



SUN
RUN 2024
2760

SUN
RUN 2024
2861
10 KM

SUN RUN

Sponsorship proposal



northern
beaches
council

Event Overview

Now in its 15th year, 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.



\$475,000+

raised for charity



180+

participating charities



1,267

individual fundraisers



7,000+

entrants



Iconic

Sydney location



Family

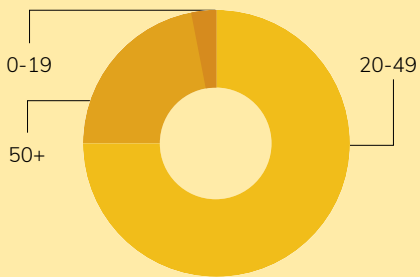
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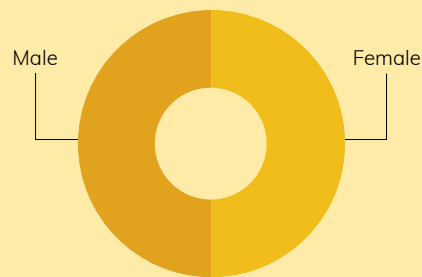
Audience

Age



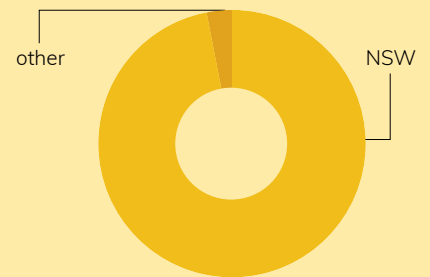
76% aged
20-49 years

Gender



Equal gender split

Region



98% participants
from NSW



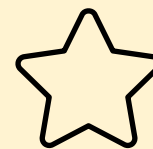
98%

of 2024 entrants
are likely to
participate again



92%

of participants
would recommend
the event to family
and friends



95%

average
satisfaction score
with the event

2019 - 2024 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 – **52,000+** database
- Event Specific eDM - **58,000+** 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 beach front flags
- Street banners - various locations throughout Northern Beaches
- Manly carpark boomgates – three locations
- On-site promotions

Media & PR



- Council press releases
 - Photo opportunities
 - Local media outlets
 - Event Ambassador
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Sun Run social channels



2,300+

Facebook followers



2,600+

Instagram followers



3.4m+

total impressions



1.2m+

total reach

2024 event campaign



106,000+

total website users



320,000+

unique website page views

Northern Beaches Council social channels



68,000+

Facebook followers



32,000+

Instagram followers



3m+

average total website users per month



8.3m+

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 the 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	●				
Event entries	●	●	●	●	●
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 • Participant race bibs
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Standalone brand/logo recognition	<ul style="list-style-type: none"> • Wing banners • Scrim • Inclusion on 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"> • Street banners • Street flags • Car park boomgates • Toblerone signage • Bus stops • 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
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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"> • 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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Presenting Partner

Event

Activation	<ul style="list-style-type: none"> Dedicated space for integrated brand activation experience OR opportunity for brand ownership of an entertainment space
Event entries	<ul style="list-style-type: none"> 30 event entries
Consumer promotion	<ul style="list-style-type: none"> Opportunity to create an integrated consumer promotion
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



Major Partner

Signage

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

Brand/logo recognition within partner strip	<ul style="list-style-type: none"> • eDMs
Media release	<ul style="list-style-type: none"> • Recognition as a partner of the event
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
Social media	<ul style="list-style-type: none"> • 3 integrated inclusions
Website	<ul style="list-style-type: none"> • Logo recognition and overview of event partnership

Event

Activation	<ul style="list-style-type: none"> • Dedicated space for an integrated brand experience
Event entries	<ul style="list-style-type: none"> • 20 event entries
Sampling	<ul style="list-style-type: none"> • Promote and get product in hands of key consumers
PA reads	<ul style="list-style-type: none"> • 2 reads throughout the event day
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

Post event

Consumer brand insights

Event Partner

Signage

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

Brand/logo recognition within partner strip	<ul style="list-style-type: none"> • eDMs
Media release	<ul style="list-style-type: none"> • Recognition as a partner of the event
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
Social media	<ul style="list-style-type: none"> • 2 integrated inclusions
Website	<ul style="list-style-type: none"> • Logo recognition and overview of event partnership

Event

Activation	<ul style="list-style-type: none"> • Dedicated space for an integrated brand experience
Event entries	<ul style="list-style-type: none"> • 15 event entries
PA reads	<ul style="list-style-type: none"> • 1 read throughout the event day

Post event

Consumer brand insights



Activation Partner

Signage

Standalone brand/logo recognition

- Wing banners
- Scrim
- Inclusion on media backdrop

Marketing & media

Media release

- Recognition as a partner of the event

eDMs

- 2 editorial inserts within three-month event marketing plan

Social media

- 1 integrated inclusions

Website

- Logo recognition and overview of event partnership

Event

Activation

- Dedicated space for an integrated brand experience

Event entries

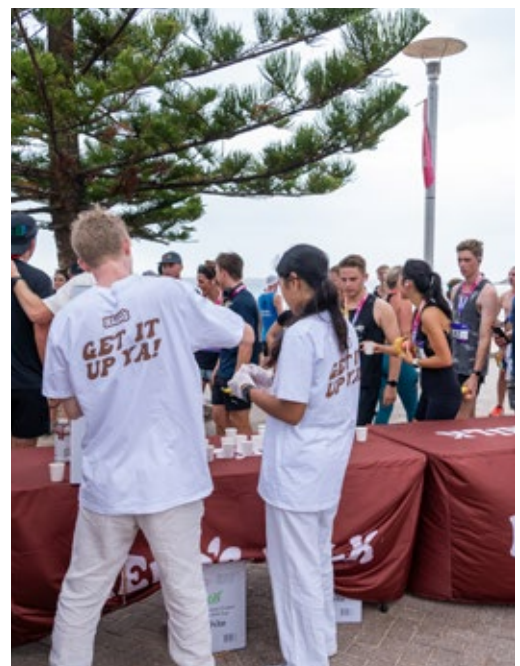
- 10 event entries

PA reads

- 1 read throughout the event day

Post event

Consumer brand insights



Supply Partner

Marketing & media

Social media • 1 integrated inclusion

Website • Logo recognition and overview of event partnership

Event

Event entries • 5 event entries

PA reads • 1 read throughout the event day

Post event

Consumer brand insights



Investment

Presenting Partner

\$60,000 + GST

Major Partner

\$40,000 + GST

Event Partner

\$15,000 + GST

Activation Partner

\$10,000 + GST

Supply Partner

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



Activation



Consumer promotion



Events entries



PA reads



Sampling or premium handout



Post-event consumer insights



Website recognition



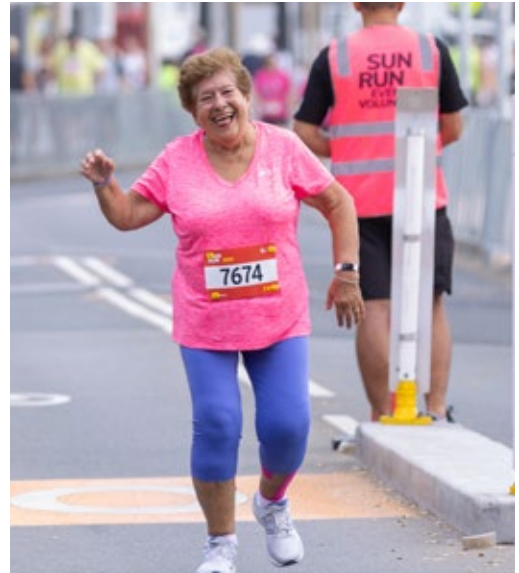
eDM content



Social inclusions



Brand recognition



Thank you

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

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



northern
beaches
council

northernbeaches.nsw.gov.au