



BRUCE PENINSULA MULTISPORT RACE

Overview:

Who: Amateur Athletes, Outdoor Enthusiasts, Families
What: 13th Annual BPMR
Where: Wiarton, Bruce Peninsula
When: August 12, 2023
Why: To support outdoor sport on the Bruce

Key Success Factors:

Unique: 5 Stages, nothing like it in Ontario
Inviting: No Navigation, Shorter & Relay Options
Adventure: Shoreline Kayaking, Extreme MTB
Beautiful: Cliffs of the Niagara Escarpment
Fun: Friendly Volunteers, Random Prizing

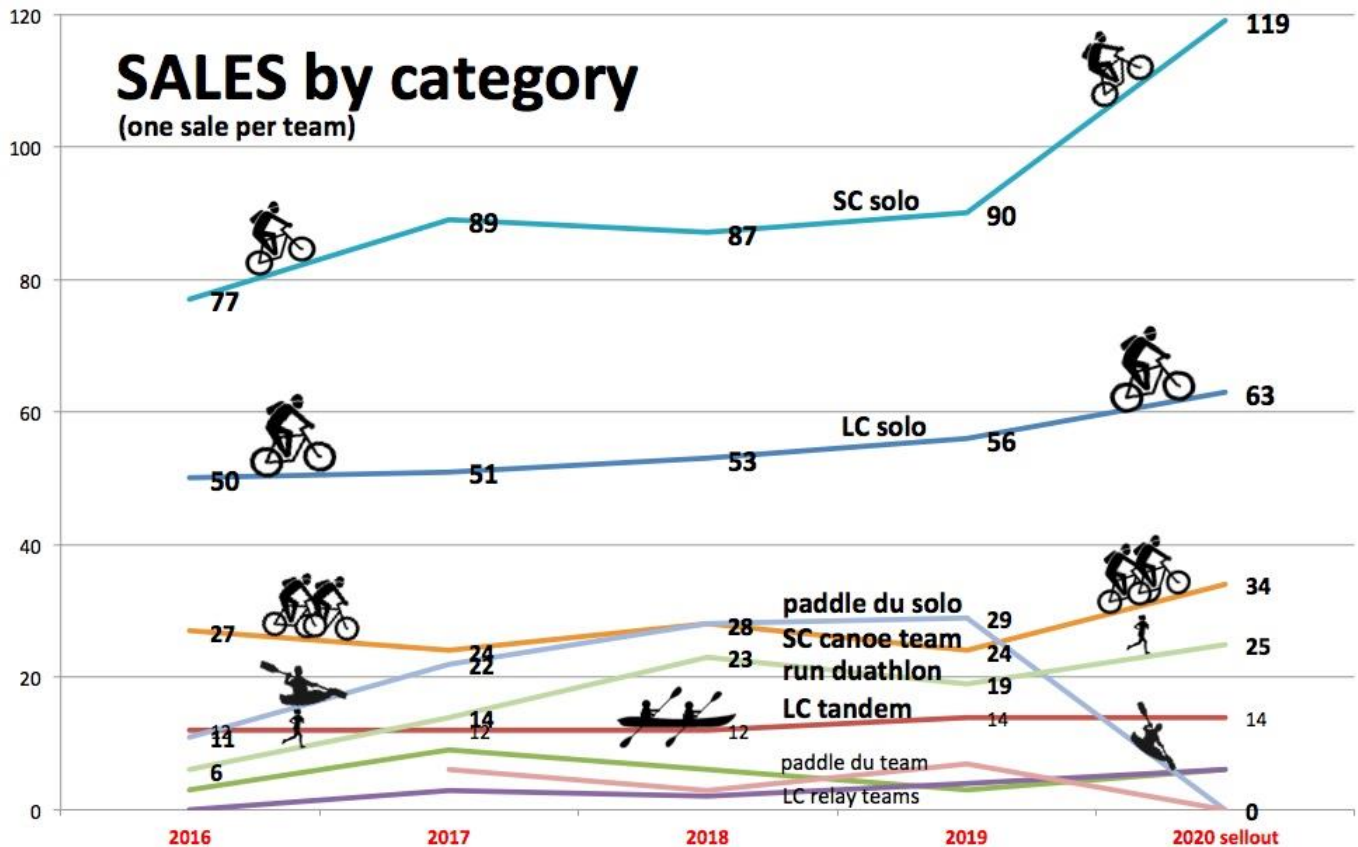
However, the Bruce Peninsula Multisport Race is more than just a race.

It's a) an opportunity for people to get active, b) a stage on which elite athletes can excel, and c) an event that creates civic pride for our area. Our beneficiary is the non-profit Peninsula Adventure Sports Association (PASA) that supports outdoor sport on the Bruce.

Target Markets:

1. Powerful multi-sport athletes who could be advocating for your business, and

2. An ever-growing market of outdoor enthusiasts, young and old, willing to test their endurance and accomplish a memorable achievement.



Key Indicators of growth are racers & website hits, but it's also about how much is invested back into the race.

“This is the best organized race anywhere”

-Dr. Richard Erlich, Adventure Racer

Our biggest success factor is our racecourse. It's a 100km and 25km adventure race on a secret but marked trail through the beautifully rugged Bruce.

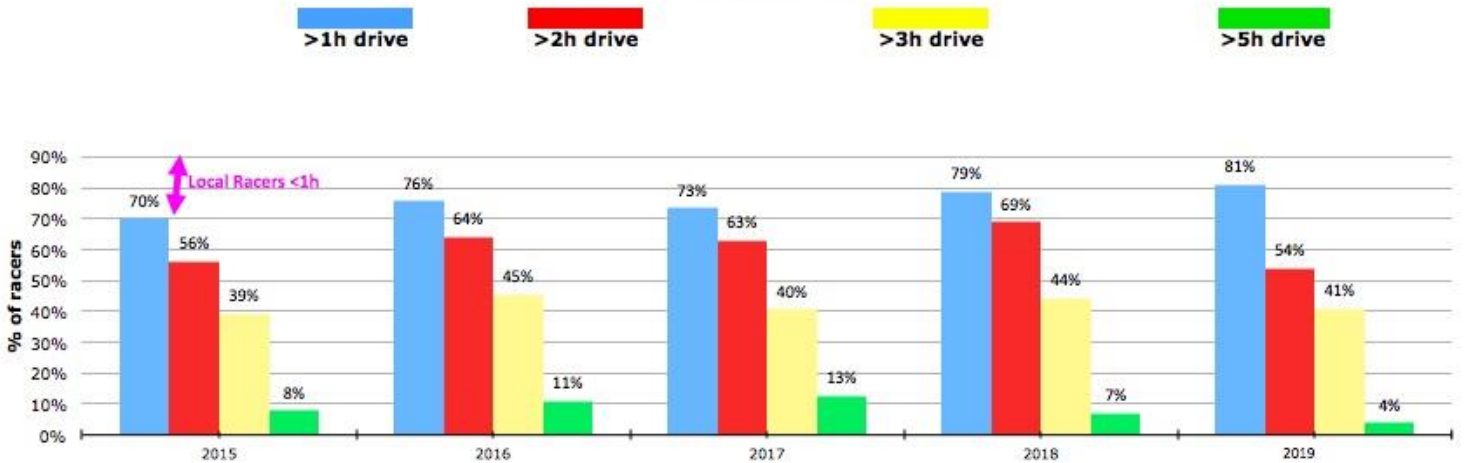
We've been able to yield proceeds consistently but are also investing into the event's infrastructure every year to make the event more sustainable.

We are fortunate to have strong community partnerships, a loyal volunteer workforce, and support from landowners.

We have not only built up this grassroots event into something sustainable, we're continuing to do so while keeping one eye on the future.



DRIVING DISTANCE

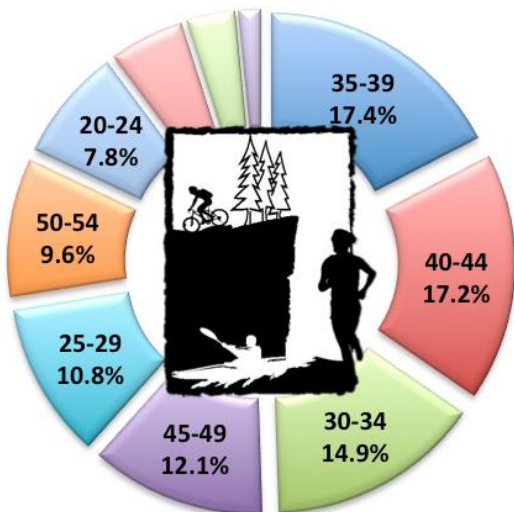


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2023 Deadlines:

- 1. Co-branding submission** (deadline for larger sponsors to co-brand with the event) May 1st
- 2. Early Print Collateral** (deadline for postcards, distributed regionally) May 15th
- 3. Remaining Print Collateral** (deadline for 11x17 posters, distributed locally) July 1st

Age of Racers (%)



The event draws spectators at high traffic areas, showing how it engages the community & contributes to civic pride.

Packages Available - Your logo will size depending on the value you contribute to the race, but there are distinct levels of sponsorship that will incrementally bring your business more ROI.



Run Duathlon Title Sponsorship

\$2500 with 50% payable in-kind, 3-year contract

- Rename course & integrate branding, mention in all communications including online calendars
- Prominent Logo on all print
- Full Exclusivity
- Highest placement on Support page with logo & link, facebook “like” box
- Endorsement on BPMR website, blurb in newsletter, video on YouTube playlist
- Race Entries, Cross-Promotion, Contest, Speech at Awards, Large Logo on Podium Backdrop
- Premium Signage rights + a dedicated Start/Finish Banner



Event Sponsor

\$800 with 50% payable in-kind

- Mention in communications
- Logo on all print
- Premium placement on Support Page with logo & link, facebook “like” box
- Endorsement on BPMR website & blurb in newsletter
- Premium Signage rights & logo on stage banner
- Large Logo on Podium Backdrop



Prized+ Partnerships

\$2000 with 100% payable in-kind

- Mention in all communications
- Logo on all print
- Endorsement on BPMR website & blurb in newsletter
- Race Entries
- Signage rights & logo on stage banner
- Large Logo on Podium Backdrop



Prized Partnerships

\$1000 with 100% payable in-kind

- Mention in communications
- Logo on all print
- Endorsement on BPMR website or blurb in newsletter
- Signage rights & logo on stage banner
- Large Logo on Podium Backdrop



Event Partners - \$250-\$999 with 100% payable in-kind

- Logo & link on BPMR website
- Logo on stage banner
- Signage rights
- *On-site presence (only applicable to partners who give \$500 value or more)

Community Partners - *must be non-profit

- Logo & link on BPMR website
- On-site presence