



6 March 2027

That Place, MTB Park – Whanganui.

## THAT RACE – Sponsorship Opportunities

 **Limited Headline Sponsorship Available**

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

### Projected Reach

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

### Sponsorship Opportunities

| Tier                    | Contribution | Benefits                                                                                                                                                                                                                                                                                                                                                                                         |
|-------------------------|--------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Headline Sponsor</b> | \$2,500+     | <ul style="list-style-type: none"><li>• Naming rights (e.g. <i>THAT RACE presented by...</i>)</li><li>• Premium logo on race bibs (top placement)</li><li>• Logo on all marketing materials (website, posters, social media)</li><li>• 5+ Instagram posts (pre, during, post event)</li><li>• Prominent branding at start/finish area</li><li>• On-site activation space (stall/stand)</li></ul> |

|                          |                         |                                                                                                                                                                                                                                                                                 |
|--------------------------|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                          |                         | <ul style="list-style-type: none"> <li>• Mention in all key communications</li> </ul>                                                                                                                                                                                           |
| <b>Gold Sponsor</b>      | \$1,500 – \$2,500       | <ul style="list-style-type: none"> <li>• Logo on race bibs (secondary placement) or key signage</li> <li>• Logo on website and event materials</li> <li>• 3–4 Instagram posts/mentions</li> <li>• On-site presence opportunity</li> <li>• Branding on course signage</li> </ul> |
| <b>Silver Sponsor</b>    | \$500 – \$1,500         | <ul style="list-style-type: none"> <li>• Logo on website and selected materials</li> <li>• 1–2 Instagram mentions</li> <li>• Event-day signage presence</li> <li>• Inclusion in sponsor acknowledgements</li> </ul>                                                             |
| <b>Community Partner</b> | Product / Prize Support | <ul style="list-style-type: none"> <li>• Product inclusion in race packs or prizes</li> <li>• Social media mention</li> <li>• Brand visibility on event day</li> </ul>                                                                                                          |

## 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.com](mailto:hello@thatrace.com)