

# Health & Fitness Expo

2025 Partnership  
Opportunities



# Welcome



## Making Memorable Connections

For the past 50 years, Tamarack Ottawa Race Weekend has welcomed participants from all over Canada and from every corner of the world to revel in the excitement and enthusiasm of the country's largest multi-day running event.

As seen over the past few years, we are committed to raising the bar and putting on events that are absolutely best in show – with a focus on creating an outstanding participant experience. In 2025, we move to a location that is more appropriate for our collective needs, as well as add an additional day to our programming to allow you time to have meaningful conversations with your customers. High-level details on the Expo are contained on the next page, as well as how to confirm your interest.

You are invited to be a part of something special, to engage, collaborate, innovate, celebrate, and build on our collective strengths. Tamarack Ottawa Race Weekend 2025 and its Health and Fitness Expo will provide unparalleled exposure for your organization, as well as many opportunities for personal interactions with our audience.

Join us in creating an event that generates excitement, engagement, and enthusiasm while helping us strengthen the premier participant event in the country!

Thank you for your support,

*The Run  
Ottawa Team*

# Details



## Dates:

May 22–24, 2025

## Schedule:

The Expo will be open for attendees for approximately 25 hours spread over three days. The tentative schedule, subject to change, is found below:

- **Thursday:** 4:00 PM – 9:00 PM
- **Friday:** 9:00 AM – 9:00 PM
- **Saturday:** 8:00 AM – 6:00 PM

## Location\*:

*\*NEW THIS YEAR*

Carleton University Fieldhouse

85 University Rd,  
Ottawa, ON

→ [View in Maps](#)

# The Process

## How to Confirm Your Participation



This year, we are streamlining our online portal for Exhibitors via EventHub, combining all elements into a single website, as well as allowing you to specify your preferred location when you sign up. The direct link is below, and we've outlined the priority steps for you here.

### 01 Register with EventHub

If you do not have an EventHub profile, you will be asked to create one. This is a one-time step, and will allow you to participate in our Expo, as well as any others that use the same software.

### 02 Select your preferred package

Select the Exhibitor Package you are interested in. If you are interested in a custom package, please contact us to discuss, and we will provide you with unique instructions to use when registering.

### 03 Accept Terms & Conditions and Provide Payment

To finalize your order, you will be able to sign the Terms & Conditions document as well as provide payment (via credit card) directly on EventHub. If you would like to be invoiced to pay via cheque, please let us know in advance of Registering.

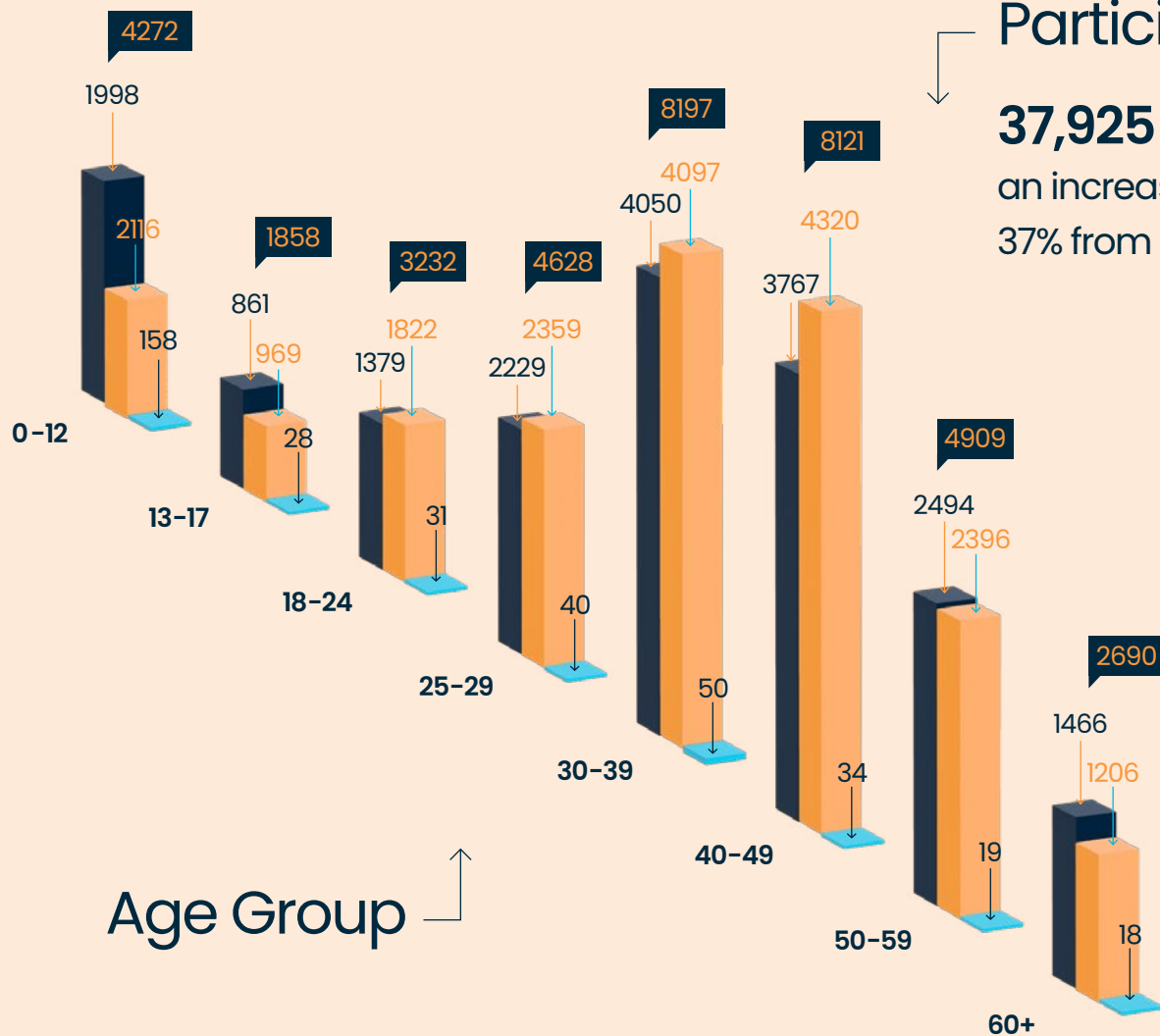
No Booths will be confirmed until payment has been received.

If you have any questions at all about this process, please reach out to us at [runottawa@humancontact.com](mailto:runottawa@humancontact.com).

We are here to help you every step of the way.

# Canada's Premiere Run Destination

## Participant Demographics\*



Participants  
**37,925**  
 an increase of  
 37% from 2023

Female

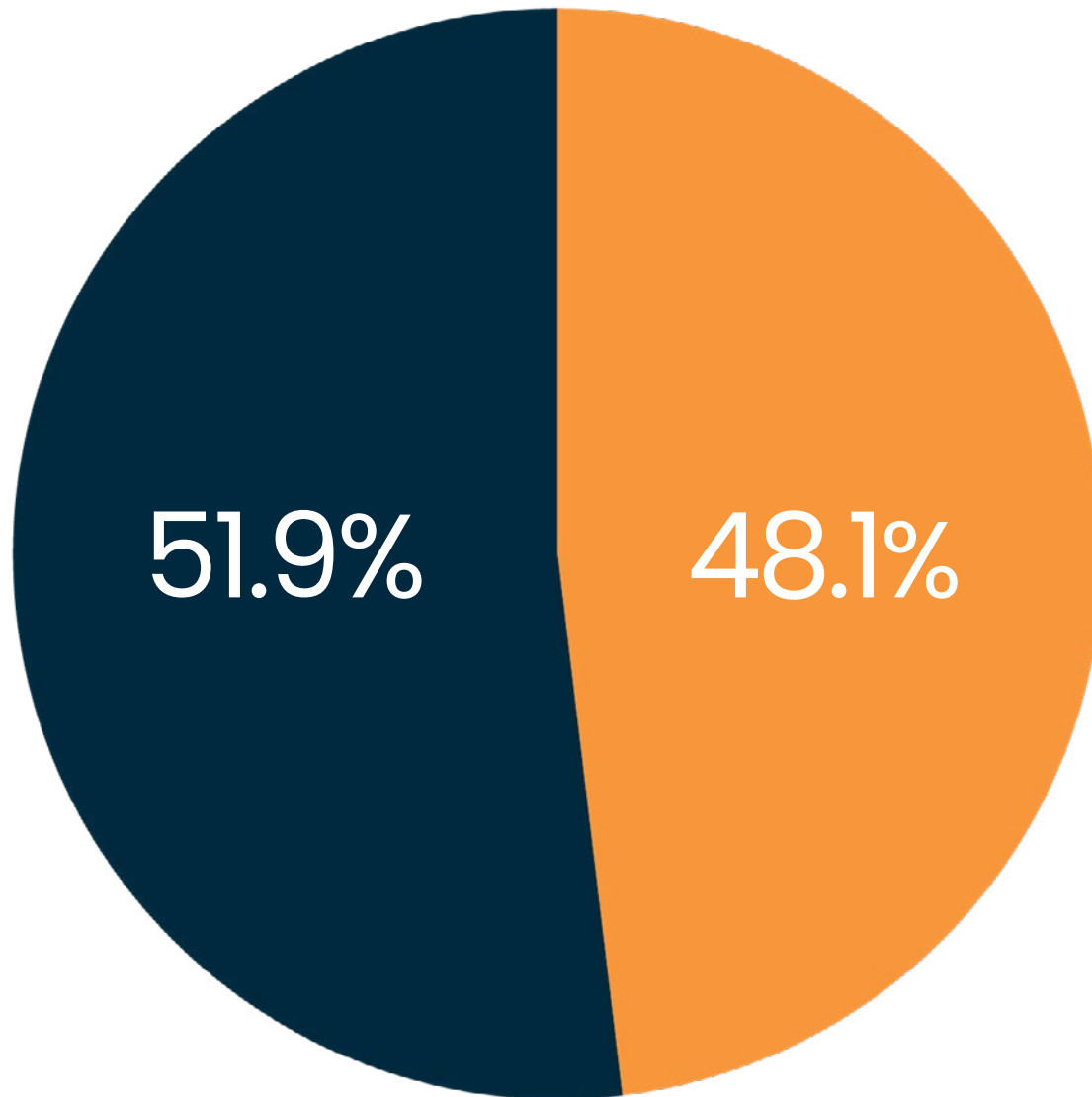
Male

Non-Binary/  
 Undisclosed

Participants typically bring along 2-4 friends and family members, meaning more traffic for your booth, and have discretionary income to augment their run experience.

\*Tamarack Ottawa Race Weekend 2024

# Locals vs. Tourists



Locals

Tourists

Average distance travelled (km)

**201**

Total distance travelled (km)

**5,505,052**

The primary event audience is local to the Ontario & Quebec region, but you will have the opportunity to interact with others from across Canada, and even the world.

## Participation by City

City	Participants
Ottawa	13834
Montreal	2869
Gatineau	2425
Toronto	944
Quebec	705
Orléans	463
Nepean	463
Kanata	426
Laval	419

## Participation by Region

Region	Participants
ON	22007
QC	14135
AB	167
NY	149
BC	149
NS	130
NB	75
MB	60
NF	51

## Participation by Country

Country	Participants
Canada	36837
USA	475
France	30
UK	28
Mexico	20
Germany	13
China	6
Switzerland	6
India	5

01 **Platinum**

[→ Click to View](#)

02 **Gold**

[→ Click to View](#)

03 **Silver**

[→ Click to View](#)

04 **Bronze**

[→ Click to View](#)

05 **Exhibitor**

[→ Click to View](#)

06 **Outdoors**

[→ Click to View](#)

07 **Non-Profit**

[→ Click to View](#)

08 **Additional Partnership Opportunities**

[→ Click to View](#)



Partnership Package  
Offered by Tier:

**Platinum**  
Gold  
Silver  
Bronze  
Exhibitor  
Outdoors  
Non-Profit

Additional Partnership  
Opportunities

\*Contact us for more details

Price **Tailored**

Quantity Available — **01**

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Booth Size → Up to 30'x30'

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Booth Attendees → Up to 10 attendees

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Recognition → Logo Recognition on Partnership Signage & Event Documentation  
→ 60 second Ad on Digital Video Loop  
→ Health & Fitness Expo & Event Stage Sponsor  
→ Option to give Presentation on Event Stage

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Misc. → Extra Attendee \$500.00/person

All booths include a **skirted table** and **two chairs**.  
Carpet, power, A/V and any additional requirements are extra and can be ordered through our Exhibitor Microsite.



Partnership Package  
Offered by Tier:

Platinum  
**Gold**  
Silver  
Bronze  
Exhibitor  
Outdoors  
Non-Profit

Additional Partnership  
Opportunities

Price **\$10,000.00+**

Quantity Available — **10**

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Booth Size → Up to 20'x20'

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Booth Attendees → Up to 8 attendees

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Recognition → Logo Recognition on Partnership Signage & Event Documentation  
→ 30 second Ad on Digital Video Loop  
→ Option to give Presentation on Event Stage

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Misc. → Extra Attendee \$500.00/person

All booths include a **skirted table**, **two chairs**, and **internet access**.  
Carpet, power, A/V and any additional requirements are extra and  
can be ordered through our Exhibitor Microsite.



Partnership Package  
Offered by Tier:

Platinum  
Gold  
**Silver**  
Bronze  
Exhibitor  
Outdoors  
Non-Profit

Additional Partnership  
Opportunities

Price **\$7,500.00**

Quantity Available — **15**

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Booth Size → Up to 20'x20'

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Booth Attendees → Up to 4 attendees

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Recognition → Logo Recognition on Partnership Signage & Event Documentation  
→ 30 second Ad on Digital Video Loop

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Misc. → Extra Attendee \$500.00/person

All booths include a **skirted table** and **two chairs**.  
Carpet, power, A/V and any additional requirements are extra and can be ordered through our Exhibitor Microsite.



Partnership Package  
Offered by Tier:

Platinum  
Gold  
Silver  
**Bronze**  
Exhibitor  
Outdoors  
Non-Profit

Additional Partnership  
Opportunities

Price **\$5,000.00**

Quantity Available — **25**

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Booth Size → Up to 10'x20'

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Booth Attendees → 2 attendees

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Recognition → Logo Recognition on Partnership Signage & Event Documentation  
→ 15 second Ad on Digital Video Loop

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Misc. → Extra Attendee \$500.00/person

All booths include a **skirted table** and **two chairs**.  
Carpet, power, A/V and any additional requirements are extra and can be ordered through our Exhibitor Microsite.



Partnership Package  
Offered by Tier:

Platinum  
Gold  
Silver  
Bronze  
**Exhibitor**  
Outdoors  
Non-Profit

Additional Partnership  
Opportunities

Price **\$2,500.00**

Quantity Available — **50**

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Booth Size → 10'x10'

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Booth Attendees → 2 attendees

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Recognition → Logo Recognition on Partnership Signage & Event Documentation

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Misc. → Extra Attendee \$500.00/person

All booths include a **skirted table** and **two chairs**.  
Carpet, power, A/V and any additional requirements are extra and can be ordered through our Exhibitor Microsite.



Partnership Package  
Offered by Tier:

Platinum  
Gold  
Silver  
Bronze  
Exhibitor  
**Outdoors**  
Non-Profit

Additional Partnership  
Opportunities

Price **\$1,500.00**

Quantity Available — **10**

Outdoor Booth (Parking Lot)

Booth Size → 10'x10' (up to 30'x30')

Booth Attendees → 2 attendees

Recognition → Logo Recognition on Partnership Signage & Event Documentation

Misc. → Extra Attendee \$500.00/person  
→ Each Additional 100 sq ft \$250.00

Please note, this partnership tier reserves only the agreed upon floorspace within the parking lot area. Outdoor booth spaces do not include security, power, wifi, or booth furniture such as tents, chairs, and tables.



Partnership Package  
Offered by Tier:

Platinum  
Gold  
Silver  
Bronze  
Exhibitor  
Outdoors  
**Non-Profit**

Additional Partnership  
Opportunities

Price **\$1,000.00**

Quantity Available — **UNLIMITED**

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Booth Size → 10'x10'

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Booth Attendees → 2 attendees

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Recognition → Logo Recognition on Partnership Signage & Event Documentation

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Misc. → Extra Attendee \$500.00/person

All booths include a **skirted table** and **two chairs**.  
Carpet, power, A/V and any additional requirements are extra and can be ordered through our Exhibitor Microsite.







# Additional Partnership Opportunities during Tamarack Ottawa Race Weekend (1/3):



Opportunities	Confirmed for 2025?	\$ Value	# of Opportunities
Official Footwear Sponsor	×	Tailored	1
Pace Bunnies	×	Tailored	1
VIP Area Sponsor	×	Tailored	1
Chocolate Milk / Recovery Drink	×	Product plus \$10,000.00	1
Food at Finish Line	×	Product plus \$10,000.00	1
Festival Plaza (Music/Entertainment Stage)	×	\$15,000.00	1
Expo Stage Sponsor	×	\$12,500.00	Unlimited

# Additional Partnership Opportunities during Tamarack Ottawa Race Weekend (2/3):



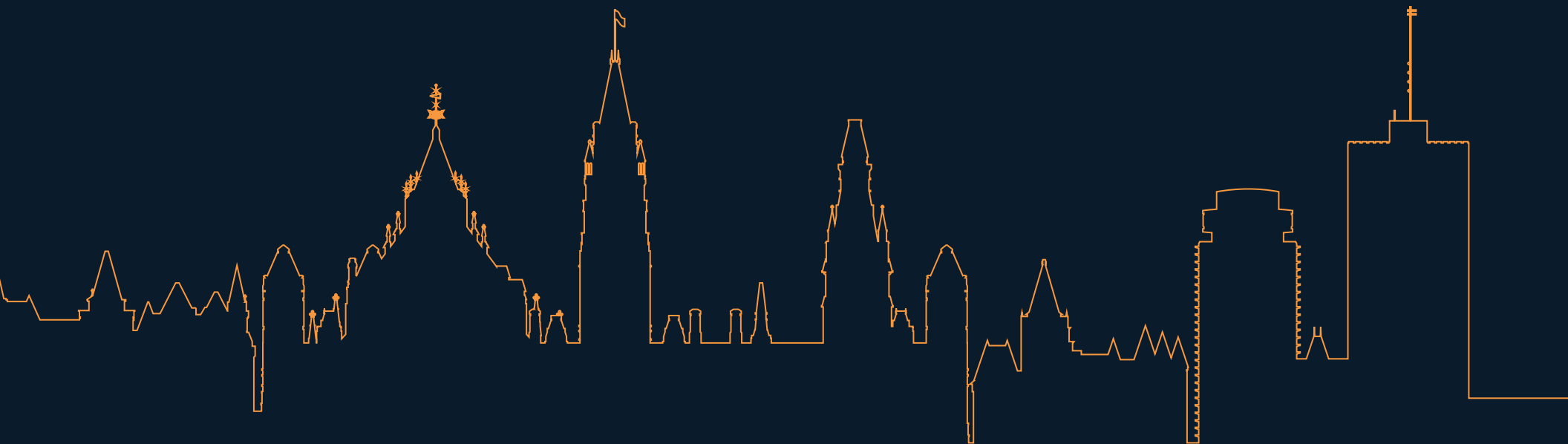
Opportunities	Confirmed for 2025?	\$ Value	# of Opportunities
Photo Activation Sponsor	✗	\$9,500.00	Unlimited
Signing Wall	✗	\$8,000.00	Unlimited
Physical Expo Bag Item in Bag	✗	\$1,500.00 per product	Unlimited
Official KM Sponsor (Signage on course)	✗	\$1,000.00 per km	42
First Aid and/or Water Stations	✗	\$1,000.00 per Station	10+
On-Course Entertainment	✗	\$1,000.00 per Station	10+
Nutrition on Course (fluids and/or gels)	✓	<b>*Sold*</b>	1

# Additional Partnership Opportunities during Tamarack Ottawa Race Weekend (3/3):



Opportunities	Confirmed for 2025?	\$ Value	# of Opportunities
Beer at Finish Line	✓	<b>*Sold*</b>	1
Photography	✓	<b>*Sold*</b>	1
Bib Sponsor	✓	<b>*Sold*</b>	1
Race App	✓	<b>*Sold*</b>	1

If you are interested in proposing any additional partnerships, please reach out to us at [runottawa@humancontact.com](mailto:runottawa@humancontact.com). We would be happy to discuss how we can tailor a solution to your needs



For more information and to secure your spot for 2025,  
please contact [runottawa@humancontact.com](mailto:runottawa@humancontact.com).

