



ENDURANCE ATHLETE · TRAIL RUNNER · HYROX COMPETITOR

One athlete. Multiple disciplines. No easy path.

20+

RACES 2025–26

6

DISCIPLINES

6

COUNTRIES

1st

SPARTAN TAIPEI

Why Partner With Alex

"This is not a single-lane career.

It's a platform built for

reach, visibility, and progression."

● **Multi-discipline reach**

Exposure across road, trail, ultra, Hyrox, Spartan, and swimming audiences.

● **Asia-Pacific presence**

Racing across Japan, Taiwan, Hong Kong, Philippines, China, Australia.

● **20+ races per year**

Consistent event-driven content. Every race is distribution.

● **Improving results**

Performance up every quarter, across every discipline.

● **Authentic environments**

Real gear, real conditions, real training. Nothing staged.



The Hybrid Athlete

The Athlete

Alex is a hybrid endurance athlete based in Japan, competing across road, trail, ultras, Hyrox, obstacle course racing, and swimming.

A former national-level swimmer in Australia, he now competes across six disciplines, with a race portfolio of 20+ events across Asia in the past 12 months.

Why Hybrid Matters

Most athletes build a career in one discipline. Alex competes across six. That is not a lack of focus. It is deliberate positioning.

For partners, that means exposure across multiple performance audiences through a single athlete. More content angles, more audience entry points, more opportunities for meaningful brand integration.

Multi-Format Reach

Visibility across road, trail, ultras, Hyrox, Spartan, and swimming audiences from a single partnership.

Asia-Pacific Footprint

Racing across Japan, Taiwan, Hong Kong, Philippines, China, Thailand, and Australia.

Content Versatility

Every discipline creates a different visual and narrative environment for brand storytelling.

Race Results

Built on discipline. Proven through performance.

2:56:19

MARATHON

1:21:07

HALF MARATHON

35:56

10KM

1:05:02

HYROX

Performance Highlights - Last 12 Months

RACE	DISCIPLINE	TIME	RESULT
Hiroshima 50k	Trail · 50km · 2,900m	6:42:24	4th / 124 · 1st non-pro
UTMB Kenting	Trail · 27km · 600m	2:19:07	10th / 1,079
Kyoto Marathon	Road · 42.2km	2:56:19	Sub-3hr debut
Hyrox Osaka	Hyrox · Open	1:05:02	44th / 1,632
Spartan Taipei	Spartan · 21km	2:26:12	1st Overall

Performance is improving every quarter, across every discipline.



Full results and race photos at alexschubach.com

2026 Race Calendar

Every race is not just competition.

It's distribution.

MAY 8–10

Hyrox Hong Kong

Hyrox · Hong Kong

JUN 20

UTMB Yamanaka

Trail 20km · Japan

JUN 26–27

Deep Japan Ultra

Ultra 80km · Japan

JUL 24

Fuji Mountain Race

Trail 21km · Japan

SEP 13

Hakuba International

Trail 29km · Japan

OCT 24

Spartan Porac

Spartan · Philippines

OCT–NOV

Hyrox Shanghai

Hyrox · China

NOV–DEC

UTMB Chiang Mai

Ultra 50km · Thailand

15 events

6 countries · 6 disciplines

Trail · Ultra · Road

Hyrox · Spartan · Open Water



Reach & Growth

Not built on vanity metrics. Built on race-by-race progression.

Alex is a growth-stage athlete. The platform is expanding through consistent racing, high-quality content, and documented progression. The audience actively follows training, racing, and the products used throughout.

CORE DEMOGRAPHICS

Ages 25–45 · Skewing male · Japan, Australia, Taiwan, Southeast Asia · Active, outdoor-oriented, performance-minded

Platform Presence

PLATFORM	CONTENT TYPE	AUDIENCE
Instagram	Race recaps, training, gear, stories	Performance-focused endurance community
alexschubach.com	Full race write-ups, results, media kit	Sponsors, media, serious athletes
Strava	Training data, race files, gear tags	Endurance athletes, running community
Race Blogs	Long-form race reports + product integration	Brands, sponsors, running community
YouTube (launching)	Race vlogs, gear reviews, training	Growing. High-value long-form content

Nothing staged. Everything tested.

Alex partners with brands built for performance. Sports and fitness, outdoor and adventure, health and nutrition, lifestyle and apparel. Products that hold up in real training, real conditions, real competition. Long-term partnerships with genuine alignment, credible integration, and actual use.

Content Deliverables

Race-Day Branding

Logo visibility on kit, gear, and race-day content across so...

Race Write-Ups

Post-race articles on alexschubach.com with product context.

Product Feedback

Athlete feedback on gear in real training and competition co...

Social Media Content

Dedicated Instagram reels, carousels, and stories featuring ...

Video Content

Race vlogs and gear reviews with authentic product integrati...

Photography

High-resolution action images available for brand campaigns.

Partnership Tiers

	Product Partner	Performance Partner	Title Partner
Social Posts / Month	2	4	6+
Instagram Stories	2/month	4/month	Unlimited
Race-Day Branding	✓	✓	✓ Primary
Category Exclusivity	—	Preferred	Exclusive
Content Usage Rights	Shared	Full use	Full use

Starting points for conversation. All partnerships are customised to brand objectives.

WHY THIS PARTNERSHIP

01 Hybrid Athleticism

Multiple disciplines. Multiple audiences.

03 Content-First

Every race produces high-value brand content.

05 Outdoor Lifestyle

Real environments. Genuine everyday product use.

02 Asia-Pacific Presence

Based in Japan. Racing across APAC.

04 Documented Progression

Results improving consistently and publicly.

06 Professional Setup

Structured, reliable. Built as a long-term career.

ine exposure ● Asia-Pacific race footprint ● High-performance positioning ● Authentic content creation ● Early-stage growth

Let's Build Something Together

The best partnerships don't start at the peak. They build toward it.

If your brand values performance, authenticity, and long-term growth, this is the right time.

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