



Blonyx — 27 May 2025

Date	27 May 2025
Format	Video call
CF3	Simon Damborg, President
Blonyx	Matt Lang

WHY WE MET

Partners help fund the sport and keep athlete fees low. Blonyx was joining CF3's July 2025 event, and this call set up their presence there and opened a conversation about a longer partnership.

WHAT WE TALKED ABOUT

CF3's mandate as the national sport organisation and its goal of establishing functional fitness as a recognised, non-profit sport in Canada. The vendor village and partner presence at the July event, with vendors placed near the entrance. Coordinating event coverage and promotional material. How a partner can see the value of being involved across the whole event. Commercial terms were discussed and are not recorded here.

WHAT IT MEANS FOR MEMBERS

Partner support is part of what keeps events funded and athlete fees where they are. At Nationals it also means on-site partner services for athletes.

WHAT HAPPENS NEXT

Partnership discussions continued ahead of the July 2025 event, with CF3 keeping the partner informed of registration progress and finalising the vendor layout. No final terms are recorded here.