ROAD RACE MANAGEMENT
STEPS TO PUTTING ON A SUCCESSFUL EVENT

PRELIMINARY PLANNING

➢ **Goals and Objectives**
- Determine why you want to produce a running race
- Gain exposure for your organization
- Raise funds
- Community involvement
- Offer an athletic event to your organizations
- Set long term goals
- Events will take several years to maturate

➢ **ORGANIZATION**

- *Executive race committee*
  - Recruit 3-5 people who are involved in your organization & have sufficient time to work on the event

- Appoint each executive committee member to manage following areas:
  - Promotion/Marketing
  - Registration Procurement
  - Accounting/Bookkeeping
  - Venue and Event Management
  - Volunteer Coordinator
- **Key Workers**
  - Recruit a number of other members to run specific areas on race day
  - For example: Course monitors, Post race food, Aid stations
  - Key workers should meet once prior to the event
- **Volunteers**
  - Identify sources of volunteers to provide manpower for event
    See outline below
- **Race Office** & Hotline
  - It is helpful **if** you can offer a phone line with a person behind it, if a voice mail system is used, check frequently and answer calls ASAP
- Shipment Location
  - Identify a location for shipment deliveries

➢ **DETERMINING THE SCOPE OF THE EVENT**

- Time of Year
  - o Must consider climatic conditions Mid Week, Saturday or Sunday? AM or PM?
  - o Availability of venue, other events in area- i.e. festivals, etc.

- Distance
  - o 5k (3.1 mile) is most popular distance, longer races eliminate a large segment of the running population, longer races have a greater impact on roads and parks
  - o Can offer multiple events/distances – 5k & 10k, walks

- Type of Event
  - o Low Budget vs. high Caliber Event
    - ▪ Determine types of amenities that you want to offer
    - ▪ Awards
    - ▪ Age Group Competition
    - ▪ Team Awards
    - ▪ Prize Money

➢ **FINANCIAL CONSIDERATIONS**
- Identify possible income sources
  - o Sponsorship
  - o Donations Entry
  - o Fees Grants
  - o Pledges
  - o Food/Premium Sales
- *Do not overestimate revenue sources*
- *Do not commit to spend funds until they are firmly committed*

- **Identify possible expenses**
  - ▪ *Set up a working budget and stick to it*
  - ▪ Appoint an individual to control and administer the budget

  - ❖**Sponsorship Sales**
    - o Create a written presentation document (proposal) Event background
    - o Sponsor benefits
    - o Cost to sponsor
    - o Document should be concise and to the point be honest and realistic in outlining entitlements
    - o Personnel contact is very important
    - o Follow through on all commitments
    - o Send an event wrap up and thank you to sponsor contact

- ➤ **PLANNING**
  - Create a manual for the event
  - Create outline and expand on it every year
  - Create and timeline and stick to it
  - Create check list
  - Meet with race committee on a regular basis (but don't overdo it)
    - o May want to try communicating via e-mail to keep the # of meeting reasonable

- ➤ **PROMOTION**

  - Look of the Event -
  - Must create artwork and look
    - o Chose color scheme

  - **Printed Materials**
    - o Race Application
    - o Collect samples and use best aspects of your favorite application
      Make sure all information is correct (have 2-3 people proof it)
      Layout is important
    - o Printing (think about how many you will need
      and where you will distribute forms)
  - Poster (Good idea if funds available)

  - **Application (Entry Form) Distribution**
    - o Direct Mail Mailing Lists Obtain from local running club of race
      management group Trade with other events
    - o Retail Outlets Place applications in the following locations
      - ▪ Health clubs
      - ▪ Sporting Goods Stores (especially running shops) Gyms/Schools
      - ▪ Health Food Stores
      - ▪ Sponsors & Other interested retail outlets near event
    - Running Events
      - ▪ Place applications in the runner's bags of other events
      - ▪ Hand out flyers at other running events (ask permission) Calendar Listings
      - ▪ Submit basic information on event to: Local papers
        Regional papers, trade publications etc.

    - Radio & TV Stations – PSA's (Public Service Announcements)

      - ▪ Media Sponsorship important! Develop & Foster

    - Word of Mouth, this can you're most effective way to promote the event
      Encourage the following to participate: Family & Friends
      Coworkers, Members of your organization, Running/fitness clubs

- Display Advertising (Posters)
  - An effective means of targeting runners - Concerns must create a professional looking ad Cost of the ad must work within framework of budget
- The Web – (Assign someone to update pages & info ongoing, only effective if it is easy to find, easy to use, and provides all of the information.)
  - Social Media – Facebook
  - Create Event **Web** site with promo & info materials
  - On-line Registration

> **LOCATIONS/PERMITS/SANCTIONS/INSURANCE**
  - Locations – Factors

    - Proximity to organization(sponsor), interesting, beautiful, infrastructure for event, restrooms, access to building
    - Do not choose a location that will cut off traffic to a large number of people
    - Ask runners/running clubs advice prior to proceeding ahead
    - Drive and run your course on the day of the week and at the time the event will be held, look at traffic, businesses, what is going on for that day of the week and that time you are picking.

    - Permits
      Course route - Have course (have backups ready) designed prior to meeting with Police Most Police departments 1vill be skeptical of your event

    - Time - Allow sufficient time for to file permits- depending on the municipality it may range from 30-120 days or more.(NOTE: Do not announce race prior to receiving Police/Municipal approval!!

    - Insurance/Sanction
      - Sources: RRCA, USATF, Charity being benefitted, Sponsor, other
      - Determine who will require coverage (certificate of insurance requirements)
      - Make sure every participant signs a waiver (waiver/release approved by your insurance/risk management)

- **SUPPLIES**
  - Order the following supplies:
    - Race Numbers
    - Safety Pins
    - Awards
    - Swag (T-Shirts etc…)
    - Signage
    - Water / Refreshments / Cups
    - Registration Supplies
    - Goodie Bags
    - Clean up materials/supplies
- **EQUIPMENT**
  - Procure: Rent / Borrow / Source – Plan your needs
    - Port-a-lets
    - Sound system
    - Generator
    - Traffic Cones
    - Tents
    - Banners / Mile Markers / Necessary signage
    - Trash bags/cans
    - Truck if necessary to transport
    - Ambulance / Medic / First Aid
- **SERVICES**
  - Recruit / Hire
    - Timing/Scoring Service
    - Announcer
    - Medical
    - Security – large events
    - Race Management Company – large events

- ➤ RACE MATERIALS

    - Create List of Needs & Materials

        - o Arrange for delivery to site if possible
        - o Rent/Borrow truck (recruit qualified drivers)
        - o Create load list so things are not forgotten - do not underestimate the weight or bulk of materials consider vehicle load limits
        - o Recruit personnel to load and unload trucks(Keep in mind many of these items are heavy and bulk-y use high school/college workers who are properly supervised)
        - o Have plan to deal with excess materials – throw out, recycle, donate, save.

- ➤ **VOLUNTEERS**

    - Recruit and *train volunteers* (Train Your Volunteers!)
        - o Registration data entry & race number preparation
        - o Day of Registration & Packet Pickup
        - o Information (consider having an information table)
        - o Aid Stations & Runner Refreshments
        - o Goodie bag stuffing
        - o Course
        - o Course Marshals
        - o Finish line
        - o Leading & Trailing bikes or cars (must know exactly what the course)
        - o Clean up

- ➤ **RACE WEEK**

    - Prepare Race Packets
    - Check supplies / deliveries prior to race day / confirm all orders
    - Train Volunteers
    - Download On-Line registration
    - Prepare Race Bibs
    - Stage & Load trucks

➤ **RACE DAY MANAGEMENT**

- Late Registration/Packet Pick Up: Set up and staff area

- Race Day Registration:

    o Make sure volunteers are trained & informed

    o Make sure area is set up and staffed well before check in time

    o Make sure area is properly signed

    o Use standard bookkeeping procedures for cash

- Control the crowds

- Follow event plan

- Work closely with Police (have volunteer liaison assigned)

- Make sure key workers are well prepared (have manager overseeing volunteers)

- Delegate- Race Director should be managing event not doing things use your head and stay calm have an assistant chasing & fixing last minute problems

- Awards – have volunteer(s) that take care of this (do awards in a timely manner) if you have posted a time for awards be sure to follow.

- Make sure you clean the site

➤ **POST RACE**

- Resolve all post race problems quickly

- Post Results on web site in timely manner within 24 hours

- Send thank you to City, Parks, Key Workers, and Volunteers & Sponsors

- Hold meeting with committee & volunteers focus on what went well and what did not and how to fix the problems.

- Write a Post Race Report for the next year

- Begin planning for the next year   rrr2014.doc