



SUN RUN

Sponsorship proposal 2026



northern
beaches
council

Now in its 16th 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.



\$554,000+

raised for charity



180+

participating charities



1,267

individual fundraisers



10,000+

entrants



Iconic

Sydney location



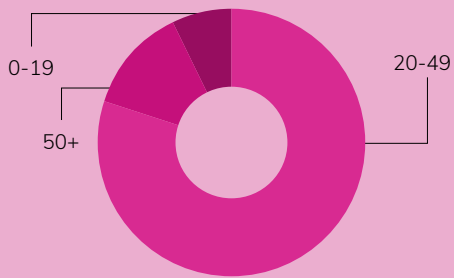
Family

friendly



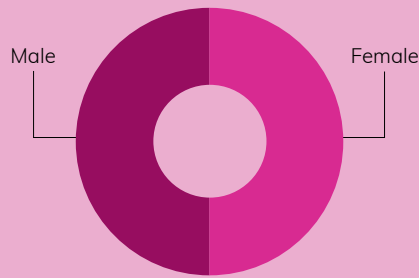


Age



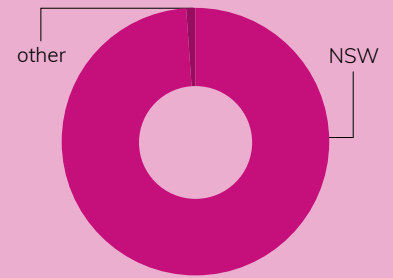
80% aged
20-49 years

Gender



Equal
gender split

Region



99% participants
from NSW



97%

of 2025 entrants are
likely to participate again



92%

of participants would
recommend the event
to family and friends



95%

average satisfaction
score with the event

Marketing & media

A 3 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 - **48,000+** database
- Event specific eDM - **41,000+** database
- Paid social media campaign
- 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
- Out of home marketing
- On-site promotions

Media & PR



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



2,800+

Facebook followers



4,800+

Instagram followers



3.4m+

total impressions



710,00+

total reach

2025 event campaign



149,000+

total website sessions



213,000+

website page views

Northern Beaches Council marketing channels



71,000+

Facebook followers



38,000+

Instagram followers



197,000+

average total website
users per month



603,000+

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 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.



Benefit	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 giveaway	●	●			
PA reads	●	●	●	●	●
Post-event consumer insights	●	●	●	●	●
Investment	\$60,000	\$40,000	\$15,000	\$10,000	min. \$5,000 contra <small>(pending value of product)</small>

All fees shown are excluding GST. Investment excludes activation costs, delivery, staffing etc.
Northern Beaches Council will work with partners to explore efficiencies where possible.

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 • Bus stops • Toblerone signage • 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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Brand/logo recognition within partner strip	<ul style="list-style-type: none"> • 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"> • 4 editorial inserts within 3 month event marketing plan • 4 advertising tiles within 3 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 3 month event marketing plan • 3 advertising tiles within 3 month event marketing plan
Social media	<ul style="list-style-type: none"> • 3 integrated inclusions
Website	<ul style="list-style-type: none"> • Logo recognition

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

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 3 month event marketing plan• 2 advertising tiles within 3 month event marketing plan
Social media	<ul style="list-style-type: none">• 2 integrated inclusions
Website	<ul style="list-style-type: none">• Logo recognition

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



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 3 month event marketing plan
Social media	<ul style="list-style-type: none">• 1 integrated inclusion
Website	<ul style="list-style-type: none">• Logo recognition

Event

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

Post event

Consumer brand insights



Supply Partner

Marketing & media	
Brand/logo recognition within partner strip	<ul style="list-style-type: none">eDMs
Social media	<ul style="list-style-type: none">1 integrated inclusion
Website	<ul style="list-style-type: none">Logo recognition
Event	
Event entries	<ul style="list-style-type: none">5 event entries
PA reads	<ul style="list-style-type: none">1 read throughout the event day
Post event	
Consumer brand insights	





Thank you

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

Events & Partnership Team

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[sunrun.com.au](https://www.sunrun.com.au)