

2012



GoodLife FITNESS
VICTORIA MARATHON

Presented by  new balance.

Marathon
Half Marathon
8K Road Race

THRIFTY FOODS™
Kids Run & Marathon

Sunday, October 7, 2012



Photos: Tony Austin

VICTORIA, BC, CANADA
www.runvictoriamarathon.com



Table of Contents

The Victoria Marathon, 32 Years of Experience and Vision.....	2
The Event	3
Who We Are.....	5
What they Say About Us	6
Event Records	7
Great Charities To Run For	8
Organizing Committee 2011.....	10
Marketing and Promotions.....	11
Sponsor Opportunities	13
Title Sponsor	13
Presenting Sponsor.....	14
Media Partners.....	15
Gold Sponsors	16
Silver Sponsors	17
Media Supporters	18
Bronze Sponsors.....	19
Official Suppliers	20
Sponsor Grid.....	21
2011 Demographics	22
Participation/Costs.....	22
Event/Gender Statistics	23
Age Group Statistics	24, 25
Origin of Participants.....	25, 26

GoodLife Fitness Victoria Marathon

Box 675, 185-911 Yates Street

Victoria, BC V8V 4Y9

T: 250-658-4520

F: 250-658-4280

E: info@runvictoriamarathon.com



GoodLife Fitness Victoria Marathon

32 Years of Experience and Vision

In 2011, the GoodLife Fitness Victoria Marathon celebrated its 32nd annual event. With over 11,000 registrations and a high percentage of finishers (88%) it has become the single largest annual sporting event on Vancouver Island. Its growth since 1980, when 700 runners participated, has been phenomenal – peaking at 14,000 in 2010, the second year that the Half Marathon sold-out.

The Marathon is held annually on Thanksgiving weekend and with runners, family and friends staying for consecutive nights the economic impact on the City is considerable. To that end, the Victoria Marathon Society conducted an economic impact analysis to estimate the economic benefit of the 2010 event. The result was a \$7.1 million impact over Marathon Weekend. These benefits were measured by tallying the spending of competitors, spectators, volunteers and the Victoria Marathon Society.

“The growth of this destination event, which now has such a strong international reputation, creates a long-term and favourable foundation for business in our region,” says Rob Reid, Race Director. The growth of the marathon in the last decade alone is significant – in 2001, the last time the Society conducted a similar analysis, the impact was measured at \$1.2 million.

In 2011, we saw three new course records – in the Marathon: Men’s Winner, Thomas Omwenga in 2:14:31, Women’s Winner, Lucy Njeri in 2:37:53, and in the Half Marathon: Women’s Winner, Natasha Wodak in 1:15:25. Many participants achieved personal bests and others qualified for the Boston Marathon. According to marathonguide.com in 2011 the marathon was the number three Canadian marathon for numbers qualifying (347), and number three in Canada in the percentage of runners qualifying (21%).

Runners from 16 countries participated in the 2011 event. The Victoria Marathon sets itself apart from other races by the quality of its course, scenic ocean views, and the way it cherishes its runners. It continues to add value to Race Weekend with an international Speaker Series (Kathrine Switzer and Bart Yasso headlined in 2011), a large Race Expo, quality merchandise and clothing, stunning finisher medals, participant shirts, and locally supplied overall and age-category awards. Being aware of the little details truly marks this race very special and one that is designed by and for runners. *Runner’s World* stated the Victoria Marathon was a “Must Do 26.2,” and *Get Out There Magazine* readers voted the marathon the *Best Marathon (Western Canada)* in the 2010 Reader’s Choice Awards.

“We are very proud of the event and the entire team that makes the Marathon happen,” says Cathy Noel, General Manager. “It is a lot of work to put on the event, but everyone that is involved including the City of Victoria, our Sponsors, the Executive, over 1500 Volunteers, our Speakers, the Charities and all the Participants add to the atmosphere on Race Weekend to make the GoodLife Fitness Victoria Marathon very special.”

The GoodLife Fitness Victoria Marathon consists of a Marathon, Half Marathon, 8K Road Race and THRIFTY FOODS Kids Run & Marathon.

Marathon

- Beautiful oceanfront route featuring Victoria's spectacular coastline and scenery.
- Ranked third in Canadian marathons for Boston qualifying in 2011 (347), and third in Canada in the percentage of runners qualifying (21%). www.marathonguide.com.
- Gently undulating course with maximum elevation of 25 metres, and a minimum elevation of three metres.
- Inner Harbour finish area with medals, refreshments, water, medical, change tents and clothing check located right at the finish line.
- A three-minute walk to the Victoria Conference Centre for Race Package Pickup and Race Expo, Awards Presentations, Massage, Souvenir Apparel and Merchandise.
- Two course records set in 2011: Men's Winner, Thomas Omwenga in 2:14:31; Women's Winner, Lucy Njeri in 2:37:53.

Half Marathon

- The course features a downtown-waterfront loop through Fairfield before finishing in front of the BC Legislative Buildings.
- Fast and relatively flat course, the finest on Vancouver Island for a personal best time in all age categories.
- The largest, most popular and growing field in the Victoria Marathon Race Weekend.
- Course record set in 2002 by Jon Brown in 1:02:32.
- New Women's Course Record set in 2011 by Natasha Wodak in 1:15:25



Photo: Simon DesRochers

8K Road Race

- Victoria's largest 8K Road Race.
- Fast, out-and-back course along Victoria's beautiful waterfront from the BC Legislative Buildings to Beacon Hill Park and back.
- Course record set in 1989 by Gary Barber in 23:23.



Photo: Tony Austin

THRIFTY FOODS Kids Run & Marathon

- A 1.2km run for kids 12 and under in support of KidSport of Greater Victoria. Parents can run with their children for the entire route.
- Marshalled start beside the Parliament Buildings and finishing under the same arch as the Marathon, Half Marathon and 8K Road Race.

Race Weekend Events

Sponsor/VIP Reception held on the Thursday before Race Day, this evening social event brings sponsors, VIP's, charities and special guests together to mix and mingle.

The Victoria Marathon Media Conference on the Friday before Race Day recognizes key sponsors and partners, and offers the opportunity to meet elite athletes.

The Victoria Marathon Race Expo hosts over 40 exhibitors who promote their health, fitness and lifestyle products and services to a large, target market. 19,000 runners and family members pass through the three-day Expo.

The Speaker Series features national and international personalities from the world of running. In the past the Victoria Marathon has featured David Patchell-Evans, Silken Laumann, Bart Yasso, Rod Dixon, Dick Beardsley, Joe Henderson, Kathrine Switzer, Roger Robinson, Amby Burfoot, Simon Whitfield, Jon Brown, Lucy Smith, Bruce Deacon, Dan Hill, Marilyn Arsenault, and Tara Whitten.

The Carbo Gala Dinner is a popular annual event held on the Saturday before Race Day in The Fairmont Empress Hotel's Crystal Ballroom. A sold out event, keynote speakers in the past have included Bart Yasso, Kathrine Switzer, Jacqueline Gareau, Rod Dixon, Dick Beardsley, Amby Burfoot, Steve King, and Olympians Bruce Deacon and Leah Pells.

The GoodLife Fitness Victoria Marathon is organized and operated by the Victoria Marathon Society, a not-for-profit organization. A volunteer Board of Directors, three staff members, an organizing committee of 55 and 1,600 dedicated volunteers stage this annual event.

Mission Statement

- To present a well organized, community-based running event including four races, specifically a Marathon (42.2K), a Half Marathon (21.1K), an 8 Kilometre Road Race and a 1.2K Kids Run for the residents of Greater Victoria, Vancouver Island, British Columbia, North America, and other parts of the world.
- To attract numerous off-island, in-province, out-of-province and world-wide visitors to participate in these events, while vacationing in Victoria enhancing the economy of our city.
- To ensure that all individuals achieve their goals in a quality fitness event while being provided with a healthy and safe atmosphere.

Goals

- To develop a three-day festive atmosphere for every level of participant.
- To develop an awareness for a healthy lifestyle.
- To provide an event at which club, corporate and family teams can enjoy the activities.
- To make Victoria a destination marathon and attract increased participation from the community and participants from Canada, the United States of America and other parts of the world.
- To raise the profile of the GoodLife Fitness Victoria Marathon in comparison to all other marathons in the world administered by the Association of International Marathon Society (AIMS).
- To raise funds for KidSport Victoria, Postmedia Raise-a-Reader, GoodLife Kids Foundation, Kilee Patchell-Evans Autism Research Group.
- To provide a fundraising platform for charities as part of the Charity Pledge Program.

What They Say About Us



“We feel so privileged and proud to be affiliated with one of the premiere athletic events in Canada and one of the most prestigious running events in the world”

- David Patchell-Evans, President/CEO GoodLife Fitness

“Victoria is one my favourite cities in the world and the Victoria Marathon is one of my favourite weekends of the year. The course is the perfect combination of, downtown, picturesque waterfront, quaint neighbourhoods and Victoria charm.”

- Bart Yasso, Chief Running Officer, Runner's World



“The GoodLife Fitness Victoria Marathon was one of the best races I’ve ever attended! There was a sense of community that you just don’t see or feel in other big races. In Victoria, the whole city seemed to embrace the event, and the race totally embraced the environment. The overwhelming spirit of human accomplishment is front and centre in Victoria.”

- Kathrine Switzer, Marathon Woman



“I have never seen such a well run race, it was so well organized which is a very refreshing sight to see as a runner. I also have never been treated so well - Victoria is an amazing city and that was a great event. My hat is off to you guys.”

- John Ricardi, 2011 Half Marathon Men's Winner

“I just wanted to thank you for a great weekend, it was an awesome Victoria marathon. I will always have a special place in my heart for Victoria, and always leave glad that I raced it.”

- Suzanne Evans, 4th place 2011 Women's Marathon

Above: Rob Reid, Bart Yasso,
David Patchell-Evans

Middle: Tara Whitten

Bottom: Kathrine Switzer,
Bart Yasso

Photos: Tony Austin

“I had a fantastic day and the organization of the event played a huge part in this. It was great to be involved in a fantastic ‘race’ with so many women battling it out together. I hope to be back to run the race again.”

- Mary Wilkinson, 5th place Women's Half Marathon



Above:
Thomas Omwenga

Right:
Lucy Njeri

Photos:
Tony Austin



Course Records

Marathon – Men

Thomas Omwenga - 2:14:31 (2011)

Marathon – Women

Lucy Njeri - 2:37:53 (2011)

Half Marathon – Men

Jon Brown – 1:02:32 (2002)

Half Marathon – Women

Natasha Wodak - 1:15:25 (2011)

8K Road Race – Men

Gary Barber – 23:23 (1989)

8K Road Race – Women

Ulla Marquette – 26:24 (1991)

World Records

Marathon – Women F75-79

Gwen McFarlan - 4:02:27 (2010)

Marathon – Women F80-99

Betty Jean McHugh – 4:36:52 (2008)



2012 Official Charities

The GoodLife Fitness Victoria Marathon has four Official Charities – local and national, providing much needed funds in their respective areas.

KidSport™ is a community-based sport charity that provides grants for children age six to 18 to participate in a season of sport of their choice. www.kidsportvictoria.ca.

The Postmedia Raise-a-Reader campaign is a year-round initiative with important fundraising events taking place throughout the year in 18 cities across Canada. www.raiseareader.ca.

The GoodLife Kids Foundation envisions a Canada where ALL KIDS have the opportunity to benefit from an active life – regardless of socioeconomic status. Their granting program supports physical activity and health programs in local communities across Canada. www.goodlifekids.com

The Kilee Patchell Evans Autism Research Group is multi-disciplinary research group whose combined efforts focus on the development of new research methods in the study of autism spectrum disorders. www.psychology.uwo.ca/autism.htm

2012 Charity Pledge Program

In addition, the Victoria Marathon Society endorses charities that make up the GoodLife Fitness Victoria Marathon Charity Pledge Program. In 2011, 22 charities participated and raised \$180,000. Charities participate in partnership with our event to raise awareness of their individual causes and raise the dollars needed through the collection of pledges. Since 2006, \$792,000 has been raised by the combined charities.

2011 Charity Pledge Program participating charities:

- BC Cancer Foundation
- Beacon Community Services (FASD)
- Big Brothers Big Sisters of Victoria
- British Columbia Schizophrenia Society, Victoria Branch
- C-FAX Santas Anonymous
- Choices Adoption and Counselling
- Every Step Counts
- KidSport Greater Victoria
- Lifetime Networks
- Missing Children Society of Canada
- Mount St. Mary Foundation
- NEED2 Suicide Prevention Education & Support
- Pacific Centre Family Services Association
- Raincoast Conservation Foundation
- Raise A Reader
- Recreation Integration Victoria
- The Arthritis Society - Joints In Motion
- Threshold Housing Society
- TLC The Land Conservancy of BC
- Victoria Hospice and Palliative Care Foundation
- Victoria Women's Sexual Assault Centre
- Victoria Women's Transition House Society

Executive

- President: Glen Colwill
- Vice President: John Quested
- Treasurer: Susan Norrington
- Secretary: Laura Ockenden
- Race Director: Rob Reid
- Director – Jon Brown
- Director – Paddy McCluskey
- General Manager: Cathy Noel
- Administrative Manager: Sandi Heal
- Sponsorship and Marketing Manager: Louise Hodgson-Jones
- Information: Lorna Clark
- Kids Run/KidSport: Patti Hunter, Lindy Van Alstine
- Legislative Grounds: Jim Bradbury
- Marshals: Tim Morley, Sheila Morley
- Massage: Kim Mark-Goldsworthy, Matthew Fleet
- Media Liaison: Louise Hodgson-Jones
- Medical: Paddy McCluskey, Vanessa Young
- Photography: Tony Austin
- Police – City of Victoria: Sgt. Colin Watson
- Police – Oak Bay: Sgt. Matt Waterman
- Race Expo: Sandi Heal
- Race Logistics: MC Magnan
- Race Package Pickup: Lynn Ross
- Radio Operations: Peter Richardson, Steve Pocock
- Recovery Zone: Glen Colwill
- Registrations: Sandi Heal
- RPPU/Expo Assistant: Janice McDonald
- Security: Roger MacMaster
- Shirts: Jane McAllister
- Social Media: Sandi Heal
- Speakers: Laura Ockenden
- Start Line: Garth Reid
- Sponsor/VIP Reception: Maxine Siklenka
- Tickets: Clara Tanner
- VIP Tent: Laura Leno
- Volunteer Tent: Katelyn Starkey
- Volunteers: Maureen Mitchell-Starkey
- Website: Sandi Heal

Committee

- Aid Stations: Alison Peever
- Announcing: Rod McCrimmon
- Awards: Maureen Cain
- Barricades: Blair Tindell
- Charity Pledge Program: Tami Tate, Julie Sanders
- Clothing Check: Bryan and Norma Scharbach
- Course Certification: Gary Duncan
- Course Lay-Out/Equipment: Ole Jorgensen
- Course/Signs: Dewain Emrich
- Course/Equipment Support: Mike Emerson
- Early Start – Marathon: Susan Mckelvie
- Elite Athletes/Select Team: Jonathan Foweraker
- Entertainment Coordinator: Jesse McClinton
- Finances: Lyn Barber
- Finish Line: Susan Norrington, Tony Ibaraki
- Finish Line Announcing: Steve King

During 2011, the Victoria Marathon was promoted in many diverse markets.

Advertising

Print

- 18 newsprint ads placed in the Victoria Times Colonist.
- 2 newsprint ads placed in the Vancouver Sun.
- 12 magazine ads placed – Northwest Runner x 2, Impact Magazine x 2, Canadian Running x 2, Distance Running Magazine x 2, Ottawa Race Guide, Outdoors NW, and Get Out There x 2.
- 4-page Times Colonist post-race results section.
- 4-page advertorial in the Times Colonist

TV

- Promo spots on CHEK
- Pre-event and race day coverage on 'A' Vancouver Island and CHEK.
- Game On! - CHEK's 30 min. sports show

Web

- 2 web ads with Canadian Runner - <http://runningmagazine.ca>
- One web link with Impact Magazine - www.impactmagazine.ca

Radio

- Promo spots, web links, community calendar and event web pages, live reports, interviews, pre-event and race day coverage on C-FAX 1070, 107.3 KOOL FM and 98.5 The Ocean

Online

- Articles on the Times Colonist website and through Denise Helm's 'Woman on the Run' blog.
- Blogs, Twitter, Facebook and over 100 online articles via Google Alerts

Print Promotion

- 75,000 Promo 4x9 Rack Cards
- 40,000 Brochure/Registration Forms
- 13,000 Race Guides

Race Expos

Participated with a promotional booth at 7 race expos:

- Times Colonist 10K
- BMO Vancouver Marathon
- Scotiabank Vancouver Half Marathon
- GoodLife Fitness Toronto Marathon
- Calgary Marathon
- Seattle Rock & Roll Marathon
- Amica Seattle Marathon

Calendar and Website listings

Over 100 event listings submitted to running/fitness websites including:

- Marathonguide.com
- Coolrunning.com
- Runnersworld.com
- Runnersweb.com
- Marathoncanada.com

Media Releases

- 12 media releases sent to print, TV, radio and website contacts throughout the year.

Web Promotion

- Four e-newsletters each sent to over 12,000 subscribers.

Website Statistics

Website hits by month.



Note: There is a spike in October when participants check back often for race news, updates, results, photos and finisher certificates.

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2011	7678	14601	73742	456622	7.90 GB
Feb 2011	5782	11275	55859	342387	6.60 GB
Mar 2011	6957	13030	68997	441822	7.86 GB
Apr 2011	8228	15139	92881	614749	9.57 GB
May 2011	13791	25101	166713	1236131	18.19 GB
Jun 2011	10924	19784	117796	838090	12.45 GB
Jul 2011	12888	23787	144196	1060079	16.44 GB
Aug 2011	11693	21978	139842	1033021	16.74 GB
Sep 2011	16911	34626	231300	1734089	26.26 GB
Oct 2011	36502	85997	749286	4229682	69.11 GB
Nov 2011	6782	11808	75196	416207	8.44 GB
Dec 2011	2462	4200	23197	126595	2.74 GB
Total	140598	281326	1939005	12529474	202.31 GB

Title Sponsor

Consideration

\$100,000 cash and/or in-kind goods and services

Positions available: one (1)

Benefits

Printed Materials

- Registration Form (40,000)
- Race Guide - Logo (13,000)
- Participant Garments (13,000)
- Rack Cards (75,000)
- Race Numbers (13,000)
- Corporate Literature & Stationery
- Logo on Maps of Course

Signage

- Start Line Banners
- Finish Line Signage
- Event Signage
- Finish Line Gantry
- Banners along Route
- Race Package Pickup Area
- Awards Ceremonies
- Signage at Pre-event Media Conference
- Carbo Gala Dinner
- Volunteer Training Event

Speaking & Recognition

Opportunities

- PA Announcement at Event
- Awards Ceremony - Speaking/ Presentations
- Media Conference - Introduction
- Volunteer Training Event – Speaking

Media

- Selected Special Newspaper Advertisements
- Magazine Advertisements
- Broadcast Media Advertisements
- All Pre-event Newspaper Advertisements
- All Post-event Newspaper Advertisements
- Other Marathon Expos

Exposure

- Corporate Logo on Website
- Corporate Logo on E-Newsletter
- Corporate name on Online Registration Confirmations
- Online Training Programs

Display Opportunities

- Corporate Display at Expo
- Course Aid Stations
- Product Distribution at Finish Line
- Corporate Balloon Archway at Finish (Corporate Colours)
- Tent or Inflatable at Start/Finish Line

Awards

- Participant Certificates
- Trophies
- Medals
- Ribbons
- Volunteer Certificates

Tickets & Merchandise

- 25 Race Registrations
- 8 Carbo Gala Dinner tickets
- 8 Commemorative Garments
- VIP Tent Access
- Recognition Plaque

Presenting Sponsor _____

Consideration

\$65,000 cash and/or in-kind goods and services

Positions available: one–two (1-2)

Benefits

Printed Materials

- Registration Form (40,000)
- Race Guide - Logo (13,000)
- Participant Garments (13,000)
- Rack Cards (75,000)
- Race Numbers (13,000)
- Corporate Literature & Stationery
- Logo on Maps of Course

Signage

- Start Line Banners
- Finish Line Banners
- Event Signage
- Finish Line Gantry
- Banners Along Route
- Race Package Pickup Area
- Awards Ceremonies
- Signage at Pre-event Media Conference
- Carbo Gala Dinner
- Volunteer Training Event

Speaking & Recognition

Opportunities

- PA Announcement at Event
- Awards Ceremony - Speaking/ Presentations
- Media Conference – Introduction

Media

- Magazine Advertisements
- Broadcast Media Advertisements
- All Pre-event Newspaper Advertisements
- All Post-event Newspaper Advertisements
- Other Marathon Expos

Exposure

- Corporate Logo on Website
- Corporate Logo on Monthly E-Newsletter
- Corporate name on Online Registration Confirmations

Display Opportunities

- Corporate Display at Expo

Awards

- Participant Certificates
- Volunteer Certificates

Tickets & Merchandise

- 15 Race Registrations
- 6 Carbo Gala Dinner tickets
- 6 Commemorative Garments
- VIP Tent Access
- Recognition Plaque

Media Partners

Consideration

\$60,000 cash and/or in-kind goods and services

Benefits

Printed Materials

- Registration Form (40,000)
- Race Guide - Logo (13,000)

Signage

- Finish Line Signage
- Event Signage
- Finish Line Gantry
- Race Package Pickup Area
- Awards Ceremonies
- Signage at Pre-event Media Conference
- Carbo Gala Dinner
- Volunteer Training Event

Speaking & Recognition Opportunities

- PA Announcement at Event
- Awards Ceremony - Speaking/ Presentations
- Media Conference – Introduction

Media

- All Pre-event Newspaper Advertisements
- All Post-event Newspaper Advertisements
- Magazine Advertisements (rotation)
- Broadcast Media Advertisements (rotation)

Exposure

- Corporate Logo on Website
- Corporate Logo on E-Newsletter

Display Opportunities

- Corporate Display at Expo

Tickets & Merchandise

- 7 Race Registrations
- 2 Carbo Gala Dinner tickets
- 7 Commemorative Garments
- VIP Tent Access
- Recognition Plaque

Gold Sponsors

Consideration

\$20,000 cash and/or in-kind goods and services

Benefits

Printed Materials

- Registration Form (40,000)
- Race Guide - Logo (13,000)
- Rack Cards (75,000)

Signage

- Finish Line Signage
- Event Signage
- Race Package Pickup Area

Speaking & Recognition

Opportunities

- PA Announcement at Event
- Awards Ceremony - Speaking/ Presentations

Media

- All Pre-event Newspaper Advertisements
- All Post-event Newspaper Advertisements
- Magazine Advertisements (rotation)
- Broadcast Media Advertisements (rotation)

Exposure

- Corporate Logo on Website
- Corporate Logo on E-Newsletter
- Online Training Program

Display Opportunities

- Corporate Display at Expo

Tickets & Merchandise

- 7 Race Registrations
- 4 Carbo Gala Dinner tickets
- 4 Commemorative Garments
- VIP Tent Access
- Recognition Plaque

Silver Sponsors

Consideration

\$10,000 cash and/or in-kind goods and services

Benefits

Printed Materials

- Registration Form (40,000)
- Race Guide – Logo (13,000)

Signage

- Finish Line Signage
- Event Signage
- Race Package Pickup Area

Speaking & Recognition Opportunities

- PA Announcement at Event

Media

- Selected Newspaper Advertisements
- Broadcast Media Advertisements (rotation)
- Post-event Newspaper Advertisements

Exposure

- Corporate Logo on Website
- Corporate Logo on Monthly E-Newsletter

Display Opportunities

- Corporate Display at Expo

Tickets & Merchandise

- 4 Race Registrations
- 2 Carbo Gala Dinner tickets
- 2 Commemorative Garments
- VIP Tent Access
- Recognition Plaque

Media Supporters

Consideration

TV and Radio (dollar value to be determined)

Benefits

Printed Materials

- Registration Form (40,000)
- Race Guide - Logo (13,000)

Signage

- Finish Line Signage
- Event Signage
- Race Package Pickup Area

Speaking & Recognition Opportunities

- PA Announcement at Event

Media

- Selected Special Newspaper Advertisements
- Post-event Newspaper Advertisement
- Broadcast Media Advertisements

Exposure

- Corporate Logo on Website

Display Opportunities

- Corporate Display at Expo

Tickets & Merchandise

- 4 Race Registrations
- 2 Carbo Gala Dinner ticket
- 2 Commemorative Garment
- VIP Tent Access
- Recognition Plaque

Bronze Sponsors

Consideration

\$5,000 cash and/or in-kind goods and services

Benefits

Printed Materials

- Registration Form (40,000)
- Race Guide - Logo (13,000)

Signage

- Finish Line Signage
- Event Signage
- Race Package Pickup Area

Speaking & Recognition Opportunities

- PA Announcement at Event

Media

- Selected Special Newspaper Advertisements
- Post-event Newspaper Advertisement

Exposure

- Corporate Logo on Website

Display Opportunities

- Corporate Display at Expo

Tickets & Merchandise

- 2 Race Registrations
- 1 Carbo Gala Dinner ticket
- 1 Commemorative Garment
- VIP Tent Access
- Recognition Plaque

Official Suppliers

Consideration

Donations of in-kind goods
(Minimum \$2,500)

Benefits

Printed Materials

- Registration Form (40,000)
- Race Guide - Logo (13,000)

Signage

- Finish Line Signage
- Event Signage
- Race Package Pickup Area

Media

- Selected Special Newspaper Advertisements
- Post-event Newspaper Advertisement

Exposure

- Corporate Logo on Website

Display Opportunities

- Product Distribution at Finish Line (if applicable)

Tickets & Merchandise

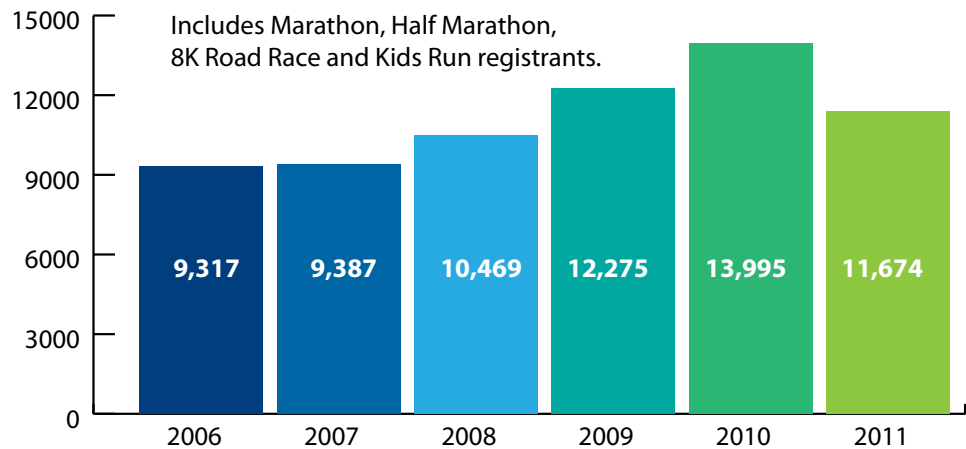
- 2 Race Registrations
- VIP Tent Access
- Recognition Plaque

Other Sponsor Opportunities

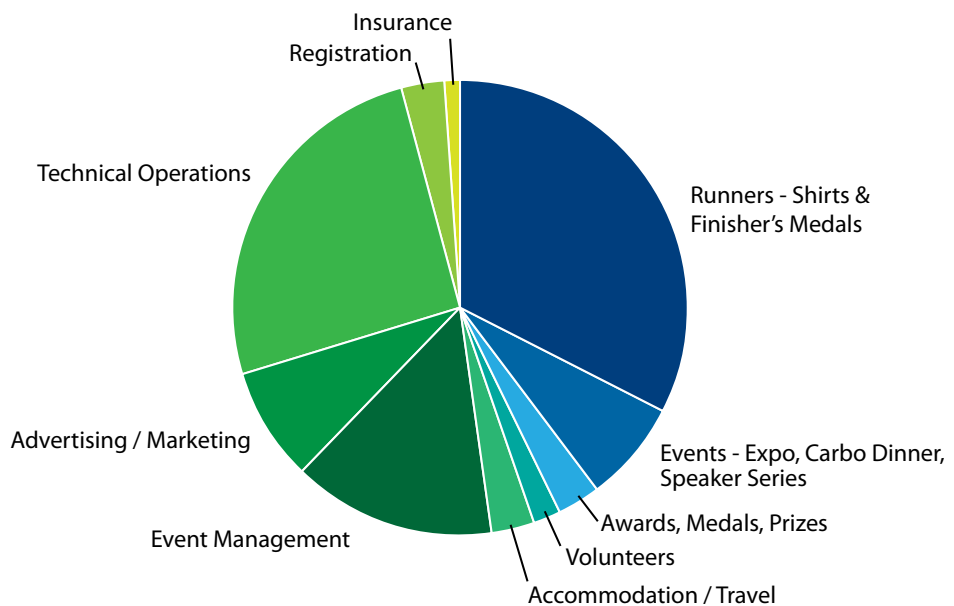
- Carbo Gala Dinner (\$5,000)
- Sponsor/VIP Reception (\$5,000)
- Race Expo (\$10,000)
- Volunteer Appreciation and Training Program (\$10,000)
- Speaker Series Program (\$10,000)
- High Performance Program (Prize Money) (\$25,000)

Event Participation

For the 30th Anniversary in 2009 over 12,000 registered followed by nearly 14,000 in 2010. 2011 saw a decline with 11,674, but we experienced the highest number of finishers - 10,042 - a 88% registration/finisher ratio.

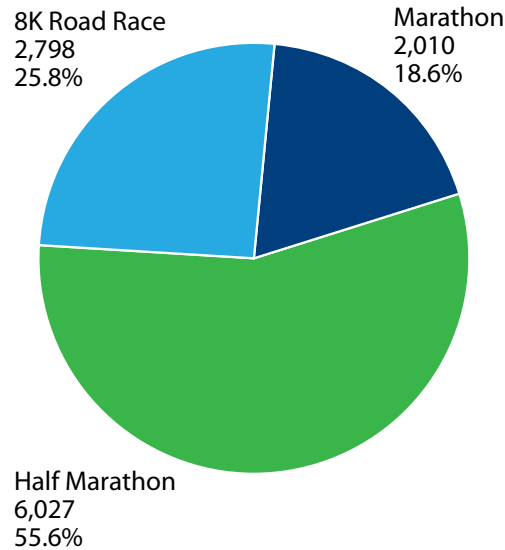


Where Does Your Money Go?



Participant Breakdown

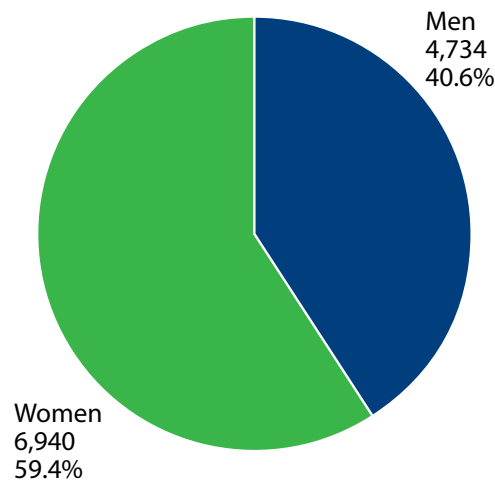
Participants by Event



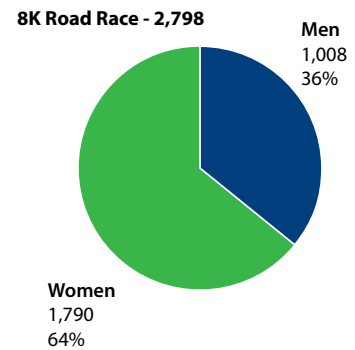
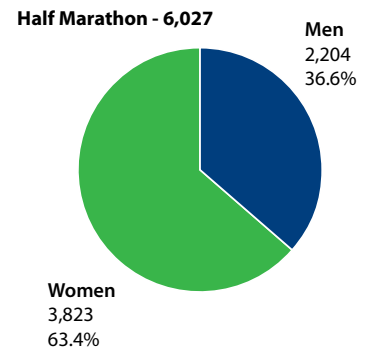
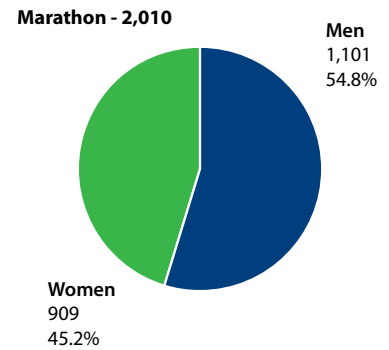
Plus ... 839 kids participated in the THRIFTY FOODS Kids Run & Marathon

Gender Statistics

Overall Participation by Gender (all races) - 11,674

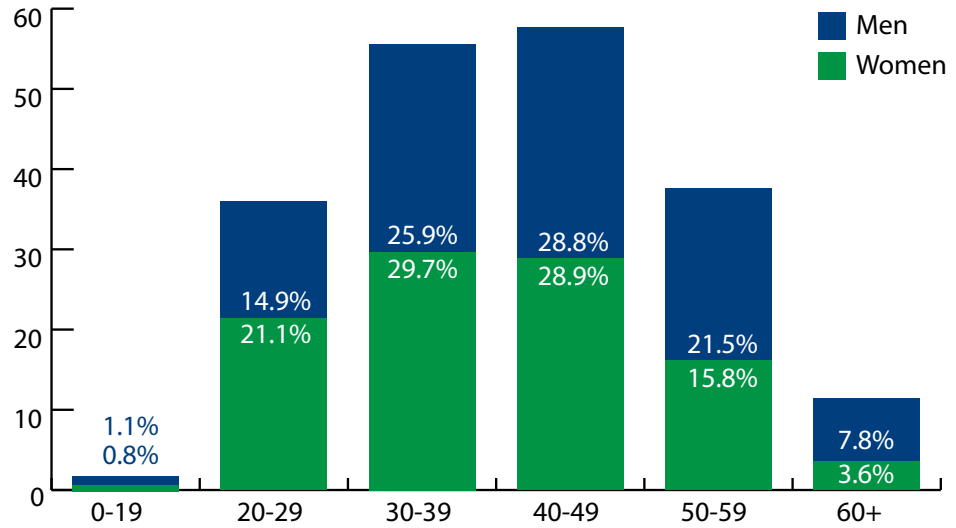


Gender Breakdown (by race)

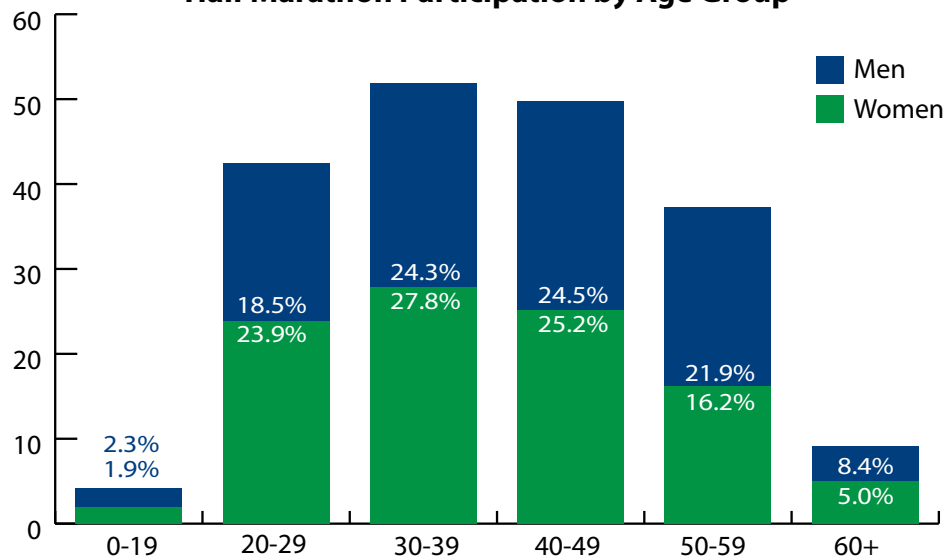


Age Group Statistics

Marathon Participation by Age Group

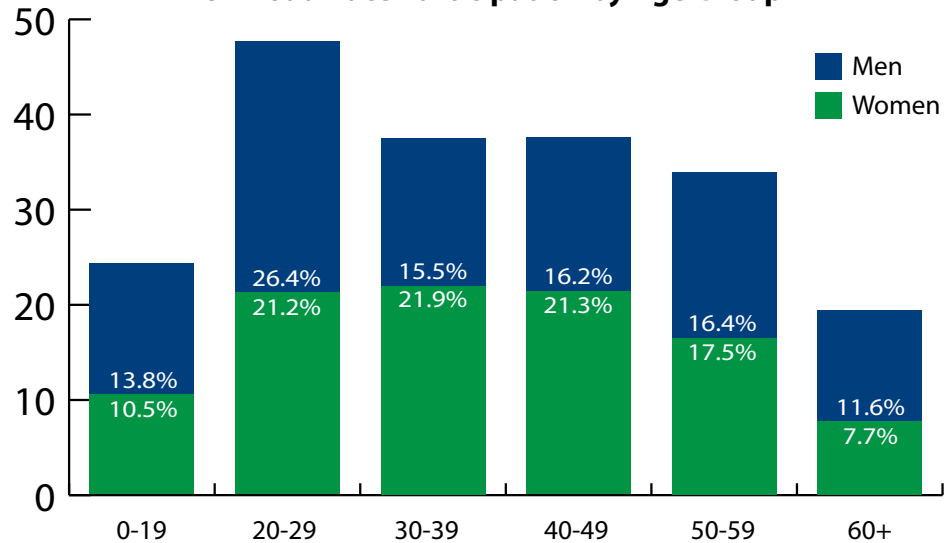


Half Marathon Participation by Age Group

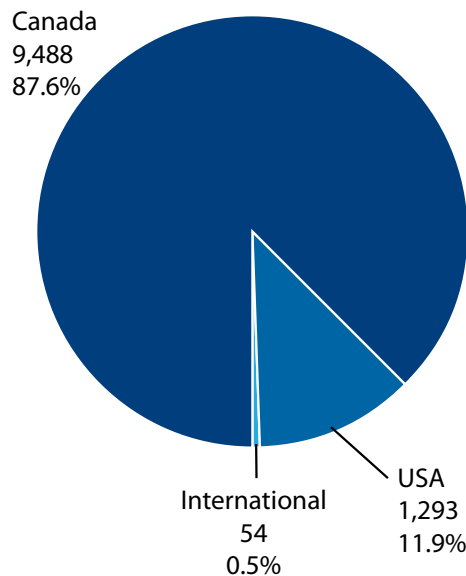


Age Group Statistics

8K Road Race Participation by Age Group



Origin of Participants by Country



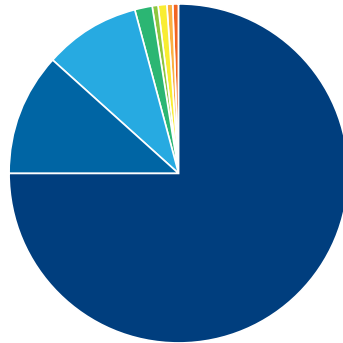
Marathon, Half Marathon and 8K Road Race.

International participants came from Australia, Canada, England, Germany, Hong Kong, Ireland, Israel, Japan, Kenya, Mexico, New Zealand, Peru, Scotland, Singapore, Switzerland and USA.

2011 Demographics

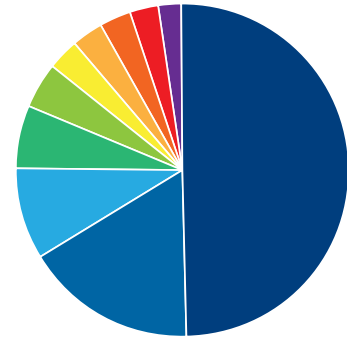
Origin of Participants

Top Provinces/States



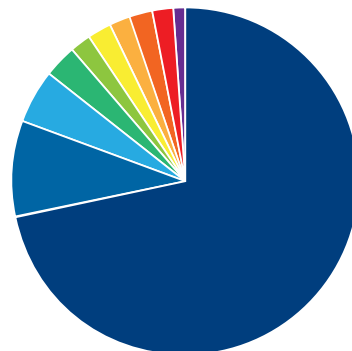
British Columbia	8,034	74%
Alberta	1,180	10.9%
USA - Washington	951	8.8%
USA - Oregon	163	1.5%
Ontario	79	0.7%
Yukon	64	0.6%
Saskatchewan	51	0.5%
USA - California	49	0.5%

Top 10 Cities



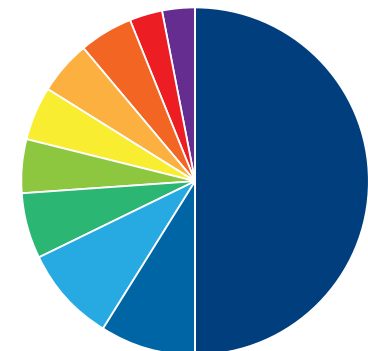
Victoria, BC	3,170	50%
Vancouver, BC	1,047	17%
Calgary, AB	561	9%
Nanaimo, BC	394	6%
Seattle, WA	280	4%
Campbell River, BC	200	3%
Edmonton, AB	196	3%
Surrey, BC	183	3%
North Vancouver, BC	178	3%
Burnaby, BC	133	2%

Top 10 Vancouver Island Cities



Victoria	3,170	73%
Nanaimo	394	9%
Campbell River	200	5%
Courtenay	131	3%
Duncan	89	2%
Sooke	85	2%
North Saanich	72	2%
Comox	69	2%
Parksville	66	2%
Saanichton	63	1%

Top 10 BC Cities (Excluding Vancouver Island)



Vancouver	1,047	50%
Surrey	183	9%
North Vancouver	178	9%
Burnaby	133	6%
Coquitlam	111	5%
Langley	109	5%
Richmond	100	5%
Delta	97	5%
Kelowna	62	3%
New Westminster	58	3%