



RUNNERS FIT

R A C E W O R K S

PLANNING A SUCCESSFUL RUNNING EVENT

6 Months Out

1. Set the date - *Runners Fit Race Works* can help you pick a date that will maximize participation for your event.
2. Sponsorship – General entry fees will help your organization raise money. However, sponsorship is where the real income for your organization comes in. See attached budget sheet for more information.
 - It is good to offer sponsors a logo on the back of your t-shirts. Ask for more information.
3. Design your race flyer and e-mail us a copy in Microsoft Word or Adobe .pdf format so we can post it online for you. (We can help you with flyer design).
4. Secure your race location and course. (We can help you create a course). When deciding on a venue, please consider:
 - Parking
 - Bathrooms (Will you need port-a-johns?)
 - Community Impact/Involvement
 - Law Enforcement Approval
 - Permits (City/County/Park)
5. Set-Up the RunSignUp page with the above information to allow for runners to begin registering

2-3 Months Out

1. Using social media platforms', such as Facebook, Twitter, Instagram, advertising for the race will be most effective during this period. **Marketing is the most important part of the planning for your race to be a success.**
2. Design the artwork for the shirt and race logo.
3. Decide on awards / t-shirt vendors and contact them regarding your race. It is important to find the best deal on these items to limit your costs. It is up to you how you do your awards. Traditionally races will require 90 awards.
 - Overall Male/Female & Overall Master Male/Female (40 & up)
 - Top 3 male/female in each age group starting with 10 & Under, 11-14, 15-19, 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, and 70 & Over.

1 Month Out

1. End sponsor solicitations.
2. Line up volunteers:
 - Course Monitors / Water Stop (if applicable)
 - Registration
 - Food Preparation / Refreshments
 - Lead Car (Bicycle) / “Sagging Wagon”: To ensure no stragglers. (Usually local police will be happy to help you with this)
 - It is a great idea if possible to order enough t-shirts to give one to each volunteer.
3. Confirm T-shirts are lined up. Ensure sponsor logos are correctly on back of shirt.
*We ask that the *Runners Fit* logo be included on back of shirt as sponsors.
4. Order awards from award vendor.
5. Order port-a-johns (if necessary).
6. Contact local law enforcement to ensure support. Generally, most law enforcements are happy to help.
7. Contact local EMS to let them know information about event. Most of the time they will supply an ambulance at race venue for free if available

1 Week Out

1. Get final numbers to t-shirt vendor.
2. Confirm port-a-john delivery for race day.
3. Confirm with local law enforcement/EMS.

1-2 Days Out

1. Make final arrangements for food / refreshments.
2. Pick up t-shirts and awards.
3. Confirm volunteers and establish arrival time (1/2 to 1 hour prior to start of registration).
 - We will help ensure race day registration goes smoothly.
4. It is a great idea to have an organized meeting the night before the race to make sure everyone is on the same page.

Day of Race

1. Arrive at least 1 hour prior to start of registration for set up.
2. Get registration area set up first.
3. Count out pre-registered t-shirts. This guarantees all pre-registered runners will receive a shirt upon race packet pick up. Remaining shirts should then be distributed to race day registrants.
4. Set up refreshments area.
5. Set up results/awards area.
6. Unlock bathrooms.
7. Ensure parking is easily accessible and have parking monitors available to direct runners **Plan for rain. Parking in grass could be difficult for smaller cars on wet ground.*
8. Deliver course monitors to their locations at least 15 minutes prior to start of race.
9. At completion of the event, make sure all areas are clean and trash is removed. We want nothing to be left behind. It makes it difficult to reapply for a permit with a city if their parks/venues were left in subpar condition.

Post-Race

1. Contact sponsors providing information about the race and “thank you’s” for their support.
*If you are an organization that works with kids or a high school cross country team it is a great idea to include a picture related to your group with the sponsors “thank you”.
2. If needed, set up a post-race meeting with *Runners Fit Race Works* to discuss all logistics of the race.
3. Congratulations! You have completed this year’s race! If possible, it is a great idea to set the date for next year’s race as soon as possible. Annual events will continue to grow in size each year.

NOTES:

Frequently Asked Questions

1. *Why should we use Runners Fit Race Works?*

Runners Fit Race Works has been involved in the running community for over thirteen years. We have recently moved to expand our race timing services to better serve not only the North Georgia and Atlanta area communities but also those across the Southeastern United States including Nashville, Birmingham, Knoxville, etc. We are ready to handle any and all parts of your run/walk or bike race in nearly any distance including 5K, 8K, 10K, Half-Marathon, etc.

Every organization, community, and event are unique in their strengths, resources, and needs. Therefore, *Runners Fit Race Works* will work with you to create a service package that best suits your organization and event's specific needs. When you choose us for your timing services, we go right to work doing everything we can to make sure you have a safe and successful event. Using our premier digital race timing systems, we are able to not only print results immediately after the last finisher but also stream live finisher results sent through text to the runners. Allowing for finishers to immediately see their times as well as starting the awards quickly continues to amaze the runners we serve since finishers strive each weekend to obtain that new personal record. *Runners Fit Race Works* also guarantees online results posting immediately after awards using AT&T Wireless Internet. The results are posted to:

RunSignUp.com

2. *Is the race cancelled in the event of rain?*

NO! We just get wet! However, it is always good to have a rain contingency plan available for post-race activities (results / awards / food). The only time a race is postponed/cancelled is due to lightning and thunder, or the occasional ice storm. Please keep in mind you should plan on having enough sponsorship to cover costs if no one was to show up on race day. (Inclement weather significantly lowers runners coming out to your event. The last thing your organization wants is to have expenses after all your hard work).

3. *How do I know what t-shirt sizes and numbers to order?*

As the race date approaches, *Runners Fit Race Works* can help you with this information. RunSignUp enables us to view the participants by event and can give a clear idea of how many shirts to order. Ordering too many becomes a large and wasteful expense and ordering too few leads to unhappy runners.

4. *How do I get my race on RunSignUp.com for pre-registration?*

Runners Fit Race Works can help you quickly get this posted online for you!

5. *What outlets are available to advertise my race?*

In our experience with races, an event's success is determined by how it is "marketed". Getting the information out about your event is vital to runner turnout. As part of our *Timing Services* package, we post your race to all major running websites, to our website Runnersfit.com as well. It is a **great** idea to send information to local media, newspapers, radio stations, local gyms. It is entirely up to you how big you want your race to be. We advise you not to pay for any advertising; it is usually not very cost effective.

6. *What if I don't have a large number of pre-registered runners?*

Don't worry! Runners are notorious for sending in pre-registration forms just in time for the cut off-date. Also, it is common to have a very good race day sign up provided the weather is good.

7. *What needs to go on the flyer?*

Your race flyer will need this basic information:

- What, when, where? Put these in a larger font.
 1. What is the name and beneficiary of your race?
 2. Date & Time of the Race?
 3. Address to event location
 4. Award Categories
 5. Link to the race's RunSignUp page

Having physical race flyers that can be easily handed out with links to the online registration help to streamline the process.

8. *How do I decide on a race course?*

Runners Fit Race Works can help you decide on an existing course, or we can start from scratch by also offering course design, course measurement, and course marking as part of our services. On race day, we also offer course marking with cones and mile markers.

9. *What is a good set-up for the post race activities?*

There should be a logical flow for the runners after coming through the finish line. Once through the finish line, the runners should move to the refreshment area to get refreshments. The set-up should accommodate this flow. Awards need to be set-up in close proximity to the registration/refreshments area. Try to keep things as close together as possible. Please do not set up anything at or near the finish line. We will set up our structures here and need runners to quickly move through the finish chute to be accommodating to the following finishers and allow for smooth flow of the race.

For more information, please contact Runners Fit Race Works: Zack@RunnersFit.com or call (770) 561-1050.

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