

KEY ELEMENTS TO PLANNING A RUNNING EVENT

▣ Presenters

- Julie Pearson, Owner, Race Time
- Trudy Wakeman, Director of Parks and Recreation, Lake in the Hills
 - ▣ 10x Race Director Chicago Triathlon
 - ▣ Specializing in Triathlon, Running Events, Swim Events
- Matt Wehby , Director of Parks and Recreation, Wheeling Pk. Dist.
 - ▣ Race Director, LifeTime Fitness – Chicago Triathlon
 - ▣ Specializing in Adventure, Triathlon, Running Events

Goals / Agenda

- ▣ Phase I – Pre Planning
- ▣ Phase II – Race Logistics
- ▣ Phase III – Race Day Execution

Phase I: Pre-Planning

- ▣ Who
 - Target Audience – Youth, Adult, 1st Timers, Competitive Runners
- ▣ What
 - Race Type – Distance, Theme, Sport
- ▣ Why
 - Fundraiser, Community Event, Competitive Event
- ▣ Where
 - Course, Place of Significance
- ▣ When
 - Date, Time of Day

The WHO

- Target Audience
 - First Timers
 - Seasoned Athletes
 - Families
 - Kids
 - Seniors

What Type of Running Event

- Road Running Race
- Off-Road
- Fun Run
- Distance (5K, 10K, 5-Mile, etc...)
- Relay Race
- Multi-Sport
- RACE NAME/THEME
- Keep Short
 - 4 words or less
- Tie to theme or “type” of race
 - Bunny Hop
 - Turkey Trot
 - “Run Thru The Hills”
 - “Summer Sunset”
 - EVENT/RACE GOAL

Why are you putting the event on:

- Fund raiser for a specific charity

- Exposure/awareness
- Community Relations

Where will you race?

- ☐ USATF – Existing Courses
- ☐ On- Road vs. Off-Road
- ☐ Location, Location, Location
 - Runners like unique courses!

RACE DATE

- ☐ No conflicts with other local “similar” events
- ☐ Tie in with village events
 - 4th of July Parade – Utilize Parade Route
- ☐ Build around theme/event
 - Turkey Trot
 - Halloween
 - Labor Day
 - Easter

PHASE II

- ☐ Logistics
- ☐ Course
- ☐ Committees
- ☐ Advertising – registration/promotions

RACE DISTANCE/COURSE

- ☐ Accurate – USATF Certified
- ☐ Hills, turns
- ☐ Construction

- ▣ High Traffic Areas

STAFFING AND COMMITTEES

- ▣ Assigned based on strengths of staff
- ▣ Make sure all areas are covered

Race Director:

“IN CHARGE OF EVERYTHING....

RESPONSIBLE FOR NOTHING”

Matt Wehby

RISK At Your Event

- ▣ Probability that something will happen at your event:
 - 1: Low
 - 5: High

- ▣ How do we manage risk?

Accept – Treat – Transfer - Avoid

- ▣ Weather: 3 - 5
- ▣ Fire: 1
- ▣ Extreme Health Related Problems (i.e. heart attack): 3
- ▣ Volunteers/Course Marshals not showing up at designated spot on course: 3

REGISTRATION

- ▣ In house on-line registration
- ▣ Outside source for on-line registration
 - Signmeup.com
 - Active.com
 - Racetime.info
- ▣ Registration Forms

- Part of seasonal brochure
- Race day registration form

REGISTRATION FEES

- Member vs. non-member of agency
- Pre-registration Fees
- Race Day Fee
- Family Rate
- Determining Fees:
 - What is the perceived value that the participant receives
 - What is the cost per participant to put race on:
 - Shirt
 - Staff (overtime)
 - Police/Medical
 - Awards
 - Timing Company
- Pre-registration (Average preregistration fee: \$20.00)
 - Cash
 - Check
 - Credit/Debit Cards
- Race Day Registration (Average race day registration fee: \$25.00)
 - Cash
 - Check
 - Credit/Debit Cards

AGE GROUPS & AWARD CATEGORIES

- 5 year? 10 year? No Year– just overall?

- ▣ Youth Categories
- ▣ Masters
- ▣ Clydesdale
- ▣ How deep in each age group
- ▣ Award categories should be publicized

Type of awards

- Medals, Trophies, Glasses, “Other”

ADVERTISING

- ▣ Brochure
- ▣ Posters
- ▣ Other Races
- ▣ Retails
- ▣ Website
 - Agency Site and/or Customized site for race
- ▣ Social Media Connection
 - Face Book
 - Twitter

SPONSORS AND DONATIONS

- ▣ Utilize own suppliers
- ▣ Local retailers
- ▣ Suppliers to your cause:
 - Medical
 - Breast Cancer Awareness
 - Animal Shelters
 - Animal Food Suppliers

COMMUNICATION WITH COMMITTEE/STAFF

- ▣ Prerace:
 - Meet often with committee members
 - Make sure staff knows and understands area(s) of responsibility
- ▣ Race Day:
 - 2 way or cell phones
 - Race Director needs to be accessible at all times!

LOGISTICS

- ▣ Layout:
 - Registration
 - Porta Johns
- ▣ Have course map. Know the race course!
- ▣ Mark course prior to race morning
- ▣ Course marshal assignment and placement
- ▣ Parking
- ▣ Communicating/working with public officials
 - Police
 - Emergency

S.W.A.G.

Stuff We All Get

- ▣ Shirts
- ▣ Bags
- ▣ Hats
- ▣ Other
 - Fun “stuff”
 - Information

- Promotional materials from sponsors

- ▣ Finisher medals

HOW TO MARK A COURSE

- ▣ Cone placement
- ▣ Marshal placement
- ▣ Street marking
- ▣ Arrows on trees/signs on cones
- ▣ Turn and running tangents
- ▣ Water Stations – where on the course, set-up, cup placement
- ▣ Course Marking
- ▣ Directing Runners

FOOD AND WATER

- ▣ Water along the course (water station)
 - 6 oz paper cups
- ▣ Water at start
- ▣ Water/sports drinks at finish
- ▣ Food
 - Fruit (bananas, apples, oranges, etc.)
 - Bagels
 - Yogurt
 - Breakfast Food
 - Pancakes
 - Cereal
 - Pizza
 - Sandwiches

- Tie in with your theme (Octoberfest)

PHASE III

- ▣ Secure course
- ▣ Set up registration, packet pick up
- ▣ Volunteer check in
- ▣ Start/finish line
- ▣ Awards location
- ▣ Police, Public Works, volunteers in place
- ▣ Has the timer arrived??
- ▣ Traffic flow
- ▣ Music/Entertainment/announcer

Contact information on presenters:

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