



## **THE RUNCCRS SUGGESTED TIMELINE FOR RACE DIRECTORS**

Organizing a running event, regardless of size, is a complex undertaking with many variables and 'to-do' items. While this list is not a 'catch all' list of items a Race Director needs to consider, it outlines many of the items required to make an event run smoothly. Below is a suggested timeline for planning and conducting a road race or similar event. For some events, three months planning can be sufficient.

### **GETTING STARTED: Six Essential Tasks**

*Five – Seven Months Prior to Race Event*

#### **1. SET AND CONFIRM YOUR RACE DATE / TIME**

The Chester County Running Store maintains a **master race calendar** for all of our events in the Mid-Atlantic region. Call (610) 696-0115 or email: [kkellyrun98@verizon.net](mailto:kkellyrun98@verizon.net) to determine the best date for your event or to confirm your race date for the New Year.

Once you set your race date, then it's time to set your start time for your event. You need to consider the time of year (spring, summer, fall, and winter) and set your start time accordingly. The Chester County Running Store race management team has extensive knowledge and resources for coordinating events and we can offer suggestions on what time to begin your event.

Choose between our *Sprinter* and *Distance* Timing Service Packages. Consider Add-On services needed.

#### **2. OBTAIN LOCAL PERMITS (PARKS, POLICE, STREET CLOSURES, ETC)**

Most townships require event directors to obtain the appropriate permit in order to host an event. Please contact your Local Township or municipality as early as possible to ensure that your race date is available. You may also need to secure permission for the use of any facilities where the race will start and end (i.e. School, City, County, Park, or Business). Arrange for Police and Medical support for race day. You may have to pay fees for these services. The CCRS management team can assist race directors in this process.



### 3. DETERMINE YOUR RACE COURSE

Choosing your race course is an important aspect of your event. Many runners prefer a flat or slightly rolling course where they can run a possible PR, although sometimes runners enjoy a challenging course or trail race where they can experience something different. Avoid high traffic areas, crossing busy intersections, multiple cone turnarounds, and dangerous terrain. Most of all, runners want an accurate, well-marked course with mile splits where they won't be in danger of getting lost.

Having a [digital course map](#) available online can help promote your race and draw more participants.

The CCRS race management team has over 25 years of experience in designing and marking accurate and safe race courses. Please ask about our “add-on” course design, digital mapping, and marking services.

### 4. RECRUIT SPONSORS AND VOLUNTEERS

Recruiting race sponsors can help to offset the costs associated with putting on an event. Develop “Sponsorship Levels” for appropriate participation and indicate what sponsors will receive.

#### SMALL RACE

##### **Title Sponsorship \$2,500**

1. Reference to the event name, preceded by your company name
2. Prominent logo and/or company name on all promotions and publicity including, print ads, press releases, 5,000 race applications, 500 T-shirts
3. Hyperlink to your website from ours
4. Banner space and signage at start and finish lines

##### **Presenting Sponsorship \$1,000**

1. Named as the Presenting Sponsor of the event
2. Prominent logo and/or company name on all promotions and publicity including: press releases, 5,000 race applications, 5000 T-shirts
3. Hyperlink to your website from ours
4. Banner space and signage at start and finish lines

##### **Gold Level Sponsorship \$500**

1. Proportionate sized logo and/or company name on all promotions and publicity including: press releases, 5,000 race applications, 500 T-shirts
2. Hyperlink to your website from ours
3. Banner space and signage

##### **Bronze Sponsorship**

1. In-Kind Donation (example: 500 bags for 500 runner race)

[www.racedirectorresource.com](http://www.racedirectorresource.com)



Additional Sponsor benefits might include:

- Printed name/logo on t-shirt
- Printed name/logo on race app and flyers
- Presentation/Naming rights -- (i.e. the "Doc McGrogan's St. Pat's 5k")
- Right to offer samples on-site
- Right to have banners and/or other signage on-site
- Name/logos on one or more web sites
- Right to include coupons and/or other item in goodie bag presented to each runner.

Start recruiting volunteers as early as possible – you can almost never have too many. High-quality races have volunteers at every intersection or turn on the race course to ensure that runners know where to go. Your volunteers will need to stay at their assigned station until the last race participant passes the assigned spot. You should also encourage your volunteers to cheer for the participants.

Additional Volunteers are needed for: registration, start, finish, aid stations on course, equipment setup, mile markers out on course and aid station set up on course, start finish and start area, awards, cleanup.

**For most races, a minimum of 15 course marshal volunteers will be needed to ensure a safe run.**

*The Chester County Running Store can provide paid course marshals for race directors that are unable to secure their own volunteers. Please provide at least 1 month notice for this service.*

## **5. SECURE INSURANCE FOR YOUR EVENT**

Insurance will protect you, your organization and your sponsors in the unfortunate event of injury to a participant or other unforeseen circumstances. While most all races require participants to sign a waiver, case law is such that you don't want to leave anything to chance.

Insurance can be set up through the **Chester County Running Store** using the Road Runners Club of America. As a member club, we are allowed to be an additionally named insured organization under RRCA's insurance, which includes the benefits of its policy as if it were our own.



## 6. DESIGN YOUR RACE REGISTRATION FORM

The race registration form is an important aspect of both your race advertising and administration. Race directors need to consider the type of registration form that is appropriate for their event (i.e. Brochure, Postcard, Single Sheet, etc.). The CCRS race management team has years of experience in designing and creating race applications, please ask about these services.

### **Race Registration Forms Should Include (*Samples Included*):**

- Date / time(s) of race
- Date / time / location for early packet pickup (optional), and race day packet pickup
- Contact name, phone number and e-mail address
- Sponsors logos
- Location of start and finish
- Age division and awards (Example: "10 yr. age groups" 0-19, 20-29, 30-39, 40-49, etc.).
- Entry fee(s) for Pre-Registration, Late Registration, and Race Day Registration
- Mail in Entry; where to send check & application: name, address, email, deadline.
- T-shirts Sizes to choose from (Extra Small, Small, Medium, Large, Extra Large / Women's Cut)
- Age on Race Day
- Charity / Group benefitting from the race.
- Website name for more information and Online Registration.
- Race application MUST have a Waiver Release.
- Location for participant Signature and Date (or guardian if under 18)

### **Online Registration:**

The Chester County Running Store offers secure [online race registration](#) through our website to help maximize participation and simplify the registration process for your runners and walkers. Race directors and runners can quickly see how many runners have registered for the event and in each age category.

Our system enables online credit card registration for your runners. We charge a small processing fee on each transaction to the runner, so there is no charge to the race.



## **STAYING CONNECTED: Pre-Race Tasks**

### *Two – Five Months Prior to Race Event*

#### **1. ADVERTISE YOUR EVENT**

There are a variety of cost effective methods to help promote your event in the local community including handing out registration forms, race calendar websites, Facebook and Twitter campaigns, and Email blasts. This is an important step in publicizing your event to your target audience. CCRS offers advertising and marketing services that are proven to increase participation at your event.

Publish entry form on various calendar websites and have available at local races prior to your event. Distribute 30-40 entries to all sports and running shoe stores and gyms and fitness centers in the area. Check stock at all distribution points every two weeks until race week.

#### **2. MONITOR ONLINE AND PAPER REGISTRATION**

It is important to monitor online and paper registration to ensure that your event is progressing according to plan. If registration numbers are down, make the appropriate adjustments to boost participation.

For Paper Registrations, begin to keep an excel file with important information that the race timers will need. This file should be emailed to your assigned CCRS Race Timer at the close of registration.

*(Excel file columns: First Name, Last Name, Age, Sex)*

After receiving the excel file, your assigned CCRS Race Timer will assign each participant a bib number and prepare the necessary documents for your race day.

## **FINAL PREPARATIONS: Finalizing the Details.**

### *One Month Prior to Race Event*

#### **1. ORDERING T-SHIRTS OR OTHER AMENITIES**

Race participants expect a quality race shirt when registering for an event. (Other options might include: towels, socks, hats, gloves, etc.) Creating an attractive design/logo can help to promote your event and draw more participants. A graphic designer can help create your artwork. Larger races may opt for a technical running shirt from *A4* or *GreenLayer* (*may require a longer ordering time*).

You can usually have the shirts ordered and printed about two weeks before the event for those who have preregistered and then make arrangements with the printer to have a follow-up order (*if needed*) for the late registrations. Items you'll need to prepare for print:



- a. Logo Design (*vector format / pdf for printing*)
- b. Sponsor Logos (*vector format / pdf for printing*)
  
- c. Race Directors should order about 1/3 more than what they have pre-registered.  
Size Distribution: 17% small, 30% medium, 29% large, 25% x-large and 2% xx-large.  
(Or use the percentages from last year's race).
  - i. Sidelines Sportswear and Promotions: <http://www.logoit4you.com/>
  - ii. Contact Person: Joe Meehan - 610-251-1617, [jzmeehan@comcast.net](mailto:jzmeehan@comcast.net)

## **2. AWARDS OR GIVEAWAYS**

Trophies or awards need to be ordered in advance and available race day. After determining your age groups, decide on how you will recognize your age group winners. Be creative! Medals are terrific, but don't be afraid to find unique or valuable prizes (*gift cards from sponsors, apparel, etc.*).

For your overall winners, you'll need to decide whether you will be offering cash prizes or other awards. The benefit of cash prizes is that it helps to draw faster runners, who in turn draw more participants.

## **3. RACE PHOTOGRAPHER / VIDEOGRAPHER**

Having a race photographer or videographer can help enhance the race day experience for your participants. Photos and videos can be posted online, used for future sponsor presentations and race advertising materials, or for participant photo sales.

## **4. PLAN FOR RACE DAY**

Prepare the event location for race day. Create signage for course and race site, secure any tables/chairs for various stations, ensure electric hook-up is available, ensure restrooms are available, and arrange for post-race refreshments (water, bagels, etc.).

**Port-a-potties.** If you don't have a facility with lots of restrooms, you will need one or more port-a-potties. The typical recommendation is two toilets for every 100 runners. Make sure they are stocked up with toilet paper for both before and after the race. You may also need toilets on the course for longer events. Your volunteers may also need access to one so you can place a toilet near each aid station.



## **RACE DAY**

### *Race Event*

#### **1. RACE DAY SIGNAGE**

Organizational signs can help your participants enjoy their race day experience by understanding where to head for each service associated with race day. For that reason, we suggest having signs for the following areas:

- a. Restrooms
- b. Registration Tables (Pre and Race Day)
- c. Medical Services
- d. T-Shirt Pick-Up (*Optional*)

#### **2. REGISTRATION TABLES**

Assemble pre- and post-registration tables for your participants to pick-up their race day materials.

Each registration table should have the following items:

- a. List of pre-registered runners
- b. Number/t-shirt/packet pick-up
- c. Safety pins
- d. Cash box
- e. Entry forms and pencils

#### **3. INSURE ALL COMMUNICATIONS ARE INTACT**

Sometimes race day can be very hectic, even for the best planned race director, so it is essential that all affiliated parties (Police, Course officials, Timing officials) hold a brief meeting upon arrival and are updated on any race day changes that might occur.

#### **4. REFRESHMENTS / AWARDS CEREMONY**

After the race has started, the race director should begin to set up tables (and chairs) for refreshments and the awards ceremony (*This can be done earlier volunteers are available*). Be sure to include utensils, napkins, ice, trash receptacles, and anything else that you feel might be needed.

For the awards ceremony, make sure you have a bullhorn or PA system ready. This is a good time to mention and thank all race sponsors, provide the website address for results, and say a few words about the charity / organization the race benefits.