

# 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