

Bronte Harbour Classic 5-10K - Action Plan: Who Is Doing What

Meeting Date: January 7, 2026

Updated: January 17, 2026

GREG K./Charles

Immediate (By Jan 21)

- [] Create standardized letter template for shoe manufacturer outreach
- [] Submit final race route to police for approval (with Ursula)
- [] Provide CRM access to Ursula for Bronte Runners outreach

End of January

- [] Create detailed budget spreadsheet with expense tracking
- [] Set up Race Roster registration page with tiered pricing
- [] Define prize money amounts and categories
- [] Research and contact timing companies for quotes
- [] Create volunteer recruitment plan and identify role quantities
- [] Finalize and walk entire race route with Ursula
- [] Create route map for marketing materials
- [] Determine expo layout and booth pricing structure
- [] Determine break-even participant number

Ongoing

- [] Overall race coordination and decision-making
- [] Monthly financial review with team
- [] Awards ceremony script and timeline

PATRICIA KOWALCZYK (Marketing Lead)

Immediate (By Jan 14)

- [] Send reminder to Bronte Runners after each post to like/share content

- [] Create step-by-step guide for inviting people to Facebook group
- [] Call Miles to discuss sponsorship approach strategy
- [] Follow up with sponsorship contacts she reached out to
- [] Get Tim Hortons contact from Greg Pace and reach out (NOT YET CONTACTED)

By Jan 21

- [] Continue working on Kelly partnership pricing structure (with Miles) - NOT YET FINALIZED
- [] Coordinate booth setup requirements for Kelly's races (pending finalization)
- [] Finalize registration pricing tiers and timeline

End of January

- [] Create vendor application form
- [] Develop vendor screening criteria
- [] Create email marketing campaign templates
- [] Schedule social media content calendar through race day
- [] Track all sponsorship commitments in central document

Ongoing

- [] Post Instagram content: Sunday, Monday, Wednesday, Friday
- [] Send social share reminders to team after each post
- [] Manage social media engagement and follower growth
- [] Vendor coordination and outreach
- [] Share event on personal social media weekly

MILES/GREG PACE

Immediate (By Jan 14-21)

- [] Update WhatsApp sponsorship tracking spreadsheet with current contacts
- [] Add Fire Hall, Fortinos, and gym contacts to tracking spreadsheet
- [] Follow up with 3 main contacts (Fortinos, gyms, Fire Hall group)
- [] Have strategy call with Patricia
- [] Continue working on Kelly partnership pricing (with Patricia) - NOT YET FINALIZED
- [] Provide Tim Hortons contact information to Patricia

By Jan 21

- [] Provide Strava heat map data for Bronte area route optimization

End of January

- [] Complete traffic control plan by end of month

Ongoing

- [] Begin approaching smaller local businesses for sponsorship
- [] Continue coordinating sponsorship outreach
- [] Avoid duplicate outreach (check WhatsApp tracker)
- [] Face-to-face meetings with key prospects
- [] Help optimize route based on local runner patterns

URSULA (Registration & Race Coordination Committee Leader)

Immediate (By Jan 21)

- [] Walk and finalize race route with Greg K. by end of January
- [] Review proposed route and provide feedback
- [] Get CRM access from Greg K. to track registrations
- [] Update WhatsApp sponsorship tracking spreadsheet with any contacts

End of January

- [] Coordinate Race Roster registration page setup with Greg K.
- [] Develop registration confirmation email templates
- [] Create participant communication plan
- [] Set up registration tracking system

Ongoing

- [] Individual outreach to all 600 Bronte Runners members
- [] Ask each member: "Are you going to run? Are you going to volunteer?"
- [] Track member responses and commitments
- [] Manage participant database and communications
- [] Process registrations and handle participant inquiries

LIZ (Promotion - Marketing & Media Committee Leader)

Immediate (By Jan 21)

- [] Update WhatsApp sponsorship tracking spreadsheet with any contacts
- [] Coordinate with Patricia on social media content calendar
- [] Develop email marketing campaign strategy
- [] Plan Bronte Runners mobilization campaign

End of January

- [] Create comprehensive marketing timeline through race day
- [] Develop media outreach list (local news, community publications)
- [] Plan paid advertising strategy (if budget allows)
- [] Create promotional materials (flyers, posters, digital graphics)

Ongoing

- [] Oversee all marketing and promotional activities
- [] Coordinate social media strategy across platforms
- [] Monitor engagement metrics and adjust strategy
- [] Share event on personal social media weekly
- [] Leverage Bronte Runners network for promotion

JUDI (Project Manager & Financial Management Committee Leader)

Immediate (By Jan 21)

- [] Update WhatsApp sponsorship tracking spreadsheet with any contacts
- [] Review budget spreadsheet structure with Greg K.
- [] Set up financial tracking system for all income and expenses
- [] Coordinate with Greg K. on break-even analysis

End of January

- [] Maintain detailed budget tracking (revenue vs. expenses)
- [] Track all sponsorship commitments and payments
- [] Monitor registration revenue and projections

- [] Create monthly financial reports for team

Ongoing

- [] Project management oversight and timeline coordination
- [] Monthly financial reviews with leadership team
- [] Ensure all committees stay on schedule
- [] Identify and escalate project risks and bottlenecks
- [] Coordinate cross-functional dependencies

CHARLES (Route & Safety Committee Leader - Race Co-Director)

Immediate (By Jan 21)

- [] Update WhatsApp sponsorship tracking spreadsheet with any contacts
- [] Finalize race route with Greg K. and Ursula
- [] Coordinate with Miles/Greg Pace on traffic control plan

End of January

- [] Submit final route to police for approval
- [] Develop safety plan and emergency protocols
- [] Identify water station locations and requirements
- [] Plan course marshal positions and responsibilities

Ongoing

- [] Provide running content for social media
- [] Participate in content creation (photo/video shoots)
- [] Oversee route safety and logistics
- [] Coordinate with Town of Oakville on permits

JONO (Start/Finish & Park Layout Committee Leader)

Immediate (By Jan 21)

- [] Update WhatsApp sponsorship tracking spreadsheet with any contacts
- [] Develop start/finish line layout plan

- [] Coordinate park layout with vendor and expo zones
- [] Identify equipment needs (finish line arch, barriers, signage)

End of January

- [] Create venue setup diagram showing start/finish areas, vendor zones, spectator areas
- [] Coordinate with Town of Oakville on park usage and setup permits
- [] Plan parking layout and flow for race day

Ongoing

- [] Share Instagram posts to personal stories with "Follow this account"
- [] Provide running content/videos for social media use
- [] Share event on personal social media weekly
- [] Coordinate with other committees on space requirements

ADRIANA (Post-Race Activities & Volunteers Committee Leader)

Immediate (By Jan 21)

- [] Update WhatsApp sponsorship tracking spreadsheet with any contacts
- [] Coordinate with Patricia on vendor application form and screening criteria
- [] Identify post-race activity needs (food, entertainment, awards ceremony)
- [] Begin planning volunteer recruitment strategy

End of January

- [] Create volunteer role descriptions and quantities needed
- [] Develop volunteer recruitment plan with timeline
- [] Coordinate with vendors for post-race activities
- [] Plan awards ceremony logistics and timeline

Ongoing

- [] Share Instagram posts to personal stories with "Follow this account"
- [] Provide running content/videos for social media use
- [] Share event on personal social media weekly
- [] Oversee volunteer management and coordination
- [] Manage vendor relationships for race day

YASMIN (Race Coordinator - Core Leadership)

Immediate (By Jan 21)

- [] Update WhatsApp sponsorship tracking spreadsheet with any contacts
- [] Coordinate with committee leaders on cross-functional dependencies
- [] Review overall race timeline and identify potential bottlenecks
- [] Support Greg K. with race day operations planning

End of January

- [] Assist with Race Roster registration page setup and testing
- [] Coordinate timing company research and selection
- [] Review race day logistics across all committees
- [] Help develop race day operations manual

Ongoing

- [] Share Instagram posts to personal stories with "Follow this account"
- [] Provide running content/videos for social media use
- [] Share event on personal social media weekly
- [] Monitor overall race coordination and committee progress
- [] Facilitate communication between committees

ALL TEAM MEMBERS

Immediate (By Jan 14) - CRITICAL

- [] **Update WhatsApp sponsorship tracking spreadsheet with ALL contacts and action plans** (MANDATORY - Patricia's spreadsheet in WhatsApp group)
- [] Review sponsorship package and provide feedback

Ongoing

- [] **Keep WhatsApp spreadsheet updated with all sponsorship activities and plans**
- [] Share Instagram posts to personal stories with "Follow this account"
- [] Provide running content/videos for social media use

- [] Share event on personal social media weekly
- [] Review and provide input on major decisions

IMPORTANT: All leads MUST put their action plans in the spreadsheet shared by Patricia in WhatsApp to avoid duplicate outreach and coordinate efforts.

TO BE ASSIGNED (NEED OWNERS)

Critical Unassigned Tasks

- [] Send letters to major shoe brands (Nike, Asics, Brooks, New Balance, etc.)
- [] Identify additional vendor categories needed
- [] Source medals and trophies (get quotes) - **Due: Feb 15**
- [] Develop volunteer training materials
- [] Create race day operations manual

QUICK PRIORITY CHECKLIST (NEXT 2 WEEKS)

Week of Jan 13-19

1. **Miles:** Follow up with Fortinos, gyms, Fire Hall
1. **Patricia:** Call Miles for strategy session
1. **Patricia:** Create Facebook invitation guide
1. **Greg K.:** Create shoe manufacturer letter
1. **ALL:** Update sponsorship tracker

Week of Jan 20-26

1. **Patricia & Miles:** Continue negotiating Kelly partnership pricing
1. **Greg K.:** Submit route to police
1. **Miles:** Provide Strava data
1. **Patricia:** Contact Tim Hortons (get contact from Greg Pace first)
1. **Patricia:** Follow up with sponsors
1. **ALL:** Continue social media sharing and updating WhatsApp tracker

SPONSORSHIP TRACKER STATUS

Location: WhatsApp group chat - file section

Current Sponsor Contacts (Need to be added to tracker)

Miles' Contacts:

- Fortinos (owner returning in January)
- 3 Gym locations (awaiting head office approval)
- Fire Hall restaurant group (4-5 restaurants including Fire Hall, Gucci)

Patricia's Contacts:

- Several unnamed opportunities (need follow-up)

Being Negotiated (NOT YET FINALIZED):

- Kelly's Races (cross-promotion partnership) - Patricia & Miles working on pricing structure
- Tim Hortons (coffee cart - free coffee) - Patricia to contact using Greg Pace's contact

Potential/To Contact:

- Local coffee shops (Peach - on hold pending Tim Hortons status)
- Shoe manufacturers (Nike, Asics, Brooks, New Balance - letters needed)
- Running Room (through Kelly connection)

PARTNERSHIP SUMMARY: KELLY'S RACES (NOT YET FINALIZED)

Proposed Deal Structure (Under Negotiation):

- Bundle registration: Bronte (June 15) + Kelly's Canada Day + Kelly's other race
- 20% discount for bundle (to be confirmed)
- Kelly provides database access for email marketing (pending agreement)
- Booth space exchange at all races (pending agreement)
- Kelly organizing special group run for Bronte Runners (pending finalization)
- Special restaurant gathering for participants (pending finalization)

Action Needed:

- **Patricia & Miles:** Finalize pricing structure and discount percentage
- **Patricia:** Confirm database access agreement
- **Greg K.:** Set up Race Roster integration once partnership finalized (Kelly knows how)

VOLUNTEER ROLES NEEDED (To Be Staffed)

- Course marshals
- Registration desk staff
- Water station staff (multiple locations)
- Setup/teardown crew
- Medical support coordination
- Photography/videography
- Announcer/MC
- Awards ceremony assistants

- Parking coordinators
- Vendor liaison

Next Step: Greg K. to create recruitment plan by Jan 31

BUDGET TRACKING NEEDS

Income Sources:

- Registration fees (tiered pricing)
- Sponsorships (cash and in-kind)
- Vendor booth fees
- Merchandise sales (if applicable)

Expense Categories:

- Timing services
- Permits and insurance
- Marketing and promotion
- Medals and trophies
- Race day supplies (water, cups, medical, etc.)
- Volunteer management (shirts, food, etc.)
- Route setup (signs, barriers, etc.)

Action: Greg K. to create budget spreadsheet by Jan 31

NEXT MEETING: EARLY FEBRUARY 2026

Agenda Preview:

1. Sponsorship progress report (Miles & Patricia)
2. Registration launch results (Greg K. & Patricia)
3. Vendor commitments update (Patricia)
4. Route finalization confirmation (Greg K. & Ursula)
5. Volunteer recruitment status (Greg K.)
6. Budget review (Greg K.)
7. Social media analytics (Patricia)

ENGAGEMENT OPTIMIZATION

Core Leadership Team (Highly Active):

- Greg Kowalczyk - Race Co-Director (Sponsorships, Route Planning, Operations)
- Charles Sathmary - Race Co-Director (Route & Safety Committee Leader)
- Yasmin Bleik - Race Coordinator (Cross-functional coordination)
- Judi Meston - Project Manager (Financial Management Committee Leader)
- Greg Pace - Race Advisor (Sponsorship Outreach, Traffic Control Plan)

Committee Leaders (Active):

- Patricia Kowalczyk - Marketing Lead (Vendor Coordination, Partnerships, Social Media)
- Liz - Promotion Committee Leader (Marketing & Media oversight)

- Ursula - Registration & Race Coordination Committee Leader (Bronte Runners Outreach)
- Jono - Start/Finish & Park Layout Committee Leader
- Adriana - Post-Race Activities & Volunteers Committee Leader

Active Contributors:

- Miles/Greg Pace (same as Greg Pace above)

Committee Structure Complete: All committee leadership positions are now assigned with clear responsibilities and action items.

Document Owner: Greg Kowalczyk

Last Updated: January 17, 2026

Next Review: February 2026 Committee Meeting