



Sun Run
Sponsorship Proposal



Event Overview

Beginning in 2011, Sun Run is an iconic annual event that showcases some of the best of the Northern Beaches and offers something to participants of every level.

Participants compete in either a 7km or 10km course, pounding the pavements from Dee Why to Manly Beach. The course takes in the picturesque views of Curl Curl, Freshwater and Queenscliff beaches along the way.



With thousands of participants running, jogging, walking and pushing their way along the course, the event promotes a healthy and active lifestyle synonymous with the Northern Beaches, all while raising funds for charities across Australia.



Event Highlights

Sun Run is a fun, community event held annually on the Northern Beaches.



\$400,000+

raised for charity



100+

participating charities



1,176

individual fundraisers



5,000+

participants



Iconic

Sydney location



Family

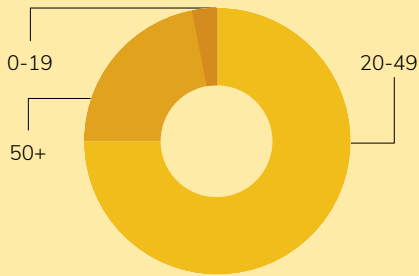
friendly





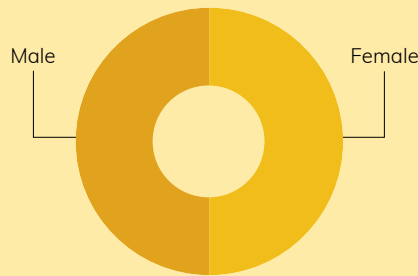
Audience

Age



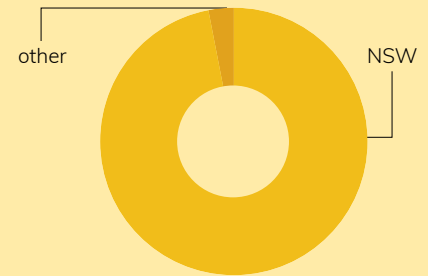
76% aged 20-49 years

Gender

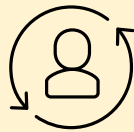


Equal gender split

Region

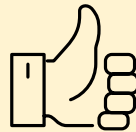


98% participants from NSW



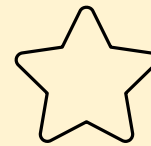
96%

of 2023 participants are likely to participate again



92%

of participants would recommend the event to family and friends



95%

average satisfaction score with the event

2019 - 2023 consumer survey results

Marketing & Media

A three-month comprehensive media and marketing campaign for Sun Run will be activated across a number of platforms and channels.

Digital



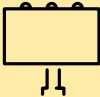
- Website - Sun Run and Council
- Council eNewsletter - **54,000** database
- Event specific eDM - **48,000+** database
- Paid digital campaign including adwords and social advertising
- Other Council communications subject to availability

Social



- Sun Run Facebook and Instagram
- Council Facebook and Instagram
- Hello Manly Facebook and Instagram

Outdoor



- Manly and Dee Why beach front flags
- Street banners - various locations throughout Northern Beaches
- Carpark boomgates - three locations
- On-site promotions

Media & PR



- Council press releases
- Photo opportunities
- Pittwater Life - **80,000** monthly readership
- Peninsula Living - **97,000** monthly circulation
- Northern Beaches Review
- Manly Daily
- Event Ambassador

Sun Run social channels



2,000+

Facebook followers



1,600+

Instagram followers



1.6m+

total impressions



318,000+

total reach

2023 event campaign



70,000+

total website users



224,000+

unique website page views

Northern Beaches Council social channels



65,000+

Facebook followers



28,000+

Instagram followers



226,000

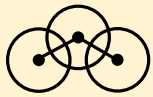
average total website users per month



689,000

average website page views per month

The opportunity – why partner?



Connect

with key audiences



Tell

a brand story and start a conversation



Showcase

product and get it into the hands of consumers



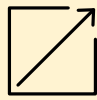
Drive

authentic key messaging



Promote

brand awareness and association with event



Extend

reach through marketing and PR



Provide

a unique, integrated experience



Highlight

brand values



We invite you

to join us for the opportunity to connect with a highly engaged audience at Sun Run.



Benefits

Service	Presenting Partner	Major Partner	Event Partner	Activation Partner	Supply Partner
Category exclusivity	●				
Event signage	●	●	●		
Event marketing and promotion	●	●	●	●	
Website recognition	●	●	●	●	●
PR & editorial	●				
Tickets and hospitality	●	●	●	●	●
Activation	●	●	●	●	
Consumer promotion	●				
Sampling or premium handout	●	●			
PA reads	●	●	●	●	●
Post-event consumer insights	●	●	●		

Details

Presenting Partner

Signage

Brand/logo event association; logo lock-up including 'presented by (brand)'	<ul style="list-style-type: none">• Start structure• Finish structure• Teardrop banners• Scrim• Directional signage• Accreditation• Participant race bibs
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Standalone brand/logo recognition	<ul style="list-style-type: none">• Wing banners• Scrim• Media backdrop
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Marketing & media

Brand/logo event association; logo lock-up including 'presented by (brand)'	<ul style="list-style-type: none">• Banners• Car park boomgates• Street flags• Bus stops• Flyers• Decals• eDMs
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PR & editorial	<ul style="list-style-type: none">• Event referenced in full (including 'presented by (brand)' in the first instance at a minimum)• Integrated within editorial of brand involvement with event across NBC-controlled channels• Recognition as a partner of the event
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eDMs	<ul style="list-style-type: none">• 4 editorial inserts within three-month event marketing plan• 4 advertising tiles within three-month event marketing plan
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Social media	<ul style="list-style-type: none">• 5 integrated inclusions
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Website	<ul style="list-style-type: none">• Logo recognition and overview of event partnership
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Event

Activation	<ul style="list-style-type: none">• Dedicated space for an integrated brand experience
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Ticketing and hospitality	<ul style="list-style-type: none">• 30 event entries
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Consumer promotion	<ul style="list-style-type: none">• Opportunity to create an integrated consumer promotion
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Sampling	<ul style="list-style-type: none"> Promote and get product in hands of key consumers
PA reads	<ul style="list-style-type: none"> 4 reads throughout the event day
Race day memento	<ul style="list-style-type: none"> Brand included in logo lock up on race day memento
Brand ambassador	<ul style="list-style-type: none"> Integrate into event PR, marketing and event day
Start group	<ul style="list-style-type: none"> Brand association with a start group
Race pack collection	<ul style="list-style-type: none"> Dedicated space to activate at race pack collection
Cups	<ul style="list-style-type: none"> Co-brand cups on course with logo lock up

Post event

Brand specific question for consumer survey

Consumer brand insights



Details

Major Partner

Signage

Brand/logo recognition within partner strip	<ul style="list-style-type: none">• Banners• Scrim• Accreditation
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Standalone brand/logo recognition	<ul style="list-style-type: none">• Wing banners• Scrim• Media backdrop
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Marketing & media

Brand/logo recognition within partner strip:	<ul style="list-style-type: none">• Car park boomgates• Flyers• Decals• eDMs
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Media release	<ul style="list-style-type: none">• Recognition as a partner of the event
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eDMs	<ul style="list-style-type: none">• 3 editorial inserts within three-month event marketing plan• 3 advertising tiles within three-month event marketing plan
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Social media	<ul style="list-style-type: none">• 3 integrated inclusions
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Website	<ul style="list-style-type: none">• Logo recognition and overview of event partnership
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Event

Activation	<ul style="list-style-type: none">• Dedicated space for an integrated brand experience
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Ticketing and hospitality	<ul style="list-style-type: none">• 20 event entries
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Sampling	<ul style="list-style-type: none">• Promote and get product in hands of key consumers
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PA reads	<ul style="list-style-type: none">• 2 reads throughout the event day
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Brand ambassador	<ul style="list-style-type: none">• Integrate into event PR, marketing and event day
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Start group	<ul style="list-style-type: none">• Brand association with a start group
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Race pack collection	<ul style="list-style-type: none">• Dedicated space to activate at race pack collection
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Post event

Consumer brand insights

Details

Event Partner

Signage

Standalone brand/ logo recognition	<ul style="list-style-type: none">• Wing banners• Scrim• Media backdrop
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Marketing & media

Media release	<ul style="list-style-type: none">• Recognition as a partner of the event
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eDMs	<ul style="list-style-type: none">• 2 editorial inserts within three-month event marketing plan• 2 advertising tiles within three-month event marketing plan
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Social media	<ul style="list-style-type: none">• 2 integrated inclusions
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Website	<ul style="list-style-type: none">• Logo recognition and overview of event partnership
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Event

Activation	<ul style="list-style-type: none">• Dedicated space for an integrated brand experience
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Ticketing and hospitality	<ul style="list-style-type: none">• 10 event entries
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PA reads	<ul style="list-style-type: none">• 1 read throughout the event day
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Post event

Consumer brand insights



Details

Supply Partner

Marketing & media

Social Media • 1 integrated inclusion

Website • Logo recognition and overview of event partnership

Event

Ticketing and hospitality • 5 event entries

PA reads • 1 read throughout the event day



Activation examples



Cheer squad

For many participants, running or walking 7km or 10km will be an achievement that requires a lot of motivation.

Put your brand front and centre as a motivation tactic along the course with cheer squads, music and interactive moments to keep participants excited and encouraged to complete the course.



Official merchandise outlet

Creating memorable experiences is one thing – extending them is another. Official merchandise provides participants with an opportunity to have a keep-sake from the event.

Merchandise provides a memento for achieving a goal, a fun day with friends or a unique experience that can be cherished and used to promote the event and engage future participants.



Investment

Presenting Partner	Major Partner	Event Partner	Activation Partner	Supply Partner
\$60,000 + GST	\$40,000 + GST	\$15,000 + GST	\$10,000 + GST	min. \$5,000 contra (pending value of product)

Investment excludes activation costs, delivery, staffing etc. Northern Beaches Council will work with partners to explore efficiencies where possible.



Category exclusivity



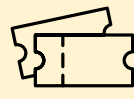
Event signage



Event marketing and promotion



PR & editorial



Tickets and hospitality



Activation



Consumer promotion



Sampling or premium handout



PA reads



Money can't buy opportunity



Post-event consumer insights



Website recognition



eDM content



Social inclusions



Brand recognition

Thank you

Northern Beaches Council
is passionate about creating
meaningful events and
experiences for our community.

Events & Partnership Team
events@northernbeaches.nsw.gov.au



northern
beaches
council