



**SPRINT THE
SUMMIT**

**simon fraser
student society**

SPRINT THE SUMMIT

2026 SPONSORSHIP PACKAGE

MARCH 20 2026

SIMON FRASER STUDENT SOCIETY



ABOUT US

Sprint the Summit 2026 is SFU Burnaby's inaugural 12KM running event held on March 20 on a route that takes participants across the beautiful ancestral Lhukw'Ihukw'áytén territory, also known as Burnaby Mountain.

Our society has a strong track record of hosting large-scale events that welcomes students from more than 113 educational institutions across the Lower Mainland. We have previously partnered with organizations to create meaningful brand exposure, student opportunities, and future employment pathways. We would be thrilled to have you join us as a sponsor for our inaugural **Sprint the Summit** event. Together, we hope to foster community engagement and inspire a new generation of students by promoting healthy, active living.

Since 2025, we have achieved:

1250+

Events

60,000

Total Participants

11

Equity Constituency Groups

\$635,000

In Events Funding

530,000

Combined views over Events Instagram

Sprint the Summit 2026 is hosted by the Simon Fraser Student Society (SFSS), serving a population of 25,000+ members from over 360+ SFU programs.

The SFSS is led by a group of elected student leaders passionate about improving student physical and mental health, along with providing wellness opportunities for the whole city. We aim to support student life outside of just academics by hosting vibrant events that bring the community together.



WHY SPRINT THE SUMMIT?

INNOVATIVE

The first and only running event in the Burnaby Mountain community, and well-positioned to reach over 25,000 students.

INVIGORATING

Student life outside of school at a competitive research university can easily become stagnant. Sprint the Summit will encourage student engagement and create a more vibrant community.

IMPACTFUL

All ticket sales will be donated to charitable foundations in support for the next generation of students.

OUR PAST EVENTS:



FALL KICKOFF

School-wide welcome concert with top artists headlined by Troyboi, local vendors and a lively atmosphere.



STORMHACKS

One of Western Canada's largest hackathons with over 1000+ competitors.



HOLI

Cultural celebration of colours and goodness, with over 1500 attendees and sells out annually.

WHY SPONSOR US?

A CENTRAL HUB FOR STUDENT AND COMMUNITY ENGAGEMENT

- Experience authentic student engagement that builds meaningful connections with your brand.
- Position your brand as a community leader, demonstrating company values through action and visibility.
- Engage with students in a shared, high-energy environment that unites your brand, our campus, and the broader community.



FIRSTHAND OPPORTUNITY TO CREATE BRAND AWARENESS

- Position the brand with values that resonate with young audiences and students.
- Enhance brand engagement through personalized on-site displays and community engagement efforts.
- Gain meaningful visibility through in-person interactions during an active, experience-driven environment.



SPREAD YOUR VISION TO PROMOTE HEALTHY LIVING

- Advance student health and wellness that encourage physical activity and healthier lifestyles among young people
- Deliver an inclusive running event that lowers barriers to participation and promotes both physical and mental health.
- Foster long-term wellness, social connection, and a stronger, healthier student community.





SPONSORSHIP TIERS

GENERAL

	In Kind	Bronze	Silver	Gold	Title
	Email Us!	\$500	\$1000	\$2000	\$5000
Thanked at Opening and Closing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Stage Time at Opening			5 Minutes	10 Minutes	15 Minutes
Remarks at Closing Ceremony				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
On-Stage Product Promotion					<input checked="" type="checkbox"/>
Title-Specific Branding Ex. Powered By: ____					<input checked="" type="checkbox"/>

MARKETING

	In Kind	Bronze	Silver	Gold	Title
	Email Us!	\$500	\$1000	\$2000	\$5000
Logo on Website	XS	S	M	L	XL
Logo on Event Merch		S	M	L	XL
Promotional Pictures		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social Media Promotion		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Custom Email to All Runners				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



SPONSORSHIP TIERS

	In Kind	Bronze	Silver	Gold	Title
RACE DAY	Email Us!	\$500	\$1000	\$2000	\$5000
# of Banners along Route	1	1	2	3	4
In Person Sponsor Booth		Standard	Standard	Large	Large
Free Entry for Employees		✓	✓	✓	✓
Logo on Placard				✓	✓
Social Media Takeover					✓

LET US KNOW HOW WE CAN CUSTOMIZE YOUR SPONSORSHIP OFFERING TO CREATE THE BEST PACKAGE FOR YOU.

TOGETHER WE CAN ELEVATE STUDENT WELLNESS, COMMUNITY, AND ENGAGEMENT.



PAST SPONSORS





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LET'S KEEP IN TOUCH!

Please reach out with any questions regarding event details or sponsorship opportunities - our email and messages are always open! If you have any questions, please email Blerta Konjuhi, our Associate Vice President of Events and Student Affairs, using the contacts below.



Phone Number:

(604) 442-1005



Email Address:

avp.university1@sfss.ca



Instagram:

[@sfss_events](https://www.instagram.com/sfss_events)