

Sponsor Activation Timings

FINISH VILLAGE

Sideshow Alley, RNA Showground, O'Connell Tce, Bowen Hills

Google Maps: <https://maps.app.goo.gl/dmDy7LeuPiF5csdt9>

Equipment/ Signage Delivery

- Thursday 10 September – Saturday 12 September (9:00am – 3:00pm)

Activation/ VIP Charity Bump-in

- Friday 11 September 12:00pm – 5:00pm (access via Gate 5 only)
- Saturday 12 September 8:00am – 3:00pm (access via Gate 5 8:00am - 11:00am. Access via Gate 6 11:00am – 3:00pm)
- Sunday prior to 5:30am (access via Gate 5 & 6) – no vehicle access on race day

Operational Times

- Sunday 13 September (race day)
 - Event site live: 6:00am
 - First athlete expected: 6:40am
 - Last athlete expected: 11:30am

Staff & spectators can access the Finish Village via Gate 3 – 6. Generally, Gates 3 & 6 are the best option to access your activation/ setup, but this will depend on where you have parked. Please note, no vehicle access on race morning.

Please be aware of road closures surround the venue: [Road Closure Summary](#)

Bump-out

- Sunday 13 September 12:00pm – 3:00pm (unless directed otherwise by event staff)
- Monday 14 September 8:00am – 12:00pm (please do not access the venue prior to the time stipulated)

Site Map

[CLICK HERE](#) to view the Finish Village Site Map – *coming soon*

[CLICK HERE](#) to view the Finish Village Site Access Plan

RACE OFFICE

John Reid Pavilion (corner of Gregory Tce & Alexandria St, Bowen Hills)

Google Maps: <https://maps.app.goo.gl/Mn8fFBqLTLMqiwheA>

Activation Bump-in

- Wednesday 9 September 10:00am – 3:00pm
- Thursday 10 September 6:00am – 7:30am

Vehicle access will be via the roller door at the front of John Reid Pavillion (via Gregory Tce). This must be communicated to event staff prior.

Operational Times

- Thursday 10 September 8:00am – 6:00pm
- Friday 11 September 8:00am – 6:00pm
- Saturday 12 September 8:00am – 2:00pm

Bump-out

- Saturday 12 September 2:00pm – 5:00pm

Site Map

CLICK HERE to view the Race Office Site Map – *coming soon*

[CLICK HERE](#) to view the Rae Office Site Access Plan

5KM START VILLAGE

Hercules Park, Hercules St, Hamilton

Google Maps: <https://maps.app.goo.gl/5wQzhFvEeCbDNW8y8>

Activation Bump-in

- Saturday 12 September 10:00am – 2:00pm

Vehicle access is restricted unless communicated to event staff prior.

Operational Times

- Sunday 13 September (race day): 7:30am – 10:30am

Please be aware of road closures surround the venue: [Road Closure Summary](#)

Bump-out

- Sunday 13 September 10:30am – 3:00pm (unless directed otherwise by event staff)

Site Map

CLICK HERE to view the 5km Start Village Site Map – *coming soon*

[CLICK HERE](#) to view the Race Office Site Access Plan

COURSE

Activation Bump-in

- Sunday 13 September – as directed by event staff (you will be contacted by course management with further instructions)

Activations on course include but are not limited to:

- Water station
- Entertainment
- Standalone brand activation

2026 Bridge To Brisbane Course Maps: [10KM COURSE](#) & [5KM COURSE](#)

Sponsor Activation Guidelines

Location

You will be informed of the location prior to the event. The exact location in any of the various areas (Finish Village, Race office, 5km Start Village, Cours) is not guaranteed and can change at any time up to the event commencing, depending on the needs of the event.

Inclusions

For each activation at the Finish Village, 5km Start Village & Race Office, EMQ will provide 10AMP circuit electricity access. Depending on the needs of the sponsor activation, this may impact the location on the precinct.

Additional power requirements can be provided at an additional cost:

10AMP	\$50.00
15AMP	\$55.00
20AMP	\$65.00
32A Phase	\$90.00

Please specify any additional power required in the Sponsor Activation Order form.

**Any power requirements for course activations will incur a fee (unless agreed otherwise prior)*

Water access is not available for any activation. If required, sponsor to source/ supply their own water facility and arrange their own waste-water disposal plan.

Other items such as Crowd Control Barriers, Turf Protection, weight blocks are available for hire. Please specify any additional requirements in the Sponsor Activation Order form in you have interest in adding these to your activation.

Sampling

Sampling free items is highly recommended as it is popular with the public. However, please be aware that RNA retains the rights for the sale, provision and distribution of any article of food or beverage for consumption at the Finish Village or Race Office:

- Sample size giveaway with no fee – sampling forms required for approval by RNA
- Full size item giveaways for consumption – RNA require 24% commission on the RRP
- Full size item to be sold for onsite consumption via RNA outlets – approval required from RNA
- Non-F&B items are permitted to be provided as giveaways or sales with no commission to RNA

If you wish to include food and/or beverage as part of the activation, please include this in the Sponsor Activation Order form and our event team will be in contact with further information.

When sampling any food items, it is vital to adhere to the QLD Food Safety Standards – <https://www.foodsafety.com.au/laws-requirements/location/queensland>

Sampling perishable items requires a risk management plan that includes a risk register with stock management, storage facilities, medical risks, public safety, emergency management, etc

Waste Management

Sponsors with product sampling or giveaways require a waste management plan for additional wastage (cardboard, product, cutlery, etc). The bins arranged by EMQ are for general waste for the public and catering. If the activation provides additional wastage, more bins will need to be ordered via EMQ or arranged by the sponsor and take off site end of day.

This also counts for bump-in/ bump-out with pallets, frames, build materials etc. What comes to site for build, will have to be taken off site by the end of the day.

Storage of Product

There is no storage for sponsor or sampling products. Please ensure your transport is booked for the days of your bump-in. Any items required for the sponsor activation will need to be stored at the activation site.

If sampling cool products, an onsite cool room facility is to be provided by the sponsor during bump in and product not to arrive until that is in place and powered. Power requirements to be advised via the Sponsor Activation Order form.

RNA Vehicle Requirements

- If you are only dropping off equipment using a vehicle this will need to be included in the Activation Order form
- Ensure to drive at walking pace (5km/hr) with hazard lights on and one of your team walking in front of the vehicle as a spotter
- Vehicles **MUST NOT** drive on the grass
- If the vehicle is remaining on site as part of the activation, a drip tray must be used and provided by you

RNA Site Induction

To allow access on site at the RNA Showgrounds, please follow the link and instructions below to complete the 2026 RNA Events General Safety Induction. This needs to be completed by all contractors, event organisers, exhibitors, associated crew and volunteers prior to coming on site (Finish Village & Race Office):

1. [RNA Events Induction System](#)
2. Login or create a new account (pre-existing clients will already have an account and can use existing username and password to login)
3. Scroll down to view available courses on your home page and select the appropriate course to suit your role at the event
4. Click on the course to enrol (select the Enrol Me button)
5. Complete the course and download your completion certificate (please keep a copy of this easily accessible)

Safety Information

Medical

- Medical staff will be onsite during the Event Day activities. Should your staff or any participants require medical assistance please report to 1300MEDICS tent or advise one of the EMQ staff.
- In the event of an emergency, always call 000
- If you need medical assistance during bump in, please contact the venue manager or if it's an emergency, please call 000

Suspicious Behaviour

- In the unlikely even of any suspicious behaviour, please alert EMQ staff as soon as possible or the nearest security team member
 1. Suspicious behaviour can be from both participants or the general public and can be anything from a bag left unattended or wearing a large jacket in warm weather or even a person acting irritated.
 2. If you find an unattended backpack:
 - a. Ask if anyone owns it
 - b. If no one does, do not touch it
 - c. Alert others to keep away
 - d. Contact an EMQ staff member and they will alert the appropriate people

Rules & Regulations

- Please ensure public safety is always paramount
- Any marquees self-erected on site must have enough weights in place for safety. Pegging into the grassed area or tying off to surrounding objects is **NOT ALLOWED**. If marquees are not secured, event organisers will ask for them to be removed. If you do not have weights, please contact the event organisers to arrange hire by 21 August
- You are responsible for providing your own electrical leads and ensuring they have up-to-date test and tag compliance. Power will only be available to those who have requested and pre-arranged with the event organisers by 9 August.
- Security will be onsite overnight (Finish Village & 5km Start Village) however, EMQ does not take any responsibility for property left on the premises
- Please ensure where possible, you practice the best environmentally sustainable practice with reducing waste, reusing where possible and recycling recyclable produces into the recycling bins
- Please ensure your activation team bring their own reusable water bottles, there will be a Hydration Station available in the venue
- Please ensure you provide appropriate safety items for your activation staff including sunscreen, hats, ponchos, hand sanitiser, etc
- When bumping out, it is your responsibility to ensure that all equipment used is packed away and rubbish is disposed of in the appropriate manner
- Catering rights are strictly maintained by RNA Showgrounds. No external catering of any kind is permitted on site unless it has been registered with RNA in advance. If you wish to apply to be a catering option, please complete the EOI form: <https://catering.brisbaneshowgrounds.com.au/>

If you are interest in activating at Bridge to Brisbane, please complete the EOI form: [Sponsor Activation Information](#)

All information around each sponsor activation will need to be communicated to EQM at the latest 6 weeks prior to the event (August 2). This includes sizing, needs for electricity, activation type, storage needs, labour support needs, bump-in/ out requirements, additional hire items required through EMQ etc.

EMQ reserves the right to refuse certain activities at the event to protect its reputation and environment. All activations must meet local council by-laws and requirements. Additional fees for not adhering to these guidelines may occur at the discretion of EMQ.