



**Beneva
Mississauga
Marathon**



MISSISSAUGA

City of Mississauga Presentation
Oct. 22nd, 2025

HISTORY

- Since 2004, the Mississauga Marathon has been a premium signature event on the city's calendar.
- In 2022, Influence Marketing acquired the majority share of equity of the Mississauga Marathon, from Landmark Sports Agency.
- Through Influence leadership and investment, the event has been fully re-imagined.
- Beneva (a new corporation to Mississauga) has committed to a title sponsorship through 2027



'25 HIGHLIGHTS

9.5MM+

Consumer impressions of the BMM

9% increase from 2024

Online, digital, PR, social, Influencers, onsite, etc....

1

Improved marathon experience

- Updated route configuration
- Medal ceremony
- Live stream to Celebration Square

7

Partners

- Beneva
- Tim Hortons
- Electrolit
- Trillium Health
- Nike
- CLIF Bar
- Port Credit BIA

95%

Gave participants a good impression of the event execution.

RACE RESULTS

4,534 TOTAL RUNNERS



724

Marathon

1,659

½ Marathon

995

10K

998

5K

158

Tike Trot

**CURRENTLY ONLY 1566
MISSISSAUGA RESIDENTS
PARTICIPATE. THIS REPRESENTS
34% OF RUNNERS, A VERY SMALL
PERCENTAGE OF THE OVERALL
CITY POPULATION.**

BMM + COMMUNITY

OUR '26 CAMPAIGN

We bring community together through active lifestyle engagement.

We engage the community through celebration, accomplishment, volunteerism, spectators and the support of healthy living through our partnership with Trillium.



BMM + COMMUNITY

OUR '26 CAMPAIGN

Just as Mississauga came together as a collection of villages and settlements including Clarkson, Cooksville, Dixie, Erindale, Malton, Meadowvale Village, Port Credit and Streetsville, we honour and unite these communities by running through many of them.

Help us unite the City of Mississauga residents in their support of the Beneva Mississauga Marathon.



2026 INNOVATION

1. Dog Jog which will finish at the waterfront shortly before the marathon racers cross the finish line.
2. Corporate Relay for the full marathon distance.
3. Increased volume of cheer stations along the route.
4. Show your bib program for discounts at local retailers.

THE ASK

1. Support, using owned and licensed media assets, with the communication and promotion to elevate the profile of the race with residents.
2. Support financially in offsetting hard costs associated with City Fees and permitting in exchange for recognition as a municipal partner.

Current fees are more than \$133K annually. (Permitting, road closure signage, vehicle mitigation and production, police)





THANK YOU