

WOP CHALLENGE

BILBAO-BIZKAIA

5-6
OCTOBER



STAGE 0

DOSSIER 2024




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WHAT IS THE SOCIAL PURPOSE OF WOP CHALLENGE?

WOP Challenge Bilbao-Bizkaia is a team sporting event held in the territory of Bizkaia and has three types of participation:






 Day and night
 224 km / 19 stages
 2 - 12 people



 Day
 50 km / 5 stages
 2 - 5 people



 Day
 50 km / customized
 2 - 8 people

The event has a clear social commitment character as the proceeds are dedicated to the fight against neurodegenerative diseases through The Walk On Project (WOP) Foundation.

WHAT IS WOP?

WOP is a social enterprise whose main objectives are:

To finance research projects looking for therapies for neurodegenerative diseases

To divulge the reality of the diseases neurodegenerative diseases

To raise social awareness in favour of research and science

Some figures at a glance:

>€1.000.000
PR. for the purposes

>150
Talks in different forums

€10.000.000 yearly
Impact in dissemination according to media value

€440.000
Internal resources to fund projects.

7 international projects
in therapies through international public competition and assessment by the Ministry of Science and Technology

[MORE INFORMATION ON THE PROJECTS WE HAVE FUNDED >](#)

WHAT IS STAGE 0?

This sport event has a social purpose: to generate minutes in the fight against neurodegenerative diseases.

Therefore, in order for the registered teams to receive their bibs and therefore participate in the event, they will have to cover stage 0, which consists of generating minutes to fight against neurodegenerative diseases through the sale of WOPN Estropatada tickets or with a monetary contribution.

FULL

- A) MINIMUM 100 TICKETS
- B) MINIMUM 400€

1DAY


- A) MINIMUM 60 TICKETS
- B) MINIMUM 220€

WALK

- A) MINIMUM 60 TICKETS
- B) MINIMUM 220€

How can my team generate minutes of fight?

Very simple! To generate minutes of fight the team will have to sell tickets for WOP Estropatada (Bilbao's biopatos race); an event organised by WOP and that coincides in place and date with the arrival of the teams at the finish line of WOP Challenge. Or make a monetary contributions.

 **1 ESTROPATADA TICKET = €5 = 10 MINUTES OF FIGHTING TIME**



Selling tickets has 2 impacts:

1. The money from the ticket sales goes directly to science.
2. Dissemination and awareness of neurodegenerative diseases to people who buy tickets.

Ways of selling tickets:

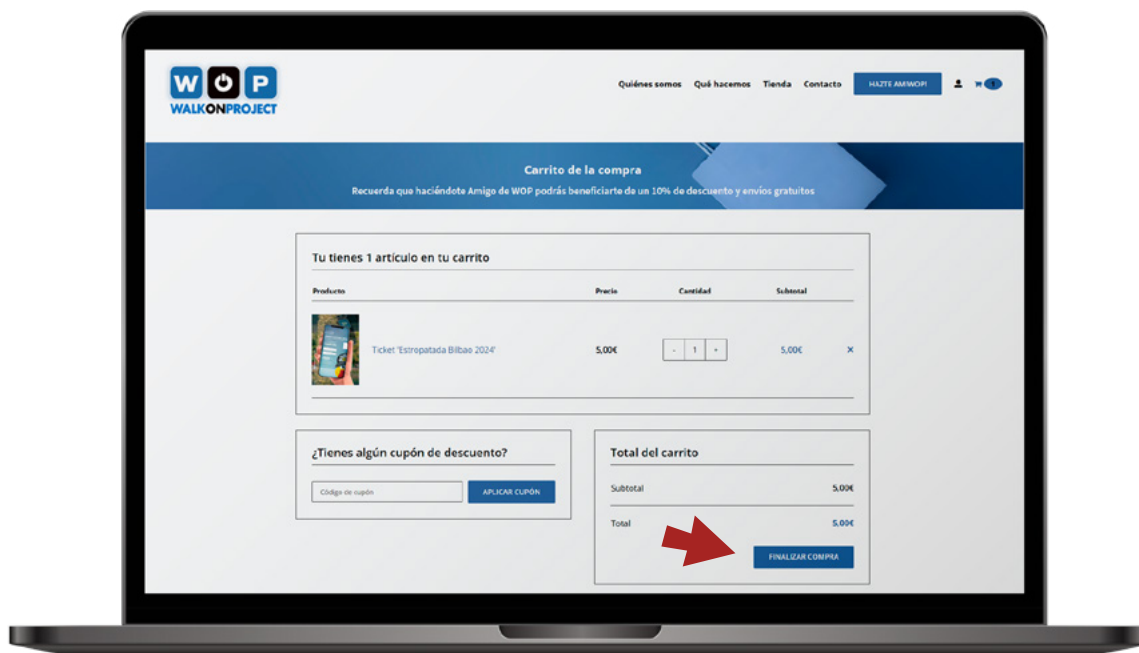
- a. Physical tickets. The organisation will provide the registered teams with tickets* to sell.

Once the organisation receives the payment for the tickets, the fight minutes generated will be updated on the website, in the 'Teams 2024' section.

* *Unsold physical tickets can be returned on the day of the bib collection.*

- b. Online tickets. Teams can sell tickets online. To do so, the persons buying tickets on behalf of a team, must assign it in the last step of the purchase process.

VIEW ONLINE SHOP >



WOP Challenge Bilbao-Bizkaia 2024

Si quieres asignar esta compra a un equipo, selecciónalo en este desplegable:



Más información sobre la generación de minutos de lucha en WOP Challenge aquí

How long does my team have to cover Stage 0?

It depends on when you register your team! The deadline is the bib drop-off which will be the week before the event.

If I have already completed Stage 0, can I still generate minutes of fight?

Of course you can!

Other ways of generating minutes of fight:



Through purchases in our online shop, whether or not they are tickets.



Attracting *AmiWOPs* (partners with WOP)



Attracting companies partners of WOP

Important! These are other ways to generate minutes of fight against neurodegenerative diseases, which do add minutes of fight to the team, but do not help to complete stage 0.

Recognition for the team that has generated the most minutes of fight

On Sunday, 6 October, the team that has generated the most minutes of fight against neurodegenerative diseases will receive a public recognition, a free registration for the next edition* and a surprise gift.

** The free registration covers the registration fee, but not other associated costs such as team insurance or Stage 0.*

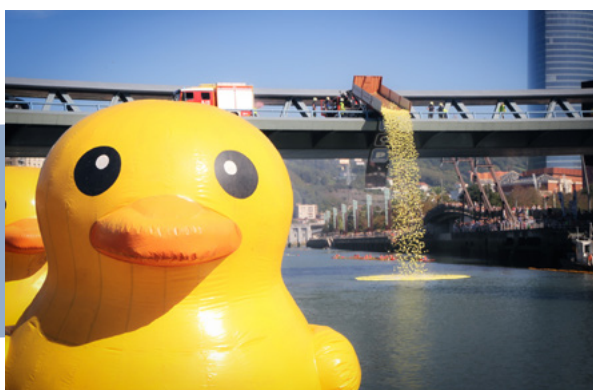


WHAT IS WOP ESTROPATADA?

A WOPatos (ducks from WOP) race in the Bilbao Estuary and a big family party.

From 2021 the race is run with the world's first biopatots, made of plant-based material.

The event coincides with the finish line of the WOP Challenge teams, as it will be held on Sunday 6 October.



Unique event in Bilbao

- Spectacular race of geo-localised bio-ducks
- WOPatones competition for companies and groups



Big family party

- Amazing children's area with rides, games and activities
- Live music
- Gastronomy and txosna (basque tabern)

[MORE INFORMATION ABOUT WOP ESTROPATADA >](#)

How to participate?

People who want to participate in this original race have to buy a ticket which costs €5.

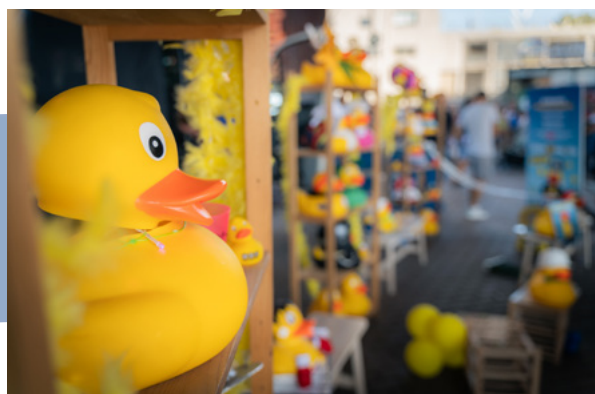
With the ticket, the person who buys it:

- Adds minutes of science.
- Take part in the WOPatos race. The ducks are released by us, so you can take part from anywhere in the world, because we also broadcast it via streaming.
- The winners have great prizes!
- And what's more, all participants have a prize, because after the race, the tickets can be exchanged for a duckling.

WHAT IS THE WOPATON COMPETITION?

If your team sells 150 tickets, you enter the WOPaton competition! This is a competition among companies, institutions and groups.

The WOPatones is a fun competition that takes place during WOP Estropatada where companies personalise a XXL duck. The one who receives the most votes wins!



We send you a WOPaton

- You can personalise it with your corporate image or disguise it as you wish.

Public vote and exhibition

- You can vote for the most original and funniest wopatones on the website. The 3 favourites will win!
- The wopatones can be visited in a public exhibition in Bilbao.
- And they will also be on display on 6 October at the Estropatada 2024 festival.

[MORE INFORMATION ABOUT WOPATON >](#)

**Do you have any questions?
Contact our team**



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