

# WINNIPEG FIRE PARAMEDIC SERVICE

HALF MARATHON | 10KM | 5KM



## **The Sixth Annual Winnipeg Fire Paramedic Service Half Marathon | 10km | 5km**

**When:** Sunday October 15th, 2017. 8am start time

**Where:** All three distances will start and finish at the Canadian Mennonite University campus located at Shaftesbury and Grant.

All net proceeds raised will go to the Heart & Stroke Foundation. Funds raised through this event will allow the Heart and Stroke Foundation to continue to invest in activities that positively impact the lives of people in our communities

### **2017 Race Highlights**

- ♥ Chip timing on a certified Half Marathon and 10km course
- ♥ Post-race breakfast
- ♥ Indoor bag check
- ♥ Every participant receives a FREE event shirt
- ♥ Every finisher receives a beautifully hand crafted finishers medal
- ♥ Fire Trucks, Ambulances, and entertainment on the course and at start/finish area
- ♥ Age category awards for the runners
- ♥ Prizes for the top fundraising runners
- ♥ Pre-Race Shake-out Run with WFPS Race Committee

## **The Winnipeg Fire Paramedic Service Vision and Mission**

### **Our Vision**

To enhance the quality of life within our City by embracing community interests, needs and concerns for a safe and healthy environment and to protect and save lives.

### **Our Mission**

To serve and safeguard the community by protecting life, property and the environment through prevention, education, medical and fire services and to provide optimum emergency and stable patient pre-hospital care to the citizens of Winnipeg.



## Our Story

In 2012, Jonathan Torchia approached the Heart and Stroke Foundation with an idea – he wanted to create a fundraising event – a half marathon event that could attract a few hundred runners to support the charity and raise awareness. Gathering his WFPS colleagues to form a Race Committee, they set about planning their small event. Community response to this new event was overwhelming – all initial 500 spots sold out in two months, causing the committee to open up additional race spots and selling out a second time with 1,500 runners.

Fast forward to 2016, the event hosts 3,200 runners, 500 volunteers and has raised \$250,000 on support of the Heart and Stroke Foundation! The Race Committee is 20 volunteers strong who bring amazing energy and enthusiasm to the event planning process.

As the Race Committee looks to the future they hope to continue to raise funds for the Heart and Stroke Foundation and seek out new ways to support the community all the while focused on maintaining a runner-centric event!

## WFPS Half Marathon, 10k and 5k Event Statistics

The WFPS Half Marathon, 10K and 5K offers sponsors and supporters excellent brand exposure to up to 3,000 runners, 500 volunteers and thousands of spectators while aligning themselves with a reputable charity and the WFPS.

**2012** – 1,650 participants

**2013** – 2,200 participants

**2014** – 2,400 participants

**2015** – 2,900 participants

**2016** – 3,200 participants

### 2016 Participant Breakdown

Age category	Male	Female
Under 18	73	91
18-24	78	164
25-29	132	283
30-34	149	347
35-39	162	392
40-44	169	321
45-49	121	225
50-54	94	141
55-59	81	72
60-64	41	38
65-69	19	19
70-74	8	4
75+	4	1

## SUPPORTER LEVELS & BENEFITS

We are committed to providing corporate sponsors with effective tools to promote their affiliation with The Winnipeg Fire Paramedic Service and WFPS Race. Below is a list of different support levels and their benefits.

BENEFITS	\$2,500	\$1,500	\$1,000	Under \$1,000?
<b>Marketing &amp; Visibility</b>				
Special mentions on the WFPS Race Facebook at twitter social media (minimum four) recognizing sponsorship and providing mentions linking followers back to you on Facebook and Twitter	✓	✓		Check out our Sponsor a Mile Program
The opportunity to provide an electronic ad/coupon/or promotion for the Electronic Race Kit (e-materials provided by sponsor must be sent to designer by September 30, 2017)	✓	✓		
Logo recognition on the WFPS Half Marathon event website (sponsor page)	✓	✓	✓	
Logo recognition and link on the WFPS Race 2017 iPhone app	✓	✓	✓	
Logo recognition on the WFPS Half Marathon Participant Guide (sent to all participants)	✓	✓	✓	
<b>On-Site Event Visibility</b>				
Logo recognition on all event signage (created by WFPS Race Committee )	✓	✓	✓	
Opportunity for your Staff to host a water station on the event route (minimum 10 volunteers required) or volunteer at event	✓			
Opportunity to provide a banner or sign to be displayed at the event on race day (to be delivered to committee by October 14, 2017) at the Start/Finish Line	✓			

### CONTACT

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