

WINNIPEG FIRE PARAMEDIC SERVICE

HALF MARATHON | 10KM | 5KM



The Seventh Annual Winnipeg Fire Paramedic Service Half Marathon | 10km | 5km

When: Sunday October 14th, 2018

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

All net proceeds, after expenses, are donated 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

2018 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, course entertainment 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

WFPS Run Vision and Mission

Mission:

WFPS RUN is dedicated to creating a memorable event from start to finish. We deliver an experience that ignites and engages the community bringing all levels and abilities together for both runners and volunteers. We engage with our community to identify ways WFPS RUN can give back through supporting local non-profits and charities.

Vision:

Through our dedication to inclusiveness, commitment to our community and drive for innovation, WFPS RUN is Manitoba's premiere running event!

Values:

We value respect, integrity, honesty, hard work, and passion.

Our Story

In 2012, Jonathan Torchia had an idea – he wanted to create a fundraising event – a half marathon event that could attract a few hundred runners to support a local charity and raise awareness. Gathering his WFPS colleagues to form a Race Committee, they set about planning their small event and selected the Heart and Stroke Foundation as their charity of choice. 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 1,600 runners.

Fast forward to 2018, the event hosts 3,200 runners, 500 volunteers and has raised over \$300,000 in support of the Heart and Stroke Foundation! The Race Committee is a board of 24 volunteers, 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 – 3,216 participants

2017 – 3,250 participants

2017 Participant Breakdown

Age category	Male	Female
Under 18	89	84
18-24	7	14
25-29	45	138
30-34	115	301
35-39	149	326
40-44	178	382
45-49	192	289
50-54	124	231
55-59	91	138
60-64	86	75
65-69	54	47
70-74	7	9
75+	7	2

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?	
Marketing & Visibility					
Special mentions on the WFPS Race Facebook at twitter social media 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, 2018)	✓	✓			
Logo recognition on the WFPS Half Marathon event website (sponsor page)	✓	✓	✓		
Logo recognition and link on the WFPS Race 2018 iPhone app	✓	✓	✓		
Logo recognition on the WFPS Half Marathon Participant Guide (sent to all participants)	✓	✓	✓		
On-Site Event Visibility					
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 13, 2018) at the Start/Finish Line	✓				

CONTACT

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