

KRRA Sponsorship Framework

Aims

The Kingston Road Runners Association (“KRRA”) seeks sponsorship opportunities to increase its cash available for funding necessary club operating costs, offset specific race costs and/or increase the value of the running experience for club members and race participants.

The KRRA in recognition of sponsorship contributions offers a value-added proposition for sponsors that is professional, consistent, and transparent across all of its events and activities.

Fundamental Assumptions and Principles

In order to consider a KRRA sponsorship framework it is important to have a common understanding of some fundamental assumptions and principles.

- a. The KRRA is a non-profit association that is established to encourage, foster, assist, support, and promote middle and long distance running as a competitive and recreational sport, and as an activity which facilitates fitness and health. This includes conducting specific community running events.
- b. KRRA owns all of its branded and historic running events and has a responsibility to ensure that they are run in a professional safe, fair, and consistent manner. The races are part of the KRRA brand. Race Directors are volunteers who have some autonomy in regards to specific race operations but always within the purview, guidance and oversight of the KRRA Board of Directors.
- c. Club and race activities are primarily supported by volunteers who receive no financial remuneration for their work. However, there will be occasions when supporting activities go beyond the expectations of unremunerated volunteer work and should be acknowledged through financial compensation or sponsorship arrangements. For example, KRRA’s new timing service requires time and expertise beyond that expected of a “volunteer” and therefore a decision was made to provide a specified honorarium for that service. Race directors have latitude to explore required support to run their races but must discuss and seek endorsement from the KRRA board before services that are normally provided by volunteers is “contracted out”. It is important that there is fairness, consistency and transparency amongst our events. This ensures that we don’t disrupt our important volunteer base and that we are consistent with compensation arrangements.
- d. All KRRA revenue generated should be directly allocated and used for the benefit of its members and to support general and specific operating costs (including events, equipment, services, and associated relevant expenses).
- e. KRRA revenue goals must balance the requirement to offer and support quality community running events but always with the understanding that it is about value for money for its members and local runners. This tenet must always be considered when determining fees and costs that are primarily borne by our members and race participants. This includes the amount of charitable donations made by individual races after all expenses are paid out.
- f. KRRA generates revenue primarily through the following streams: KRRA membership fees, race registrations and sponsorship arrangements.
- g. Sponsorship is a valued KRRA revenue stream but there is no expectation that each race must solicit and obtain sponsorship.
- h. KRRA race events will range from no frills events up to and including marquee events with more services and merchandise to highlight the race experience.

- i. KRRR sponsors deserve value for their sponsorship and that value should be consistent, fair, and transparent across all KRRR events. The value of their sponsorship across races and amongst other sponsors needs to be consistent so that they feel they are getting fair value.
- j. Kingston is a relatively small community and we must be cognizant of the fact that the traditional sponsors of KRRR activities and events deserve to have coordinated, consistent and fair requests from the KRRR and its Race Directors. We should be cautious about multiple and uncoordinated requests to the same sponsor, and offering different sponsorship values for different races (excluding LRW weekend). Therefore, each Race Director should keep a careful inventory of race sponsors and what was provided, share that information with the Board and other Race Directors so that we can coordinate and ensure requests for support are balanced, fair, consistent and transparent.

Forms of Sponsorship

There are a number of ways that sponsors can support a KRRR event(s). These include (but are not limited to):

- a. Cash donations that can be directly used to support the race. These include the following:
 - i. Offset race costs (i.e. race venue rental, timing services, etc ...)
 - ii. Purchase consumables to enhance race experience (i.e. pre/during/post race drinks and food).
 - iii. Purchase consumables to provide in race “gift” bags.
 - iv. Purchase overall, age-group or draw prizes.
- b. Consumables or products that can be used to:
 - i. Enhance race experience (i.e. pre/during/post race drinks and food).
 - ii. Be included in race “gift” bags.
 - iii. Be offered as overall, age-group or draw prizes.
- c. Time and services that directly support the KRRR or race. These could include items such as consulting, photography, graphic design, marketing, etc ... These activities should directly reduce or replace costs associated with race activities and/or add to the value experience of the race participants. It is important that a fair market value be assigned to these “forms of sponsorship” so that they can be considered fairly against those who donate money or product. This will be discussed in more detail in following sections.

Marketing Opportunities offered to Sponsors

The following are potential marketing opportunities that could be offered to sponsors depending on their sponsorship contributions. The KRRR value is in our brand in that we support fitness, running, community, and offer access to a wide and valuable demographic in the Kingston and surrounding area. Specific items that the KRRR and Race Directors can offer to sponsors depending on the sponsorship contribution includes (but is not limited to):

- a. logo placement: back of race shirts, printed posters, KRRR website event pages, online promo banner/graphics
- b. REPEATED social media mention [Facebook, Instagram]: Facebook page event, repeated promo posts
- c. Mentioned and acknowledged on race correspondence including acknowledgement at events.

- d. Circulation of all promotional material via social media network of any sponsor who is contributing in-kind social media marketing**
- e. Access to race audience on race day to provide giveaways at or prior to each event

Suggested Draft Policy framework regarding KRRR Sponsorship Contributions of Materials and Goods, and Services and In-Kind Contributions (In Lieu of Cash)

Contributions of Materials and Goods

- a. Value assigned to materials/goods will be fair market value.
- b. Additional value (x 2.0) may be attributed to in-kind contributions on the following basis, at the discretion of the KRRR board based on recommendation by the Race Director, based on whether proposed market value is greater or lesser value to the equivalent cash of the service provided. Examples could include (but not limited to):
 - Utility of the in-kind contribution to the necessary race operation -(i.e. race venue, timing, marketing, (etc....)).
 - Whether the goods or services add a particular value to the overall experience that is expected to significantly increase participation, and return participants (custom medals, bibs, graphic design, photography, video, etc ...)
- c. A downward operational cost adjustment may be attributed to in-kind contributions, determined by the marketing coordinator, race director, and/or Board, where appropriate, on the following basis:
 - The in-kind contribution is not closely associated with the race operational needs and has significant mark up to the cost of the sponsor (the end value assigned never to go below the cost of the material/good to donor).
 - The in-kind contribution results in a liability to the race (to the amount of the liability) (i.e. the cost of a liquor license, permits for performances, increased insurance etc.)

Contributions of Time

- a. Time contributions for services that an individual regularly provides professionally (and has a regular hourly rate for professional services) are to be considered at fair market value.
- b. For services not regularly provided by an individual in a professional capacity, the presumption will be that the value assigned will be at minimum wage. In exceptional circumstances, the sponsor can make submissions to sponsorship coordinator/race director for potential consideration of time at a higher rate. This should be discussed with the KRRR Board before proceeding.
- c. For Board members, it is recognized that the governing documents stipulate that time carrying out duties as KRRR Board members is supposed to be on a strictly volunteer basis. Although not specified Board positions, the role of Race Director should be considered a position assigned to Member-at-Large Board members in the scope of their volunteer efforts expected in that role. With that in mind, Board members may still have their time associated with certain work not

related to the responsibilities of the specific Board position roles or usual race director duties, considered towards sponsorship tiers.

[Examples: a Board member who is holding the Board position of Race Director for a particular race would not be compensated for the hours they spend doing race director duties for that race; Board members holding position such as treasurer cannot count hours relating to handling depositing money and preparation of financial statements; if a Board member were to spend considerable time on activity that is not included in the defined Board duties, or not a role given to a volunteer basis as a Member-at-Large Board member, this time could be considered.]

- d. Race Directors and Board members must communicate and seek endorsement from the board when they make arrangements to provide support beyond normal volunteer expectations and where should activity should be considered for direct financial remuneration or considered as Services in Kind Contributions. This is essential to ensure fairness, transparency and consistency for the KRRR, Race Directors and those that provide valued services to the club to conduct its activities and races.

Referral Sponsorship Considerations

There will be occasions when Sponsors may be directly or indirectly responsible for bringing additional race sponsorship opportunities to the KRRR or its races. These referral activities should be considered as an in-kind contribution.

- a. Where Sponsor A is making a cash or in-kind sponsorship as a result of the goodwill/relationship with Sponsor B who is also seeking consideration of in-kind contributions:
 - Sponsor A's in-kind contribution will be calculated as per the usual policy, set out further below.
 - Sponsor B will be ascribed a referral credit the equivalent of 10%-15% of Sponsor A's contribution, depending on how closely Sponsor B's relationship/goodwill resulted in Sponsor A's contribution. Referral credit percentage to be determined by the sponsorship coordinator, or race director and endorsed by the KRRR board.

SPONSORSHIP TIERS

The following table provides a Sponsorship Framework based on various tiers. It considers all KRRR races but was initially developed for the LRW which is the KRRR Marquee events.

Sponsorship Level	Potential Sponsorship benefits	LRW	Other KRRR Races	Notes
				All higher sponsorship levels will consider and include the benefits provided in the lower levels.
DIAMOND SPONSOR	<ul style="list-style-type: none"> • Only one spot offered • Include name of organization in title of Race Weekend 	\$5,000 + *	N/A	
PLATINUM	<p>The following could be offered if available and cost effective (TBD):</p> <ul style="list-style-type: none"> • Kit insertions or item handout at ALL LRW events • graphic banners for KRRR website, design included for Two events • Branding on backs of distance A-frame signs (sponsor responsible for print costs). • Aerial drone video, logo branding intro super 	\$2,500 - \$4,999	N/A	Note: LRW is composed of 4 events but not all are considered equal. The 1/2M and 5K are Marquee events with the 10K and Kids 2K being complimentary events.

	<ul style="list-style-type: none"> • Event logo branding on individual photos for entire digital album • Race entries of your choice of event (shirt/medal/socks included) up to four events • Option to be entered into a corporate competition (i.e. corporate team category so businesses can compete against each other) • Verbal / microphone mention at all events • Option to be present and identified when prize cheques distributed, for photo opp • Option to give 1 minute summary of business before awards 			
GOLD LEVEL	<p>The following could be offered if available and cost effective (TBD):</p> <ul style="list-style-type: none"> • ONE live and in-person presence at choice of event (booth, kiosk, tent, vehicle- water stop • TWO event logo branding on individual photos for entire album • ONE aerial drone video, logo branding intro super • THREE race entries of your choice of event 	\$1,500 to \$2,499	N/A	

	<p>(shirt/medal/socks included)</p> <ul style="list-style-type: none"> • Logo printing on race bibs (when branded bibs are available ie: Limestone Race Weekend). • logo on Limestone Race Weekend medal lanyard ribbons 			
SILVER LEVEL	<ul style="list-style-type: none"> • ONE graphic banner on KRRA website • TWO race entries of your choice of event (shirt/medal/socks included) • Mention & presence at AGM 	\$750 to \$1,499	\$150-\$500	KRRA Board to be briefed and provide endorsement.
BRONZE LEVEL	<ul style="list-style-type: none"> • ALL logo placement: back of tech shirt (if part of race package), printed poster (if developed), KRRA website event page, online promo banner/graphics. • REPEATED social media mention [Facebook, Twitter, Instagram] (hotlink): Facebook page event, repeated promo posts • Mention on all email correspondence 	\$500 to \$749.99	\$149.99 and above	KRRA Board to be briefed and provide endorsement.
Starting Level	<ul style="list-style-type: none"> • Company and logo (if provided) listed on KRRA 	\$0 to \$500	\$0 to \$149.99	We should be restricting T Shirt

	<p>race event website page under contributing sponsors.</p> <ul style="list-style-type: none"> • Circulation of all promotional material via social media network of any sponsor who is contributing in-kind social media marketing** • Access to provide giveaways at or prior to each event • Company mentioned and acknowledged at race event awards. • Company and logo (if provided) displayed as sticker if available on generic KRRR race bibs. 			<p>logos to companies providing over \$150 of cash or \$250 material or services in Lieu.</p>
--	--	--	--	---

The Kingston Road Runners Association (“KRRR”) is aiming to increase its cash available for necessary operating costs, and to maintain a higher level of consistency for sponsors who have contributed significant cash. Accordingly, in-kind contributions will only be counted towards the Bronze, Silver and Gold tiers.

**Note – a good example of this is the support provided to most of the KRRR races by 365KINGSTON. Specifically, At the 2025 Resolution Run, 365KINGSTON took race photos of all participant’s, edited those photos, uploaded them to their company website (using their storage space) and made them free for download to all race participants. This goes beyond just a volunteer expectation and should be considered as a sponsorship Contribution in Kind and be assigned a value and accorded sponsorship benefits. This benefit included distributing photos with the company watermark and at times through the company’s social media. This relationship provides a valued product to the Resolution Run participants while providing the company with deserved promotional exposure. The company’s contribution easily exceeded the value to have their logo on the race t-shirt and to be recognized through social media and during the race awards/acknowledgements.

It must be recognized that many of the Board members have outside businesses and have offered expertise, services or products that go beyond their volunteer positions as KRRR Board members or Race Directors. It is important that the KRRR Board and Race Directors are more cognizant of these arrangements and contributions and formalize them through documentation (Memorandum of Understanding, or other recorded written

communications). By doing this we will ensure better communication, transparency, and acknowledgment for all of those that contribute to the success of KRRA events.