

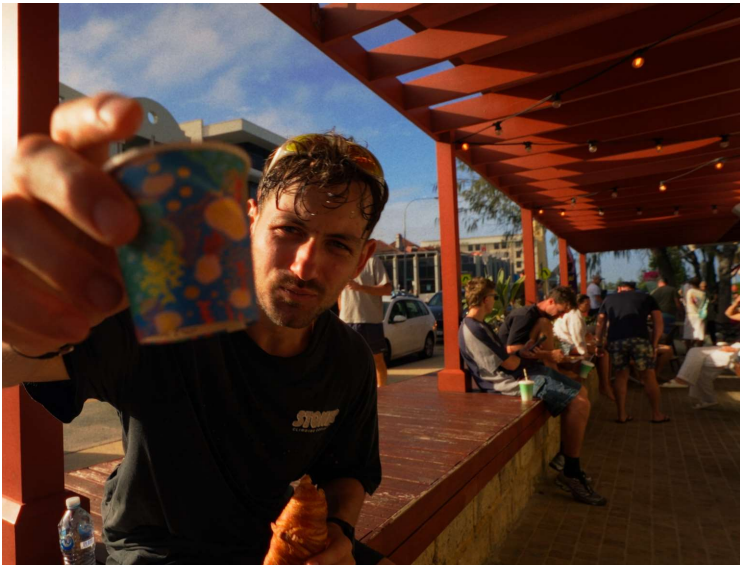
PRESENTED BY:

Aydan Papac

Projekt **CROATIA**

A 827km journey of endurance, storytelling and purpose

WHO IS AYDAN PAPAC



MY STORY

I am a 28-year-old based in Melbourne, Australia. I had a simple and fortunate upbringing, which I am grateful for. Coming from Croatian roots, I am first generation born in Australia. I was raised in a hard-working, blue collar family environment

In 2020, through the thick of the COVID-19 pandemic, I lost my grandfather to a disease called Creutzfeldt-Jakob Disease (CJD)- a terminal illness with no cure. My grandfather was like a second father figure. He helped raise me and taught me the foundational values I operate within.

In his passing, I connected with ultra running and began to raise money to help support families who have been affected by this horrible disease.

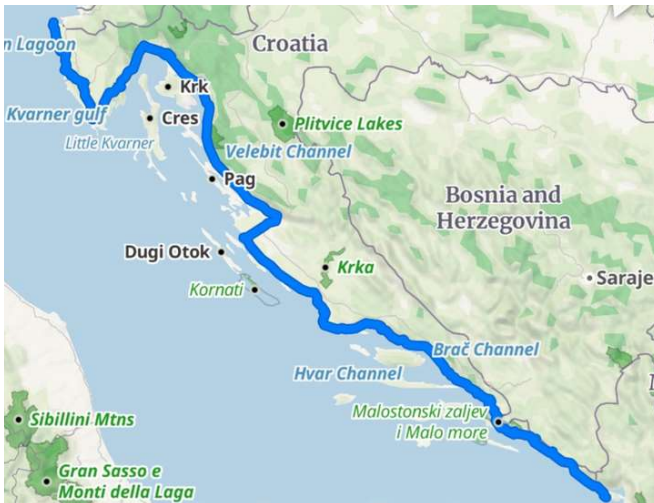
To date, I have run 3 ultra marathons, one 56km and two 100km races. My most recent race was UTA100 in the Blue Mountains, NSW- one of the Southern Hemisphere's hardest ultra marathon races.

When I'm not running, you'll find me brewing a moka pot, experimenting with latte art, travelling and capturing the world through my lens, spinning the latest 12inch vinyl in my collection and spending quality time with my family and friends.

The run across Croatia is only the beginning of my journey in multi-day endurance running.

https://www.instagram.com/reel/DLrXSgISrZi/utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

THE MISSION



IT'S SIMPLE

What:

I will be the first person to have ever run the entire coast of Croatia.

Distance: 827km

Elevation: 4,370m

The run will be classified as the first recorded time with Guinness World Records, titled as "Fastest crossing of Croatia on foot (male)."

This run will be conducted by me, and me only. I will have a support team for the journey, including my fiancé, best friend, camera team and running coach.

The target will be to run 83km every day from start to finish to complete the the journey in 10 days.

Where:

I will start my run at the northern costal tip of Croatia in a town called Umag. This is where Slovenia and Croatia border each other. From here I will follow the entire coastline until I reach the southern most point. The finish line will be in Prevlaka, a small peninsula near the border of Montenegro, at the entrance to the Bay of Kotor.

When:

I am currently liaising with Guinness World Records to confirm when I will run, however, I am aiming for August of 2026.

MY WHY



JANDRE BILIC

My grandfather was an active man up until he got sick. At 78 years old he would be up at 4:30am, walking the local river track. He did 10km every morning without fail.

Before I was even born, my grandfather was the embodiment of discipline, grit and a pillar of strength for my family. Every step I take is in honour of him.

PURPOSE

I move for those who no longer can. There are people in this world who are no longer able to do the things they want due to disability. I came face-to-face with this when my grandfather became sick.

I seek to understand the mental and physical limits of my capabilities and to find flow in those moments.

RAISING AWARENESS

Creutzfeldt-Jakob Disease is a rare neurodegenerative disease affecting 1 in 1,000,000 people per year. Through my run across Croatia, I hope to raise more awareness of this disease.

PROJECT **TIMELINE**



PHASE 1

Announcement

January 2026

COMPLETE

I will announce the run across Croatia via social media alongside other goals in 2026.

PHASE 2

Training & journey

7 months

IN PROGRESS

I will document my journey leading up to the race through Instagram and YouTube.

PHASE 3

The run

10 days

Showtime.

WHAT YOU GET

STORY DRIVEN CONTENT

This run is more than just about the steps I am taking. It's a true story founded in grit, resilience, discipline, and the pursuit of a higher purpose.

This raw and authentic story will help connect customers new and old, bringing people into the world of endurance running.

EVERGREEN CONTENT LIBRARY

Lifetime access to content assets, including:

- Training & Event footage (Raw + Edited)
- Interviews / Reflections
- Voiceovers
- Branded content filmed and produced by me

All content I shoot over the journey will be accessible for use in any medium required.

AUDIENCE & CONTENT PLAN

My growing audience are males, aged between 25 and 34, based in Australia, USA and the UK. My audience are in the fitness niche, specifically running.

Deliverable	Content	Frequency	Platform
Short form video	Story / information Product placement Spoken product content	4-7 posts per week	Instagram TikTok YouTube Shorts
Photo content	Story / information Product placement Spoken product content	1-2 posts per week	Instagram
Long form video	Story Driven Product placement Spoken product content	2-4 per month	YouTube
Written Posts • Product placement	Information and thoughts Product placement Spoken product content	4-7 per week	Threads

HOW

I have built a bank of footage and ideas that I want to communicate to the world around fitness, mindset and rituals to help my audience perform at their highest.

I will also have professional and refreshed content and footage leading up to and during the run.

MY TEAM



DANIEL MONTERO
VIDEOGRAPHER



JACK COLLETTA
TEAM LEAD



GEORGIA KARAMBELAS
WIFE



MATTY ABEL
COACH

PARTNERSHIP TIERS

NAMING PARTNER

1 slot only

- Full branding rights + campaign lead integration
- “The Run Across Croatia”
- Most prominent placement across all media, gear, captions, and press
- After movie production collaboration

CORE PARTNER

Limited to 3-5 brands

- Category exclusivity
- Frequent and intentional content appearances
- Dedicated reels and shoutouts

SUPPORTING PARTNER

- Included in thank-you content, logistics shoutouts, gear lists
- Logo placement on support van, banners, thank-you slide of final film

WHAT WE NEED

PRODUCT SUPPORT

I am looking to partner with brands whose products I genuinely rely on. In training, the main event and even off the course.

COLLABORATION & VISABILITY

It isn't just the products that I stand by. I also align with the creative style and storytelling that the brand portrays. By partnering together, we can bring this story to life the way it was meant to be told, sharing it with as many eyes as possible, whilst raising awareness and funds for CJDSGN in the process.

STRATEGIC DISTRIBUTION

I'm also open to working with partners who can provide:

- Creative input on storytelling or campaign roll-out
- Amplification support through paid media, email lists, in-store screens, etc.
- Access to community (brand ambassador crossovers, club shoutouts, etc....)

FINANCIAL

Anything from donations, to travel or extra media coverage all go a long way to telling this story deeper than I ever could alone.

THE DETAILS

Thank you for taking the time to explore this journey.

This run is more than the 827km of running. It's about story, and showing what's possible when discipline meets purpose.

I'm looking for partners who don't just want to sponsor a run; but help shape a moment in endurance history.

Let's build on what has already happened, pushing into a new chapter of endurance, exploration, and true grit.


Will you be apart of this story?

AVALIBILITY

Times are AEST


Monday - Friday: 5am - 6am / 6pm-10pm

Saturday - Sunday: 5am - 9pm

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