



2026 ON COURSE BUSINESS ACTIVATION GUIDE

Purpose of This Guide

This guide is designed to help local businesses who want to support and engage with participants during City-Bay race day while promoting their business in a way that's safe, compliant, and positive for everyone.

Why Your Presence Matters

Having local businesses actively supporting and energising City-Bay participants along the course on Sunday 20th September creates a positive experience for both your business and the community. Your presence helps make the event more enjoyable for participants, and in return your business gains visibility and positive local engagement.

What You Can Do on Race Day

You can be as involved as you like - there's no expectation for you to be there in person if it's not convenient. Even a simple sign outside your business for participants to see makes a positive impact! If you do want to get more hands-on, there are plenty of ways to engage participants and showcase your business:

Here are some simple, tried-and-tested ideas to support participants and promote your business:

- **Create a fun atmosphere:**

- Set up your spot with banners, balloons, or decorations to make your business stand out.

- **Create eye-catching signs:**

- Use banners, posters, or boards that show off your business while also cheering on participants. Fun messages like "You've got this!" alongside your logo can make your spot memorable and encourage runners.

- **Bring the energy:**

- Cheer on participants with positivity - these moments are often the most memorable part of their day!

- **Offer refreshments:**

- Hand out drinks, ice blocks, fruit, or small snacks safely and hygienically.

- **Photo opportunities:**

- Set up a fun backdrop or take photos with staff and participants – these are perfect for sharing on social media and put your business in the spotlight.

- **Promote your business:**

- Display or give away items such as:
 - Discount cards or vouchers
 - Branded items like hats, stickers, or small giveaways
 - Special race-day offers redeemable in store after the event

Get your brand out there and showcase your business to a diverse crowd of participants and supporters and make a lasting impression.

Where You Can Set Up

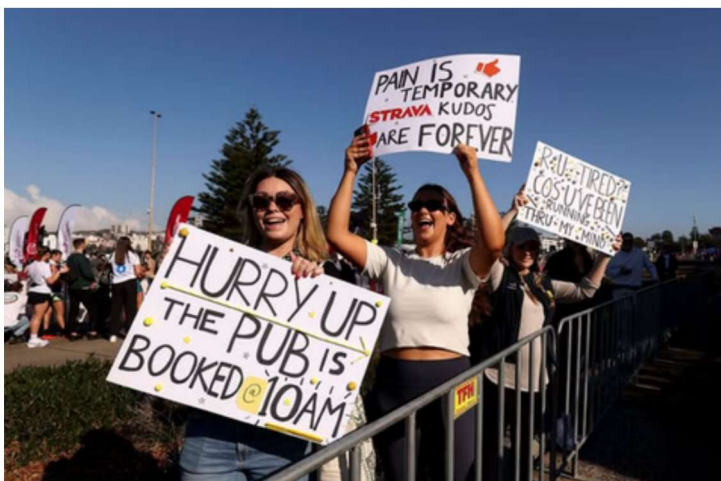
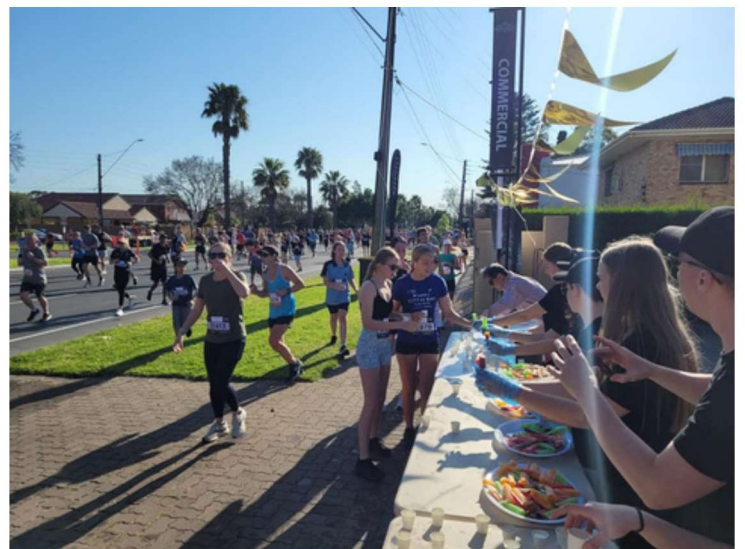
- You must remain on your business premises
- Do not encroach on the racecourse, block the footpath, or pose a safety risk.
- Stay behind barriers or signage if provided and follow instructions from race marshals.
- Safety for participants, spectators, you and your staff is our priority.

Safety & Good Practice

- Please do not step onto the racecourse or approach participants. All activity should remain within your business premises. You are more than welcome to encourage participants to come over to you but please allow participants to choose when and how they engage.
- Keep any giveaway items off the race path to avoid trip hazards.
- Maintain clear access to your business entrance at all times.
- If providing food or treats, please be mindful of potential choking hazards
- City-Bay is committed to being a green and clean event. Please minimise single-use plastics, use reusable or compostable packaging where possible, and ensure all waste is disposed of responsibly.

Event Photos & Inspiration

Here are examples from previous city bay events and other events around Australia to give you some ideas and inspiration for your activation!



PLEASE NOTE: SOME OF THESE IMAGES ARE SOURCED FROM OTHER EVENTS ACROSS AUSTRALIA AND ARE INCLUDED FOR ILLUSTRATIVE PURPOSES ONLY.

What's Next

- If you'd like support, ideas or have questions, contact us at admin@city-bay.org.au
- We're happy to help you plan what you might do that best suit your business and our participants.

Thank you for helping make City-Bay, Adelaide's largest community event, an exciting and supportive experience for all!