

PASO LIBRE

EST. 2026

HORSEBACK ADVENTURES

# Partner Guide

*Let's build horseback expeditions together.*

Susanne Bastings & Franco Evans · Uruguay · Patagonia · Finnish Lapland

01 · HELLO

# Hi, so nice to meet you!

*Thank you for reaching out to us. We get messages from ranches all over the world who'd like to work with us, and honestly, it makes us really happy every time.*

We're a small team and we're often out riding, so we can't jump on a call with everyone. That's why we made this guide. It shows you how we work, what we need and what you get from it. If it feels like a match, send us your details and we'll plan a call.





**Franco Evans** is a gaucho from Trevelin, Patagonia. He grew up on a cattle ranch, has worked with horses his whole life, and leads every Paso Libre expedition.

**Susanne Bastings** is a Dutch travel filmmaker. With her brand Gypsy in Sneakers she shares her adventures with around 500,000 people on YouTube and 354,000 on Instagram. She hosts the group and films every trip.

# We are an expedition company

*Our guests come to spend real days out in the land on horseback, far away from roads and tourist routes.*

- Long days riding through open country
- Lunch outside, wherever we stop
- Swimming with the horses in rivers and lakes
- An asado together in the evening, and nights under the stars
- Real time with the people who live and work on the land







## What we need most: freedom

Paved roads, fast canters and one-hour rides aren't our thing. We need open land, room to ride full days, and the flexibility to change the plan when the weather or the group asks for it.

# Why ranches love working with us

*Once we find the right place, we don't come once. We come back, again and again.*

- **Full groups of paying guests.** 6 to 8 riders per trip, all found, booked and paid by us.
- **No marketing, no sales, no guest emails.** We handle all of it. You just do what you do best.
- **Trip after trip.** When a place works for us, it becomes part of our yearly calendar.
- **Your place on screen.** Susanne films our expeditions and shares them with hundreds of thousands of people.
- **Beautiful content for you.** Professional photos and video of your ranch, your horses and your land.



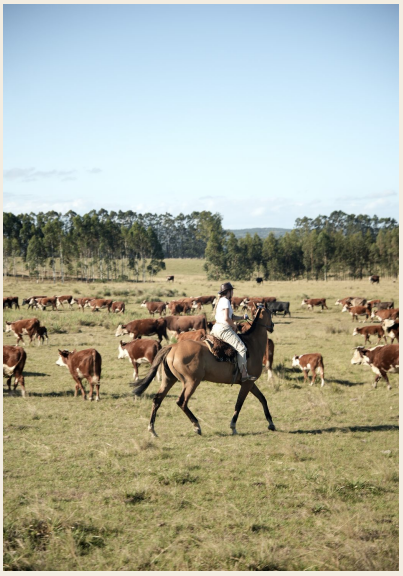
# How it works in Uruguay

*In Uruguay we work with an estancia we really love.*

The beginning took time. We visited, rode every route, met every horse, tasted the food and planned each day together with the owner. We worked out what our guests need, what the horses can do, and how the days should flow.

Now it's easy. We call the owner, ask for the dates we want, transfer the money, and arrive with a full group. Then we do it again the next season. That's the kind of partnership we're looking for.











# Who does what

*Every Paso Libre expedition is our own trip. We sell every place and our guests book and pay directly with us. You're our partner on the ground.*

### Paso Libre

- Designs the expedition
- Markets and sells the trip
- Handles all bookings and payments
- Franco leads the riding
- Susanne hosts the group

### You, our local partner

- The horses and tack
- Rooms and food
- A local guide who knows the way
- Local knowledge and traditions
- Camping gear, if you have it

## Group size

6 to 8 guests per expedition, plus Franco and Susanne. Franco leads the riding together with your local guide.

## Exclusivity

We don't ask for it. You're completely free to work with other companies too.



# Our must-haves

*The basics a place needs before we can bring a group.*

## Horses

- At least 10 riding horses
- Calm and beginner friendly
- Used to being tied to a tree or branch and left alone for a while, for lunches, breaks and swims

## A local guide

- Someone from your team who knows the way and rides with Franco
- Let us know if you have your own guides

## Rooms

- At least 3 rooms: one for Franco and Susanne, one for the men and one for the women

## Camping

We love nights out in the land. Tell us if you have camping gear and if you're used to organising camping nights. No gear? No problem at all. We can bring our own, and we'll simply agree a lower price together for that part.

# One simple price

*We work with a fixed price per person, per day.*

Please tell us exactly what that price includes, for example:

- Horses, tack and your local guide
- Rooms, and camping nights if you offer them
- Which meals, and whether drinks are included
- Transfers or extra activities

And please also share:

- What is **not** included and would cost extra
- Your price with your own camping gear, and without it
- The seasons and dates you're available
- Your deposit, payment and cancellation terms, and the currency

## About Franco and Susanne

Franco and Susanne work from the first day to the last: guiding the rides, looking after the guests and making sure everything runs smoothly. So we kindly ask that their stay is included. The price you give us is for the paying guests only.



# First, we come to visit

*We never sell a place we haven't experienced ourselves. So before anything goes live, Franco and Susanne come to you.*

During the visit we'd love you to:

- Ride with us and show us the land and the routes
- Introduce us to the horses
- Let us taste the menu, so we know what we'll serve our guests
- Show us the rooms and the camping spots

We make time for this in a very full schedule, and we ask the same from you. Please host us like your best guests, because what we experience is exactly what we'll promise our people. The visit is at no cost to us.

## What you get from it

Susanne films and photographs during the visit, and you're welcome to use that content on your own website and social media.





# How we move forward

*Simple, so nobody spends time on something that isn't a fit.*

1 **Read this guide**
If it feels like a match, go to the next step.

2 **Send us your details**
Use the list on the next page. No formal proposal needed.

3 **We plan a call**
If it looks like a good fit, we'll set up a call to get to know each other.

4 **We come to visit**
Franco and Susanne visit your place and ride the routes.

5 **We agree everything in writing**
Price, inclusions and dates. Then we start selling.

We receive a lot of offers, so we can't say yes to every place, and sometimes it takes us a little while to reply. Thank you for your patience, and for thinking of us.



# Tell us about your place

## About your place

- Name and location, with a Google Maps link
- Website and Instagram
- Photos or videos of your horses, the land and the rooms

## Horses and riding

- How many horses, and are they calm and beginner friendly?
- Can they be tied and left alone for a while?
- What is the land like? Can we ride full days and multi-day routes?
- Are there rivers or lakes where we can swim with the horses?
- Do you have your own guides?

## Rooms, food and camping

- How many rooms do you have, and what food do you serve?
- Do you have camping gear and experience with camping nights?

## Price and practical things

- Your price per person per day, and what's included
- Seasons and dates you're available
- Do you have insurance for riding activities, and where is the nearest hospital?

## Send it all to us

**contact@gypsyinsneakers.com**

Instagram: @paso.libre_

*We can't wait to see your place.*