



Unique event, one of its
kind in Czechia

Fanatik Plzeň

20.06.2026



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Project introduction

Motto of the event:

"Accept the challenge, find out what's in you..."

Not all events are about racing, comparing strength and celebrating only the best and fastest.

After all, every performance deserves recognition



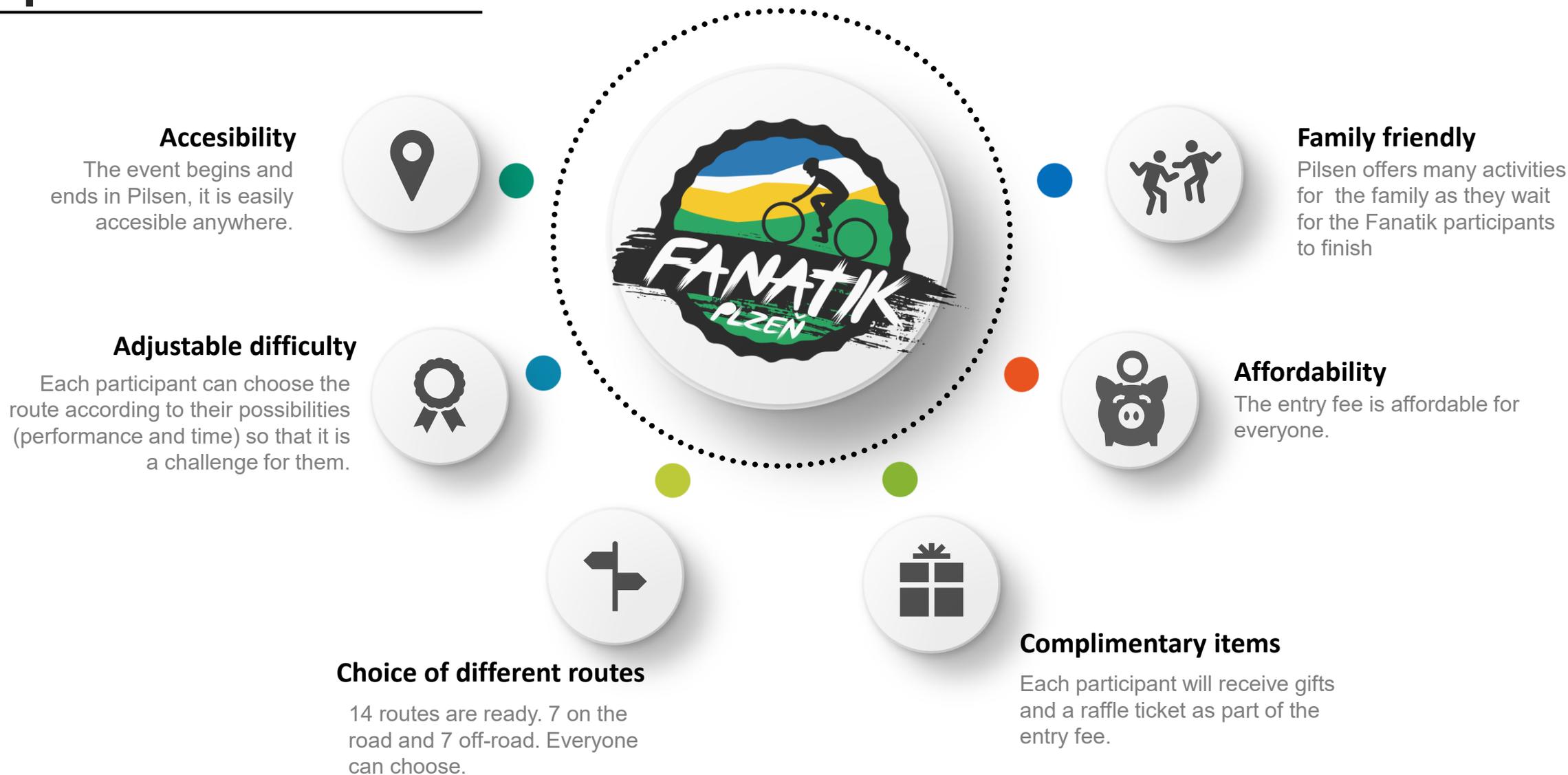
FANATIK

- ❖ Long-distance cycling,
- ❖ A unique event, one of its kind in the Czech Republic, named after the longest route,
- ❖ it's not a race, everyone competes with themselves,
- ❖ An event suitable for all - the occasional biker, the performance biker or the road biker
- ❖ The participant chooses the route, according to their physical and time possibilities

Fanatik allows cyclists to experience something special. Whether in a group with friends or alone, the cyclist has the opportunity to conquer a track that he has not yet conquered.



6 pillars



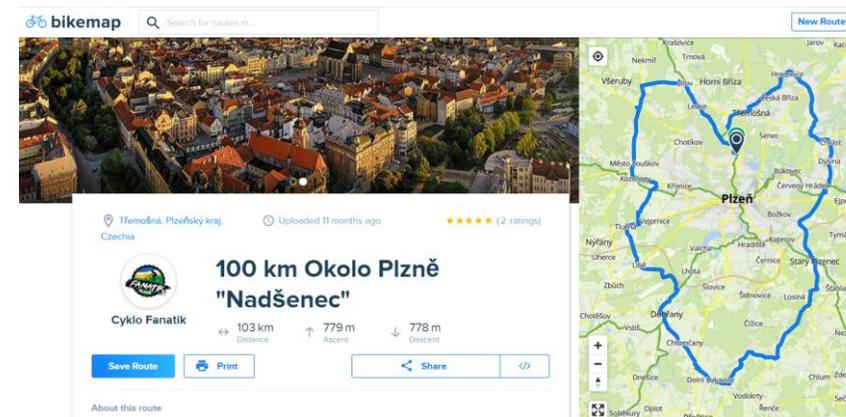
Tracks

- ❖ The tracks lead through the mountains and valleys of Brdy, Šumava or Český les, you will visit the picturesque valleys around the Pilsen rivers, you will pass through the spa and historical towns of western Bohemia.
- ❖ Route lengths
Road tracks 50, 70, 100, 140, 180, 250, 300 a 350 km
MTB tracks 30, 50, 70, 80, 100, 130, 135, 150, 180 a 200 km



Orientation on the tracks

- ❖ the selected route is uploaded by the participants to their mobile phone or GPS navigation.
- ❖ Maps on the web, QR codes or routes are available in the slappeto.cz application



Promotional items

- ❖ commemorative sport shirt as part of the entry fee



Promotional items

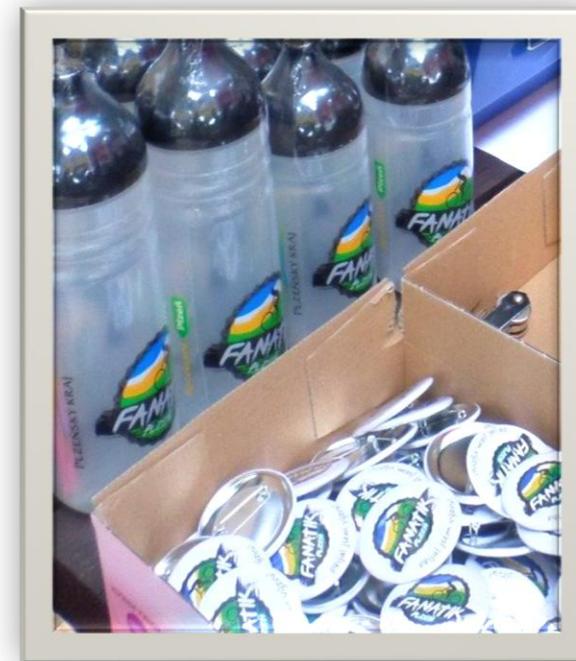
- ❖ each participant will also receive a diploma and a badge with the Fanatik logo
- ❖ reflective tapes and bidons are also available



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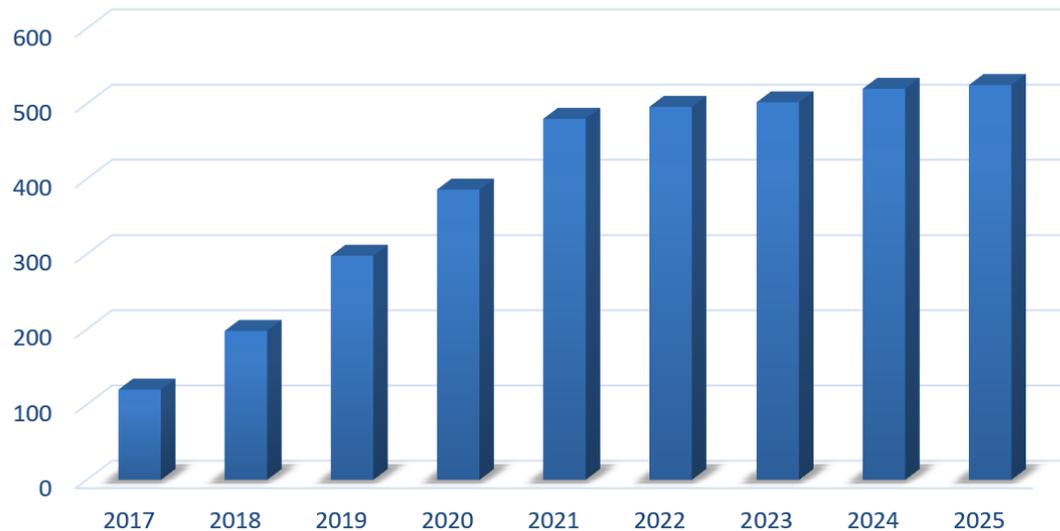


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Statistics

Number of participants 2017 - 2025



- ❖ **3000 cyclists** took part in the event in 8 years
- ❖ our database **contains 2000 unique addresses**

Our goals

- ❖ to build a unique cycling event in the Czech Republic, supported by strong partners with the participation of hundreds / thousands of cyclists who will come to Pilsen not only from the Czech Republic.



- ❖ we want to establish cooperation with the Swedish Vatternurundan, which has been organizing a similar event since 1966 and is currently attended by thousands of cyclists from around the world.

Cooperation

- ❖ The event has a nationwide scope
- ❖ We have the same target group, not only racers, but also other cyclists
- ❖ People need motivation to ride a bike, Fanatik offers another form - another year to drive a longer track or a better time and more comfortable
- ❖ We have the idea, already implemented, going and growing event, organizational experience, people, background, contact info of cyclists in the Czech Republic. You have the brand, opportunities in marketing, when we connect, we can build something interesting
- ❖ In particular, we want to support marketing so that the event gets among cyclists, to build awareness of Fanatik, a brand supported by strong partners

We are convinced that the event proves its viability and will become an alternative to racing.

Partners



Media Partners



References

- ❖ we are an experienced team of organizers with many years of experience in organizing events not only for cyclists
- ❖ we have been organizing cycling events since 2001

Contacts

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