



Phoenix Trail Races exists to enhance the trail running community in London, Ontario and beyond. We believe in supporting local charities and businesses and helping people reach new goals in a nature setting while practicing the “leave only footprints behind” philosophy.

We are interested in partnerships and collaborations with like-minded organizations. The sponsorship options below are simply a starting point. What we really want to know is: ***What do we have in common and how can we help each other reach our mutual goals?***

We invite you to reach out to Pam Lansbergen at phoenixtrailraces@gmail.com to discuss how we can build a community together. OR, if one of the packages below is EXACTLY what you’re looking for, you can fill out [THIS FORM](#) to secure your sponsorship today. Our sponsorship deadline is Saturday, September 19, 2026, and the race takes place on Saturday October

17, 2026.

Walnut	Price	\$900
Post-Race Meal Sponsors	Limit	5 spots available
	Company Link and Logo	- Name and Logo (with link) on the Phoenix website from date of purchase until end of year - Name and Logo (with link) on pre-race & post-race emails - Signs with company name and logo on-site in the key, high-visibility areas - Logo included on sponsor banner (featured onsite - Friday race pick-up and Race Day)
	Race Day & Pre-Race Day	1 Complimentary Race Registration - Exhibit Table at headquarters on Race Day (upon request) - Race Day shout-out (embedded in playlist running at headquarters and all aid stations)
	Social Media & Digital Race Package	3 Phoenix social media posts (curated by you) scheduled throughout the year - Mentioned and tagged in 2 Phoenix social media posts between September and October. - Half-page ad included in digital race package.
Maple	Price	\$700
Venue Sponsors	Company Link and Logo	- Name and Logo (with link) on Phoenix website from date of purchase until end of year - Name and Logo (with link) included in pre-race email. - Logo included on sponsor banner (featured onsite - Friday race pick-up and Race Day)
	Race Day & Pre-Race Day	- Exhibit Table at headquarters on Race Day (upon request) - Race Day shout-out (embedded in playlist running at headquarters and all aid stations)
	Social Media & Digital Race Package	2 Phoenix social media posts (curated by you) scheduled throughout the year - Mentioned and tagged in 2 Phoenix social media posts between September and October. - Quarter-page ad included in digital race package.
Oak	Price	\$500
Aid Station Sponsors	Company Link and Logo	- Name and Logo (with link) on Phoenix website from date of purchase until end of year - Name and Logo (with link) included in pre-race email - Logo included on sponsor banner (featured onsite - Friday race pick-up and Race Day)
	Social Media & Digital Race Package	1 Phoenix social media post (curated by you) scheduled throughout the year - Mentioned and tagged in 2 Phoenix social media posts between September and October
Spruce	Price	\$350
Exhibits	Race Day	- Exhibit Table at headquarters on race day - Race Day shout-out (embedded in playlist running at headquarters and all aid stations)

Beech	Price	\$225
	Company Link and Logo	• Name and Logo (with link) on Phoenix website from date of purchase until end of year • Logo included on sponsor banner (featured onsite - Friday race pick-up and Race Day) • Mentioned and tagged in 2 Phoenix social media posts between September and October
Pine	Price	\$100
	Select One Option from the list	• Name and Logo (with link) on Phoenix website from date of purchase until end of year • Logo included on sponsor banner (featured onsite - Friday race pick-up and Race Day) • Quarter-page ad included in digital race package • Mentioned and tagged in 1 Phoenix social media post between September and October

Recruitment Incentive: Any confirmed sponsor who introduces Phoenix Trail Races to a new confirmed sponsor will receive a discount equal to 10% of the cost of the new sponsor's fee. For example, if you are a confirmed sponsor (at any level) and you introduce us to another business who signs up for a Maple Sponsorship at the price of \$700, you will receive a \$70 refund on your sponsorship.



NEW OPPORTUNITY!

Phoenix Trail Races is proud to introduce our **Participant Raffle Product Partnerships**—a new way for businesses to support our event by contributing prizes directly to our runners in a fun and inclusive way.

This option is designed for brands that want to put their products into the hands of the trail community while supporting a volunteer-run, non-profit race.

Raffle prizes are awarded at random and are **open to all registered participants** (300 total runners).

Prizes are not performance-based.

PRODUCT PARTNERSHIP GUIDELINES

- Products must align with trail running, outdoor recreation, wellness, or an active lifestyle
- All individual prizes must have a minimum **retail value of \$50 CAD**
- Product value is based on retail pricing
- Multiple items may be combined to meet a tier's total value
- Phoenix Trail Races reserves final approval of all prizing

Name		Details
Premium Raffle Partner	Prize(s)	\$500 Product Value (Example: ten \$50 products or fewer higher value items)
	Website Presence	Prominent listing on the Participant Raffle Prizes Page (logo + product photo + link)
	Race Day & Pre-race Day	Exhibit table at race headquarters 30-second recorded partner shout-out embedded in race-day playlist Brand mention in pre-race participant communications
	Social Media & Digital Presence	Dedicated social media feature (carousel or reel)
	Prize Accompaniment	Promo materials included with prizes
Raffle Partner Plus	Prize(s)	\$300 Product Value (Example: six \$50 products or fewer higher value items)
	Website Presence	Enhanced listing on the Participant Raffle Prizes Page (logo + product photo + link)
	Race Day & Pre-race Day	30-second recorded partner shout-out embedded in race-day playlist Brand mention in pre-race participant communications
	Social Media & Digital Presence	Social media post sharing photos of the prize(s)
	Prize Accompaniment	Promo materials included with prizes
Raffle Partner	Prize(s)	\$100 Product Value (Example two \$50 products or one \$100 item)
	Website Presence	Inclusion on the Participant Raffle Prizes Page (photo of prize + business name + business link)
	Race Day & Pre-race Day	15-second recorded partner shout-out embedded in race-day playlist
	Social Media & Digital Presence	One social media post featuring the donated prize(s)
	Prize Accompaniment	Opportunity to include a small promo card or sticker with the prize

WHY CHOOSE THE PARTNER RAFFLE?

- Direct exposure to 300 engaged trail runners
- Products placed directly into participants' hands
- Strong digital visibility through web and social media
- Supports a volunteer-run, non-profit trail event
- Product partnerships are limited to ensure meaningful exposure for each partner.

Please reach out to Pam Lansbergen at phoenixtrailraces@gmail.com or fill out [THIS FORM](#) to secure your place as a raffle partner.