



SPONSOR PARTNERSHIP PACKAGE

The Pocket Run 5K™

October 3, 2026 · Rotary Waterfront Trail, Ajax, Ontario

Hosted by Duan Asemota · Canadian Olympian

The Opportunity

Why sponsor The Pocket Run 5K™



The Pocket Run 5K is a premium community road race founded by Canadian Olympian Duan Asemota, created to raise funds and awareness for Right To Play Rwanda. After visiting Rwanda in November 2025 as a Right To Play Ambassador, Duan returned home inspired to build something that connected the Ajax community with the children and families who changed the way he saw sport. Taking place October 3, 2026 on the Rotary Waterfront Trail in Ajax, Ontario, The Pocket Run 5K is built to grow year after year as a purpose-driven community event.

DATE

Oct 3
2026

LOCATION

Ajax, ON
Rotary Waterfront Trail

PARTICIPANTS

150–300
Expected Year 1

CHARITY

Right To Play
Rwanda Program

WHAT SPONSORS GET ACCESS TO

MEDIA

Livestream commercial placements, branded pre-event content, race day reels, sponsor mentions, and product-integrated storytelling across social media.

ACTIVATION

On-site pop-up booth, product sampling, giveaways, direct community engagement, and access to 150 to 300 active, health-conscious participants.

BRANDING

Logo placement on race bibs, finish line arch, course barriers, event T-shirts, event website, sponsor graphics, and select media coverage.

Partnership Tiers

Four tiers — one exclusive spot at the top



TIER 1 · TITLE SPONSOR

Presenting Sponsor

The Pocket Run 5K™, presented by [Brand]

\$10,000

1 spot only

- Livestream commercial placements
- Branded pre-event content and reels
- Pop-up booth activation
- Logo: bibs, arch, barriers, shirt, site
- Category exclusivity
- Olympian co-branded content
- Right To Play Rwanda association
- Named in press and social media coverage

TIER 2 · OFFICIAL CATEGORY PARTNER

Official [Category] Partner

Examples: Recovery, Nutrition, Hydration, Wellness

\$5,000

Exclusive per category

- Livestream commercial placements
- Branded pre-event content and reels
- Pop-up booth activation
- Logo: bibs, arch, barriers, shirt, site
- Category exclusivity
- Olympian co-branded content
- Right To Play Rwanda association

TIER 3 · COMMUNITY PARTNER

Community Partner

\$2,500

Up to 5 spots

- Pop-up activation at event
- Logo on bibs, course barriers, and website
- Named in social media and select event communications

TIER 4 · SUPPORTING PARTNER / IN-KIND

Supporting Partner

\$1,000 or equivalent in-kind

- Logo on event website
- Named in social media
- Product or service placement in finisher bag

The Cause

Right To Play Rwanda — why this event exists



Right To Play Rwanda

In November 2025, Duan Asemota traveled to Rwanda as a Right To Play Ambassador and saw firsthand how sport can give children confidence, joy, and hope. That experience stayed with him. The Pocket Run 5K was created to connect the community that raised him with the children and families who inspired him on the other side of the world. Net proceeds from The Pocket Run 5K will support Right To Play programming in Rwanda through Right To Play Canada. CRA Registered Charity #888804218RR0001.

MUNICIPAL + INSTITUTIONAL SUPPORT

Town of Ajax

Permit confirmed. Event listed on all Council calendars. Deputy Mayor invited to deliver opening remarks.

Right To Play Canada

Official charity partner. Duan is a Right To Play Ambassador. Net proceeds support Right To Play programming in Rwanda.

Canadian Olympian Host

Founded and hosted by Duan Asemota, Canadian Olympian, national champion, and international sprinter.

Ready to partner? Let's talk.

Duan Asemota · DuanAsemota@gmail.com · 905-751-4428

ThePocketRun.ca · Ajax, Ontario