



Saturday, June 7, 2025
Partnership Opportunities

in support of



**Become part of
something great!**



***Over 35 years of helping the community.
More than \$1 million raised for local charities.***

“We are so proud of all that the MiJ has accomplished in 35 years. The race started with just 50 runners and now averages 1,200 participants, thousands of spectators, 150 volunteers, four race options and a party for all involved. Supporting the Children’s Aid Foundation of Halton, the Moon in June is one of the longest running, 100% charitable runs in Halton.

Become part of something GREAT! Sponsor, donate, volunteer or participate and help make a difference to kids in our community.”

Greg Pace of PACEperformance – MiJ Organizer

WHY GET INVOLVED?

The Moon in June Road Race (MiJ) is one of the most anticipated races in Halton each year. Since 1990, thousands of participants have been entertained, challenged and motivated to embrace a lifestyle of both fitness and generosity. This family friendly event is one of the longest standing, truly charitable running events in Halton and together, we have donated over one million dollars to local charities. Now, that’s something to be proud of!

The Children’s Aid Foundation of Halton (CAFH) is a charity dedicated to helping children, youth, and families who are receiving services from the Halton Children’s Aid Society (Halton CAS). CAFH works to provide support, resources, and advocacy for those who have experienced abuse, neglect, loss, unstable housing or other difficult circumstances. All proceed raised by Moon in June go directly to CAFH to support their programs.

With the help of our amazing volunteers, organizers and supporters, the Moon in June continues to grow and evolve every year. There are two goals at the heart of everything we do:

1. To provide an exciting, innovative running event that offers something for every age and fitness level. Moon in June is always family friendly, fun and unique.
2. To ensure that we make a difference to children and youth in the community!



MiJ Highlights

- Date: **Saturday, June 7, 2025** • Time: 4:00 pm - 10:30 pm.
- The race brings thousands of spectators to downtown Burlington. There is a real sense of community and it is a fun night for everyone.
- Over 1,200 runners and walkers enter the race each year.
- This is a family-friendly event that offers something for everyone!
- 1 km Meredith's Fun Run - age related waves to assure safety and fun.
- Gordon's Grand K - 1 km walk for mature adults.
- 5 km walk/run and 10 km run through scenic downtown Burlington under the light of the moon.
- Safety is paramount at the MiJ - roads are closed and patrolled, and participants are provided the necessary support on route.
- All participants will enjoy complimentary food, drinks, and adults are welcome to enjoy our beer garden.
- Free Kidsfest - a carnival-like event complete with bouncy castle, face painting, games and super hero visitors.
- Our Sports Expo is always popular with participants and gives sponsors the opportunity to promote their products and services.
- The awards ceremony and after-party are held at the end of the races in Burlington's Town Square.
- Music and entertainment are staples of the event. The after-party continues until 11:30 pm.



Your sponsorship will help support children, youth, and families in the community.

Our Moon in June Sponsorship Team believes in developing tailored partnership opportunities that are a "win" for both your company and the Children's Aid Foundation of Halton's young clients. Please review the attached sponsorship package and contact us to get involved.



The Children's Aid Foundation of Halton (CAFH) is the only charity in the Region of Halton whose sole purpose is to provide support, relief and opportunities for children, youth and families involved in the child welfare system, the only one!

As the charitable arm of the Halton Children's Aid Society (Halton CAS), CAFH works to provide resources and advocacy for those who have experienced abuse, neglect, loss, unstable housing or other difficult circumstances. Committed to making a positive impact on the lives of those who need it most, CAFH offers opportunities for healing, growth, education and the chance to create happy childhood memories.

The programs supported by CAFH are additional to the basic protection work funded by the provincial government. Programs have been developed to enhance the work of Halton CAS by having a direct impact on the lives of those in need. However, these programs are not, or are not completely funded, by the government; therefore, donations from the community are relied upon to sustain the vital, additional resources provided.

Thank you for believing in the work we do!

Investing in Brighter Futures

1445 Norjohn Court, Unit 1 | Burlington | ON | L7L 0E6
905-333-4441 | www.cafh.ca
Charitable #134922475RR0001



Partnership Details

The Moon in June Road Race is a community based event that provides sponsorship and marketing opportunities tailored to the needs of your company. Our experienced and professional fundraising and marketing team is dedicated to working with all corporate partners to meet your marketing objectives.

The MiJ Road Race enables your company to be affiliated with the Children's Aid Foundation of Halton. Gain exposure, announce a product, maximize your marketing and show your community support and involvement. We invite you to Be Part of Something GREAT!

Please feel free to contact: Greg Pace, PACEPerformance at Greg@paceperformance.ca | 905.467.1301

Expected Participants: 1,500 plus | Social Media & Mailing List Reach: over 5,000 | Volunteers: over 150

Dedicated website: www.mooninjune.ca

Dedicated Social Media:

facebook.com/mooninjuneburlington/ ▪ instagram.com/mooninjune10k/

All event sponsors are offered the following:

- Recognition on race material, t-shirts, MiJ/CAF website and social media and media coverage.
- The opportunity to provide banners/signs throughout the race course.
- Signs on the Start/Finish line included at all levels.
- Recognition on over 5,000 distributed MiJ registration forms.
- Recognition on MiJ posters displayed throughout Halton and Hamilton reaching over 25,000.
- Inclusion of company information or SWAG in runners race kits.
- The opportunity to have a corporate booth at the MiJ Sports Expo. *Sponsors \$500 plus.
- Engage employees in team fundraising/participation/volunteering.
- Mass email mention(s) to runners and volunteers (over 5,000 contacts).



“The Moon in June was the first race I ever ran. That was 11 year’s ago. Me and my family come back every year and the race just gets better and better!” ~ John K., MiJ Enthusiast



Partnership Opportunities

TITLE SPONSOR - EXCLUSIVE (1 AVAILABLE)

\$15,000 FOR 1 YEAR ▪ \$28,000 FOR 2 YEARS ▪ \$40,000 FOR 3 YEARS

Benefits and Opportunities

- Company name and logo featured with top-billing, **"Your Company" Moon in June Road Race** on all race collateral including all printed material, t-shirts, website, signage, media and social media.
- Opportunity to speak before the race starts or at the awards ceremony.
- Opportunity to be an official race starter.
- Company name featured as Title Sponsor on all editorial, media and social media references.
- Complimentary company booth in the evening Sports Expo.
- Opportunity for your company to provide banners throughout the course.
- Opportunity to provide the race kit bags with your company name and logo.
- Opportunity for branded items in the participants race kits.
- 10 complimentary entries to the race.



PRESENTING SPONSOR (2 AVAILABLE)

\$10,000 FOR 1 YEAR ▪ \$18,000 FOR 2 YEARS ▪ \$25,000 FOR 3 YEARS

Benefits and Opportunities

- **"Your Company" below Moon in June Road Race** on all race collateral including all printed material, t-shirts, website, signage and social media.
- Company name featured as Presenting Sponsor on all editorial, media and social media references.
- Company name and logo featured prominently at Start/Finish line.
- Complimentary company booth in the evening Sports Expo.
- Opportunity for branded items in race kit bags with your company name and logo.
- 8 complimentary entries to the race.

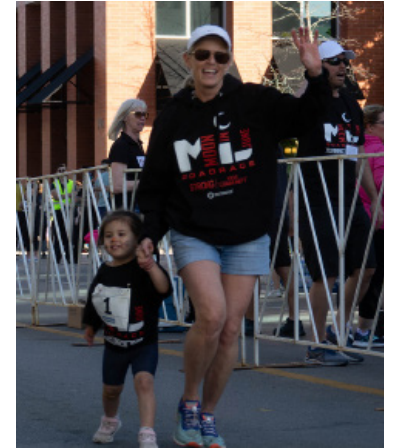


KIDSFEST TITLE SPONSOR:

\$7,000 FOR 1 YEAR ▪ \$13,000 FOR 2 YEARS ▪ \$18,000 FOR 3 YEARS

Benefits and Opportunities

- Company name and logo prominently featured on all race collateral including all printed material, t-shirts, website, signage, media and social media.
- Brand the KidsFest area with signage, displays, activities and products.
- Company banner on the huge KidsFest gateway entrance.
- Your logo will be front and center on the kids t-shirts and race bibs.
- Opportunity to have a company booth in the KidsFest area.
- Opportunity for company banners throughout the course.
- Option to provide the kids race kit bags with your company name and logo.
- Opportunity to put promotional material, samples and SWAG in the kids race kits.
- 8 complimentary entries to the race or 10 Meredith's Run entries.



MEREDITH'S RUN SPONSOR

\$4,000 FOR 1 YEAR ▪ \$6,500 FOR 2 YEARS ▪ \$9,000 FOR 3 YEARS

Benefits and Opportunities

- Company name and logo featured on all race collateral including all printed material, t-shirts, website, signage, media and social media.
- Brand the Meredith Run Banners.
- Company name and logo on the kid's t-shirts.
- Opportunity to have a company booth in the KidsFest area.
- Option for branded items in the race kit bags with your company name and logo.
- Opportunity to put promotional material, samples and SWAG in the kids race kits.
- 8 complimentary entries to the race or 10 Meredith's Run entries.

"We attended our first Moon in June in 2023. WOW! What a well organized and fun event for the whole family. We can't wait until next year!!"

-Cathy, Proud Mil Mom



REGISTRATION SPONSOR

\$5,000 FOR 1 YEAR ▪ \$9,000 FOR 2 YEARS ▪ \$12,000 FOR 3 YEARS

Benefits and Opportunities

- Company name and logo at registration.
- Brand registration on both kit pick-up Friday, June 2 and race day.
- Opportunity for your company to provide registration volunteers on race night.
- 6 complimentary entries to the race.

AWARDS & AFTER PARTY SPONSOR (1 AVAILABLE)

\$4,000 FOR 1 YEAR ▪ \$6,500 FOR 2 YEARS ▪ \$9,000 FOR 3 YEARS

Benefits and Opportunities

- Brand the City Hall Courtyard, beer garden and food area.
- Opportunity for a booth in the Sports Expo.
- Opportunity to provide awards of your product/service to winners and to present the awards.
- 6 complimentary entries to the race.

BIB SPONSOR (2 AVAILABLE)

\$2,500 FOR 1 YEAR ▪ \$4,000 FOR 2 YEARS ▪ \$6,000 FOR 3 YEARS

Benefits and Opportunities

- Company name and logo all on race bibs.
- 6 complimentary entries to the race.



WATER STOP SPONSOR (2 AVAILABLE)

\$2,000

Benefits and Opportunities

- Company name and logo at a designated water stop.
- Brand your designated water stop.
- Opportunity for team building for your company by manning the water stop.
- 6 complimentary entries to the race.



GORDON'S GRAND K SPONSOR (2 AVAILABLE)

\$2,000

Benefits and Opportunities

- Company name and logo at a designated water stop.
- Brand your designated water stop.
- 6 complimentary entries to the race.

KILOMETER SPONSOR (4 AVAILABLE)

\$850

Benefits and Opportunities

- Your sign as a Kilometer marker.
- Opportunity to have volunteers within your Kilometer with company signs.
- 4 complimentary entries to the race.

"I have been involved with this great event since I was 80. In 2023 my entire family walked with me in Gordon's Grand K - 4 generations supporting this amazing event and Radius!. I plan on walking the Mij in 2025 when I will be 100 years young!"

- Gordon Schottlander, Race Supporter

MIJ SPORTS EXPO

\$300

- Promote your company/generate leads.
- Talk to potential customers.
- Handout promotional material.

CORPORATE TEAMS

Team building and show your local support!
Contact Greg Pace for more information.

