

Vendor Expo Information Page

Bronte Harbour Classic 5K - Vendor Opportunity

Purpose: One-page information document to share with potential vendors, summarizing the event, opportunity, and application process.

Format Options:

- Web page (HTML)
- PDF document (for email attachments)
- One-page flyer (for print/display)

Page Content Structure

Header Section

Title: "Join Us at the Bronte Harbour Classic 5K Vendor Expo"

Subtitle: "Connect with 500-1000+ Active Families on Father's Day 2026"

Event Details Box:

- **Date:** Sunday, June 21, 2026 (Father's Day)
- **Time:** 8:00 AM - 3:00 PM (vendor setup from 7:00 AM)
- **Location:** Bronte Harbour Park, Oakville, ON
- **Expected Attendance:** 500-1000+ participants and spectators
- **Event Type:** 5K Race + Kids 1K Fun Run + All-Day Festival

The Opportunity Section

Headline: "Why Be a Vendor at the Bronte Harbour Classic?"

Key Benefits (Bullet Points):

- **High-Quality Foot Traffic:** 500-1000+ participants plus family members and spectators
- **Targeted Audience:** Active, health-conscious families with disposable income
- **Prime Location:** Beautiful waterfront park setting in affluent Oakville community
- **Full-Day Exposure:** 8:00 AM - 3:00 PM presence (7+ hours of visibility)
- **Community Connection:** Support local event, build brand awareness in Halton Region
- **Affordable Investment:** Only \$250 for 10' x 10' booth space
- **Marketing Support:** Featured on event website, social media, race day program
- **Family-Friendly Environment:** Perfect for businesses targeting families and active lifestyles

Visual Elements (if web/PDF):

- Event photos or graphics
- Map showing Bronte Harbour Park location
- Logo/branding of event

What's Included Section

Headline: "Your \$250 Investment Includes:"

Included Benefits:

- ■ **10' x 10' Booth Space** in designated expo area
- ■ **Full-Day Access** (8:00 AM - 3:00 PM)
- ■ **Event Promotion** on website and social media
- ■ **Race Day Program Listing** (business name and category)
- ■ **High Foot Traffic** from participants and spectators
- ■ **Beautiful Waterfront Setting** in Bronte Harbour Park
- ■ **Vendor Support** from event volunteers
- ■ **Community Partnership** with local race event

What You Provide:

- Your own 10' x 10' tent/canopy (required)
- Tables, chairs, and displays
- Product inventory for sale/display
- Business insurance (proof required)
- Payment processing (cash, card readers, etc.)

Optional Add-Ons (if available):

- Electrical access (additional fee)
- Premium booth location (additional fee)
- Larger booth space 10' x 20' (additional fee)

Event Overview Section

Headline: "About the Bronte Harbour Classic 5K"

Event Description:

The Bronte Harbour Classic is Oakville's premier community running event, combining a professionally-timed 5K race with a Kids 1K Fun Run and an all-day family festival. This inaugural event on Father's Day 2026 brings together runners, families, and the local community for a celebration of health, fitness, and community spirit.

Event Components:

- **5K Race:** Professionally chip-timed race for all ages and abilities
- **Kids 1K Fun Run:** Non-competitive run for children
- **Vendor Expo:** Your opportunity to connect with participants
- **Family Festival:** Live music, food, activities, and entertainment
- **Awards Ceremony:** Recognition for race participants
- **Community Impact:** Supporting local charities and causes

Target Audience:

- Active individuals and families
- Health and fitness enthusiasts
- Local community members
- Participants aged 5-75+
- Affluent Oakville/Halton Region residents

Ideal Vendor Categories Section

Headline: "We're Looking For:"

Priority Categories:

- **Health, Fitness & Running:** Running stores, athletic gear, fitness equipment, sports nutrition
- **Local Food & Beverage:** Restaurants, food trucks, artisan food, local breweries
- **Family Services:** Kids activities, family entertainment, educational services
- **Wellness & Lifestyle:** Massage therapy, skincare, natural health products
- **Local Retail:** Boutiques, specialty shops, artisan crafts, gifts
- **Community Organizations:** Charities, non-profits, community groups

Brand Fit:

We prioritize vendors whose products and services align with our family-friendly, community-focused, active lifestyle values. All vendors must maintain a professional, respectful presence appropriate for families with children.

Application Process Section

Headline: "How to Apply"

Simple 3-Step Process:

Step 1: Apply Online

- Complete our quick online application form
- Provide business information, category, booth setup details
- Upload insurance certificate (if applicable)
- [Application Form Link]

Step 2: Review & Approval

- Our team reviews your application (5-7 business days)
- We assess brand fit, category balance, and event alignment
- You'll receive notification of approval status

Step 3: Confirm & Pay

- If approved, you'll receive payment instructions
- Secure payment of \$250 confirms your booth
- You'll receive booth assignment and event details

Timeline:

- **Applications Open:** [Date]
- **Early Bird Deadline:** [Date] (if applicable)
- **Final Deadline:** [Date] (or until sold out)
- **Payment Deadline:** 14 days from approval

Pricing & Payment Section

Headline: "Simple, Transparent Pricing"

Booth Fee: \$250 per 10' x 10' space

What This Includes:

- All benefits listed above
- No hidden fees
- Transparent pricing

Payment Methods:

- Credit card (online)
- E-transfer
- Cheque (if received by deadline)

Payment Timeline:

- Payment due within 14 days of approval
- Booth confirmed upon payment receipt
- Refund policy: [Specify if applicable]

Logistics & Requirements Section

Headline: "Event Day Logistics"

Setup Information:

- **Setup Time:** 7:00 AM - 8:00 AM (before event starts)
- **Event Hours:** 8:00 AM - 3:00 PM
- **Teardown:** After 3:00 PM (complete by 4:00 PM)
- **Parking:** Vendor parking area provided (details in confirmation package)
- **Load-In:** Direct access to expo area for setup

Requirements:

- **Tent/Canopy:** 10' x 10' tent required (vendors provide)
- **Insurance:** Valid business insurance required (proof must be provided)
- **Permits:** Food vendors must have proper health permits
- **Professional Setup:** Clean, organized, family-appropriate booth
- **Code of Conduct:** Professional, respectful behavior required

What We Provide:

- Marked booth space
- Vendor support and information
- Event promotion and marketing
- High foot traffic from participants

Contact & Application Section

Headline: "Ready to Join Us?"

Call to Action:

"Don't miss this opportunity to connect with hundreds of active families in beautiful Bronte Harbour Park. Apply today!"

Application Link: [Link to application form]

Questions?

- **Email:** [Vendor Coordinator Email]

- **Phone:** [Contact Phone]
- **Website:** [Event Website]/vendors

Social Media:

- Follow us: [Instagram Handle]
- Join the conversation: [Facebook Page]

Footer Section

Event Branding:

- Event logo
- "Bronte Harbour Classic 5K"
- "June 21, 2026 | Bronte Harbour Park, Oakville"

Organizer Information:

- "Organized by Bronte Runners Club"
- "Supporting local charities and community"

Legal/Disclaimer:

- "All vendors subject to approval"
- "Event organizers reserve right to refuse applications"
- "Booth assignments at discretion of event organizers"

Design Guidelines

Visual Style

- **Colors:** Match event branding (red/white theme from race)
- **Fonts:** Clean, professional, easy to read
- **Layout:** Clear sections, plenty of white space
- **Images:** High-quality event photos, location shots

Key Design Elements

- **Call-to-Action Buttons:** Prominent "Apply Now" button
- **Icons:** Use icons for benefits (checkmarks, stars, etc.)
- **Testimonials:** If available, include quotes from past vendors
- **Statistics:** Highlight impressive numbers (attendance, etc.)

Mobile Optimization

- **Responsive Design:** Must work on mobile devices
- **Short Sections:** Easy to scroll and read on phone

- **Clickable Links:** Large, easy-to-tap buttons

Distribution Strategy

Where to Share

1. **Email Outreach:** Attach PDF or link to web page
1. **Website:** Create dedicated vendor page
1. **Social Media:** Share link in posts and groups
1. **BIA/Chamber:** Include in communications
1. **In-Person:** Print flyers for networking events
1. **QR Code:** Create QR code linking to info page

Version Control

- **Web Version:** Always up-to-date, easy to update
- **PDF Version:** Version dated, update when information changes
- **Print Version:** For specific events, may have different dates

Notes

- **Keep it Concise:** One page, scannable, easy to digest
- **Focus on Benefits:** What's in it for the vendor?
- **Clear Next Steps:** Make it obvious how to apply
- **Professional Tone:** Match event brand and values
- **Update Regularly:** Keep information current (dates, deadlines, etc.)

Document Version: 1.0

Last Updated: December 2025

Next Review: Before major outreach campaign launch