



2016 Sponsorship Opportunity: Community Running Events and Youth Team

The Harriers non-profit running club is seeking single-event and year-round sponsors to support our community building efforts that promote health and fitness for participants of all ages and fitness abilities. Established in 1978, the club encourages public participation in running for fitness and health with a membership of about 700 people of all ages and running abilities.

Club Sponsors

Up to five “Club Sponsors” are sought, exclusive for each sector (food, services, gear), providing at least \$1,000 in cash and donations. Benefits include logo and profile on Harriers [sponsor webpage](#), Facebook page and Twitter feed, logo on shirts, along with all benefits noted for “event sponsors” below.

Harriers Youth Team Sponsors

Our “Harriers Youth Team” ([webpage](#)) supports young runners from across the capital region with high-calibre coaching and participation in cross-country running, trail running and track & field events. Approximately 25 youth, aged 12 to 20, participate in weekly workouts led by volunteer coaches, including two-time Olympian Bruce Deacon. In 2016, members of the team will attend provincial and national championships in Nanaimo, Edmonton, Québec and Kingston, along with two winter track meets in Seattle and New York.

Key youth team sponsorship opportunities include:

- **5 Patrons:** Fund a travel bursary for a deserving athlete to attend a significant competition that they would otherwise not be able to afford (value: \$1,000/athlete). Sponsor benefits the same as those for “Club” sponsors, noted above).
- **5 Sponsors:** Support youth team ferry/accommodation expenses to compete on the Mainland (value: \$300). Benefits the same as those for “Event” sponsors, noted below.

Harriers Event Sponsors

Harriers are sponsoring the following public running events in the Capital Region in 2016:

- January 1: **New Year’s Day Memorial Run/Walk** (19th annual). Beaver/Elk Lake. ~100 runners.
- January 10: **Pioneer 8K Road Race** (37th annual). Saanich Fairgrounds. ~700 runners. Part of “Vancouver Island Race Series” (7 races) and the “BC Super Series” (12 races).
- February. **Harriers Awards Night**. Cedar Hill Golf Clubhouse.
- May 14. **Elk/Beaver Ultras** (29th annual) 100/50k, 50 mile. National event with ~60 runners.
- Summer: three “**Wilderness Runs**” (e.g., Strathcona Park, Cowichan Valley, Gulf Islands).
- August: **Harriers Summer Barbeque** and social
- November 11. **Thetis Lake Cross Country Relay** (20th annual). 20k, Thetis Lake. ~400 runners.
- Late November. **Gunner Shaw Cross Country Classic** (32nd annual). ~300 runners.
- Early December. **Stewart Mountain XC Challenge** (13th annual). 10mile/5mile, ~200 runners.
- Dec 26. **Harriers Boxing Day 10 Mile Handicap** (18th annual). Central Saanich. ~ 50 runners.

Key event sponsorship opportunities include:

- **1 Title sponsor for Pioneer 8k Race:** \$5,000 in cash and donations. Race name to include title sponsor name.
- **Race sponsors** (exclusive per sector): \$300+ in cash and/or donations. This can include coffee and other hot drinks, fruit, bread, sandwich supplies, other food. Logo on race webpage. Announcements, banners, signage, tables, brochures and/or prizes at event.

During the past 37 years, the Harriers have supported a number of educational, athletic and charitable programs, starting with the Gunner Shaw Bursary in 1985 ([webpage](#)).

Please contact Harriers Sponsorship Director Andrew Pape-Salmon if you are interested in pursuing a sponsorship arrangement with our club in any of the above areas: andrew@pih.bc.ca; Tel: 250-592-7017.