



### **Mississauga Marathon Event Overview**

The weekend of May 9-10, 2009 marked the sixth anniversary of the Mississauga Marathon. The event attracted over 11,000 participants plus another 40,000 including family, friends and spectators to the City of Mississauga, making this event one of the largest of its kind in the country.

The seventh annual Mississauga Marathon race weekend to be held May 14-16, 2010, will encompass a variety of events on Friday, Saturday and Sunday. These events include the Canon Marathon, Half Marathon, 10K, "The Hazel" 5K, Corporate Relay Challenge, 10K Student Relay and the 2K Family Fun Run/Walk. In addition, participants will be treated to a two-day Runners Expo and a Saturday night Pasta Dinner as part of the weekend festivities.

Demographics of 2009 Participants:

- 25% Mississauga Residents
- 95% are within 80KM of Mississauga
- 18 Countries represented (Canada, USA, Kenya, Bermuda, Cambodia, England, Hong Kong, Ireland, Mexico, South Africa, Sweden, Poland, South Korea, France, Germany, United Arab Emirates, Venezuela, Jamaica)
- 20 U.S. States

The economic impact & promotional value would far exceed the normal business flow over this timeframe.

### **Proposal for 2010 Mississauga Marathon Port Credit Finish Line**

The current Lakefront Promenade Park finish line is located 4 km outside of the downtown Port Credit core and offers runners and spectators little opportunity to experience Mississauga, especially Port Credit. A Port Credit finish line would introduce over 30,000 projected runners, family and many more spectators to area shopping and local restaurants.

Moving the finish to Port Credit would have a positive economic benefit and present an opportunity to showcase and promote the Port Credit community and its businesses.

In order to fully solidify the partnership, we propose the following benefits to the Port Credit BIA:

- No Business Interruption on Both Race Days:
  - o The Waterfront Trail would be utilized for the route through the lakefront area in Port Credit. Runners would only be on the road on Front St. South as they head towards the finish line. Lakeshore traffic will not be directly affected on Saturday. On Sunday, the southern portion of the eastbound lanes in Port Credit



from Mississauga Rd to Enola Ave. would be utilized by runners between 8:15 AM and 12:30 PM. Traffic will still be capable of moving in the westbound lanes during this time.

- Promotion of Port Credit 175<sup>th</sup> Anniversary Events:
  - o Including Anniversary Events in Mississauga Marathon newsletter blasts. Additionally, we could be an active participant in all Events leading up to the Marathon in order to enhance the partnership and further drive participants to both events.
- Finish Line in Port Credit Party:
  - o A Port Credit finish line would include an awards presentation and live music in J.C. Saddington Park. The 30,000 + could enjoy the area while shopping and eating at the local restaurants.
- Advertising Campaign:
  - o The opportunity for Port Credit to capitalize on the extensive media/promotional campaign that the Mississauga Marathon has developed over the years. Exposure for Port Credit could include, BIA logo on brochures, posters, magazine ads, newspaper ads, on marathon website, in cross promotional ads with other sponsors, the Port Credit lighthouse on our printed materials, and other promotional material.
- Public Address Announcements:
  - o Numerous mentions over loudspeaker on-site at race events.
- Booth Space:
  - o The opportunity to set up a booth at the runner's expo where the focus could be to promote the community of Port Credit.
- Race Kit Sampling:
  - o The opportunity to insert literature promoting Port Credit, including its businesses and events, in the participant race kits.
- Mississauga Marathon Expo in Port Credit when Port Credit Arena renovation complete:
  - o Over 30,000 people attend over 2 days and all these people would "pour" into Port Credit before & after.
- Promoting Port Credit at other Marathon Expos:
  - o Niagara Falls International Marathon, Goodlife Fitness Toronto Marathon, Around the Bay Road Race & others.