

— GRIFFITH SPORT —

2026

TOOHEY TRAIL RUN

PARTNERSHIP PROSPECTUS





GRIFFITH UNIVERSITY IS ONE OF AUSTRALIA'S LEADING SPORTS UNIVERSITIES.

With a focus on health, wellbeing and athletic excellence, Griffith Sport, a section of Campus Life, provides a range of sport and recreational activities, services and facilities for students, staff and the external community on each of the Brisbane and Logan campuses. Promoting active and healthy communities and creating opportunities for social interaction are key objectives.

The establishment of major sporting events is a significant part of the Griffith Sport strategy, helping to deliver our promise of promoting active and healthy communities.

Griffith Sport runs two major events each year: the family-centric Logan Fun Run and the iconic Toohey Trail Run. These events reach a large, diverse and geographically wide-spread audience and are staple events on annual running calendars.

5 United Nations Sustainable Development Goals (SDGs) that we align with:



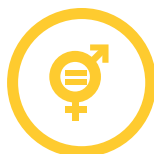
Good Health & Well-being

Our events support healthy lifestyles and promote well-being for all, regardless of age or gender.



Quality Education

65+ students gain valuable work experience through their volunteer shifts with the Logan Fun Run & Toohey Trail Run.



Gender Equality

Achieved gender equality with representation of females across competitors & volunteers.



Responsible Consumption & Production

Free from single use plastics and now operate the Toohey Trail Run as a cup-less event.



Life On Land

We utilise waste sorting initiatives to ensure recyclable materials & food/compostable waste are saved from landfill.



SUNDAY 20 SEPTEMBER 2026

The Toohey Trail Run is our flagship “bitumen to bush” event, attracting over 1,200 participants from across Brisbane, South-East Queensland, interstate and even internationally. Featuring 5km, 10km and 21.1km half marathon courses, this all-terrain race delivers an unforgettable experience for every runner. With spectacular forest scenery, challenging trails and notorious hill climbs, it offers the perfect mix of adventure and endurance for both first-time trail runners and seasoned competitors.

Thanks to Brisbane’s vibrant and growing trail running community, the Toohey Trail Run has cemented its place as a must-do event on the national running calendar.



MARKETING REACH



1,252 REGISTRATIONS

Record numbers in the half marathon.
7% Increase on 2024.

TOP 4 CONVERSION PLATFORMS

+ WEBSITE + EMAIL + SMS + SOCIAL MEDIA

ACTIVE WEBSITE USERS

7,710 1,025 1,707 2,017
HOME PAGE 5KM RUN 10KM RUN 21.1KM RUN

12,459 In the total campaign period
January to September 2025



FACEBOOK AND INSTAGRAM ADVERTISING

240,096 REACH

3,937 LINK CLICKS

EMAIL OPEN RATES

COMPETITOR ENGAGEMENT
AVERAGE OPEN RATE **80.76%**
Average click through rate 25.39%

CAMPAIGN EMAIL
AVERAGE OPEN RATE **52.87%**
Average click through rate 11.80%

INDUSTRY AVERAGE (MAIL CHIMP 2024)
AVERAGE OPEN RATE 37.30%
Average click through rate 2.31%

3,000+ were communicated to
VIA OUR EDM
DATABASES

SOCIAL ORGANIC REACH

22,389 FACEBOOK POST
ORGANIC REACH

33,987 INSTAGRAM POST/ REEL
ORGANIC REACH



@GRIFFITHSPORTTOOHEYTRAILRUN
@TOOHEYTRAILRUN



@GRIFFITHSPORT

GRIFFITH SPORT **Toohey**
TRAIL RUN 2025
EVENT REPORT



FUN FACTS

- 2025 had the largest number of half marathon runners in the history of the event
- The youngest runner was **5 years old**
- The oldest runner was **77 years old**
(A 74 year old male completed the half marathon)
- The average age was **40 years old**
- **11** course records broken across age categories

AGE OF RUNNERS



WE RAISED

\$13,150.69

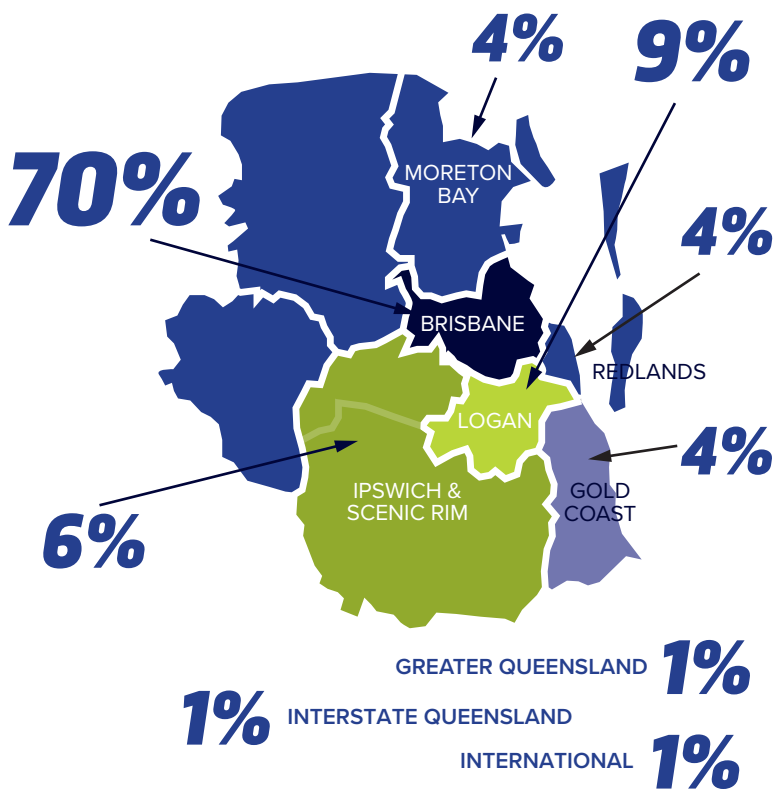
In support of



GRIFFITH SPORT **Toohey**
TRAIL RUN 2025
EVENT REPORT



BREAKDOWN BY REGION



Runners from
5 AUS STATES
 +
8 COUNTRIES
 outside Australia

FUN FACTS

33 TEAMS

took part in this year's event



First Cup-less Event

4 Griffith University Sustainable Development goals were achieved:

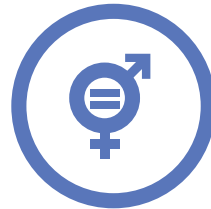


Good Health & Well-being



Quality Education

65 students gained valuable work experience through their volunteer shifts with the Toohey Trail Run



Gender Equality

63% total volunteers were female identifying.



Responsible Consumption & Production

A single-use plastic-free event to minimise plastic waste.

IT'S TIME TO UNITE IN THE FIGHT FOR CHANGE.

Diabetes Australia is the national peak body for the approximately

1.5 million

people diagnosed with all types of diabetes (and their carers)

they estimate

500,000+

undiagnosed

as well as more than

3 million

considered high risk

Diabetes Australia works in partnership with diabetes health professionals and educators, researchers, healthcare providers and industry to minimise the impact of diabetes on the Australian community.

It's through your support that Diabetes Australia works to raise awareness about the seriousness of diabetes, promote prevention and early detection strategies and advocate for better standards of care. Your support significantly contributes to research into better treatments for diabetes and the search for a cure..

Find out more at diabetesaustralia.com.au



 diabetes
australia

WE NEED YOUR SUPPORT

Partnering with the Toohey Trail Run offers sponsors a unique opportunity to connect with an engaged, health-conscious audience, showcase their brand within a passionate and loyal running community, and demonstrate genuine support for active, outdoor lifestyles.

As Griffith Sport's flagship "bitumen to bush" event, the Toohey Trail Run attracts runners from Brisbane, across South-East Queensland, interstate and internationally—creating exceptional opportunities for exposure and brand alignment with a leading tertiary institution.

Our partnership packages are designed to deliver high value and measurable impact, offering extensive promotional opportunities before, during and after the event. From on-course signage and digital marketing to on-site activations and community engagement, your brand will be positioned front and centre within one of the region's most recognised running events.

Your partnership plays a vital role in helping us deliver a memorable and impactful experience for all participants while raising much-needed funds for Diabetes Australia. Together, we can continue to inspire participation, promote wellbeing and make a genuine difference in our community.

Partnership benefits include:

- Association with a socially and environmentally responsible, community-focused event
- A unique opportunity to align your brand with a leading tertiary institution
- Positive brand exposure and recognition across Greater Brisbane, South-East Queensland and beyond
- Strengthening your corporate image and reputation through visible support of healthy, active communities



Partnership Opportunities

Medal

Our Medal Partner will directly fund the production of a unique, 10-year commemorative epic finisher medal for all participants who cross the finish line. These medals will reflect the distance the participant has completed. The Medal Partner logo will feature exclusively on the medal ribbon and the design will be promoted as part of registration campaigns.

Podium

This partnership directly funds the prize money awarded to participants who place in podium positions for each race of the event. First, Second and Third Place finishers (male and female), will receive prize money. The Podium Partner's logo will be printed on the novelty cheques presented to podium winners at the event presentations.

Endurance Fuel

The official Endurance Fuel Partner's cash contribution will fund the purchase of recovery-specific nutritional products which will be available for all event participants at the designated Recovery Station. The Endurance Fuel Partner will have the opportunity to brand the Recovery Station area of the event precinct.

Recovery

Our official Recovery Partner will keep our participants performing at their full potential, funding the supply of water on course and in the Recovery Station. The Recovery Partner will have the opportunity to brand all water stations on course.

Swag

Our Swag Partner will fund an exclusive limited edition 10-year merchandise item (running cap/visor) for a limited number of participants as an additional inclusion in their registration. The Swag Partner's Logo will feature prominently on the cap/visor and will be promoted as part of registration campaigns.

Event Crew

Griffith Sport events cannot run without the help of our dedicated and selfless volunteers. The Event Crew Partner will fund the cost of meals, snacks, water and electrolyte products for all volunteers involved in event bump-in and race day operations, along with a unique and exclusive gift for volunteers as a memento of their contribution to the event.



Partnership Benefits at a Glance.



Above is a summary of all the benefits you will receive according to the level of partnership you choose.

| | PARTNER PACKAGES | | | | | | | | |
|--|------------------|---------|---------|---------|---------|--------|---------|-----------|---------|
| | PRESENTING | GOLD | | SILVER | | BRONZE | | COMMUNITY | |
| | \$7,500 | \$5,000 | | \$2,750 | | \$1750 | | \$1000 | |
| Logo Recognition Benefits | CASH\$ | CASH\$ | PRODUCT | CASH\$ | PRODUCT | CASH\$ | PRODUCT | CASH\$ | PRODUCT |
| Logo on race bib | ● | | | | | | | | |
| Logo on all medals/awards | ● | | | | | | | | |
| Logo on promotional event poster, event flyer and event signage* | ● | | | | | | | | |
| Logo presence at awards ceremony | ● | | | | | | | | |
| Logo in participant eDMs (newsletters) | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| Logo on event website and rego website | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| Company Bio on event website & rego website | ● | | | | | | | | |
| Logo on start/finish arch* | ● | ● | | ● | | ● | | | |
| Logo on Finishers medal ribbon | | | | | | | | | |
| Logo on exclusive swag product* | | | | | | | | | |
| Logo on race singlet* | ● | ● | ● | ● | ● | ● | ● | ● | |
| Logo in wrap up video | ● | ● | ● | ● | ● | ● | ● | ● | ● |

| | ADDITIONAL PARTNERSHIP CATEGORIES | | | | | |
|--|-----------------------------------|---------|----------------|---------|----------|----------------|
| | SWAG | MEDAL | ENDURANCE FUEL | PODIUM | RECOVERY | EVENT CREW |
| | \$6,000 | \$4,500 | \$3,500 | \$2,600 | \$1,650 | \$1,500 |
| | CASH\$ | CASH\$ | CASH\$ | CASH\$ | CASH\$ | CASH\$ PRODUCT |
| | | | | | | |
| | | ● | ● | ● | | |
| | ● | ● | ● | ● | ● | ● |
| | ● | ● | ● | ● | ● | ● |
| | ● | ● | ● | ● | ● | ● |
| | ● | ● | ● | ● | ● | ● |
| | | ● | | | | |
| | ● | ● | ● | ● | ● | ● |
| | ● | ● | ● | ● | ● | ● |

*Only if partnership agreement signed prior to print deadlines

| Activation and Event Day Benefits | | | | | | | | | | | |
|--|---|---|---|---|---|--|--|---|---|---|--|
| Premium site allocations in precinct/on course | ● | | | | | | | | | | |
| Site allocation (info/promo stall/pop-up shop) in precinct | | ● | ● | ● | ● | | | | | | |
| Opportunity to display signage on event day | ● | ● | ● | | | | | ● | ● | | |
| Opportunity to brand/host a water station | ● | | | | | | | | | ● | |
| Company official/ambassador helps start event | ● | | | | | | | | | | |
| Opportunity to speak/present an award at the awards ceremony | ● | | | | | | | | ● | | |

*Only event day signage printed yearly

| | PARTNER PACKAGES | | | | | | | | |
|---|------------------|---------|---------|---------|---------|--------|---------|-----------|---------|
| | PRESENTING | GOLD | | SILVER | | BRONZE | | COMMUNITY | |
| | \$7,500 | \$5,000 | | \$2,750 | | \$1750 | | \$1000 | |
| Marketing and Public Relations Benefits | CASH | CASH | PRODUCT | CASH | PRODUCT | CASH | PRODUCT | CASH | PRODUCT |
| 5km Race Naming Rights | | | | | | | | | |
| 10km Race Naming Rights | | | | | | | | | |
| 21.1km Race Naming Rights | | | | | | | | | |
| Platinum Marketing Package (valued at \$700): - 2x Facebook Post - 2x Instagram Post/Collaborations - 3x EDM Feature | ● | | | | | | | | |
| *Premium Marketing Package (valued at \$500): - 3x Facebook or Instagram Post - 2x EDM Feature* | | ● | | | | | | | |
| Standard Marketing Package (valued at \$300): - 2x Facebook or Instagram Post - 1x EDM Feature | | | ● | ● | | | | | |
| Basic Comms Package (valued at \$100): - 1x Facebook or Instagram Post | | | | | ● | ● | | ● | |
| Partner group 'announcement' & 'thank you' social posts | ● | ● | ● | ● | ● | ● | | ● | ● |
| Opportunity to include a special offer in race week email | ● | | | | | | | | |
| Interview in wrap up video | ● | | | | | | | | |
| Featured banner on event registration website (linked) | ● | | | | | | | | |
| Verbal recognition during the event | ● | ● | ● | ● | ● | ● | | ● | ● |

| ADDITIONAL PARTNERSHIP CATEGORIES | | | | | |
|-----------------------------------|---------|----------------|---------|----------|------------|
| SWAG | MEDAL | ENDURANCE FUEL | PODIUM | RECOVERY | EVENT CREW |
| \$6,000 | \$4,500 | \$3,500 | \$2,600 | \$1,650 | \$1,500 |
| CASH | CASH | CASH | CASH | CASH | CASH |
| | ● | | | | |
| | | | | ● | |
| | | ● | | | |
| ● | | | | | |
| | ● | ● | ● | | |
| | | | | ● | ● |
| ● | ● | ● | ● | ● | ● |
| ● | | | | | |
| ● | ● | ● | ● | ● | ● |
| ● | ● | ● | ● | ● | ● |

| Post-Event Benefits | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Acknowledgement in post-event participant eDM | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| Professional event images | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| Certificate of appreciation | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● |

| Additional Benefits | | | | | | | | | | | |
|---|---|---|--|--|--|--|--|--|--|--|--|
| Premium 50% Partner Discount on stall fees at O-Week events for Trimester 1 or 2 | ● | | | | | | | | | | |
| Standard 25% Partner Discount on stall fees at O-Week events for Trimester 1 or 2 | | ● | | | | | | | | | |
| Opportunity to activate at an on-campus event** | ● | | | | | | | | | | |

**Activation and event must be approved by the Event Manager



NEXT STEPS

Griffith Sport looks forward to creating a partnership that meets your marketing objectives, maximises your positioning within the community and delivers on the long-term outcomes of your organisation.

We understand the importance of building strong partnerships and ensuring that our partners receive the maximum return on their investment. Therefore, we are open to customizing a partnership package to align with your specific marketing objectives and preferences.

Thank you for considering our partnership request. We are eager to collaborate with you and look forward to the possibility of welcoming you as a valued event partner for 2026!

For more information please contact:

Ella Thomas, Event Coordinator
Griffith Sport

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