

Sponsorships



5 P E A K S  
— TRAIL RUNNING —

[5peaks.com](http://5peaks.com)





## A Nationwide Trail Running Series

5 Peaks is a nationwide trail running series with over **25 events** scheduled between **April and October 2023** in British Columbia, Alberta, Ontario and Quebec. With **over 15,000 participants** (and more spectators), 5 Peaks carries an integrated and consistent message.

A photograph of three trail runners (two men and one woman) seen from behind, running on a dirt trail. They are wearing athletic gear and have their arms raised in a celebratory gesture. In the background, there are large, rugged mountains under a cloudy sky.

**#1 Trail Running**

**Series In Canada**



# We Will Always Be Their First

## 5 Peaks Gets Runners Off The Road

Many runners are hesitant to enter a trail race because they think it will be too hard for them or unsafe. 5 Peaks has 25 years of experience proving that runners can “Get Off The Road” and have fun too!



84% are urban-based and post-secondary educated.

# 5 Peaks Runners

They're experts, new trail runners, families and kids. All of our series events are "sub-ultra", meaning 42K or shorter.

## 98% of trail runners...

participate in other outdoor activities such as running on pavement (83%), hiking (52%), cycling (51%) and camping (44%).



# Our Reach



Get in front of your customers by leveraging our growing reach of over 15 million impressions annually.

## **CRM**

Over 30,000 subscribers receive our monthly newsletters.

## **Social Media**

The 40,000+ members of the 5 Peaks community engage with us on Facebook, Instagram and Twitter.



# Title Sponsor

Includes brand exclusivity (with competing products within the space), logo on finishing arch, all finisher swag, website and newsletters.

**Price: \$50,000 cash + product**

# Presenting Sponsor

Includes brand exclusivity with competing products within the space, logo on finishing arch, one finisher swag item, website and newsletters.

**Price: \$35,000 cash + product**



# National Opportunities

## Bronze

Activation & product placement, flags or banners at race of your choice.

**\$5K\***

## Silver

Activation and product placement, flags and banners at any race, social media mentions / contest.

**\$10K\*\***

## Gold

Activation & product placement, logo on start / finish arch, logo on website, social media mentions throughout year.

**\$25K\*\***

\*: Min \$1K in cash, total value above \$5K with product

\*\* : + products





# Regional Sponsors

## Host An Aid Station

Bring your team and signage, or if you don't have the manpower to activate in person, send us your products and signage and we'll take care of it.

## Booth, Banners & Flags

Set up a booth at the race, add swag to the race kit or prizing, and place banners within the start finish compound. [Contact us today](#) to get a personalized quote.



# Let's Talk

## **Book Now**

Select sponsorships with category exclusivity are available at various levels. Contact us for details.

## **Contact Jacob Puzey**

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