

KAHAWAI POINT

COASTAL CLASSIC

Inaugural Edition . Sunday 4 October 2026 . Glenbrook Beach, New Zealand

8km

COURSE

3

EVENTS

4 OCT

RACE DAY

2026

INAUGURAL

The Coastal Classic is built to grow into one of the Manukau region's most loved community events. Sponsorship places your brand alongside an authentic coastal lifestyle experience, in front of the active families, lifestyle buyers and community members who live, work and invest in the area. **All packages include placement on the annual collectable race T-shirt: a powerful year-round brand carrier.**

SPONSORSHIP TIERS



GOLD PARTNER

2 available

Principal event partner

\$10,000

+ GST

- Named in event title eg. 'Powered by Your Brand'
- Full-page logo on race T-shirt (front)
- Start/finish Gantry - primary logo position
- Branded km markers on course
- Logo on all race bibs
- Activation space in race village
- Feature in all social media posts
- Feature in all email communications
- Logo on race packs (all entrants)
- Homepage hero on event website
- 10 complimentary race entries
- Post-event content pack (aerial and lifestyle)



SILVER PARTNER

3 available

Supporting event partner

\$5,000

+ GST

- Logo on race T-shirt (back)
- Logo on start/finish gantry
- Activation space in race village
- Logo on website and digital comms
- 3 dedicated social media mentions
- Inclusion in race pack
- 5 complimentary race entries
- Post-event photography package



BRONZE PARTNER

5 available

Community event partner

\$2,500

+ GST

- Logo on race T-shirt (back, sponsors strip)
- Logo on event website
- 1 dedicated social media mention
- Inclusion in race pack
- 2 complimentary race entries
- Signage at event finish area

WHY SPONSOR THE COASTAL CLASSIC?

Reaches your core market

Active families, lifestyle buyers, young couples and retirees, the same people most likely to purchase at Kahawai Point — all in one place on race day.

Brings the lifestyle to life

Rather than simply telling people about coastal living, the event lets them experience it firsthand. They see the setting, the community and the quality of life.

Generates year-round content

Race day delivers professional aerial footage, drone shots, lifestyle photography and social content that carries your brand for months after the event.

The annual T-shirt effect

Every participant leaves with a collectable race tee, a different design each year. Your logo travels far beyond race day into workplaces, gyms and communities across the region.

A founding partner opportunity

The inaugural edition is a rare moment. Being a founding partner of a community institution carries a distinction that later years simply cannot offer.

Direct sales opportunity

Participants and spectators will visit the Kahawai Point village, view display homes and engage with the sales team, a warm, receptive audience in an ideal setting.

2026 UNCONFIRMED PARTNERS

KPDL

Principal Sponsor

Paddock to Pantry

Community Partner

Bayleys Real Estate

Property Partner

Jennian Homes

Building Partner

Signature Homes

Building Partner

GJ Gardner

Building Partner

READY TO PARTNER WITH THE COASTAL CLASSIC?

Limited packages available. Contact us to secure your position for the inaugural 2026 event.

Bernie Chote . Kahawai Point Development Limited

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