Golden to Dark Hybrid Run 2026

13 km · Day → Night · City → Nature

127

registrations

91

finishers

6+

countries

1

TV report

SPONSORS:





Baku Ultra Endurance 2026

6H · 12H · 24H

The first international timed race in Azerbaijan.

Recognized by DUV — Deutsche Ultramarathon-Vereinigung.



FORMAT

1.15 km loop.
Goal — maximum kilometers in 6/12/24 hours.

LOCATION

Pisheveri (Antenna) Park,
Baku. Up to 200 participants.

STANDARD

Pasta Party. Expo. Live results.
Drop-bag. Crew zone. Medics.

Results are officially submitted to the international DUV database — permanently.



ROADMAP

What you support — will live on.

20.06.2026

Baku Ultra Endurance

Flagship ultramarathon. 6H/12H/24H.

29.11.2026

Shooting Sprint Trail

Winter sprint format.

2027

Calendar expansion

Quba · Sheki · Ganja. International tie-ins.
Multi-stage formats.

Sponsoring one event is investing in one race. Sponsoring the club — every race after.



DIGITAL ECOSYSTEM

A sponsor works with UTR not for one day — but 365.

WEB

utr.az

Modern club portal: home, events, routes, media, press, travel.

PORTAL

UTR Portal

Runner accounts, online registration, payment, results, rankings, media.

SOCIAL

7 channels

Instagram · Facebook · Telegram · WhatsApp · Strava · YouTube

The sponsor's logo lives across every touchpoint: site, email, posts, bibs, finish arches, broadcasts.



AUDIENCE

Who runs with UTR.

Age	25–55 (core). 40+ / 50+ / 60+.
Income	Mid+. Gear from \$300, race travel, trips.
Geography	Baku core. Expanding to Quba, Sheki, Ganja. International runners.
Lifestyle	Wellness, nature, travel, technology (Garmin/Strava).
Psychology	Discipline. Drive. Loyalty to brands they respect.
Behavior	91 finishers from 6 countries in one race = engagement + network.

Not «athletes in general». A narrow, premium, loyal audience.



WHY UTR

Visibility. Trust. Community.

01

VISIBILITY

Logo on bibs, finish arches, gear, medals, photo and video content, utr.az, email, social, press releases. Every event — hundreds of content units featuring you.

02

TRUST

UTR is an official organization. Sponsorship runs through a contract, paid via bank, backed by documents. You receive not a «mention», but a clean legal partnership.

03

COMMUNITY

A premium, loyal, international audience. A brand that ran with UTR — becomes one of us. You can't buy this with ads. You can only earn it through partnership.



PACKAGES

Five ways to be with UTR.

TITAN

Title Sponsor

Brand name in the event title: «Powered by [Brand]».

EXCLUSIVE — 1 PER EVENT

SUMMIT

Gold Partner

Logo on key elements. Deep integration in communications.

TRAIL

Silver Partner

Logo on materials. Active mention in content.

BASE CAMP

Bronze Partner

Logo on shared partner lists. Visibility in final materials.

SEASON

Year Partner

All events + club activities + year-round presence.

STANDALONE PACKAGE



WHAT'S INCLUDED

What's in each package.

TITAN = Title · SUMMIT = Gold · TRAIL = Silver · BASE CAMP = Bronze

Benefit	TITAN	SUMMIT	TRAIL	BASE CAMP
Brand name in event title	✓	—	—	—
Exclusivity (1 per event)	✓	—	—	—
Logo on finish arch	XL	L	M	S
Logo on bibs + medals	✓	✓	bibs	—
Branding of start/finish zone	✓	✓	—	—
Expo booth + sampling	✓	✓	by deal	—
UTR team gear branding	✓	—	—	—
Logo on utr.az + event pages	✓	✓	✓	✓
Social media mentions	10+	6+	4+	2+
Email blasts + press releases	✓	✓	✓	—
Branded content (photo/video)	✓	✓	—	—
Free slots for brand team	10	6	3	2
Partner certificate	✓	✓	✓	✓



SEASON • YEAR-LONG
PARTNERSHIP

When a brand wants more than one race — a year with UTR.

- Presence at EVERY UTR event of the season
- ★ **Brand on UTR athletes' podiums — far beyond our own races**
- Joint 12-month content plan
- Exclusive collaborations (branded training sessions, named routes)
- First right to choose the TITAN pack on the flagship
- Joint PR activations (press tours, founder interviews)
- Access to community audience (mailings, chats)
- Long-term brand story: «With UTR since 2026»

One contract. One season. Seamless presence.



SOCIAL TRUST

Brands that have already chosen UTR.



Max Systems



UTR's permanent partners

SPONSORS OF OUR EVENTS



INSTITUTIONAL PARTNERS & PRESS





FIRST 30 DAYS

When you say «yes» — here's what happens next.

Days 1-3

Contract. Pack agreement. Brand book exchange.

Days 4-7

Logo placement on utr.az + event pages. Announcement post.

Days 8-14

Content plan. Design mockups (bibs, banners, medals).

Days 15-21

Branded materials production. Email blast to participants.

Days 22-30

Pre-event: brand interview, teasers, Expo zone setup.

Race day

Brand everywhere. Logo. Team. Sampling. Live content.

After

Post-event report: photo, video, reach, KPIs.



Let's write this story together.

info@utr.az · admin@utr.az · utr.az

FOUNDERS — WhatsApp

Kemal Bağzıbağlı · +994 51 310 04 40 | **Natalya Wallek** · +994 99 749 09 04

SOCIAL: [@ultraandtrailrunners](#)

[Instagram](#) · [Facebook](#) · [Telegram](#) · [WhatsApp](#) · [Strava](#) · [YouTube](#)

«Every kilometer is a story. Let's write ours — together.»