



BMAI VANCOUVER RUNAHOLICS 8-Hour Relay

2026

TOGETHER WE STRONGER

September 12, 2026 • 8:00 AM–4:00 PM
Swangard Stadium • Burnaby, British Columbia

TITLE SPONSOR

BMAI

Organized by Vancouver Runaholics Running & Fitness Society
8hourrelay.com • vancouverrun@gmail.com

A Legacy Continues

After six successful previous editions, the 8-Hour Relay enters a new chapter in 2026 under Vancouver Runaholics Running & Fitness Society. The event preserves the spirit that made the relay special—teamwork, endurance and community—while introducing refreshed branding, an enhanced participant experience and a stronger platform for community and corporate partnerships.

BMAI is the confirmed Title Sponsor for the 2026 event, supporting the event’s growth and participant experience.

2026 Event Snapshot

Date	Saturday, September 12, 2026
Time	8:00 AM–4:00 PM
Venue	Swangard Stadium, Burnaby, BC
Format	8 runners per team • 8 hours • 400 m track
Runner Format	Each runner completes two approximately 30-minute legs
Competition	Longest total team distance within 8 hours
Divisions	Open • Mixed • Masters
Expected Scale	Approx. 30 teams / ~240 runners

Who Will Be There

- Runners and running clubs from across Metro Vancouver
- Corporate and community teams
- Families, friends and spectators
- Volunteers and event partners
- Health, fitness and lifestyle-focused community members

Meet Vancouver Runaholics

Vancouver Runaholics Running & Fitness Society is a British Columbia non-profit running and fitness organization focused on structured training, community participation, healthy lifestyles and volunteer engagement. The organization runs regular training activities and community events and is supported by a dedicated volunteer leadership and organizing team.

Why Partner With the 8-Hour Relay?

- Reach an active, health-conscious and highly engaged local audience.
- Connect directly with runners, families, running clubs, community groups and businesses.
- Create meaningful brand interaction through on-site booths, sampling and activations.
- Build visibility before, during and after race day through event digital channels.
- Support community participation, teamwork, wellness and active living.
- Use the relay as a corporate wellness and team-building opportunity.

Partnership Exposure

Depending on sponsorship level, partners may receive a combination of website recognition, social media promotion, event signage, sponsor booth space, MC acknowledgement, product sampling opportunities, awards recognition and other customized activations.



ABOUT THE EVENT

The BMAI Vancouver Runaholics 8-Hour Relay brings together running enthusiasts, corporate teams, community groups and families for a day of teamwork, endurance and celebration.

Teams of 8 runners take on the challenge to cover the longest distance in 8 hours on the 400m track at Swangard Stadium.

Now in its 7th year, this well-established event has grown into one of the most popular community running events in the Greater Vancouver area. In 2026, it is proudly organized by Vancouver Runaholics Running & Fitness Society (深井冰跑团), a non-profit organization dedicated to promoting running, healthy living and community engagement.

EVENT HIGHLIGHTS



8 hours of non-stop team running



~ 30 teams / ~ 240 participants



400m track at Swangard Stadium



Runners from companies, clubs, organizations and the community



Awards, entertainment, food, sponsor booth area and more



A healthy, positive and family-friendly community event

OUR ORGANIZER



Vancouver Runaholics Running & Fitness Society (深井冰跑团) is a BC-registered non-profit organization. We are passionate about running, fitness and community. Through training, events and outreach, we aim to build a healthier, stronger and more connected community.

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR

BMAI®
(Confirmed)
Exclusive opportunity

GOLD SPONSOR

CAD
\$2,000

SILVER SPONSOR

CAD
\$1,000

BRONZE SPONSOR

CAD
\$500

COMMUNITY SUPPORTER

CAD
\$200

KEY BENEFITS



Logo on event materials and on-site signage



Recognition on event website and social media



MC recognition during the event



Booth space at sponsor booth area (select levels)



Product sampling and brand exposure (select levels)



Brand engagement with participants and community



Support a healthy, active and vibrant community



Run Further Together!

CONTACT US



vancouverrun@gmail.com



www.8hourrelay.com



Vancouver Runaholics



@vancouverrunaholics



JOIN US AS A SPONSOR!

Make a Lasting Impact Together.

2026 Sponsorship Opportunities

The Title Sponsorship is confirmed with BMAI. The following partnership levels are available for organizations that want to support the event and engage with the running community.

LEVEL	INVESTMENT	HIGHLIGHTS
Title Sponsor	BMAI — CONFIRMED	Exclusive event naming / title partnership
Gold Sponsor	CAD \$2,000	Premium booth • large logo • website • social media • MC recognition
Silver Sponsor	CAD \$1,000	Sponsor booth • medium logo • website • social media
Bronze Sponsor	CAD \$500	Sponsor booth • logo recognition • website • event recognition
Community Supporter	CAD \$200	Name recognition • website acknowledgement
Prize Sponsor	Gifts / Products	Prize and award recognition; benefits based on contribution
In-Kind Sponsor	Products / Services	Customized recognition based on contribution and event needs

Cash sponsorship levels and customized partnerships can be tailored where there is a strong fit with the event. Product, service, nutrition, hydration, recovery, technology, media, photography, printing and other relevant event partners are welcome.

Sponsor Benefits

The matrix below provides the core benefit framework. Final placement, dimensions, quantities and activation details are subject to venue requirements, production deadlines and organizer approval.

BENEFIT	GOLD \$2,000	SILVER \$1,000	BRONZE \$500	COMMUNITY \$200
Website recognition	Large logo	Medium logo	Logo	Name
Sponsor booth	Premium	Standard	Standard	Standard
Social media promotion	Featured	Included	Included	Acknowledgement
Event banner / signage	Featured	Included	Included	—
MC acknowledgement	Featured	Included	Included	—
Product sampling / activation	Included	Included	Subject to approval	Subject to approval
Awards / presentation recognition	Available	Available	—	—

Booth Policy

Gold, Silver and Bronze cash sponsors receive one standard sponsor booth opportunity. Gold receives premium placement priority. Booth locations are assigned by the organizer based on sponsorship level, venue layout, operational requirements and availability. All booth activities, displays and product sampling are subject to organizer and venue approval.

Customized Partnership Opportunities

Not every valuable partnership fits a standard sponsorship tier. We welcome conversations with organizations that can enhance the participant experience or contribute important event services.

Prize Sponsor

Gift cards, merchandise, prizes or participant rewards may be recognized through prize presentations, event communications and other appropriate sponsor acknowledgements based on contribution value.

In-Kind Sponsor

Products or services that directly support event operations or participants may receive customized benefits based on the nature and value of the contribution.

Potential Partnership Categories

- Hydration and nutrition
- Running, sports and fitness products
- Physiotherapy, massage and recovery
- Coffee, food and restaurant partners
- Technology and timing support
- Photography and video
- Printing, signage and production
- Media and community promotion
- Corporate teams and employee wellness

Sponsor Booth Area

Race day provides an opportunity to create a lively sponsor and community area at Swangard Stadium, bringing partners into direct contact with participants and spectators. Activations can include displays, demonstrations, sampling, giveaways and brand experiences, subject to event and venue requirements.

More Than Brand Exposure

Corporate Wellness & Team Building

The 8-Hour Relay is built around shared effort. With eight runners working together across an eight-hour event, the format naturally supports employee engagement, teamwork and wellness. Corporate partners can use the event as an opportunity to bring employees, clients and communities together in an active environment.

Community Impact

Sponsorship helps support a community event that encourages active living, volunteerism, teamwork and connection. By partnering with Vancouver Runaholics, sponsors become part of an event designed to bring runners of different backgrounds and abilities together.

Visibility Across the Event Journey

- Pre-event: website and digital promotion
- Race day: signage, booth activation, MC recognition and direct engagement
- Post-event: results, photos, community sharing and sponsor acknowledgement

Event Venue & Previous Editions

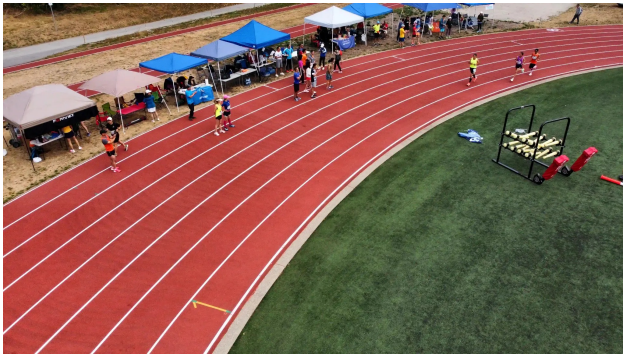
Swangard Stadium provides a professional 400 m track setting for a full day of relay racing, sponsor engagement and community celebration. These images showcase the venue and the energy of previous editions.



Swangard Stadium - 2026 Venue



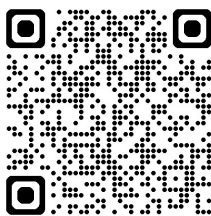
Previous Edition - Community Celebration



Previous Edition - Race Day Sponsor Booth Area



Previous Edition - Teams & Participants



BECOME A SPONSOR

Scan the QR code for event information and sponsorship contact.

8hourrelay.com
vancouverrun@gmail.com

Partner With Us

We invite businesses and community organizations to join BMAI and Vancouver Runaholics in making the 2026 BMAI VANCOUVER RUNAHOLICS 8-Hour Relay a memorable day of teamwork, endurance and community.

Event

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Saturday, September 12, 2026

Swangard Stadium, Burnaby, British Columbia

Contact

Website: 8hourrelay.com

Email: vancouverrun@gmail.com

Organizer: Vancouver Runaholics Running & Fitness Society

TOGETHER WE STRONGER

Sponsorship opportunities are subject to availability and final organizer approval.