



SUN RUN

Sponsorship Proposal 2027



Northern
Beaches
Council

Event overview

Now in its 17th year, Sun Run is an iconic annual event that showcases some of the best of the Northern Beaches and offers something to participants of every level.

Participants compete in either a 7km or 10km course, pounding the pavement from Dee Why to Manly Beach. The course takes in the picturesque views of Curl Curl, Freshwater and Queenscliff beaches along the way.



With thousands of participants running, jogging, walking and pushing their way along the course, the event promotes a healthy and active lifestyle synonymous with the Northern Beaches, all while raising funds for charities across Australia.



Event highlights

Sun Run is a fun, community event held annually on the Northern Beaches.



\$675,000+
raised for charity



180+
participating charities



3,200+
individual fundraisers



10,000+
entrants



Iconic
Sydney location



Family
friendly

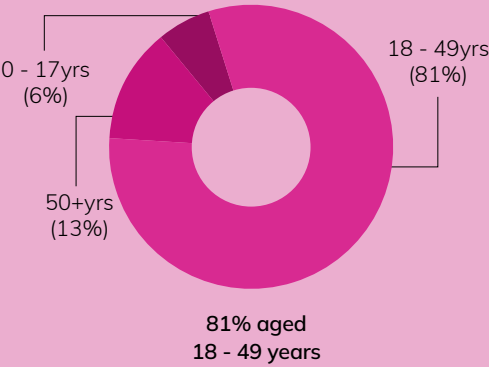


Course map

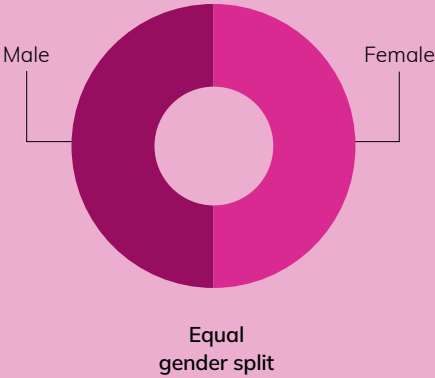


Audience

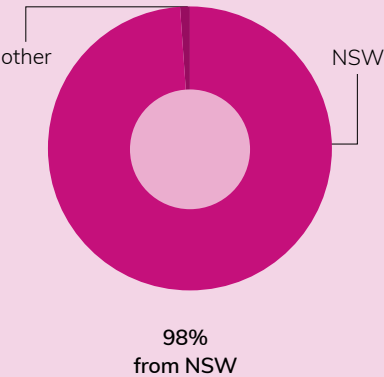
Age



Gender



Region



100%

of 2026 survey respondents would participate again



99%

of 2026 survey respondents would recommend Sun Run to others



94%

average satisfaction score with the event

2024 - 2026 survey results

Marketing & media

A 3 month comprehensive media and marketing campaign for Sun Run is activated across a number of platforms and channels.

Digital



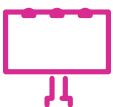
- Website - Sun Run and Council
- Council eNewsletter - **46,000+** database
- Event specific eDM - **40,000+** database
- Other Council communications (subject to availability)

Social media



- Paid social media campaign
- Sun Run Facebook and Instagram
- Council Facebook and Instagram
- Hello Manly Facebook and Instagram

Outdoor



- Manly Beachfront flags
- Street banners - various locations throughout Northern Beaches
- Out of home marketing
- Onsite promotions

Media & PR



- Council media releases
 - Photo opportunities
 - Local media outlets
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Marketing & media

Sun Run channels



3,100+
Facebook followers



6,100+
Instagram followers



3.4m+
total impressions



750,000+
total reach

2026 event campaign



105,000+
users



224,000+
website page views

Northern Beaches Council channels



76,000+
Facebook followers



42,000+
Instagram followers



179,000+
average total website
users per month



613,000+
average website page
views per month

The opportunity - why partner?



Connect

with key audiences



Tell

a brand story and
start a conversation



Showcase

product and get it into
the hands of consumers



Drive

authentic key
messaging



Promote

brand awareness
and association
with the event



Extend

reach through
marketing and PR



Provide

a unique, integrated
experience



Highlight

brand values



We invite you

Join us for the opportunity to connect with a highly engaged audience at Sun Run.



Benefits & investment

Benefit	Presenting Partner	Major Partner	Event Partner	Activation Partner	Supply Partner
Category exclusivity	●	●			
Event signage	●	●	●	●	
Event marketing and promotion	●	●	●	●	
Website recognition	●	●	●	●	●
PR & editorial	●				
Event entries	●	●	●	●	●
Activation	●	●	●	●	
Consumer promotion	●				
Sampling or premium giveaway	●	●			
PA reads	●	●	●	●	●
Post-event consumer insights	●	●	●	●	●
Investment	\$60,000	\$40,000	\$15,000	\$10,000	min. \$5,000 contra <small>(pending value of product)</small>

All fees shown are excluding GST. Investment excludes activation costs, delivery, staffing etc.
Northern Beaches Council will work with partners to explore efficiencies where possible.

Presenting Partner

Signage

Brand/logo event association; logo lock-up including 'presented by (brand)'	<ul style="list-style-type: none">• Start structure• Finish structure• Wing banners• Scrim• Directional signage• Participant race bibs
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Standalone brand/logo recognition	<ul style="list-style-type: none">• Wing banners• Scrim• Inclusion on media backdrop
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Marketing & media

Brand/logo event association; logo lock-up including 'presented by (brand)'	<ul style="list-style-type: none">• Street banners• Street flags• Bus stops• Toblerone signage• Decals• eDMs
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PR & editorial	<ul style="list-style-type: none">• Event referenced in full (including 'presented by (brand)' in the first instance at a minimum• Brand involvement incorporated into event-related editorial content across Council channels
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Brand/logo recognition within partner strip	<ul style="list-style-type: none">• eDMs
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Media release	<ul style="list-style-type: none">• Recognition as a partner of the event
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eDMs	<ul style="list-style-type: none">• 4 editorial inclusions within campaign• 4 advertising inclusions within campaign
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Social media	<ul style="list-style-type: none">• 5 inclusions
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Website	<ul style="list-style-type: none">• Logo recognition and overview of event partnership
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Presenting Partner

Event

Activation	<ul style="list-style-type: none">Dedicated space for integrated brand activation experience OR opportunity for brand ownership of an entertainment space
Event entries	<ul style="list-style-type: none">30 event entries
Consumer promotion	<ul style="list-style-type: none">Opportunity to create an integrated consumer promotion
Sampling	<ul style="list-style-type: none">Promote and get product in hands of key consumers
PA reads	<ul style="list-style-type: none">4 reads throughout the event day
Race day memento	<ul style="list-style-type: none">Brand included in logo lock up on race day memento
Brand ambassador	<ul style="list-style-type: none">Integrate into event PR, marketing and event day
Start group	<ul style="list-style-type: none">Brand association with a start group
Race pack collection	<ul style="list-style-type: none">Dedicated space to activate at race pack collection
Cups	<ul style="list-style-type: none">Co-brand cups on course with logo lock up

Post event

Brand specific question for consumer survey
Consumer brand insights



Major Partner

Signage

Standalone brand/logo recognition	<ul style="list-style-type: none">• Wing banners• Scrim• Inclusion on media backdrop
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Marketing & media

Brand/logo recognition within partner strip	<ul style="list-style-type: none">• eDMs
Media release	<ul style="list-style-type: none">• Recognition as a partner of the event
eDMs	<ul style="list-style-type: none">• 3 editorial inclusions within campaign• 3 advertising inclusions within campaign
Social media	<ul style="list-style-type: none">• 3 inclusions
Website	<ul style="list-style-type: none">• Logo recognition

Event

Activation	<ul style="list-style-type: none">• Dedicated space for an integrated brand experience
Event entries	<ul style="list-style-type: none">• 20 event entries
Sampling	<ul style="list-style-type: none">• Promote and get product in hands of key consumers
PA reads	<ul style="list-style-type: none">• 2 reads throughout the event day
Brand ambassador	<ul style="list-style-type: none">• Integrate into event PR, marketing and event day
Start group	<ul style="list-style-type: none">• Brand association with a start group
Race pack collection	<ul style="list-style-type: none">• Dedicated space to activate at race pack collection

Post event

Consumer brand insights

Event Partner

Signage

Standalone brand/logo recognition	<ul style="list-style-type: none">• Wing banners• Scrim• Inclusion on media backdrop
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Marketing & media

Brand/logo recognition within partner strip	<ul style="list-style-type: none">• eDMs
Media release	<ul style="list-style-type: none">• Recognition as a partner of the event
eDMs	<ul style="list-style-type: none">• 2 editorial inclusions within campaign• 2 advertising inclusions within campaign
Social media	<ul style="list-style-type: none">• 2 inclusions
Website	<ul style="list-style-type: none">• Logo recognition

Event

Activation	<ul style="list-style-type: none">• Dedicated space for an integrated brand experience
Event entries	<ul style="list-style-type: none">• 15 event entries
PA reads	<ul style="list-style-type: none">• 1 read throughout the event day

Post event

Consumer brand insights



Activation Partner

Signage

Standalone brand/logo recognition	<ul style="list-style-type: none">• Wing banners• Scrim• Inclusion on media backdrop
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Marketing & media

Brand/logo recognition within partner strip	<ul style="list-style-type: none">• eDMs
Media release	<ul style="list-style-type: none">• Recognition as a partner of the event
eDMs	<ul style="list-style-type: none">• 2 editorial inclusions within campaign
Social media	<ul style="list-style-type: none">• 1 inclusion
Website	<ul style="list-style-type: none">• Logo recognition

Event

Activation	<ul style="list-style-type: none">• Dedicated space for an integrated brand experience
Event entries	<ul style="list-style-type: none">• 10 event entries
PA reads	<ul style="list-style-type: none">• 1 read throughout the event day

Post event

Consumer brand insights



Supply Partner

Marketing & media

Brand/logo recognition within partner strip	<ul style="list-style-type: none">eDMs
Social media	<ul style="list-style-type: none">1 inclusion
Website	<ul style="list-style-type: none">Logo recognition

Event

Event entries	<ul style="list-style-type: none">5 event entries
PA reads	<ul style="list-style-type: none">1 read throughout the event day

Post event

Consumer brand insights





Thank you

Northern Beaches Council is passionate about creating meaningful events and experiences for our community.

Events & Partnerships Team

events@northernbeaches.nsw.gov.au



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sunrun.com.au