

2025 SEASON



# OUR COMMON VALUES ?

TRUST,  
EXCELLENCE  
& COMMITMENT

**MARTIN PERRIER**

Professional Ultra Trail Runner  
Athlete Book & Sponsoring



# EXECUTIVE SUMMARY

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## Ultra Trail: the **fastest-growing** outdoor sport

- Millions of runners worldwide and a **+1,000% growth** in long-distance races over the past decade
- A passionate, loyal, and **deeply engaged global community**
- Rapidly expanding media coverage: YouTube, Press, TV
- Core values: **nature, perseverance, humility and authenticity**



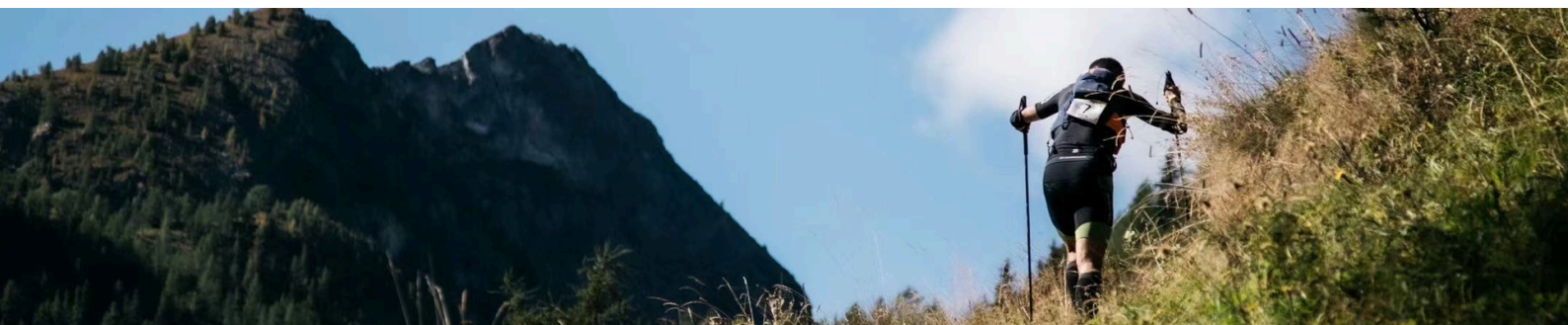
## A **World-Class Athlete** on your Team

- Ranked **Top 20 worldwide** in XXL formats (+200 km / +15,000m up)
- Over 5,000 km and 300,000+ meters of vertical gain every season
- 8 to 10 major international Ultra Trail races per year
- **Race winner and multiple podiums** in high-profile events



## A **trusted partnership** with real impact

- A brand ambassador who shares your values and **walks the talk**
- **Consistent visibility** with a targeted, active, and loyal audience
- Authentic and impactful **co-created content**
- **Inspiring keynote speeches** (COACHFERENCE®) for your clients
- **Tailored coaching and support** for your leaders, managers, and teams



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This athlete book outlines exclusive partnership opportunities between us — designed to help you achieve your goals through my visibility and performance in the world of Ultra Trail running, a fast-growing discipline that has become a major force across Europe.

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# THE “ULTRA” DNA

Ultra trail running is experiencing a spectacular rise in popularity. More than just a sport, it embodies powerful values: **pushing limits, connecting with nature, and embracing physical and mental endurance**. The ultra-long formats — those extreme, multi-day races — are capturing the imagination of a growing audience **fascinated by human performance and its quest for meaning**.

My name is Martin Perrier, and I’m currently among the **world’s best athletes on XXL format races**, the most extreme events, those that go beyond 200km and push the very boundaries of what is humanly possible. My preparation is precise, demanding, and driven by a clear ambition: to **reach the top of this discipline and inspire through action**.

But my role extends beyond the finish line. Alongside my athletic career, I work as **a keynote speaker, strategic advisor and leadership coach** — helping business leaders navigate change, build resilience, and perform under extreme pressure. This makes me not just a fierce competitor, but also a true brand ambassador, able to **create value through storytelling, leadership and authenticity**.



**Martin Perrier**

Pro Athlete  
Keynote Speaker  
Trusted Advisor & Coach





# YOU + ME = US

## > A **trust**-based relationship

I'm not looking for just a sponsor — but a **committed partner**, ready to join me on a human and ambitious journey. Trust is the foundation: I pledge to represent your brand with **authenticity, loyalty, and integrity** — on the trails and in life.

## > Powerful & lasting **impact**

Beyond athletic performance, we build an inspiring and meaningful presence together — one that resonates with **your clients, teams, and partners**. Through my keynotes and our shared communication efforts, your brand conveys a message that is **strong, engaging, and full of purpose**.

## > The pursuit of **excellence**

I aim for the highest peaks in global Ultra Trail — with the same **high standards** I bring to every collaboration. **Together, we embody the ambition of excellence**: not simply following the path, but boldly creating our own.



# TOGETHER, LET'S GO HIGHER



## Reach & Visibility

Through my race results, media coverage, and digital presence, you gain visibility within the growing, passionate, and high-value ultra trail community. Your next client is already out there — watching, running, connecting.



## Image & Brand values

By partnering with an elite ultra trail runner, you align your brand with key values such as resilience, trust, perseverance, adaptation, commitment and excellence. And you show it through your actions, not just your words.



## Motivation & Commitment

With my unique concept COACHFERENCE®, I deliver inspiring and impactful workshops for your teams or your clients — blending the mindset of high performance with real-life action.



## Personalized Coaching

You are not alone. As your trusted advisor and coach, I support you in your most strategic and personal challenges — with performance, clarity, and resilience at the core of our vision.





# AIMING FOR EXCELLENCE, AT A MINIMUM.

## > Results

Index ITRA 812, top 0.1% worldwide in trail running, top 20 worldwide on XXL format.

Tor Des Géants 330km: 3rd (2024), 7th (2023), 7th (2022)

UTOI Ultra-Terrestre 224km: 2nd (2025)

TrailCat 80km: WINNER (2025)

Scenic Trail 130km: WINNER (2024), 4th (2023)

UTMB TDS 145km: 19th (2022)

UTMB 170km: 40th (2021)

Backyard Ultra: 3 victories & 3 podiums in 6 races (2020-2024)

Member of Kailas FUGA International Athlete Team

Social Media Reach: over 5000 followers (Instagram, LinkedIn, FB, Strava)

## > Goals

In the short term, my goal is clear: win the legendary Tor des Géants 330 km, one of the most demanding Ultra Trails on the planet. The date is set: September 14, 2025.

In the long term, I aim to establish myself as a key reference in XXL-format Ultra Trail — and to help inspire future generations to push their limits and pursue their own version of the impossible, through sport and beyond.







MOST PEOPLE LIVE WITH REGRETS.  
NOT US.

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# THE MEANS TO OUR GOALS

A full season requires a minimum investment of 35'000 CHF, but this can rise to 75'000 CHF to meet the demands of world-class performance and international ambition.

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## Train



- Equipment (footwear, apparel, electronics).
- Nutrition before/during/after training & races.
- Training logistics (travel, accommodation).
- Coaching & subscriptions (gym, apps, tools).

## Compete



### 10'000 to 15'000 CHF

- Race registration & insurance fees.
- Ultra-specific gear & high-performance fueling.
- Associated logistics: transportation, accommodation, meals and on-site expenses.

## Perform



### 10'000 to 25'000 CHF

- Race support crew expenses.
- High-altitude adaptation, gear and tools.
- Nutrition advice, sports psychology, physiotherapy, recovery methods.

## Communicate



### 10'000 to 25'000 CHF

- Media support (professional photo/video).
- Content creation for web & social media.
- Social media & Community management.
- Book writing on Ultra Running.





# BASED ON YOUR GOALS, THREE OPPORTUNITIES

Through our partnership, your brand becomes part of a deeply human, ambitious, and inspiring journey, one that will resonate with your clients, partners, and teams. Thanks to my dual approach as an athlete and a trusted advisor and coach, you also benefit from tailor-made support that goes far beyond visibility.

## Ultra

Exclusive partner.

45'000 CHF / year

- **Visibility & Reach:** All Marathon benefits + exclusive logo placement on my race gear.
- **Support:** COACHFERENCE® keynote sessions
- Tailored performance **coaching program**
- **Co-created content** & season planning
- **Impact tracking** & regular strategic debriefing

## Marathon

Max 3 partners.

17'000 CHF / year

- **Visibility & Reach:** All Sprint benefits + logo placement (T-shirt, cap...) visible on podium photos, interviews, and official appearances.
- **Support:** COACHFERENCE® keynotes and/or Running/Outdoor coaching workshops for your teams.

## Sprint

Max 5 partners.

8'000 CHF / year

- **Visibility & Reach:** Mentions, presence, and regular acknowledgments as a supporter of an international athlete (website, interviews, social media).
- **Support:** One annual in-person keynote to motivate and inspire your teams and/or clients.



# IN THE MEDIA

In addition to my engaged social media following and the content we co-create, your brand benefits from consistent media exposure across general and specialized outlets — locally, nationally, and internationally. From print and magazines to TV and digital platforms, your message reaches far beyond the trail.



Podcast Interview  
Course Epique



Podcast Interview  
Parcours Inspirants



Post-race interview  
Tor Des Géants 2024



Instagram Reel  
Kailas FUGA Team



Keynote speech  
Shine Up 2024



YOU HAVE MY WORD  
Self-published book



# OUR NEXT STEPS

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## Initial Contact

After reading this book, if you're curious to learn more about my profile or explore a **potential collaboration** — feel free to reach out to me directly.

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## Exploratory Meeting

Values, vision, mindset, communication... A long-term and successful partnership is built on **genuine alignment**. Let's take the time to make sure we're in sync.

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## Partnership Definition

Together, we shape the details of our collaboration — based on our shared **goals and mutual expectations**. Then, we both commit to moving forward.

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## Ready, set, go.

We're now on the same team, ready to dive into the adventure: **your impossible becomes our shared possible**. Let's go!

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# LET'S TALK. OR RUN.

Let's discuss it during a phone call, a face-to-face conversation or, even better, during a running session in town or in the mountains?

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