MERCEDES-BENZ OAKVILLE

BRONTE HARBOUR CLASSIC

presented by TapeGeeks

2027 PARTNERSHIP INVITATION

SUNDAY, JUNE 20, 2027
BRONTE HERITAGE WATERFRONT PARK



THE 2026 EVENT IN 83 SECONDS

FIRST, WATCH THIS.

The start line. The waterfront festival. The community that showed up.



WATCH THE 1:23 OFFICIAL FILM →

BRONTE HARBOUR CLASSIC · OFFICIAL SAVE-THE-DATE FILM

If the PDF link does not open, visit bronteharbourclassic.com/photos → Videos.

2026 PROVED THE EVENT WORKS

875
TOTAL PARTICIPANTS

130+
KIDS 1K FINISHERS

50+
VENDORS

1,843
FREE RACE PHOTOS

A sold-out first year, a full waterfront festival and proof sponsors can use long after race day.

80+ MINI-SITES CREATED · PERMANENT PARTNER PLACEMENTS

2026, in real moments.

The race, the kids, local vendors and the waterfront festival — already happening.



THE START LINE



KIDS ON COURSE



LOCAL VENDORS



FESTIVAL MOMENTS

05 / PARTNER PROOF

TITLE SPONSOR IN MOTION

Mercedes-Benz Oakville’s pace car on course in 2026.



REAL 2026 EVENT PHOTOGRAPHY

06 / 2027 PLAN

Bigger on the course. Bigger by the lake.

1,500

RUNNERS · TARGET

300

KIDS · TARGET

The 5K and Kids 1K return with a new 10K. A two-day market, live music and family activities will welcome visitors beyond the race.

2027 participation targets, not confirmed registrations. Course and new programming remain subject to approvals.



Start with what is available

The core partnerships are already taking shape. The remaining opportunities put brands into the race, festival and participant experience.

CONFIRMED / RESERVED

MERCEDES-BENZ OAKVILLE
Title Sponsor
TAPEGEEKS
Presenting Sponsor & Event Producer
SPEAK SQUAD
Kids 1K Run Sponsor
MYCOURIER
Event Grounds Sponsor

LEAD WITH THESE

Second Presenting Partner
KidsFest Title Partner
Race-day exclusive categories
Course, festival and take-home visibility
Local business and vendor participation

Availability is subject to renewal conversations and written confirmation. Previous partners receive a first conversation.

Lead partnerships

Two prominent positions for a brand ready to help shape the next Father’s Day waterfront tradition.

SECOND PRESENTING PARTNER

ONE ADDITIONAL POSITION · INQUIRY OPEN

1 YEAR	2 YEARS	3 YEARS
$5,000	**$9,000**	**$13,000**

- Co-presenting credit beneath race name
- Logo on bibs and start/finish assets
- Festival expo booth included
- 8 complimentary race entries

KIDSFEST TITLE PARTNER

FAMILY FESTIVAL · INQUIRY OPEN

1 YEAR	2 YEARS	3 YEARS
$7,000	**$13,000**	**$18,000**

- Lead branding across the kids festival area
- Family-focused activation space
- Recognition in festival promotion
- 8 complimentary race entries

Own a race-day moment

Highly visible touchpoints every participant encounters on the way to the start, finish or awards.

REGISTRATION

2027 INQUIRY OPEN

1 YEAR	2 YEARS	3 YEARS
$4,000	$7,500	$10,500

- Brand at registration and kit pickup
- Race-day registration presence
- Results/timing recognition
- 6 complimentary entries

AWARDS + AFTER PARTY

2027 INQUIRY OPEN

1 YEAR	2 YEARS	3 YEARS
$4,000	$7,500	$10,500

- Brand the awards and after-party area
- Present awards to winners
- Festival expo booth included
- 6 complimentary entries

OFFICIAL TIMING

2027 INQUIRY OPEN

1 YEAR	2 YEARS	3 YEARS
$4,000	$7,500	$10,500

- Recognition at timing and results
- Logo at finish-line timing display
- Performance/accuracy association
- 6 complimentary entries

Be part of the atmosphere

Align with the music, wayfinding and running experience that make race day feel complete.

ENTERTAINMENT

2027 INQUIRY OPEN

1 YEAR	2 YEARS	3 YEARS
$4,000	$7,500	$10,500

- Brand presence by the stage and sound
- Announcements through the day
- Live-music association
- 6 complimentary entries

SIGNAGE

2027 INQUIRY OPEN

1 YEAR	2 YEARS	3 YEARS
$3,500	$6,500	$9,500

- Recognition on wayfinding assets
- Visibility across course and venue
- Race materials and website recognition
- 6 complimentary entries

OFFICIAL SHOE

2027 INQUIRY OPEN

1 YEAR	2 YEARS	3 YEARS
$5,000	$9,000	$13,000

- Category association with runners
- Race-day activation opportunity
- Race materials and website recognition
- 6 complimentary entries

Go home with the runners

Brand touchpoints participants wear, keep and photograph well after Father’s Day.

RACE T-SHIRT

2027 INQUIRY OPEN

1 YEAR	2 YEARS	3 YEARS
$2,500	$4,500	$6,500

- Logo on official race shirts
- Event photo activation opportunity
- Website and social recognition
- 6 complimentary entries

FINISHER MEDAL

2027 INQUIRY OPEN

1 YEAR	2 YEARS	3 YEARS
$2,000	$3,500	$5,000

- Logo on finisher medals
- Awards presentation opportunity
- Website and event recognition
- 6 complimentary entries

RACE BIB

2027 INQUIRY OPEN

1 YEAR	2 YEARS	3 YEARS
$2,500	$4,500	$6,500

- Logo on all race bibs
- High visibility in race photos
- Website recognition
- 6 complimentary entries

Be seen along the course

A direct connection to runners and the moments they share with family and friends.

RACE PHOTOS

2027 INQUIRY OPEN

1 YEAR	2 YEARS	3 YEARS
$1,500	**$2,800**	**$4,000**

- Logo watermark on event photos
- Event photo-booth opportunity
- Website and social recognition
- 4 complimentary entries

WATER STOP

ONE-YEAR RATE · LIMITED AVAILABILITY

$2,000

- Brand one designated water stop
- Team participation opportunity
- 6 complimentary entries
- Swag-bag contribution option

KILOMETRE MARKER

ONE-YEAR RATE · 5 POSITIONS

$850 / KM

- Branded marker on the course
- One partner per kilometre
- 4 complimentary entries
- Swag-bag contribution option

Join the waterfront festival

Simple entry points for businesses that want to meet the Oakville community in person.

VENDOR EXPO

FOUR BOOTH RATES · SEE PAGE 15

$175–$495

- Festival booth space
- Meet race and festival visitors
- Website vendor listing
- Bring your own activation

SWAG BAG

PER PACKAGE

$250

- Product or item in participant kits
- Direct reach to race participants
- Sponsor listing on website
- Item of value required

CORPORATE TEAMS

FOR 6+ PARTICIPANTS

15% OFF

- Group registration discount
- Team-building on Father’s Day
- Visible community participation
- Ask us about group logistics

A market worth staying for.

Vendors, food and live music turn race morning into a community weekend.





Your weekend at the waterfront

A two-day public market, with setup and bib pickup starting before race morning.

FRIDAY · JUNE 18

Bib pickup at
Mercedes-Benz Oakville

SATURDAY · JUNE 19

Vendor setup · 10 AM
Market · 1–6 PM
Bib pickup at the park
Security overnight

SUNDAY · JUNE 20

Race in the morning
Market · 8 AM–3 PM

STANDARD

$395

General vendor booth

2026 VENDORS

$350

Returning vendors
who book early

FOOD + DRINK

$495

Food and drink booth

NON-PROFITS

$175

Non-profit booth

Visibility that keeps working.

A digital footprint built around the race — with places for partners to live well beyond one Sunday.

80+

MINI-SITES CREATED

PERMANENT PLACEMENT

Every named partner receives a lasting presence in the event's online ecosystem.

BLOG COVERAGE

Editorial features and partner stories add context beyond a logo placement.

SOCIAL MOMENTUM

Ongoing mentions keep the event and its partners in the community conversation.

Specific placement, editorial timing and social deliverables are agreed for each partnership.

Let the market give back.

Invite every festival vendor to add an optional charity gift alongside their booth booking.

CHOOSE A LOCAL CAUSE

Oakville Dads Community Fund is the confirmed supported charity.

As additional charity partners are approved, vendors can choose the cause they want to support.

A SIMPLE OPTIONAL ADD-ON

01 Book a booth at the applicable rate

02 Choose a charity and any gift amount

03 Receive the approved donation instructions

04 Help us show the community impact

The charity gift is voluntary and separate from the booth fee. Donation instructions will be confirmed with each approved charity before vendor outreach.

Clear value. Clear next steps.

A practical package that can be tailored to the partner while keeping category rights and event production straightforward.

NAMED PARTNERS RECEIVE

- Permanent partner page in the event ecosystem
- Blog and editorial features
- Ongoing social-media mentions
- Website, email and race-material recognition
- On-site category presence as specified
- Option to contribute a useful kit item

HOW WE CONFIRM IT

01 Choose a category and term

02 Align activation and deliverables

03 Confirm inventory and sign agreement

04 Supply approved logo and artwork

05 Activate before and on race day

Rates shown in this draft are carried forward from the prior package for discussion. Final 2027 rates, tax treatment, production deadlines and deliverables require organizer approval.

LET’S BUILD FATHER’S DAY 2027

Make your mark on Father’s Day

Choose a partnership, then shape a memorable activation for your brand and the Bronte community.

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BRONTEHARBOURCLASSIC.COM/SPONSORS

