YOUR BRAND.

South Africa's Most Engaged Active Audience.

B-Active Events is a South African sports and outdoor events management company that has owned and managed national sporting events since 2004. Our annual 2026 calendar covers 16 events across Johannesburg, Durban, Cape Town, Sun City and the Wild Coast.



Connect. Inspire. Move

damian@bactive.com · +27 82 559 2080 · www.bactive.com · 2026 Media Kit & Rate Card

Three ways to partner.

Sponsorship
Title naming rights, category exclusivity, and tiered packages. No competing brand in your sector can buy into the same event.

Partnerships
Corporate team challenges, branded event hosting under your name, Great Outdoors Expo exhibitor stands, and bespoke long-term agreements.

Advertising
Email campaigns to opted-in athletes, on-site event signage, website banner placements, and goodie bag inserts.





2026 EVENT PORTFOLIO

EVENT	FORMAT
TinMan Tri-Series	8 Events · Durban and Joburg
Ultra Tri-Series	4 Events · Nationwide
Great Outdoors Expo	Exhibition · Durban
Sunrise Run / Quest / Pineapple Express	Single events

AUDIENCE AT A GLANCE

65k
Athletes registered in the B-Active Events database

55/45
Male/Female Split

6k+
New athletes added annually

28-35
Core demographic age

TRIATHLON & DUATHLON · 8 EVENTS

TinMan Tri-Series

South Africa's Longest-Running Multisport Series



SERIES OVERVIEW

The TinMan Tri-Series is South Africa's longest-running triathlon and duathlon series — 27 years of continuous racing across Kwa-Zulu Natal. Eight events per season attract athletes from beginner to elite.

2026 EVENT CALENDAR

DATE	EVENT	VENUE
1 Feb	TinMan Joburg #1	Prime View
22 Feb	TinMan Durban #1	Suncoast Casino Sundeck
12 Apr	TinMan Joburg #2	Prime View
26 Apr	TinMan Durban #2	Suncoast Casino Sundeck
30 Aug	TinMan Joburg #3	Prime View
11 Oct	TinMan Joburg #4	Prime View
26 Oct	TinMan Joburg #5	Prime View
8 Nov	TinMan Durban #3	Suncoast Casino Sundeck

METRIC	DATA
Gender	55% male / 45% female
Core age	28–35 years
Geography	Durban (KZN) · Johannesburg (GP)
Income	R50,000–R200,000+ / month

27 YEARS

SOUTH AFRICA'S LONGEST-RUNNING MULTISPORT SERIES









2026 SPONSORSHIP RATE CARD

TinMan Tri-Series — Sponsorship Tiers

Title / Headline Sponsor

Full naming rights across all 8 events

R150 000*

per event

- Full event naming rights: "[Brand] TinMan Series" or as requested
- Logo and branding on all marketing, social media, and race collateral
- Branded swim caps, medals, and race numbers for all athletes
- Included on National Calendar naming rights
- Included in all online entry portals (×16)
- Full brand exposure on TinMan website
- Goodie bags for every entrant
- Uniquely branded pair of SOX for each athlete — collector's edition (8 exclusive sets across the season)
- Access to all post-race images and digital content for marketing use
- Activation rights at each event to engage directly with participants and spectators
- Access for your brand's staff and clients for team building activations and participation
- Large activation space at each event
- VIP tent set up at each event
- Exposure on a national platform of over 4.8 million people over the year

Presenting Partner

Premium co-branding exposure at national level

R70 000*

per event

- Co-branding on all event advertising, social media, and digital platforms Logo on swim caps
- Access to race images and digital content
- On-site activation rights at each event
- Access to selected race images and digital content for marketing use Access for staff and team building activations and participation
- Large activation space at each event
- VIP tent set up at each event
- Exposure on a national platform of over 4.8 million people
- over the year

Supplier Partner

Product supply and brand exposure

R20 000*

per event

- Branding on selected event advertising, social media, and digital platforms Access to select race images and digital content
- On-site activation rights at each event
- Access for staff and team building activations and participation
- Large activation space at each event
- Exposure on a national platform of over 4.8 million people over the year

Requires supply of product for athletes or event use







All 3 packages offer powerful brand visibility, engagement with a health-conscious audience, and meaningful alignment with one of South Africa's most respected and trusted family endurance event brands.

*All Prices Ex VAT.

LONG-DISTANCE TRIATHLON · 4 EVENTS

Ultra Tri-Series

South Africa's Premier Long-Distance Triathlon Series

SERIES OVERVIEW

The South African Ultra Triathlon Series is the country's premier long-distance triathlon, attracting thousands of athletes, corporate teams, and endurance enthusiasts from across the nation. Each ULTRA event now serves as a qualifier for the 2026 World T100 Triathlon Championships in Qatar, ensuring national and international exposure.



2026 EVENT CALENDAR

DATE	EVENT	LOCATION
15 Mar	Durban Ultra	Durban Beachfront
9 May	Sun City Ultra	Sun City Resort, NW
13 Sep	Midlands Ultra	Midmar Dam, KZN
13 Dec	Joburg Ultra	Cradle Moon, JHB

EVENT	ENTRANTS	SPECTATORS	GENDER
Durban Ultra	988	5,500–8,000	61M/39F
Joburg Ultra	991	1,600–1,800	62M/38F
Sun City Ultra	902	1,200–1,500	62M/38F
Cape Ultra	713	~1,400	65M/35F

METRIC	DATA
Ethnic breakdown	White 47% · African 31% · Coloured 12% · Indian/Asian 10%
Non-white growth	+12% over past 12 months
Facebook followers	14,739 (+8% in 12 months)
Instagram followers	4,384 (+11% in 12 months)
Monthly media reach	328,000 avg · value R784,000/month
Monthly engagements	9,585 avg
Facebook gender	56% male / 44% female
Facebook biggest age group	25–34 yrs — 42% of followers
Sponsorship property value	**R6.9 million annual**

2026
World T100 Qualifier
QATAR

2026 SPONSORSHIP RATE CARD

Ultra Tri-Series — Title Sponsorship

"[Your Brand] Ultra Triathlon Series 2026"

R400 000
per event

R1.6mil
Total for all Ultra 2026 events

Official Naming Rights + Category Exclusivity







Branding & Visibility

- Prominent logo inclusion in all Series branding: website, race collateral, medals, banners, race numbers, clothing, swim caps, and finish arch.
- Branding rights across the event village, transition area, and finish line structures.
- Your Brand display zones for showcasing the latest models at all 4 venues.
- On-course branding along key spectator zones and transition points.
- Branded athlete goodie bag item (e.g., Your Brand performance cap or reusable water bottle).

Media & Digital Exposure

- Your Brand branding and logo featured on:
  - All digital campaigns, newsletters, and social media posts.
  - Series website home page, with link to Your Brand South Africa site.
  - Post-race highlight videos and event recaps.
- Integration into press releases, interviews, and all event media communication.
- Inclusion in print advertising – Local Street Adverts in each province for 1 month
- Monthly Race video releases
- Extensive Partnership alignment and exposure with affiliated races

Experiential & Hospitality Opportunities

- Brand activation zone at all events for test drives, product demos, and brand experiences.
- Optional VIP hospitality area for Your Brand guests, media, and influencers.
- Option to host a "Your Brand Athlete Team", including staff, dealers, and ambassadors.
- Branded recovery area for athletes post event.

Key Benefits

- Official Title Partner of the Ultra Series incl all Races: Sprint & Standard & Ultra Races Exclusivity in category
- Name/Logo included in event name/logo
- Official Sponsor per race on race day
- Official Athlete Recovery Tent at the finish
- Triathlete Influencers per year (Top National Athletes)
- Athlete Race Survey post each event
- Full Activation rights inc tent, massage, ice baths, finish drinks
- Ownership as the Branding rights / Naming Rights partner for the Series.

Return on Investment (ROI)

METRIC	DETAIL
Projected reach	5,000+ live participants and 200,000+ spectators/viewers across 4 events
Year 1 media value	**R4 million+**
Year 2 media value	**R5.8 million**
Year 3 media value	**R7 million**
Brand alignment	Official vehicle/brand of endurance, strength, and reliability

Ultra Tri-Series — Presenting & Product Tiers

Plus Swim Cap Co-Branding Add-On

Presenting Sponsor

"Ultra Triathlon Series presented by [Brand]"

R200 000

per event
R800 000 series

BRANDING & VISIBILITY

- Your Brand logo featured on all Series materials, just below the main Ultra Triathlon branding.
- Branding on finish line arch, stage, and signage.
- Your Brand vehicle display area at all 4 events.
- Logo inclusion on athlete race numbers and Race T-shirts / clothing.
- Your Brand banner placement in high-traffic areas: transition zones, water tables, and finish chute.

MEDIA & DIGITAL EXPOSURE

- Your Brand logo and name featured in:
  - Series website and event-specific pages.
  - Social media campaigns and newsletters.
  - All official Series photography and highlight videos.

Year 1 ROI: R1.5M+ · Year 2: R2.2M · Year 3: R3M

Product Sponsor

"UltraTriathlonSeriesOfficial Partner"

R50,000

per event
R200 000 series

BRANDING & VISIBILITY

- Logo included on all Series materials
- Prominent branding on finish line arch, stage, and signage Brand vehicle display area at all 4 events
- Banner placement: transition zones, water tables

MEDIA & ACTIVATION

- Logo and name featured in series website and event pages
  Social media campaigns and newsletters
- Activation space (20×20m) at all 4 venues
- 10 free staff or dealer entries per event

Category exclusivity as official automotive partner

Swim Cap Add-On

20th Anniversary National Ultra Series

R20 000

per event
50% of cap cost

Co-branded silicone swim caps for Ultra, Sprint, and Standard athletes — reusable items for training, extending brand exposure well beyond race day.

EVENTS & INCLUSIONS

- Sun City (9 May) · Midlands (13 Sep) · Joburg (13 Dec) 800 co-branded silicone swim caps for all athletes
- Caps ordered 21 days prior to event day
- 10m×10m activation area at each event (R10,000 value)
  10 complimentary Sprint Race entries (R10,000 value)

800 caps total cost	**R40,000**
Sponsorship contribution (50%)	**R20,000**







ROAD RUNNING · SINGLE EVENT

Durban Sunrise Run

Saturday, 26 September 2026· Durban Beachfront, KwaZulu-Natal



Early 2027 Comrades Marathon qualifier

Celebrates the historic 100th running

SERIES OVERVIEW

One of KwaZulu-Natal's most exciting road running events, bringing together thousands of runners, families and supporters for an unforgettable sunrise experience along Durban's iconic beachfront. The 2026 event introduces a 42km Marathon, making it one of the earliest qualifying races for the 2027 Comrades Marathon — the historic 100th running of The Ultimate Human Race.

KEY FACTS

Date	26 September 2026
Venue	Durban Beachfront
New for 2026	42km Marathon
Comrades link	2027 qualifier (100th)

Title Naming Rights

"Durban Sunrise Run presented by [Brand]"

R150 000

Exclusive

- Exclusive event naming rights — "Your Brand Durban Sunrise Run"
- First position on all branding, arches, gantries & km markers
- Logo on race numbers, race shirt & finisher medal ribbon
- 20 complimentary entries, VIP hospitality & executive race start

Presenting Partner

R80 000

- "Durban Sunrise Run presented by Your Brand"
- Logo on start/finish arch, website & entry confirmation emails
- Branding at one water point & registration venue
- 10 complimentary entries + branded gazebo option

Supporting Sponsor

R20 000

Limited to 2 sponsors

- Official Supporting Sponsor status
- Branding within the Event Village & sponsor boards
- Opportunity to exhibit on race day
- 4 complimentary entries

Product Partner

R20 000

Product value
Limited to 2

- Nutrition, hydration, apparel, recovery or equipment brands
- Product sampling & goodie bag inclusion
- Product display in Event Village
- 2 complimentary entries

Secure your partnership today and become part of one of South Africa's most exciting road running events as athletes chase their Comrades Marathon dream along Durban's spectacular Golden Mile.

COASTAL TRAIL RUNNING · SINGLE EVENT

Pineapple Express Trail Run

Saturday, 15 August 2026 · KZN South Coast to Wild Coast Sun

SERIES OVERVIEW

South Africa's most unique coastal trail running adventure, following the spectacular KZN South Coast — combining pristine beaches, coastal trails, river crossings and the famous NSRI-assisted crossing of the Mtamvuna River before finishing at the iconic Wild Coast Sun. Endorsed by South Coast Tourism as the Official Trail Run of the KZN South Coast, with partnerships including Wild Coast Sun, Rotary Club of Uvongo and the Port Edward NSRI.



KEY FACTS

Date	15 August 2026
Route	Port Shepstone → Wild Coast Sun
Distances	30km / 21km / 12km
Endorsements	South Coast Tourism

Title / Naming Rights

R75 000

Exclusive

- Exclusive naming rights, brand integrated into official event logo
- Naming rights on Start & Finish Arch + 20 route feather banners
- 25+ dedicated social media posts & sponsor profile video
- 20 complimentary entries, VIP hospitality & reserved parking

Presenting Partner

R50 000

- "Presented by" branding on all event advertising
- Premium logo placement, race numbers & Finish Village branding
- Large activation stand + 15 dedicated social media posts
- 10 complimentary entries + VIP hospitality & parking

Sub-Sponsor Partner

R15 000

Limited to 2 partners

- Logo on event artwork, website & sponsor banners
- 3m x 3m promotional stand at the Finish Village
- Five dedicated social media posts
- 4 complimentary entries + VIP parking passes

With only one Title Partner, one Presenting Partner and two Sub-Sponsor opportunities available, these exclusive packages offer a unique way to align with one of South Africa's fastest-growing coastal trail running events.

OPEN WATER SWIMMING · 4 EVENTS NATIONALLY

Quest National Swim Series

Make Waves. Chase Glory. ·Midmar Dam (KZN) & Prime View (Johannesburg)

SERIES OVERVIEW

One of South Africa's fastest-growing open water swimming brands, offering athletes of all ages the opportunity to compete at some of the country's most iconic venues. The series consists of 4 events annually — 2 at Midmar Dam in KwaZulu-Natal and 2 at Prime View in Johannesburg — attracting competitive swimmers, social swimmers, families, schools, clubs and corporate teams. Each event offers 800m, 1600m and 3200m distances, creating an accessible event from beginner through to elite open water swimmer.



KEY FACTS

Events per year	4 (national)
Venues	Midmar Dam / Prime View
Distances	800m / 1600m / 3200m
Add-on partners	14 categories available

Title Naming Rights

R30 000

Per Event

- Sponsor name integrated into official event title
- Branding on Start & Finish Arch, buoys & event village
- 6m x 3m premium exhibition stand + VIP hospitality
- 15 complimentary entries + prize giving presentation

Presenting Partner

R20 000

Per Event

- "Presented by" branding across event materials
- Course branding opportunities & finish area branding
- 3m x 3m expo stand + product sampling
- 10 complimentary entries

Sub-Sponsor Partner

R10 000

Cash, or product min. R15,000

- Logo on poster, website & event backdrop
- Product inclusion in prize giving
- 2m x 2m promotional space at registration
- 6 complimentary entries

The QUEST National Swim Series offers sponsors a unique opportunity to connect with an engaged, health-conscious audience through comprehensive marketing, premium event branding and memorable on-site activations. Let's make waves together.

GREAT OUTDOORS EXPO

KZN's Biggest Adventure Expo

B-ACTIVE EVENTS

OUTDOOR LIFESTYLE EXHIBITION · 6TH EDITION

Great Outdoors Expo

14–15 November 2026 · Durban Exhibition Centre · goexpo.co.za

EXPO OVERVIEW

The Great Outdoors Expo is one of South Africa's most exciting outdoor lifestyle exhibitions, bringing together leading brands in camping, off-road vehicles, adventure gear, solar solutions, outdoor furniture, accessories and more. The venue offers 75% indoor exhibitor space inside the 10,000m² exhibition venue plus 5,000m² of open outside space.

KEY FACTS

Date	14 & 15 November 2026 (Saturday/Sunday)
Venue	Durban Exhibition Centre, ICC Complex
Expected visitors	**10,000–13,000 over 2 days**
Floor space	15,000m² (75% indoor, 5,000m² outdoor)
Gate entry	R100 adults / R60 students & pensioners
Times	Sat 9am–6pm · Sun 9am–4pm
Marketing reach	**9.1 million people**

ATTENDANCE GROWTH

EDITION	STANDS	VISITORS
Mar 2023 (Suncoast)	123	5,000
Aug/Sep 2024	131	7,000
Nov 2025	148	8,500
14–15 Nov 2026	**200**	**13,000 est.**

EXHIBITOR CATEGORY MIX

Trailers, Caravans & Boats	20%
Camping & Outdoor Products	20%
Vehicles	15%
General Interest stands	15%
Vehicle Accessories	10%
Off Grid stands	10%
Food & Drink	5%









Great Outdoors Expo — Title & Presenting Sponsorship

Tier 1 & Tier 2

Tier 1:
Title Sponsor

R650 000

Adventure-Ready Exhibits

- FULL naming rights to the 2026 Exhibition
- Full activation rights to the Expo
- Headline logo on all Expo advertising (above and below the line) Unlimited branding of the Expo entrance, exits, and inside halls Unlimited use of Arena X
- Open 300m² stand space included — valued at R40,000 Branding on all printed advertising and clothing
- Brand ownership for duration of contract
- 10,000 printed bags for attendees included
- 10,000 printed licence disc stickers included
- Exclusive sponsor in category
- Hospitality options and full promotional rights
- Outdoor advertising boards for 30 days prior to the Expo
- 10 months active social media — valued at R100,000
- Includes photographer and Expo video during exhibition
- ONLY Expo of its kind in KZN



Tier 2:
Presenting Sponsor

R350 000

Gear Up For Greatness

- Presenting rights to the 2026 Exhibition
- Includes R400,000 of Radio Advertising on East Coast Radio Activation rights at the Expo
- Logo included on all Expo advertising
- Use of Arena X for talks and demo's
- Includes a 250m² open stand
- Brand partnership for duration of contract / pre-Expo activations
- Expo activation rights at the entrance and other areas
- Hospitality options available
- Promotional rights
- Active social media promotion — valued at R100,000
- Includes flyer handouts in Expo bag



Great Outdoors Expo — Zone, Arena X & Event Partner

Tier 3 · Arena X · Exclusive Event Partner

Tier3: Zone Partnership

R80 000 per option

4 partnership options available

4 ZONE OPTIONS

- **Outside Area** (3,000m²) — vehicle demo's & outdoor activities
- **Craft Area** (2,000m², indoor) — crafts & food court
- **Media Partner** — posters, bridge banners, light pole adverts
- **Exhibitor Partner** — stand packs, wristbands, stickers

INCLUSIONS

- Exclusive Partnership rights for that zone
- Logo included on all Expo Advertising
- Includes STAND — 10m×10m indoor stand
- Additional access Expo bands included
- Active Social Media Promotion — valued at R30,000

Ownership of Arena X

Thrills at Every Turn

R150 000

A central outdoor arena in the heart of the Expo — fully fenced, staging displays, MFX Freestyle Motorbike Jumps, 4x4 obstacles, and other activations. Approximately 1,600m². Possible activations: obstacle course, equipment demos, winching and recovery, skydiving landing, drum majorettes.

INCLUSIONS

- Naming rights to the Arena
- Full Activation rights to the arena and Expo
- Sub Sponsorship level of Expo (2nd Tier Sponsor, below
- Presenting and Title Sponsor)
- Logo included in various Expo Advertising
- Unlimited branding of the ARENA X
- Fenced area around Arena X
- Unlimited use of Arena X
- Additional Access Bands included for arena
- Active Social media Promotion by T & T across KZN Platforms to the value of R30 000.00

Exclusive Event Partner

Limited to 4 brands

Requires Mega Stand separately

R30 000

Important: Requires partner to also book a Mega Indoor or Outdoor Stand — not included in this fee.

INCLUSIONS

- Additional stand space 8m×5m — valued at R22,000 Logo on official GOE website
- 1 dedicated social media post / month from signing
- 4 branded flags at entrance and exit gate

8m×5m stand	**R22,000**
Website + digital (8mo)	**R45,000**
Onsite + marketing (8mo)	**R40,000**
Total value	**R107,000**







ALL EVENTS

Advertising Rate Card







FORMAT	DETAIL	AVAILABLE AT
Email — Dedicated	Full send to opted-in athlete database.	All events
Email — Insert	Sponsored block in race briefing, results, or reminder email.	All events
SMS	Dedicated or insert. POPIA double opt-in confirmed at registration.	All events
WhatsApp	Event group broadcast or sponsored mention. Up to 1,500 members per group.	All events
On-Site Signage	6 branded banners per event. B-Active produces at client's account.	TinMan, Ultra, Sunrise Run, Quest, Pineapple
Goodie Bag Insert	Brand delivers product/inserts 2 weeks prior to event.	All events
Website Banner	Homepage or interior page placement.	bactive.com, tinmantri.co.za, ultratri.co.za, goexpo.co.za
Social Media Post	Dedicated sponsored post, Facebook + Instagram.	All events



LET'S BUILD SOMETHING TOGETHER

Ready to reach South Africa's most active audience?

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