



Interior Running Association



Sponsorship Opportunities for 2025



Already
registered!

The Interior Running Association

Who We Are

Since 1983, the Interior Running Association has been involved with the organization of more than 500 running events, attracting more than 50,000 participants from BC and right across Western Canada.

Working with running clubs from Kamloops to Penticton, the Interior Running Association hosts both road and trail races, each with a loyal following of runners. One of the many great things about our races is that they are designed for all kinds of runners, regardless of age or ability. Whether it's a new runner tackling their first 5K, a tiny tot participating in one of our fun runs, or a seasoned runner looking for a new personal record in the 10K, Interior Running Association races always have a common theme – to encourage a healthy lifestyle through fitness, fun and running.

What makes Interior Running Association events stand out?

- A road race series in the spring/summer, followed by a trail race series in the fall.
- 10 road races with more than 1,500 participants and 5 trail races with upwards of 500 participants.
- The number of participants is on the rise and several races saw record attendance in 2024.
- The race series brings lots of volunteers together, throughout the Okanagan Valley, ensuring a memorable experience is had by everyone.
- Our events are sanctioned by BC Athletics. Sanctioned and certified races allow competitive athletes to use their race results for provincial, national and international rankings and records.
- Age group awards at each race, end-of-season race series awards, Male and Female Runner of the Year awards, Heinrich Spiller Award of Courage – and great photos!
- Unbeatable post-race experiences with great food, camaraderie, draw prizes and more!

How do you reach the vibrant in-person and online community of runners?

Through the Interior Running Association!

Fabulous day
out there,
thank you!



Great race,
Lovely day!



What We Do 😊

The Interior Running Association partners with five running groups:

- Desert Valley Running Club
- Kamloops Ridge Runners
- Kelowna Running Club
- Lake Country Multisport Club
- Oliver Parks & Recreation
- Penticton Pounders Running Club

Who We Support

And we support 15 running race directors, each with a team of volunteers to help host their race:

- | | |
|--|--|
| - Winter Carnival 1 Miler, Vernon | - Summerland Sweets Trail 7.4K, Summerland |
| - Starting Block 10K, Vernon | - Penticton Trail 8.2K, Penticton |
| - Bob Trudeau Memorial Spring Runoff 10K, Kamloops | - Reino Run Trail 8.5K, Salmon Arm |
| - Oliver 10K, Oliver | - Kal Park Trail 9.2K, Vernon |
| - Blossom 8 Mile, Penticton | - Larry Nicholas Trail 8.4K, Kelowna |
| - Blackwell Dairy 15K, Kamloops | |
| - Conquer the Lake Half Marathon, Lake Country | |
| - Peachland 5K, Peachland, | |
| - Midsummer 8K, Kelowna | |
| - Fast Days of Summer 5K, Kelowna | |

These races take place from February through November, ranging in distance from 1 mile to half marathon (21.1km).





You can sponsor the Interior Running Association and:

- ▯ Gain exposure to healthy and active members of our community
- ▯ Announce a product or promote a cause
- ▯ Maximize your marketing opportunities
- ▯ Be a good community partner and promote health



Sponsorship opportunities include:

Gold Sponsor: \$3,000 (combination of cash and up to \$1,000 in-kind)

- ❖ Logo on the race bibs
- ❖ Prominent logo placement at the top of our website, pre- and post-race communications including social media and event signage
- ❖ Logo on the Road Series year-end awards for the top 3 male and female finishers
- ❖ Feature article on IRA website
- ❖ Emcee mentions throughout race morning
- ❖ Opportunity to engage with volunteers
- ❖ Five (5) complimentary race entries
- ❖ Option to include marketing material in participant swag bag

Silver Sponsor: \$1,500 (combination of cash and up to \$1,000 in-kind)

- ❖ Prominent logo placement on event website
- ❖ Logo on the race bibs
- ❖ Logo on the Trail Series year-end awards for the top 3 male and female finishers
- ❖ Pre- and post-race communications including social media and event signage
- ❖ Feature article on IRA website
- ❖ Emcee mentions throughout race morning
- ❖ Opportunity to engage with volunteers
- ❖ Three (3) complimentary race entries
- ❖ Option to include marketing material in participant swag bag



Bronze Sponsor: \$1,000

- ❖ Prominent logo placement on event website, pre and post-race communications and event signage
- ❖ Emcee mentions throughout race morning
- ❖ Opportunity to engage with volunteers
- ❖ Two (2) complimentary race entries
- ❖ Option to include marketing material in participant swag bag

Partners: \$500

- ❖ Logo placement on event website, pre- and post-race emails and event signage
- ❖ One (1) complimentary race entry
- ❖ Option to include marketing material in participant swag bag

Do you have something else in mind? Let's talk.

We can offer a variety of assets when your company chooses to sponsor a healthy investment.





Benefits of sponsorship

Sponsorships with the Interior Running Association can lead to increased brand visibility, enhanced reputation, access to a targeted audience, opportunities for direct customer engagement, and association with positive events and causes.

Our reputable events lend credibility to the sponsor's brand and strengthens its positioning in the market and with our attendees. For example, a sports retailer sponsoring a 10k can leverage the event's prestige to convey messages of health, community, and well-being, thereby resonating with participants of all ages.

Company logos emblazoned on race bibs, banners at the finish line and the award ceremonies, event signage and MC recognition all contribute to brand awareness. Sponsors can also leverage social media, partnering with the race organisers to promote the event and their involvement. In short, we know sponsors will have specific business objectives they hope to achieve through a sponsorship agreement. It is our job to understand what these objectives are and how we can best serve them.

We've compiled a comprehensive list of all the things we offer that you as a sponsor may be interested in.

Ready to get started? Reach out to interior.running@gmail.com with interest or questions.

