



6 of March 2027

That Place, MTB Park – Whanganui.

THAT RACE – Sponsorship Opportunities

 **Limited Headline Sponsor's Available**

Trail running event in Whanganui | 300+ participants | Strong growth potential

THAT RACE is a community-focused trail running event taking place on 6 March at THAT PLACE MTB Park in Whanganui, featuring 25km, 12km, and 5km trail races alongside a kids loop run designed to encourage participation for all ages and abilities. Set within Whanganui's well-known trail network, the event combines flowing singletrack, native bush, rolling terrain, and stunning scenery just minutes from town.

More than just a race, THAT RACE is designed as a full outdoor community experience for runners, families, and supporters alike. The event village will feature food trucks, coffee, music, spectator areas, and a welcoming atmosphere throughout the day. On-site camping and unique dome accommodation give participants the opportunity to stay immersed in the trails and enjoy the full weekend experience.

The event is aiming to attract approximately 330 participants, with an estimated 40% travelling from outside the Whanganui region, helping support local tourism, accommodation, hospitality, and outdoor recreation businesses. With a strong focus on community, health, and the outdoors, THAT RACE aims to become a standout annual trail running event for the region

Expected Reach

- 330+ runners
- 120+ out-of-region visitors
- 1,000+ event-day attendees
- 10,000+ social impressions
- Local + regional exposure

Sponsorship Opportunities

Tier	Contribution	Benefits
Headline Sponsor	\$2,500+	• Naming rights (e.g. <i>THAT RACE presented by...</i>) • Premium logo on race bibs (top placement) • Logo on all marketing materials (website, posters, social media) • 5+ Instagram posts (pre, during, post event) • Prominent branding at start/finish area • On-site activation space (stall/stand) • Mention in all key communications
Gold Sponsor	\$1,500 – \$2,500	• Logo on race bibs (secondary placement) or key signage • Logo on website and event materials • 3–4 Instagram posts/mentions • On-site presence opportunity • Branding on course signage
Silver Sponsor	\$500 – \$1,500	• Logo on website and selected materials • 1–2 Instagram mentions • Event-day signage presence • Inclusion in sponsor acknowledgements
Community Partner	Product / Prize Support	• Product inclusion in race packs or prizes • Social media mention • Brand visibility on event day

Brand Exposure

-  Race Bib Logo Placement – worn by all runners
-  Instagram Posts – Pre, during, post event
-  Start/Finish Area – High visibility
-  Website & digital presence

Race bibs and start/finish areas are among the most photographed moments of the event.

Get Involved

Email: hello@thatrace.co.nz