

Vendor Outreach Templates

Bronte Harbour Classic 5K - Communication Assets

Purpose: Ready-to-use templates for all vendor outreach communications across different channels.

Template 1: Initial Email Outreach

Subject Line Options

- "Vendor Opportunity: Bronte Harbour Classic 5K Expo - June 21, 2026"
- "Join Us: Bronte Harbour Classic Vendor Expo - Father's Day 2026"
- "Vendor Invitation: Connect with 500-1000+ Active Families"

Email Body

Version A: Professional/Business Email

Subject: Vendor Opportunity: Bronte Harbour Classic 5K Expo - June 21, 2026
Dear [Business Name] Team, I hope this email finds you well. I'm reaching out on behalf of the Bronte Harbour Classic 5K, Oakville's premier community running event happening on Father's Day, June 21, 2026. We're currently building our vendor expo and would love to have [Business Name] join us. Based on your [category/business type], we believe you'd be a perfect fit for our event. **About the Event:** - Date: Sunday, June 21, 2026 (Father's Day) - Location: Bronte Harbour Park, Oakville - Expected Attendance: 500-1000+ participants and spectators - Event: 5K Race + Kids 1K Fun Run + All-Day Family Festival **Vendor Opportunity:** - 10' x 10' booth space for \$250 - Full-day access (8:00 AM - 3:00 PM) - High foot traffic from active, health-conscious families - Beautiful waterfront park setting - Event promotion on website and social media **Why [Business Name]?** [Personalized reason based on research - e.g., "As a local [category] business in [city], you'd connect perfectly with our community-focused event."] We'd love to have you join us! You can learn more and apply here: [Application Form Link] If you have any questions, please don't hesitate to reach out. I'm happy to discuss how this opportunity aligns with your business goals. Looking forward to hearing from you! Best regards, [Your Name] Vendor Expo Coordinator Bronte Harbour Classic 5K [Email] | [Phone] [Event Website]

Version B: Shorter/Casual Email

Subject: Join Us: Bronte Harbour Classic Vendor Expo - Father's Day 2026 Hi [Contact Name], Quick note to invite [Business Name] to join our vendor expo at the Bronte Harbour Classic 5K on Father's Day, June 21, 2026. **The Opportunity:** - 500-1000+ active families and participants - \$250 for 10' x 10' booth space - Full-day festival in beautiful Bronte Harbour Park - Perfect for connecting with local community We think [Business Name] would

be a great fit! Learn more and apply: [Application Form Link] Questions? Just reply to this email. Hope to see you there! [Your Name] Bronte Harbour Classic 5K

Template 2: Facebook/Instagram DM

DM Template

Version A: Initial Contact

Hi [Business Name]! ■ I'm reaching out from the Bronte Harbour Classic 5K - we're organizing a vendor expo on Father's Day (June 21, 2026) in Bronte Harbour Park, Oakville. We're expecting 500-1000+ participants and think [Business Name] would be a perfect fit! Quick details: ■ \$250 for 10'x10' booth space ■ Full-day access (8am-3pm) ■ High foot traffic from active families ■ Beautiful waterfront location Interested? Apply here: [Application Form Link] Happy to answer any questions! ■■■■

Version B: Follow-up (if no response)

Hi [Business Name], Just following up on my message about the Bronte Harbour Classic vendor expo opportunity. We still have booth spaces available for June 21, 2026. It's a great way to connect with 500-1000+ active families in the Oakville/Halton community. Quick link to learn more: [Application Form Link] Let me know if you'd like to chat about it! Thanks, [Your Name]

Template 3: Facebook Group Post

Group Post Template

Version A: Vendor Call Post

■■■■■ VENDOR OPPORTUNITY: Bronte Harbour Classic 5K Expo ■■■■■ Calling all local businesses! We're building our vendor expo for the Bronte Harbour Classic 5K on Father's Day, June 21, 2026. **The Event:** ■ Bronte Harbour Park, Oakville ■ Sunday, June 21, 2026 ■ 500-1000+ participants and spectators ■ All-day family festival with 5K race + Kids 1K **Vendor Opportunity:** ■ 10' x 10' booth space for \$250 ■ Full-day access (8am-3pm) ■ High foot traffic from active, health-conscious families ■ Event promotion included **We're Looking For:** - Health, fitness & running businesses - Local food & beverage vendors - Family services & activities - Wellness & lifestyle businesses - Local retail & artisan vendors - Community organizations Perfect for local businesses looking to connect with the Oakville/Halton community! Learn more and apply: [Application Form Link] Questions? Comment below or DM us! #OakvilleBusiness #HaltonRegion #BronteHarbourClassic #LocalBusiness

Version B: Shorter Group Post

■ VENDOR OPPORTUNITY ■ Bronte Harbour Classic 5K Vendor Expo - June 21, 2026
Join us at Bronte Harbour Park for our inaugural 5K race and family festival! We're looking for local vendors to join our expo. ■ \$250 for 10'x10' booth ■ 500-1000+ participants ■ Full-day festival access Perfect for: Running stores, fitness businesses, local food, family services, wellness, retail, and community orgs. Apply: [Application Form Link]
#Oakville #HaltonRegion #LocalBusiness

Template 4: Follow-up Email (No Response)

Follow-up Email Template

Subject: "Following Up: Bronte Harbour Classic Vendor Opportunity"

Hi [Contact Name], I wanted to follow up on my email about the Bronte Harbour Classic 5K vendor expo opportunity. I know you're busy, so I'll keep this brief: **Quick Recap:** - June 21, 2026 (Father's Day) at Bronte Harbour Park - \$250 for 10' x 10' booth space - 500-1000+ active families and participants - Full-day festival access If you're interested, you can apply here: [Application Form Link] If this isn't the right fit for [Business Name] right now, no worries! I'd still love to connect for future opportunities. Either way, I'd appreciate a quick reply so I know where you stand. Thanks! [Your Name] Vendor Expo Coordinator Bronte Harbour Classic 5K [Email] | [Phone]

Template 5: Approval Email

Approval Email Template

Subject: "Congratulations! Your Vendor Application Has Been Approved"

Hi [Contact Name], Great news! Your application to be a vendor at the Bronte Harbour Classic 5K has been approved! We're excited to have [Business Name] join us on June 21, 2026 at Bronte Harbour Park. **Next Steps:** 1. **Complete Payment** (Due within 14 days): - Booth Fee: \$250 - Payment Link: [Payment Link] - Payment Deadline: [Date - 14 days from today] 2. **Upload Insurance Certificate** (if not already provided): - Must be valid through June 21, 2026 - Upload here: [Insurance Upload Link] 3. **Booth Assignment**: - Your booth number will be assigned after payment is received - You'll receive booth assignment and setup instructions by [Date] 4. **Important Dates**: - Payment Deadline: [Date] - Setup Time: 7:00 AM - 8:00 AM (June 21) - Event Hours: 8:00 AM - 3:00 PM - Teardown: After 3:00 PM (complete by 4:00 PM) 5. **What's Included**: ■ 10' x 10' marked booth space ■ Full-day access (8:00 AM - 3:00 PM) ■ Event promotion on website and social media ■ Race day program listing ■ High foot traffic from participants 6. **What You Provide**: - Your own 10' x 10' tent/canopy (required) - Tables, chairs, displays - Product inventory - Business insurance (proof required) - Payment processing (cash, card readers, etc.) If you have any questions,

please don't hesitate to reach out. We're here to help make this a great experience for you! Looking forward to having you join us! Best regards,
[Your Name] Vendor Expo Coordinator Bronte Harbour Classic 5K [Email] |
[Phone] [Event Website]

Template 6: Rejection Email

Rejection Email Template

Subject: "Thank You for Your Interest - Bronte Harbour Classic Vendor Expo"

Hi [Contact Name], Thank you for your interest in being a vendor at the Bronte Harbour Classic 5K. After careful review, we're unable to approve [Business Name] for this year's event. This decision was based on [brief, general reason - e.g., "category balance," "space limitations," "brand fit considerations"]. We truly appreciate you taking the time to apply, and we encourage you to consider applying again next year as our event grows. If you'd like feedback on your application or have questions, please feel free to reach out. We're always happy to discuss how we can work together in the future. Thank you again for your interest in the Bronte Harbour Classic! Best regards, [Your Name] Vendor Expo Coordinator Bronte Harbour Classic 5K [Email] | [Phone]

Template 7: Waitlist Email

Waitlist Email Template

Subject: "Your Vendor Application - Waitlist Status"

Hi [Contact Name], Thank you for your application to be a vendor at the Bronte Harbour Classic 5K! We've received a high volume of excellent applications, and while we'd love to have everyone, we've placed [Business Name] on our waitlist for this year's event. ****What This Means:**** - We'll contact you if a booth space becomes available - You'll be among the first considered for any openings - We'll keep you updated on availability. ****Timeline:**** - We'll review waitlist status by [Date] - If space becomes available, we'll contact you immediately - Final decisions will be made by [Date]. We truly appreciate your interest and patience. The Bronte Harbour Classic is committed to creating a diverse, high-quality vendor experience, and we want to ensure the best fit for all parties. If you have any questions, please don't hesitate to reach out. Thank you! [Your Name] Vendor Expo Coordinator Bronte Harbour Classic 5K [Email] | [Phone]

Template 8: Payment Reminder Email

Payment Reminder Template

Subject: "Reminder: Payment Due for Bronte Harbour Classic Vendor Booth"

Hi [Contact Name], Just a friendly reminder that payment for your Bronte Harbour Classic vendor booth is due by [Date]. ****Payment Details:**** - Amount: \$250 - Payment Link: [Payment Link] - Deadline: [Date] Your booth space is reserved, but we need payment to confirm your spot. If you've already paid, please disregard this email. If you have any questions or need to discuss payment arrangements, please let me know. Thanks! [Your Name] Vendor Expo Coordinator Bronte Harbour Classic 5K [Email] | [Phone]

Template 9: Pre-Event Information Email

Pre-Event Information Template

Subject: "Vendor Information Pack - Bronte Harbour Classic 5K - June 21, 2026"

Hi [Contact Name], We're just [X] days away from the Bronte Harbour Classic 5K! Here's everything you need to know for event day. ****Your Booth Assignment:**** - Booth Number: [Booth #] - Location: [Location description - e.g., "Near finish line, high traffic area"] - Setup Time: 7:00 AM - 8:00 AM ****Event Day Schedule:**** - 7:00 AM - 8:00 AM: Vendor Setup - 8:00 AM: Event Opens - 9:00 AM: 5K Race Start - 10:00 AM: Kids 1K Fun Run - 11:00 AM: Awards Ceremony - 3:00 PM: Event Ends / Teardown Begins - 4:00 PM: All vendors must be cleared ****Setup Instructions:**** - Arrive between 7:00 AM - 8:00 AM - Check in at Vendor Check-In tent (location: [Location]) - Set up your 10' x 10' tent in your assigned space - Have your booth ready by 8:00 AM (event start) ****Parking:**** - Vendor parking area: [Location] - [Additional parking instructions] ****What to Bring:**** ■ Your 10' x 10' tent/canopy ■ Tables, chairs, displays ■ Product inventory ■ Payment processing (cash, card readers) ■ Business insurance certificate (bring copy) ■ Business cards, flyers, marketing materials ****Important Reminders:**** - Tent is required (vendors provide their own) - Insurance certificate must be available if requested - Maintain professional, family-friendly presence - Follow event rules and regulations - Clean up your area during teardown ****Contact on Event Day:**** - Vendor Coordinator: [Name] - [Phone] - Emergency Contact: [Phone] ****Questions?**** If you have any questions before event day, please reach out. We're here to help make this a great experience for you! Looking forward to seeing you on June 21st! Best regards, [Your Name] Vendor Expo Coordinator Bronte Harbour Classic 5K [Email] | [Phone] [Event Website]

Template 10: Post-Event Thank You Email

Post-Event Thank You Template

Subject: "Thank You for Being Part of the Bronte Harbour Classic 5K!"

Hi [Contact Name], Thank you so much for being a vendor at the inaugural Bronte Harbour Classic 5K! We hope you had a great experience and connected with many participants and community members. **Quick Feedback Request:** We'd love to hear about your experience! Your feedback helps us improve for next year. Quick 2-minute survey: [Survey Link] **Save the Date:** We're already planning for Year 2! Returning vendors will receive priority consideration and early access to applications. **Stay Connected:** - Follow us: [Social Media Links] - Website: [Event Website] - Email us: [Email] **Photos:** Event photos will be available soon at [Photo Link]. Feel free to share and tag us! Thank you again for being part of our community event. We couldn't have done it without you! Best regards, [Your Name] Vendor Expo Coordinator Bronte Harbour Classic 5K [Email] | [Phone] [Event Website]

Personalization Guidelines

Email Personalization

- **Use Business Name:** Always include actual business name
- **Mention Location:** Reference their city/area if local
- **Category Reference:** Mention their business category if relevant
- **Specific Reason:** Include why they're a good fit (if you have research)

DM Personalization

- **Keep it Short:** DMs should be brief and friendly
- **Use Emojis Sparingly:** 1-2 emojis max, keep it professional
- **Quick Response:** Respond to DMs quickly (within 24 hours)

Group Post Personalization

- **Match Group Tone:** Adjust formality based on group culture
- **Engage with Comments:** Respond to questions and comments promptly
- **Follow Group Rules:** Respect group posting guidelines

Outreach Timing

Best Times to Send

- **Email:** Tuesday-Thursday, 9 AM - 11 AM or 2 PM - 4 PM
- **DM:** Tuesday-Thursday, 10 AM - 2 PM
- **Group Posts:** Tuesday-Thursday, 9 AM - 11 AM

Follow-up Timing

- **First Follow-up:** 5-7 days after initial outreach
- **Second Follow-up:** 10-14 days after initial outreach (if needed)
- **Final Follow-up:** 3 weeks after initial outreach (if still interested)

Notes

- **Track Responses:** Log all communications in CRM Outreach Log
- **Customize When Possible:** Personalize templates based on research
- **Be Professional:** Maintain professional tone even in casual channels
- **Respond Quickly:** Answer questions and respond to interest promptly
- **Respect Boundaries:** Don't spam or over-contact
- **Test Templates:** Test email deliverability and formatting before mass send

Document Version: 1.0

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Next Review: After first outreach campaign