

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

Immediate

- [] 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

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

CHARLES

Ongoing

- [] Provide running content for social media
- [] Participate in content creation (photo/video shoots)

JONO

Immediate (By Jan 14)

- [] Update WhatsApp sponsorship tracking spreadsheet with any contacts
- [] Identify area of contribution (needs specific role assignment)

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

ADRIANA

Immediate (By Jan 14)

- [] Update WhatsApp sponsorship tracking spreadsheet with any contacts
- [] Identify area of contribution (needs specific role assignment)

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

YASMIN

Immediate (By Jan 14)

- [] Update WhatsApp sponsorship tracking spreadsheet with any contacts
- [] Identify area of contribution (needs specific role assignment)

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

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

Currently Highly Active:

- Greg Kowalczyk (Race Coordination, Route Planning, Operations)
- Patricia Kowalczyk (Marketing Lead, Vendor Coordination, Partnerships)
- Miles/Greg Pace (Sponsorship Outreach, Route Optimization)

Contributing:

- Ursula (Route Planning, Bronte Runners Outreach)
- Charles (Content Creation)

Need Specific Role Assignments to Increase Engagement:

- Yasmin (present at meetings, needs ownership area)
- Jono (present at meetings, needs ownership area)
- Adriana (present at meetings, needs ownership area)

Recommendation: Assign specific ownership areas (e.g., volunteer coordination, vendor liaison, awards management) to Yasmin, Jono, and Adriana to increase engagement and distribute workload more evenly across the team.

Document Owner: Greg Kowalczyk

Last Updated: January 17, 2026

Next Review: February 2026 Committee Meeting