



WARRNAMBOOL RUNNING FESTIVAL SPONSORSHIP OPPORTUNITIES

SEPTEMBER 21ST-22ND 2024



Join us for the 4th annual Warrnambool Running Festival on September 21-22, 2024! Featuring a range of events, including a 21km, 10km, and 6km run on Sunday, and the 4km and 2km junior events on Saturday, the festival caters to runners of all ages and abilities.

As a sponsor, you will have the opportunity to showcase your brand to a diverse and engaged audience, with participants travelling from far and wide to take part in this exciting event.

With the festival proudly supported by the Warrnambool City Council and hosted by the Warrnambool Athletics Club, this is a fantastic opportunity to promote a healthy lifestyle, encourage inclusivity and diversity in sports, and support the local community.

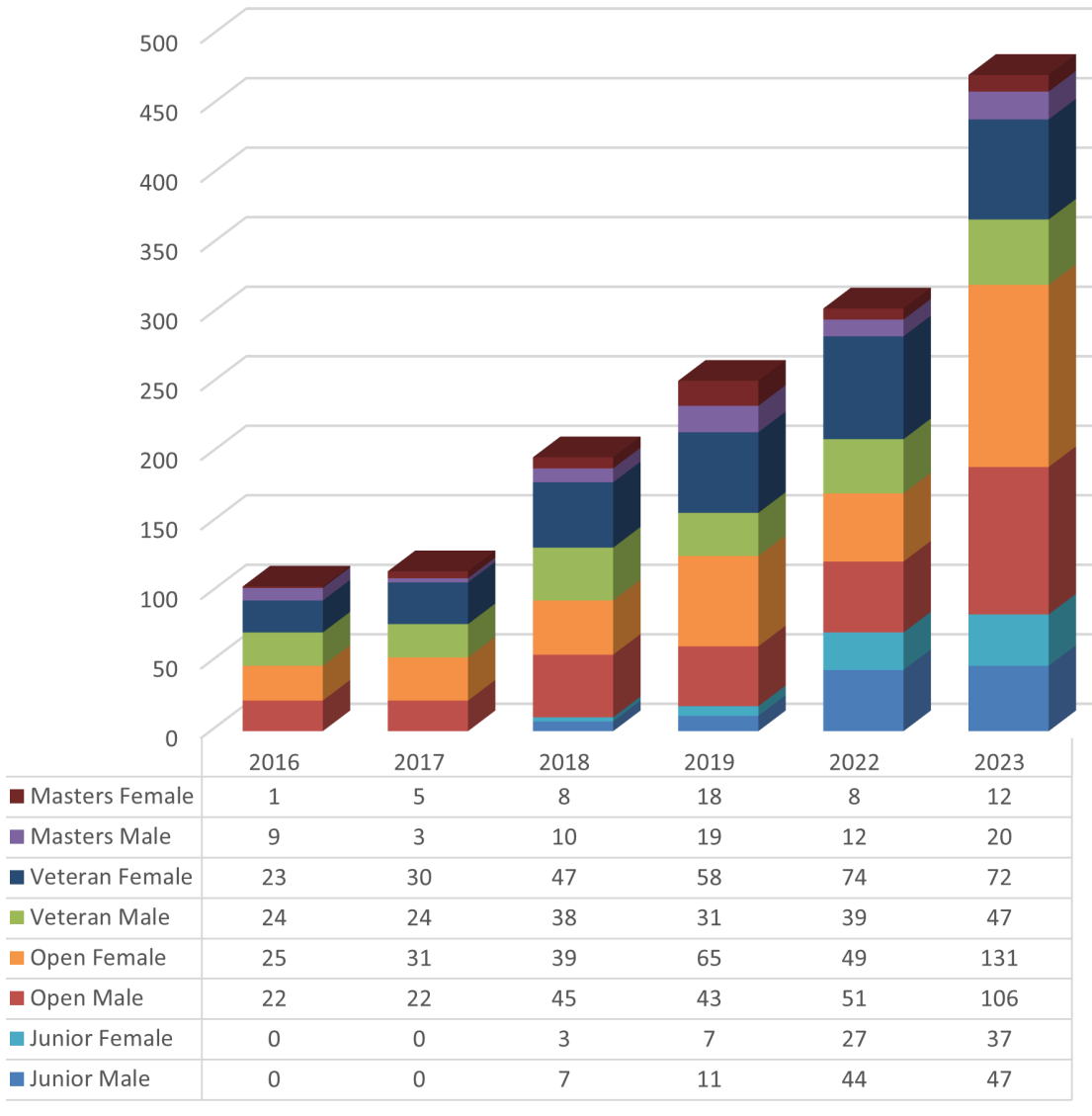
Join us for a weekend of running and community spirit. Together, we can make the Warrnambool Running Festival an annual highlight for runners and spectators alike.

OUR VISION AND VALUES

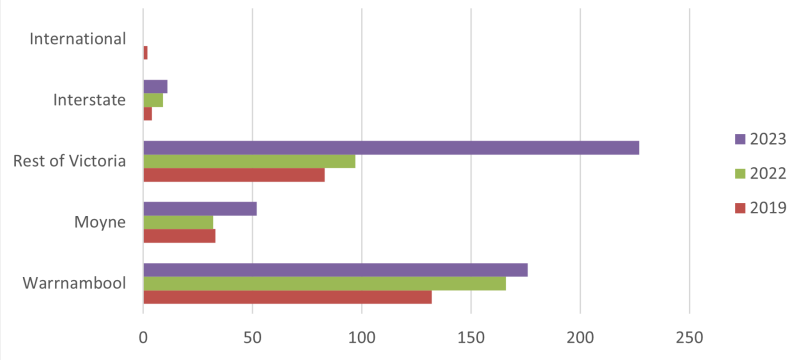
Our vision for the Warrnambool Running Festival is to create an inclusive, community-driven event that promotes health and wellbeing, while also showcasing the natural beauty of the Warrnambool region. We aim to make the festival an annual highlight on the running calendar, attracting participants from far and wide to experience the unique atmosphere and challenging course. We are committed to promoting inclusivity and diversity in sports and providing opportunities for all individuals to participate and challenge themselves. Our ultimate goal is to create an event that not only benefits the participants but also contributes positively to the local community and the environment.

- **Inclusivity:** We believe that everyone should have the opportunity to participate in and enjoy the festival, regardless of their age, gender, or ability.
- **Community:** We value the sense of community and belonging that comes with participating in the festival and aim to foster a welcoming and supportive environment.
- **Health and wellbeing:** We promote and encourage a healthy lifestyle through running and other physical activities.
- **Sustainability:** We are committed to reducing the environmental impact of the festival and promoting sustainable practices.
- **Excellence:** We strive for excellence in all aspects of the festival, from the quality of the course to the participant experience.

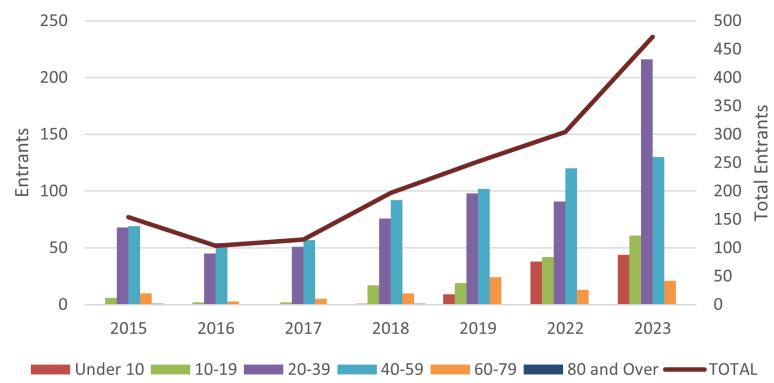
WRF Entrant Count by Athlete Category and Event Year



Entrant Count by Home Town and Event Year



WRF Entrant Count by Age Category and Event Year



Sponsorship Level	Sponsor Opportunities	Investment
Platinum	1	\$3000+
Gold	5	\$1000
Silver	5	\$500
Bronze	5	\$200

By aligning with the Warrnambool Running Festival, sponsors can leverage from our values of **healthy living, community and inclusivity**. Sponsor partners can access community-minded, health-conscious, active participants. A range of investment levels are available, offering varying degrees of promotional benefit to match business sponsorship budgets and objectives.

PLATINUM SPONSORSHIP

LIMITED TO ONE SPONSOR - INVESTMENT \$3000

The **Warrnambool Running Festival** seeks one Platinum Sponsor to take the naming rights for the festival. Benefits of investing as the race's Platinum Sponsor include:

- Naming rights to the entire festival.
- The opportunity to advertise as an event supporter
- Logo in all marketing material including advertising, social media posts, emails and on our web page
- 4 dedicated social media posts
- Logo on race bibs
- Opportunity to provide marketing material or sample product to put in participant race bags
- Opportunities for banners & signage on presentation stage on race day and at the race registration marquee
- Company representative can speak at the event presentations

GOLD SPONSORSHIP

LIMITED TO FIVE SPONSORS - INVESTMENT \$1000

The **Warrnambool Running Festival** seeks five Gold Sponsors to take the major sponsorship opportunity for each race. Benefits of investing as the race's Gold Sponsor include:

- Naming rights to one event – 21km run, 10km run, 6km run, 4km run "Breakwater Dash" or 2km All-Abilities run/walk "Worm Bay Wiggle".
- The opportunity to advertise as an event supporter with logo used in social media posts, ads, and on our web page
- 2 dedicated social media posts
- Logo on race bibs
- Opportunity to provide marketing material or sample product to put in participant race bags

- Opportunities for banners & signage on presentation stage on race day and at the race registration marquee
- Company representative can present medals to the event winners

SILVER SPONSORSHIP

LIMITED TO FIVE SPONSORS - INVESTMENT \$500 (CASH OR VOUCHERS)

Five opportunities exist for local businesses to sponsor specific event features. Silver sponsors receive benefits including:

- The opportunity to advertise as an event supporter with logo used in social media posts, ads, and on our web page
- 1 dedicated social media post
- Naming rights of specific event features
 - o Water stations – 4 water stations around the three courses
 - o On Course signage
 - o Registration tent
 - o Fruit station at the finishing compound
 - o Timing area
- Opportunity to erect banners or signage associated with specific event feature sponsored
- Opportunity to provide banners to be erected at the race headquarters during registration and for the duration of the event
- Opportunity to provide marketing material or sample product to put in participant race bags

BRONZE SPONSORSHIP

LIMITED TO FIVE SPONSORS - INVESTMENT \$200 (CASH OR VOUCHERS)

Five opportunities exist for local businesses to become Bronze level sponsors.

Bronze sponsors can access benefits including:

- The opportunity to advertise as an event supporter with logo used in social media posts, ads, and on our web page
- Opportunity to provide banners to be erected at the race headquarters during registration and for the duration of the event
- Opportunity to provide marketing material or sample product to put in participant race bags

FURTHER INFORMATION

For further information or to secure your sponsorship, please contact:

Karen Anderson | **Race Director**

Mobile: 0438 387 923 | Email: warrathsclub@hotmail.com

PO BOX 1022, Warrnambool VIC 3280 (A0017043K)

SPONSORSHIP AGREEMENT

I would like to secure sponsorship for the Warrnambool Athletics Club Running Festival.

Name:

Business:

ABN:

Address:

Email:

Phone:

Sponsorship Type: Platinum Gold Silver Bronze

Event (if applicable):

Duration (years): One Two Three

Additional comments:

Signed:

Date:

On behalf of the Warrnambool Athletics Club we would like to thank you sincerely for your contribution to the Warrnambool Running Festival.

Electronic Form can be submitted via Google: <https://forms.gle/qZKF6eTGNNZraoJt6>