

WOP CHALLENGE

BILBAO-BIZKAIA

4-5
OCTOBER



STAGE 0

DOSSIER 2025

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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:

>€1.300.000
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.

First
WOP Konekta International congress of neurosciences

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.**

How can my team generate minutes of fight?

Teams have 2 ways to complete stage 0 and generate minutes to fight against neurodegenerative diseases: through the **sale of tickets for the Estropatada** (Bilbao bio-duck race organized by WOP that coincides in place and date with the arrival of the teams at the finish line) and/or with a **monetary contribution.**

Each modality has an objective:

FULL

Generate a minimum of 800 fighting minutes

Equivalent to selling 100 tickets or making a contribution of 400€.

1DAY

Generate a minimum of 440 minutes of fighting time

Equivalent to selling 60 tickets or making a contribution of 220€.

WALK

Generate a minimum of 440 minutes of fighting time

 **MONETARY CONTRIBUTION OF €5 = 10 MINUTES OF FIGHTING**

 **1 ESTROPATADA TICKET = 5€ = 8 MINUTES OF FIGHTING**



OPTION TO SELL TICKETS FOR ESTROPATADA

There are 2 ways to sell tickets:

a. **Physical tickets.** The organization will send physical tickets* to the registered teams. The tickets will be paid for once they have been sold, i.e., the team will not have to pay for them in advance.**

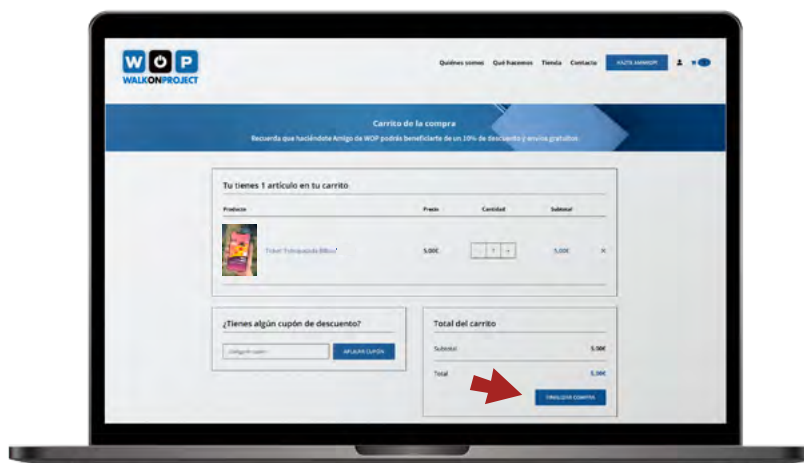
* They will be sent to the postal address provided by the team through the registration platform.

**Unsold physical tickets can be returned on the day of the race bib pick-up.

b. **Online Tickets.** Teams can encourage online ticket sales. People who are going to buy tickets online should assign it to the desired team in the last step of the purchase process.



BUY TICKETS >



WOP Challenge

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

Ninguno

Pantalla carrito y sección en finalizar compra dónde asignar tu equipo

OPTION TO MAKE A MONETARY CONTRIBUTION:

Ways to make a contribution:

- 1. When registering the team.** In the registration platform you have the possibility to make a monetary contribution.
- 2. Through the WOP online store.** Buying the product 'Monetary contribution', you must add the amount you want to pay and assign it to your team in the last step of the purchase process.
3. You also have the option to do it **via email** by writing to reto@wopmail.org or sending us a whatsapp to 638 560 659.



[MONETARY CONTRIBUTION >](#)

How can I check the number of fighting minutes my team has generated?

Through the 'Teams 2025' page, you can check the number of fighting minutes generated by your team.

Purchases of tickets or contributions can take up to 24 hours after the order has been placed to be reflected on the website.

[TEAMS PAGE >](#)

WAYS TO PAY STAGE 0

- By Bizum:

To phone 638 560 659

- By Transfer* to:

Fundación The Walk On Project | ES63 2095 0114 60 9112945561

**IMPORTANT. If you choose to make a transfer, it is necessary to send the proof of payment to reto@wopmail.org*

In any of the options it is necessary to put as subject the name of the team.

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! You can continue to sell Estropatada tickets or make further monetary contributions.

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



RECOGNITION FOR THE TEAM THAT HAS GENERATED THE MOST MINUTES OF FIGHT

On Sunday, 5 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.

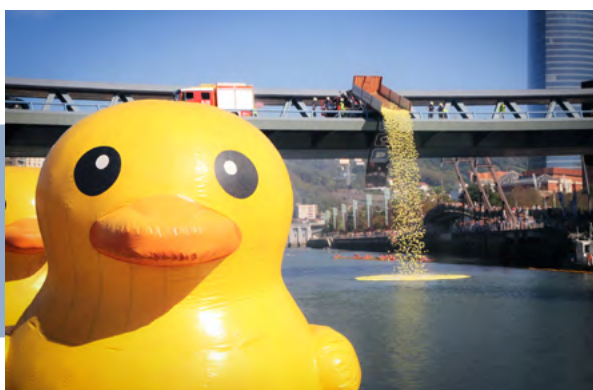
** The free registration covers the registration fee, but not other associated costs such as team insurance or Stage 0.*

WHAT IS WOP ESTROPATADA?

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

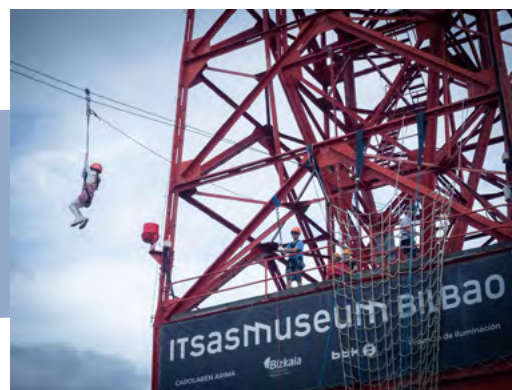
From 2021 the race is run with the world's first biopatons, made of plant-based material.

The event coincides with the finish line of the WOP Challenge teams, as it will be held on Sunday 5 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 surprise or discounts on WOP products.

WHAT IS THE WOPATON COMPETITION?

If your team manages to generate more than 1,800 minutes of fighting, you will be part of the WOPaton competition! A fun competition between companies, institutions, groups... that takes place during the Estropatada.



We send you a WOPaton

- We will send you a WOPaton (XXL duck) that you will be able to personalize with your corporate image or whatever you want!

Public vote and exhibition

- Citizens will be able to vote for their favorite wopaton on the event's website. The 3 favorites will receive an award at the awards ceremony of the Estropatada.
- The wopatones will be on display in a public exhibition in Bilbao, and at the Estropatada!

MORE INFORMATION ABOUT WOPATON >

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



638 560 659



reto@wopmail.org