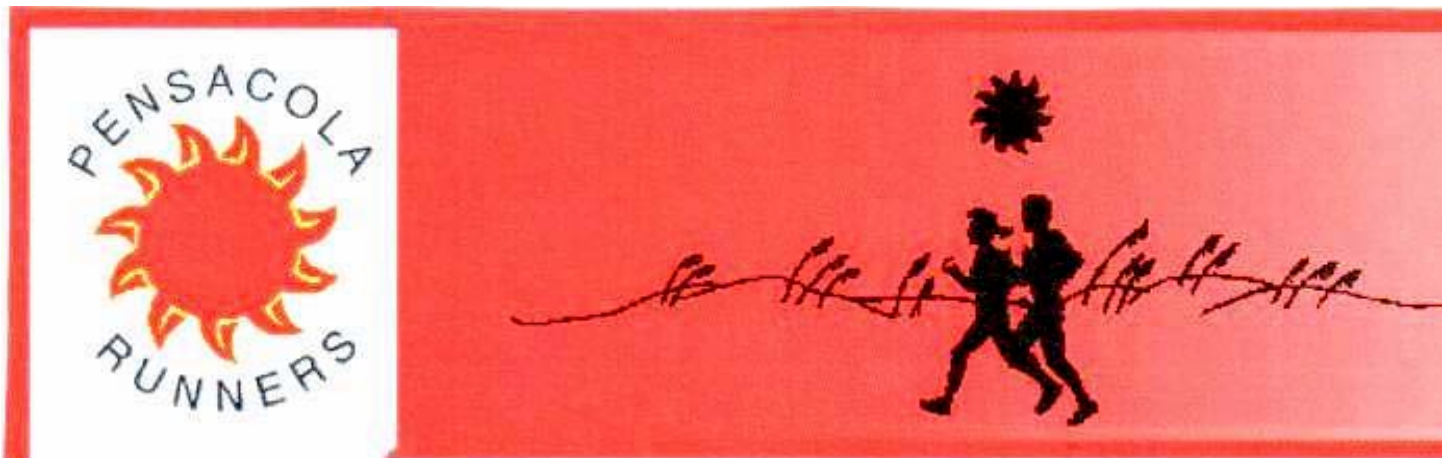




# Pensacola Runners Association Road Race Management Manual

**A Guide for Successfully Managing a Road Race**

Revised 11/29/07



## TABLE OF CONTENTS

	Page
1. Introduction	3
2. Planning	3
3. Guidelines for a Good Course	4
4. Race Director Main Duties	5
5. Race Director Checklist	6
6. Race Director Checklist and Schedule	7
7. Starting Line	8
8. Review of Starting Line	8
9. Water Stations	9
10. Finish Line	9
11. Finish Line Duties	10
12. Entry Form	10
13. Publicity	13
14. Awards	13
15. Walkers	14
16. Wheelchair Participants	15
17. Sample Budget Sheet	16
18. PRA Pre-Race Information & Data Request Form	17
19. PRA Post-Race Report	17
20. Race Revenue and Expenditures	18
21. Key Job Divisions	19
22. Race Committee	20
23. Remember Your Volunteers	20
24. Sample Volunteer Responsibilities Checklist	21
25. Responsibilities of Key Volunteers	21
26. Volunteers & Duties	24
27. Sample Volunteer Sign Up Sheet	30
28. PRA Membership Application	35

## INTRODUCTION

Directing a road race is not an easy task, but it is not impossible. If you have been associated with road racing for any length of time, race directing can be done with few problems. All you need are good planning, good organization, and a support committee to make a good and successful race a reality.

Before you decide to direct a race consider this: do not make the mistake of charging too much for race registration. For a 5K to 10K, fifteen to twenty dollars pre registration and twenty-five dollars race day are reasonable amounts.

This manual will try to give you helpful guidelines to put on a quality race. The current Race Director Coordinator is available to answer any questions or listen to any ideas. Contact PRA or e-mail Pensacola Runners Association.

This manual is intended as a general guide to directing a race of moderate size and distance. It is not meant as the final word on what should or shouldn't be done. Differing circumstances call for innovative thought. Take control and be creative! Keep in mind that one of the best ways to acquire race-directing skills is to observe and volunteer at other races.

The forms in the appendix can be photocopied for your convenience. Use them as guides. Some forms may have to be altered to fit your needs and the projected size of your race.

## PLANNING

***Pleasing the participant is the ultimate goal of a successful race. The participant must go away from the event feeling that he was treated as if he were the most important person in the world.***

*— from Brad Mulamud's How to Direct and Produce a Road Race*

1. Your first job is to plan a race date well in advance. Always check with Pensacola Runners Association Race Director Coordinator who has an event calendar many months in advance. This minimizes conflicts with other races and events and assures you that runners will show up on race day.
2. When choosing a race site, make sure you pick an area where there is adequate parking and plenty of room for runners to warm up.
3. Make a checklist of needs.
4. Develop a budget. See sample budget in appendix.
5. If you are directing a "club race" (for PRA), your budget must be presented to the PRA Board for approval well in advance of the event.

## **Plan, Plan, and Plan some more**

Happy runners not only return, but also bring their friends. What better PR could you ask for than to have hundreds of race participants promoting your race to fellow runners each year? If profits are generated at the expense of runners, the race won't be around very long.

Always Remember that Runners should be assured of:

- Proper starting time with as little delay as possible
- An accurate course that is well marked and safe with accurate split times
- Plenty of aid on the course appropriate for weather conditions and distance
- An accurate time and place of finish at the end of the race
- Lots of goodies to eat and drink after the race
- Prompt award ceremonies
- A race souvenir, such as a T-shirt, if the entry fee guarantees this

## **GUIDELINES FOR A GOOD COURSE**

In choosing event specifics such as distance(s), course location, competitive design, and event style, remember your overall goals and research what has and hasn't been done, (and with what degree of success). The options:

### ***Distance***

Consider the distances of events being held within a couple of weeks of your race. 5K is popular, but runners get bored of the same distance week after week. 8K and 10K are good alternatives.

### ***Site/Course Selection***

Your options are many. Such things as parking, accessibility, facilities, etc will influence your site selection. The course can be hilly, flat, cross-country, sunny, shady, boring, aesthetically pleasing, and so on. Remember, course difficulty as well as aesthetics will contribute to your event style and reputation.

## **In reviewing your race course, always remember:**

1. All courses should be accurately measured for distance and mile splits.
2. The course should be measured following procedures of USATF so

- it could be certified if appropriate (PRA Grand Prix courses should be certified).
3. Try to avoid a narrow starting and finishing area to keep runners from being crowded at the start or lapping one another in the finish chute.
  4. If possible, avoid sharp turns and turn-a rounds on the course because these may cause confusion, accidents, or even injuries.
  5. Try to avoid busy intersections and streets unless you have experienced people to control traffic at these points on the course.
  6. Make mile markers clearly visible (such as road markings or volunteer postings) and located out of the likely path of runners.
  7. The course should have water stops every 2 or 3 miles (April-October for sure) or in the case of a 5K at the 1.5 mile mark.
  8. Water should always be available at the start and finish lines.
  9. Use chalk to mark the course (flour if off-road) = create clearly visible arrows on all turns.

## **RACE DIRECTOR MAIN DUTIES**

1. Recruit dependable volunteers for traffic control, the finish line, race day registration, water stops, and results/timing at finish line.
2. Recruit knowledgeable people to document and present timely race results.
3. Obtain liability insurance for the race. PRA has a policy.
4. Mark the course prior to the race, but make sure to arrive early on race day to do the marking or refresh markings as necessary. Check course on the day of race to check for hazards or newly blocked areas.
5. Design, order, and pick up t-shirts. Many area t-shirt companies can give you package deals. Check prices and shop around.
6. Determine age group, who gets awards, and what the awards will be. Print this information on the race flyer.  
There are many types of awards such as coffee and beer mugs, trophies, plaques, medals, or cash. Be creative.
7. Contact the Sheriff's Department or the City Police Department to help with traffic control and permits. This should be done at least two months in advance. Call and confirm before race day. Make sure you have plenty of volunteers in case the officers do not show up.
8. There are new regulations applicable to recreational events that take place within the city limits of Pensacola. Check with the Pensacola Police Department or other city government officials for details. It is extremely important to gain approval before your race.

## **RACE DIRECTOR CHECKLIST**

- Date of race (day, month, year)
- Place of event.
- Time of event (am, pm)
- Cost of entry and the prices for early and late registration, no t-shirt option, and the cut-off date for each.
- Who to make the check out to and the address to send the entry form.
- Awards - number of awards, age groupings, male/female, and special awards
- (wheelchair, race walkers, etc.)
- T-shirts, gloves, towels, etc. to be given to each registrant, finisher and participant. (When calculating number of t-shirts to buy do not forget the volunteers)
- Phone number and the address of the person to contact for special questions.
- Sponsors, logos, etc.
- Race numbers
- Volunteer list and their assignments/responsibilities.
- Restroom (port-o-let) facilities
- T-shirts (schedule delivery or pick up well in advance of race day)
- Permits if necessary. (City Parks & Rec. Dept., Police Department as necessary)
- Event insurance (always advisable, required if a PRA Grand Prix race)
- Pick up race equipment the day before the race.

## Race Director Checklist/Schedule

<b>Pre-Race Planning</b>	<i>Minimal # of months prior to race</i>	
<input type="checkbox"/> Select race date/time	6	
<input type="checkbox"/> Contact PRA at: <a href="mailto:rbkelly@cox.net">rbkelly@cox.net</a> or <a href="mailto:nansea@mchsi.com">nansea@mchsi.com</a> to post race to website or mail info to PRA PO Box using form on Page 17	6	
<input type="checkbox"/> Organize and set goals/budget	6	
<input type="checkbox"/> Reserve timer/finish line equipment	6	
<input type="checkbox"/> Schedule results professionals, optional	6	
<input type="checkbox"/> Coordinate entertainment	6	
<input type="checkbox"/> Pre-race meal and/or clinic	6	
<input type="checkbox"/> Establish course	4	
<input type="checkbox"/> Obtain course approval	4	
<input type="checkbox"/> Measure/mark/certify course	4	
<input type="checkbox"/> Complete sponsorship/donation negotiations	4	
<input type="checkbox"/> Select T-shirt design	4	
<input type="checkbox"/> Recruit key volunteers	4	
<input type="checkbox"/> Arrange for packet pick-up	4	
<input type="checkbox"/> Coordinate transportation, if applicable	4	
<input type="checkbox"/> Insurance/U.S.A. Track & Field sanction	3	
<input type="checkbox"/> Entry form preparation/printing	3	
<input type="checkbox"/> Race promotion	3	
<input type="checkbox"/> Order T-shirts/amenities	3	
<input type="checkbox"/> Emergency medical services	2	
<input type="checkbox"/> Order race numbers	2	
<input type="checkbox"/> Order awards	2	
<input type="checkbox"/> Arrange for toilet facilities	2	

*Every race is unique. Your race may require other arrangements. Think it through.*

## **STARTING LINE**

### **The Correct Way to Start a Race**

The biggest problem with a race start is that some participants “seed” themselves too close to the starting line. The faster runners behind them then have to push their way through to get past. This situation is particularly true of young children who will sprint out the first 50 yards or so and then slow down drastically. This is an important safety concern for race directors.

For a race of moderate proportion, a false starting line, placed 10 feet or more before the true starting line, seems to attribute to a smoother start. About 45 seconds prior to the start, the starter requests that runners planning to run a 6:30 pace or better proceed to the true starting line (referring to it more discreetly by location). Continue with 7:30 pace, 8:30 pace, etc.

Never “count down” a race start. Someone will inevitably start on 2 or 1 and the rest will follow. The starter announces “Runners to your marks” and fires the gun simultaneously (shouting “GO” in the event of a malfunction).

Remember that wheelchairs will require lead-time on the start and walkers a delayed start.

### **A Quick Review of the Starting Line**

1. Make sure that the starting line is well marked before the race.
2. If possible, try to place the fastest runners in front to avoid collisions or injuries.
3. Try to have water at or near the starting line for runners warming up.
4. After the runner’s line up for the start, give race instructions to everyone. These should include which side of the road to run on, where the water stops are located, and what to do at the finish line.
5. Runners expect to have their split times called out to them at every mile during the race. This requires the timers to be at the beginning of the race, probably about 50+ yards in front of the starting line and probably standing at their car or pickup to start their stop watches before quickly taking off to their assigned mile marker.



## **WATER STATIONS**

- Avoid having water stations on uphills or downhills.
- Try to have 1 cup of water or sports drink per runner per water station. (Two cups on hot and/ or humid days) Stations that are located on a “out and back” course will need more water, sports drink and cups than courses that are “point to point.”
- Make sure the person in charge of the station fills the cups before the runners arrive. This will require a small folding card table (or similar) to hold the pre-filled cups. Ideally, you should have volunteers working the water table that can hand the cups to the runners as they go by. No more than 2/3 filled is better. Use paper cups (frequently donated) as they are easier to drink from and pick up later than plastic.
- Place two trash cans approximately 20 and 30 feet (respectively) past the water stop. Many runners will try to drop their cup into the can. This saves the crew time and effort when cleaning up.
- Have at least one large garbage bag at each water stop where the volunteers can put the used cups and other trash that they will pick up in the vicinity of the water station.

## **FINISH LINE**

- Have a finish chute at the end of the race if possible (formed with orange traffic cones). The chute will help prevent a clogging of runners and makes it easier to record times and get photos of finishers.
- Keep runners in order and move them through the chute as quickly as possible. Watch out for the mid-pack surge at the finish line. In most races, there are large numbers of finishers who come through the chute about the same time.
- Make sure you have a good results timer who can quickly in load race results.
- Stay close to the results table to keep things going smoothly and quickly. (We know you haven't been cloned so delegate when appropriate.)
- Try to have race results for the overall winners and age group winners twenty-five to thirty minutes after the race. That time allows you to compile results and allows runners time to cool down. If results take much longer, runners tend to leave. When that happens, you will be left with age-group awards (overall winners don't leave) to get to absent winners.
- Equipment such as time clocks, water coolers, signs, traffic cones, tables and chairs can be rented from PRA by contacting the PRA President, Gary Bunde.

## FINISH LINE DUTIES

1. Recruit people to do timing at the finish line.
2. If the race is a Grand Prix event, make sure you get the results to a Grand Prix member in a timely manner, within one to two days to post online.
3. Clean up the start and finish areas. Make sure you have people to help. Remember to bring trash bags for proper clean up.
4. Pick up all mile markers, orange cones, water cups tossed at the water stations, etc.
5. At the awards ceremony, remember to thank all of your sponsors for their support of your event.

## THE ENTRY FORM

The entry form is your main tool for persuading runners to enter your race. Use it to your best advantage! The brochure should be eye-catching, easy to read, and promote all of the special race features/amenities. It should also include the race registration form which will provide any information the race committee needs for registration, awards, T-shirt ordering, etc., as well as a liability release.

### ***Front or Top of Form***

- ◆ T-shirt design
- ◆ Name of race
- ◆ Distance
- ◆ Date and time (including year)
- ◆ Location (city, state, area)

### ***Race Information Section***

#### ◆ **Course description**

Start and finish location(s)

Length, scenic value

Flat or hilly

Measurement accuracy

Percent paved, unpaved

Design of course (loop, point to point, etc.)

Average temperature on race day, heat warning? Race run rain or shine?

Course sanctioning and/or certification

Water/medical aid locations

Mile/km split time locations  
Map of race course (arrows)  
How to get to course (map)

◆ **Race entry**

Fee — early, late, special rates, non-refundable, deadlines, no T-shirt option?

Check made to...

Entry mailed to...

Late entry information

◆ **Race packet pickup**

Locations — pre-race, race day

Times

◆ **Race amenities**

Description of T-shirts and/or any other race souvenirs (sizes not guaranteed to latecomers or no-shows)

Post-race refreshments

Pre-race lecture/dinner?

Entertainment

Post-race massage

◆ **Awards**

Overall divisions, how deep

List age group divisions, how deep

List prizes for awards, any random awards

Time, location of awards ceremony

Team competition?

◆ **Transportation/Lodging**

Any special transportation, specifics that might help out-of-towners

Host hotel(s), rate, location, phone number, proximity to race site

◆ **Traffic control/Finish line procedures**

Prohibited from course: bikes, roller skates, baby-joggers, dogs, etc.?

Course closure time? Watch for vehicles.

Walkers welcome?

Procedures at finish

◆ **Sponsors/Beneficiaries**

◆ **Sponsor's logos**

◆ **Beneficiaries**

◆ **Information**

Name, phone number for information

◆ **Results** — Posted? Published? Mailed?

◆ **Course/Event history** — Course records, etc.

◆ **Baby-sitting service** while you run?

***Registration Section***

◆ Name of race, date, time, location

◆ Entry fees, deadlines

- ◆ Name of entrant (last, first, m.i.)
- ◆ Mailing address (street, city, state, zip, phone number)
- ◆ Sex, age of entrant
- ◆ Division: run, fun run, walker, wheelchair, team, etc.
- ◆ T-shirt sizes (Note that T-shirts are available for only the first XXX entries.)
- ◆ No T-shirt option? Price.
- ◆ Check payable to...
- ◆ Mail entry to...
- ◆ Liability release

### ***Sample Liability Release***

(Recommended by the Road Runners Club of America)

I know that running a road race is a potentially hazardous activity and that I should not enter and run unless I am medically able and properly trained. I agree to abide by any decisions of a race official relative to my ability to safely complete the run. I assume all risks associated with running in this event including, but not limited to falls, contact with other participants, and effects of the weather, including heat and/or humidity, lightning, and extreme cold, traffic and the conditions of the road such risks being known and appreciated by me. Having read this waiver and knowing these facts and in consideration of your accepting my entry, I for myself and anyone entitled to act on by behalf, waive and release (name your organization and all sponsors) and event volunteers, their representatives and successors from all claims of liabilities of any kind arising out of my participation in this event or carelessness on the part of the persons named in this waiver. Further, I grant permission to all the foregoing to use my name and images of myself in any photographs, motion pictures, results, publications or any other print, video graphic, or electronic record of this event for legitimate purposes.

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Signature

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If under 18, parent or guardian

### **A Quick Review: What Should Always be on the ENTRY FORM**

1. Have enough room for entrants to *PRINT* their first and last names.
2. Use boxes for age, male or female, t-shirt sizes, address, city, state, zip code and phone number.
3. Be sure to include a legal waiver for injury and a line for the entrant's signature. If the race is a PRA Grand Prix event you must use the waiver

developed to comply with insurance requirements. If you are not sure....Ask .

4. Include sponsor information and who the proceeds of the race will benefit.
5. List the awards.
6. List phone number/ email of who to contact about the race.
7. List address of where to send pre-registration. Include deadline to pre-register.
8. List amount to pre-register and amount for late or race day registration.
9. State what runners get for entering the race, i.e. t-shirts, etc and where packet pick-up will be located.
10. List any special features, such as pre-race pasta dinner, post race party, etc.

## **PUBLICITY**

- Print race flyers and pass them out at local running stores, fitness stores and any appropriate place involving athletics. You should pass them out eight to nine weeks before the race and again three to four weeks before the race.
- Try to advertise on the radio and in local area newspapers. Most media will run public service announcements, especially if the beneficiary of the event is a nonprofit group, like Habitat for Humanity, etc.
- Try to obtain sponsors to help cover the costs of your race. Putting the sponsor's name on your t-shirts makes an ongoing advertisement and recognition for the sponsor.
- You may place your race flyer in the PRA newsletter, "The Rundown" for \$60. This will reach over 1000 local runners. You must furnish 250 paper copies and an electronic version (.pdf)
- You can also put a press release in The Rundown for free. The deadline for the flyers and the press release is the 15<sup>th</sup> of the month prior to the publication month. Contact Gary Bunde at 476-7434 or submit electronically to [rundown@pensacolarunners.com](mailto:rundown@pensacolarunners.com)

## AWARDS

When it comes to awards, be creative! Find something that fits the style of your race and make it unique. Ask your vendor what is new. Layer engraved wood and plastics are becoming competitively priced, as are oversized medals. Plaques are nice since they can be hung on a wall. Pottery artisans can create unique awards (i.e., pots, vases, tiles, etc.). Remember, a metal strip can go on just about anything. Races are about competition and awards are the prizes. Make it something worth striving for.

What to put on the award? The name of the race, date, and finish place are a must. Age groups are usually preferred but it is easier on the race director if they are omitted so that extras are interchangeable in the event of an error (some age groups may not fill up).

Donated prizes can add a nice touch without the extra cost. Many races award such prizes as roses, airline tickets, or dinners for two to overall winners or for a random drawing. Cash awards are also popular.

### ***Random Awards and Door Prizes***

Random awards and door prizes can be used as filler while waiting for results, but runners get bored if they are lengthy or break into the giving of age group awards. Calling several or all names at once to appear by a set time might speed the process.

### **Age Group Recommendations**

Age group categories vary from one race to another. In this area age groups are generally divided into 5-year increments. Controversy arises when dealing with the youngest and oldest age divisions. These divisions usually have the fewest participants, but perhaps deserve the most encouragement. This decision is left entirely to the race director/committee. It may be based on the participants, such as a race geared toward school children would certainly want to include extra age divisions for the youngsters. The following are some general award group recommendations.

Overall	Male & Female	1-3 deep
Masters (40+)	Male & Female	1-3 deep
Grand Masters (50+)	Male & Female	1-3 deep
Wheelchair	Overall	1 deep
Juniors (14 & up)	Male & Female	1-3 deep
<i>optional</i>		
Senior Masters (60+)	Male & Female	1-3 deep
Walkers	Male & Female	1-3 deep
Age Groups	Male & Female	3-5 deep
0-9	35-39	65-69
10-14	40-44	70-74
15-19	45-49	75-79
20-24	50-54	80+
25-29	55-59	
30-34	60-64	

A run geared to children may further divide the ages as follows:

0-8	11-12	15-16
9-10	13-14	18-19

Remember, when ordering awards; order enough for both male and female, and enough for each place within each age group. It is a lot of awards, and an error in ordering is a common mistake. Also don't forget to order awards for your walker and wheelchair categories.

## **WALKERS**

Walkers are athletes just as runners and must be given the same consideration. The general practice is to start walkers at least two minutes after runners to better allow the walkers to monitor themselves. The current policy of the City of Pensacola is to include walkers in running events, although there is a time restriction on police protection of one hour. A separate chute for walkers might be appropriate. Be sure to communicate any special needs to the finish coordinator. Additionally, Race Directors need to tell walkers that if they must walk the entire distance. If they run at any time during the race, they may be scored as a runner or disqualified, so they should register as a runner, not a walker.

## **Wheelchair Participants**

Common sense plays a big part in picking courses and organizing races with wheelchair divisions. Wheelchair athletes should be treated as regular athletes — nothing more or less.

The registration area should be wheelchair accessible if possible. If not, special arrangements should be made.

The start area should be closed to traffic early enough for athletes to warm up properly.

Wheelchair participants should be given a head start before all other race participants. The head start time depends on the course and the experience of the athletes. For example, hilly courses require more of a head start than flat courses. On a flat course with experienced racers, a 30-second head start is adequate. On a hilly course with a lot of racers or beginners 5-10 minutes is best for safety.

Also remember to have a designated wheelchair timekeeper and lead vehicle.

If possible, each course should be driven by a wheelchair participant before the race to point out problem spots such as railroad crossings, speed bumps, dangerous intersections, fast down hills, and turns at the bottom of hills.

Intersection and turn volunteers should be very visible and use distinct verbal and hand signals to alert for upcoming turns. (Do this early — it takes 20-30 meters to prepare for a turn.)

The finish chutes should be wide enough to accommodate several chairs at once for close finishes as well as allowing plenty of room to slow down.

## Sample Race Budget

### Revenue

Pre-race registration @ \$10.00 x 375	\$3,750.00
Day of race registration @ \$12.00 x 125	1,500.00
Sponsorships	X
	Total X +
	\$5,250.00

### Expenditures

1. T-shirt (100% cotton, white short sleeve, 3 color/1 side, tri-color/1 side) 600 (includes volunteers and sponsors) @ \$5.30 + tax	\$3,180.00
2. Awards (28 age groups, 9 overall; 3 deep Age Group @ \$5.00, 1 deep Overall @ \$20.00)	600.00+
3. Finish line equipment (clock, chute from PRA) (No charge if PRA run)	150.00
4. Race brochures (x8000) 8-1/2 x 14 folded	360.00+
5. Insurance/sanction fee	150.00
6. Advertising	Optional
7. Race numbers, pins, finish cards, envelopes	150.00+
8. Refreshments	50.00+
9. Portable toilets (5 @ \$25.00)	125.00
10. PRA newsletter mailings (No charge if PRA run)	100.00
11. Sound system	50.00
12. Results professionals	Optional
13. Entertainment	Optional
14. Trash bags, paper cups, table rental, etc.	25.00+
15. Rental of facilities	Optional
16. Banners @ \$300.00 each	Optional
	Total \$4,940.00



## PRA Pre-Race Information and Data Request Form

Name of race \_\_\_\_\_  
Race contact \_\_\_\_\_ Phone (d) \_\_\_\_\_ (n) \_\_\_\_\_  
Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_  
Date requested \_\_\_\_\_ Location of race \_\_\_\_\_  
Time of race \_\_\_\_\_ Race distance \_\_\_\_\_  
Fee structure \_\_\_\_\_  
Sponsoring organization \_\_\_\_\_

Please attach any information on special features of your race (i.e., entertainment, food, beverages, etc.) for publication.

Pensacola Runners Association cannot be responsible for keeping your date clear of other races, but we do try to coordinate races and dates to avoid such problems. We will put the above information in the race calendar of *The RunDown*, our club newsletter (distribution 800+). Note: The calendar fills up generally 6 months prior to race date.

If you would like to advertise your race in *The RunDown*, by purchasing a full-page ad or by inserting your race brochure, indicate below. The fees are listed below:

\$60.00 Full  
\$40.00 Half  
\$30.00 Quarter  
\$20.00 Eighth  
3X rates — \$55.00, 35.00, 25.00, 15.00 each month  
\$60.00 Flier insert

Deadline for all copy is the 15<sup>th</sup> of the month prior to publication.

Inserts and camera-ready ads are due the 20<sup>th</sup> of each month.

Address further questions to *The RunDown* editor, Gary Bunde at 476-7434, P.O. Box 10613, Pensacola, FL 32524

## PRA Post-Race Report

Name of race \_\_\_\_\_  
Race director \_\_\_\_\_ Phone (d) \_\_\_\_\_ (n) \_\_\_\_\_  
Date of race \_\_\_\_\_ Location, time \_\_\_\_\_  
Number of participants \_\_\_\_\_ Race distance \_\_\_\_\_

Please send race results, photographs, a write-up on the race (if you want one printed), and this form to: Race Results, Pensacola Runners Association, P.O. Box 10613, Pensacola, FL 32524. Send information before the 15<sup>th</sup> of the month previous to the month of publication.



			<b>Total</b>

### Key Job Divisions

	Name	Telephone Number
<input type="checkbox"/> Volunteer Coordinator		
<input type="checkbox"/> Promotions Coordinator		
<input type="checkbox"/> Registration Coordinator		
<input type="checkbox"/> Results Coordinator		
<input type="checkbox"/> Start Coordinator		
<input type="checkbox"/> Finish Line Coordinator		
<input type="checkbox"/> Course Director		
<input type="checkbox"/> Aid Station Coordinator		
<input type="checkbox"/> Post-Race Refreshments Coordinator		
<input type="checkbox"/> T-shirt/Amenities/Awards Coordinator		
<input type="checkbox"/> Financial Coordinator		
<input type="checkbox"/> Site Coordinator		
<input type="checkbox"/> Sponsor Solicitation Coordinator		

## Race Committee

### Understanding and Delegating Responsibilities

1. Think your area of concern through completely and communicate with the race director to be sure everything necessary is covered appropriately and adequately. Consider the possible “extras” that will make this race outstanding!
2. Determine your volunteer needs and inform the Volunteer Coordinator of numbers, job descriptions, and specific requirements **early!**
3. Determine all equipment needs and make requests or make arrangements yourself to be sure they are there on race day.
4. Be sure all volunteers receive a shirt and wear it on race day.
5. Supervise clean up of your area and follow through on return of equipment.
6. Coordinate all expenditures with race director and produce receipts as soon as possible, but definitely immediately after the race.
7. Notify race director of any necessary recognition or communication follow-up.
8. There are many sources of information in your community to instruct you. You are asked to understand your responsibilities and carry them out or see that somebody else does.

### Remember Your Volunteers

An approximate guide to required manpower can be found in the appendix. The individual coordinators will be able to provide more specific requirements of their volunteer needs. Expect no-shows and adjust your numbers accordingly. It helps to emphasize the responsibilities of the volunteer and the importance of their punctuality to the success of the event.

Job descriptions of race day volunteers to be distributed before race day can be found in the appendix.

Be sure to retain the name and address of all volunteers and write them note of thanks after the race.

## Sample Volunteer Responsibilities Checklists

### Post-race Refreshments Coordinator

- Solicit donations from vendors
- Determine equipment needs (tables, trash bags, coolers, ice, cups, knives, cutting boards, rags, napkins, trucks, etc.)
- Collect refreshments, set up, tear down, and clean up area

### Volunteer coordinator

- Determine volunteer needs and general function from each coordinator, understanding any special needs for maturity, strength, experience, etc. (Plan on 30% "no-shows")
- Contact sources of volunteers
- Inform volunteer contacts of their "general" duties, where to meet, who, when, time requirement, responsibility to show or send a suitable replacement, etc.
- Assign groups or individuals to various coordinators duplicating jobs where possible and coordinate any necessary communication.
- Determine T-shirt sizes of volunteers and total number needed
- On race day, coordinate volunteer T-shirt distribution, help coordinators fill any voids, serve as volunteer public relations ambassador.
- Make sure volunteers are "over" appreciated!

### Promotions Coordinator

- Design, proof, and print race brochures/posters
- Distribute entry forms (brochures)/posters (PRA newsletter, other races, local businesses)
- Press release magazines, newspapers, running clubs, newsletters, TV, radio (race announcement, entry deadline approaching, special plans)
- Advertisements
- Arrange for media coverage pre, race day, and post event
- Arrange for press truck, videotaping, etc.
- Arrange for professional photography of event
- Write follow-up articles for local/regional publications
- Arrange for black and white film photographer for publicity shots
- Organize efficient on-site registration process

## Responsibilities of Key Volunteers

### Registration Coordinator

- Determine pre-race registration procedures
- Determine race day registration procedures
- Coordinate packet stuffing and pickup (pre-race and race day)
- Envelopes or plastic bags for race packets
- Map of course (displayed at packet pickup or in packets)
- Signs: Pre-registration, late registration, T-shirts, etc.
- Pencils, pens, safety pins, markers, paper

- Change/money box
- Communicate with Results Coordinator
- Input on design for registration form
- Paperweights
- Compile entry fee/T-shirt order records

## **Results Coordinator**

- Pencils/pens
- Results sheet
- Finish cards
- Order race numbers
- Design/execute scoring system
- Result boxes
- Rubber bands
- Paper clips
- Yellow pad
- Tape
- Signs Male/Female, age groups, etc.
- Posting of results
- Result boards
- Supervise scoring process
- Clean up/return all equipment
- Produce **neat, accurate** results for awards ceremony
- Supervise results publication to *News Journal*, PRA, and any magazine
- Assist announcer in awards presentation, including any error correction
- Provide backup in all necessary functions

## **Finish Line Coordinator**

- Watches
- Bullhorn/PA system
- Chronomix timer (time every finisher and periodically deliver Chronomix tape to scoring personnel)
- Digital clock
- Digital finish counter
- Clipboards/time sheets
- Writing utensils
- Electrical outlet/extension cords
- Design/coordinate finish system
- Reserve finish line equipment
- Set up finish chutes, banners, clock, cones, etc.
- Supervise chutes
- Instruct finish line/timing personnel
- Clean up/return all equipment
- Start clock and Chronomix; prepare for manual backup

## **Start Line Coordinator**

- Bullhorn or PA system
- Starter pistol or cannon

- Shells (loud blanks)
- Last minute instructions to runners
- Coordinate a smooth start
- Start on time!

### **Course Director**

- Determine course site
- Obtain course/event permit
- Measure course, mark each mile, certify course
- Directional arrows, signs or painted on road
- Aid station, start, or finish signs or banners
- Coordinate with police to determine number of officers and course monitors required
- Instruct, place, and pick up course monitors and split timers
- Watches for split timers
- Communicate/coordinate with lead vehicle, police, bicycle, etc.
- Make sure they know course thoroughly.
- Transportation coordination of news media/video-tapers
- Manage follow-up vehicle
- Remove/fix any course hazards (i.e., sand, railroad tracks)
- Obtain/place cones and mile markers
- Coordinate closing or securing of railroads and bridges
- Perform pre- and post-race course check (monitors in place, unforeseen hazards, clean-up completed)
- Coordinate any necessary communication, etc. needs on the course

### **Aid Station Coordinator**

- Request Emergency Medical Service
- Obtain insurance
- Tables: on course, at finish
- Liquid containers: course, finish
- Paper cups: course, finish
- Ice
- Water sources/hoses: course, finish
- Electrolyte replacement fluids
- Trash cans and bags/manage clean-up of stations
- Tents plastic for ground to bathe overheated runners
- Instruct, deliver, supervise, pick up volunteers on race day

### **T-Shirt/Amenities/Awards Coordinator**

- Handle selection of T-shirt design
- Get T-shirt bids
- Order T-shirts
- Order any other amenities for runners/volunteers/sponsors
- Handle selection of awards within budget
- Design/order awards
- Set up awards
- Coordinate award distribution

- Solicit and collect donations to be included in race packets, drawn as prizes or given as awards

### **Site Coordinator**

- Determine site needs for start/finish areas and establish/direct layout: medical, registration, results, awards, refreshments, entertainment, toilets, chutes, banners, PA, massage, fluids, exhibits, electricity, water sources, etc.
- Order any necessary equipment: toilets, entertainment, tables, chairs, scaffolding, tents, sound system, etc.
- Collect, pick-up, and return all equipment
- Set up/tear down all site requirements not handled by some other coordinator
- Coordinate final clean-up of site
- Coordinate clean-up bond with the city

### **Financial Coordinator**

- Open bank account
- Handle finances
- Report finances to race committee
- Create budget with help of race committee
- Monitor costs and expenses

### **Sponsor Solicitation Coordinator**

- Coordinate solicitation of sponsors
- Negotiate contracts with all sponsors
- Make sure all contract commitments are met
- Make the sponsors a part of the event. Keep them informed
- Compile scrapbook for sponsors including any advertising, brochures, pictures of the race, etc. that communicate benefits to sponsors.
- Follow-up with thank you notes (and plaque if appropriate)

## **VOLUNTEERS**

(Suggested number of volunteers for a race of 500 participants)

### **Pre-Race Volunteers**

Race committee	5+
Brochure distribution (other races)	4+
Packet stuffers	5+

### **Race Day Volunteers** *(not including race committee)*

Parking coordinator	2+	Post-race refreshments	4+
Registration personnel	10-12	Radio communication	4+
Aid station(s) 5 per	10-12	Announcer (start/finish)	1
Course monitors (course specific)	10+	Photographer(s)	1-2



Split timers (every mile)	3-6	Awards	3
Lead vehicle	1	Clean-up crew	10+
Start personnel	3	Follow-up vehicle	1
Finish line personnel	12+		

## Finish Line Personnel Job Description

(Card System)

1. Arrive promptly at or before \_\_\_\_\_ . Be on time.
2. Meet at \_\_\_\_\_
3. Report to and check in with \_\_\_\_\_
4. You will be briefed on responsibilities.
5. Help Finish Line Coordinator \_\_\_\_\_ set out and put up chute material.

### A. Bouncers/Guiders

1. Position yourself 5-20 yards in front of chute.
2. Stay out of way of runners.
3. Look out for bandits (unofficial runners **without** numbers).
4. Attempt to keep the bandits from going into the chute without physical injury. (All runners going over the finish line will be timed so it is important not to let bandits through.)
5. Help keep crowd back behind chute lines.

### B. Chute Monitor

1. Position yourself inside chute ropes in general areas designated by chute coordinator.
2. Encourage runner in chute to keep moving. If necessary, help them physically.
3. Keep runners in order of finish as they come over the finish line. Do not attempt to correct any passing in the chute in the first 15 yards after the finish; this might cause a backup if you stop one to let the other pass. The key is to keep everyone moving. Make position corrections down the chute.
4. If someone collapses in the chute, either roll him or her out of the chute or physically help him or her through. (Remember, chute movement is of utmost importance.) If they are rolled out, a chute helper must get in line for that person and collect the finish card at the end of the chute so that there are equal time numbers to finish cards handed out. Return to your position, give the card to someone who is attending the fallen person, and continue assisting chute movement.
5. Be alert to any runner leaving the chute. If they leave we must get in their position to get the finish card at the end of the chute.

### C. Finish Card Distribution

1. Position yourself at end of chute.

2. Check all cards for numerical order.
3. Hold approximately 100 cards at a time and pass out cards to runners as they approach. Place remaining cards where they can be picked up quickly. Every runner passing over the finish line **must** get a card. (At the end of the race, the number of times recorded should equal the number of cards distributed.)
4. Hand cards out as fast as possible, making sure not to hand out two at once.

**D. Directors**

1. Position yourself in the area of the tables where the runners will be filling out their finish cards.
2. Instruct, in general, the runners to fill out the cards and turn them in to the results tables behind the fill out tables.
3. Continue to give instructions until everyone has finished.
5. Assist in taking down chute and packing it away in trailer as instructed.

## Course Aid Stations Job Description

1. Arrive promptly at or before \_\_\_\_\_ . Be on time.
2. Meet at \_\_\_\_\_
3. Report to and check in with \_\_\_\_\_
4. **Course Aid Stations:**
  - a. You will need to take 1-2 tables to your aid station.
  - b. You will have 2 or more water containers, which will need to be filled with water immediately.
  - c. You will have \_\_\_\_\_ number of 7-9 oz. cups.
  - d. You will have 2 trash cans (pop-up kind are fine).
  - e. You will get several plastic trash bags to pick up the discarded cups.
  - f. When you are taken to the set-up point for the aid stations: (You may wish to follow the course set up vehicle in your car.)
    1. Set up table(s) on the side of the street, and one in the middle if traffic control will allow.
    2. Place the 2 trash cans 20' & 30' past the water station so runners can attempt to drop their cups into the can.
    3. Fill as many cups as possible about 2/3 full, and place them on the edge of the table, but not too close to be knocked over. Set water containers on the side of the table away from the runners.
    4. **Do not** place cups too close to each other, as they will be knocked over by passing runners trying to grab one.
    5. **Stand at the end of the table** so as not to obstruct the runners from getting to the tables for cups. It will be impossible to hand each runner a cup — some will have to grab from the table.

6. Have at least one person filling cups at all times.
  7. Keep up the filling process until the last runner passes.
  8. Empty all fluids from containers, break down the tables and set them off to the side of the road, and place the trash cans with the tables and coolers.
  9. Pick up all paper cups and place them in the plastic bag. (Please make sure that the entire area is clean so residents won't complain and possibly cause a future cancellation.)
  10. When complete, wait for the pickup vehicle, or return to the finish line.
  11. If you have any suggestions, please feel free to talk with the Course Chairman.
5. **Finish Line Aid Station:**
- a. Set up table(s) where designated and place containers on them.
  - b. Locate water source.
  - c. Fill the containers with half water and half Gatorade (mix weakly), then add ice if available.
  - d. As the runners begin to finish, start filling the cups about  $\frac{3}{4}$  full. Have at least one person filling with water and the other(s) with Gatorade. There should be at least twice the number of cups as entrants.
  - e. If the containers run out quickly, refill and continue to serve. Remember the runners will be very thirsty.
  - f. When the race is over and the awards ceremony is about to begin, empty the containers (**wash out the Gatorade**), pick up the cups and place in plastic bags, break down tables, and turn in all supplies to the Course Chairman.
  - g. If you have any suggestions, please feel free to talk with the Course Chairman.

## Registration Job Description

1. Arrive promptly at or before \_\_\_\_\_ . Be on time.
2. Meet at \_\_\_\_\_
3. Report to and check in with \_\_\_\_\_
4. Help set up tables and signs (if necessary).
5. Become familiar with the events of the day.
  - ◆ Time race(s) start
  - ◆ Start and finish points
  - ◆ Bathroom facilities
  - ◆ Awards ceremony site
6. When entrants come to register:

- ◆ The registration form must be complete (**including signature**)
  - ◆ Collect entry fee (if check, have it made payable to \_\_\_\_\_ )
  - ◆ Give runner:
    - ◇ Race #, making sure to **record it on entry form**
    - ◇ Safety pins
    - ◇ Requested size T-shirt
    - ◇ Instruction sheet (if available)
7. When registration closes, pack supplies up neatly.
  8. Make sure all entry forms are in numerical order by race number (#).
  9. If you have any suggestions, please feel free to talk with the Course Chairman.

***Thank you for your very valuable time and assistance.***

## **Timers Job Description**

1. Arrive promptly at or before \_\_\_\_\_. Be on time.
  2. Meet at \_\_\_\_\_ .
  3. Report to and check in with \_\_\_\_\_ .
  4. You will be given a watch unless you have a wristwatch stopwatch.
  5. You may wish to follow the course set up vehicle to drop off your car at your designated mile marker.
  6. **You must be at the starting line to set your watch.** You will be driven to the designated mile marker by an official race vehicle.
  7. You will be dropped off at the designated mile mark with an appropriate mile sign. Set it up in the middle of the road, if traffic control permits, and prepare to call times.
  8. Start reading the time as the runners approach your station and are within shouting distance.
  9. Read as loudly as you can or as necessary for the runners to hear you.
  10. You should read as follows:  
5:01, :02, :03, 5:04, :05, :06, 5:07, :08, :09, 5:10, :11, :12, 10:09, :10, :11, 10:12, :13, :14, 10:15, :16, :17, 10:18, :19
- Read the minutes off every few seconds so that all runners passing will have reference to the minute and know exactly the seconds. Minutes with seconds are important.
1. When the last runner passes, congratulations! You have done an excellent job.

2. Pick up the sign, wait for someone to pick you up or drive back, and turn in your watch and sign to the Timing Chairman.
3. If you have any suggestions, please feel free to talk with the Course Chairman.

## **Intersection Job Description**

1. Arrive promptly at or before \_\_\_\_\_. Be on time.
2. Meet at \_\_\_\_\_.
3. Report to and check in with \_\_\_\_\_.
4. You will be briefed and taken (or you may want to follow the course set up vehicle in your own car) to your designated position.
5. As runners approach, take up a position easily in view for some distance by the runners (preferably in the middle of the road).
6. Signal the direction they are to follow some distance before they reach your point so there is no doubt when they approach.
7. If necessary, also try to control any vehicles that may appear to get in the way. Remember you are not a policeman and should not try to physically restrain anyone. Try to encourage drivers to be careful of runners.
8. Stay at your point until the last runner has passed.
9. Wait for the course vehicle to pick you up or return to the finish line (return any signs).
10. If you have any suggestions, please feel free to talk with the Course Chairman.

***Thank you for your very valuable time and assistance.***

## Volunteer Race Sign up Sheet Sample

### Personnel Requirement

Name	Phone #	Shirt Size
<b>Registration</b>		Arrival Time:
Team Leader:		
Pre-Registration		
1.		
2.		
3.		
4.		
5.		
6.		
Day of Race		
1.		
2.		
3.		
4.		
5.		
6.		
<b>Aid Stations</b>		Arrival Time:
#1 Location		
Team Leader:		
1.		
2.		
3.		
4.		
5.		
#2 Location		
Team Leader:		
1.		
2.		
3.		
4.		
5.		
Notes:		
Finish		

Team Leader			
1.			
2.			
3.			
4.			
5.			
Name		Phone #	Shirt Size
<b>Announcers</b>			
Starting Line:			
Finish Line:			
Awards Ceremony:			
<b>Starter</b>			
<b>Timers</b>		Arrival Time:	
Team Leader:			
Mile Marks			
1.			
2.			
3.			
4.			
5.			
6.			
Finish Timers			
1.			
2.			
<b>Finish</b>		Arrival Time:	
Team Leader:			
Bouncers			
1.			
2.			
3.			
Spotters			
1.			
2.			
Notes:			
Chute Helpers			
1.			

2.		
3.		
4.		
5.		
6.		
<b>Card Distributors</b>		
1.		
2.		
<b>Directors</b>		
1.		
2.		
3.		
Name		Phone #
		Shirt Size
<b><i>Finish Collectors</i></b>		<b>Arrival Time:</b>
<b>Team Leader:</b>		
Male 0-9, 10-14, 16-19, 20-24:		
Male 25-29:		
Male 30-34:		
Male 35-39:		
Male 40-44:		
Male 45-49:		
Male 50-54, 55-59, 60-64:		
Male 65-69, 70-74, 75-79, 80+, Wheelchair:		
Female 0-9, 10-14, 15-19:		
Female 20-24, 25-29:		
Female 30-34, 35-39:		
Female 40-44, 45-49, 50-59, 60+, Wheelchair:		
<b>Notes:</b>		
<b><i>Intersection Control</i></b>		<b>Arrival Time:</b>
<b>Team Leader:</b>		
Intersection	Name	Phone
		Shirt Size



1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
Notes:			
<b>Post-Race Refreshments</b>		Arrival Time:	
Team Leader:			
1.			
2.			
3.			
4.			
Name		Phone #	Shirt Size
<b>Start Personnel</b>		Arrival Time:	
Team Leader:			
1.			
2.			
3.			
4.			
<b>Parking Coordinators</b>		Arrival Time:	
Team Leader:			
1.			
2.			
Notes:			
<b>Lead Vehicle/Follow Vehicle</b>		Arrival Time:	
1.			
2.			
<b>Radio Communications Team</b>		Arrival Time:	

Team Leader:			
1.			
2.			
3.			
4.			
<b>Photographers</b>		Arrival Time:	
Team Leader:			
1.			
2.			
<b>Awards</b>		Arrival Time:	
Team Leader:			
1.			
2.			
3.			
<b>Clean-Up Crew</b>		Arrival Time:	
Team Leader:			
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			

Consider posting PRA membership applications at your next race.

## Membership Application Pensacola Runners Association

The Pensacola Runners Association was founded in 1973 to promote running and quality running events in the Pensacola area. The club has since grown to over 1000 members. It is a non-profit organization run strictly by volunteers from its membership.

Become a PRA member today! The Pensacola Runners Association invites anyone with an interest in gaining physical fitness through running, walking, or wheelchair racing to join now and begin receiving the benefits of membership right away!

### PRA Membership Benefits:

- ◆ Membership card entitling members to 10% discounts at many local sporting goods stores.
- ◆ Reduced entry fees at most PRA races.
- ◆ The *RunDown*, PRA's monthly newsletter keeps you up-to-date with a local race schedule, training tips, healthful recipes, race results, and entry forms for most area races.
- ◆ Fun times at PRA socials, seminars, and picnics.
- ◆ Opportunities to meet fun people with a common interest in fitness.
- ◆ Support and motivation toward achieving your fitness goals regardless of your fitness level.
- ◆ ✂ \_\_\_\_\_

**Pensacola Runners Association, Inc.**  
Membership Application

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone, Day \_\_\_\_\_

Phone, Night \_\_\_\_\_

Birth Date \_\_\_\_\_

Sex \_\_\_\_\_

**Membership Type:**

Individual \$15

Family \$20

New Member

Renewal

Make check payable to PRA and mail to: PRA, P.O. Box 10613, Pensacola, FL 32524