



# *Runners Fit Race Works*

**www.RunnersFit.com**

## 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. Decide on 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)

### **2-3 Months Out**

1. Drop flyers off at *Runners Fit* – 7419 Spout Springs Rd. #103, Flowery Branch, GA 30542 to be distributed in our store and at races.
2. You will want to distribute around 500 copies at least. Utilize area stores, restaurants, etc. to get the word about your race and its beneficiary. North Georgia is one of the largest areas in the country for running. It has some of the largest turnouts to road races and participation in fitness events as well. **Marketing is the most important part of the planning for your race to be a success.**
3. Design the artwork for the shirt and race logo.

### **2 Months Out**

1. 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.
2. Have everything you can lined up with these vendors so when you take them final numbers they will be prepared to handle your orders.
3. It is up to you how you do your awards. Traditionally races will require 90 awards. Overall Male/Female, Masters 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:
  - a) Course Monitors / Water Stop (if applied)
  - b) Registration
  - c) Food Preparation / Refreshments
  - d) Lead Car (Bicycle) / “Sagging Wagon”: To ensure no stragglers. (Usually local police will be happy to help you with this.
  - e) 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 *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

## 1-2 Weeks Out

1. If you receive all pre-registration information: We will supply you with our pre set-up Excel spreadsheet to enter all of the required information for our Digital Timing System to ensure perfect results. This is very easy! As it also lets you keep information on your supporters. The only information we require is First Name, Last Name, Age, City, State, Male/Female.

## 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.

## NOTES:

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## 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 three years. We have recently moved to expand our race timing services to better serve the North Georgia and Atlanta area communities. 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, or any custom distance. Every organization, community, and event is unique in its 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 system we are able to print unofficial results immediately after the last finisher. Allowing for finishers to immediately see their times as well as starting the awards quickly. Our Award results print out makes giving out the awards as easy as reading the names in order directly off of the paper. Runners Fit Race Works also guarantees online results posting immediately after awards using AT&T Wireless Internet. This is a favorite among race finishers as most strive each weekend to obtain that new personal record. The results are posted to: [www.active.com](http://www.active.com) [www.coolrunning.com](http://www.coolrunning.com) [www.georgiarunner.com](http://www.georgiarunner.com) [www.rungeorgia.com](http://www.rungeorgia.com) [www.runnersfit.com](http://www.runnersfit.com) [www.runningintheusa.com](http://www.runningintheusa.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 of 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. We can give a good estimate of race day registration based on pre-race numbers.

4. *How do I get my race on [Active.com](http://Active.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. We will post all of your race information to our website 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 to not pay for any advertising; it is usually not very cost effective.

6. *What is the Run & See Georgia Grand Prix?*

The Run & See Georgia Grand Prix is a state-wide competition between the state's runners who receive points in the Georgia Grand Prix standings for competing in a sponsored race. The fee is \$250.00. This is entirely up to you if your race would like to utilize this service. This service is done through the Georgia Runner Magazine. It will definitely draw more people to your race.

7. *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.

