Oregon Road Runners Club
Race Director
Workshop Handbook
November 2014

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Introduction

This handbook is designed for the first time race director coordinating a small to mid-sized (100 to 700 participant) running race. Preparing for and putting on a race event consists of a number of different elements.   And while this book will provide you with tools and suggestions, remember the race is yours to customize to meet the needs of your organization. You should feel free to add fun aspects to your race and/or tie your race into another existing event. Whatever you choose, remember this is your race!

A separate appendix includes samples of race documents and the race director space on the Oregon Road Runners Club web site (www.orrc.net) has links to various vendors and organizations that you will need to get in touch with to put on your race.

This handbook is not intended to be all-inclusive. Some races require more work, while others require less.

Good luck in putting on your race!

Initial Planning

Before you begin planning a race, you should ask yourself the following questions:

Do you have plenty of time on your hands? Coordinating a race can take more time than you imagine and there is always more that you can do.

Are you able to find others who are passionate about your cause and willing to volunteer and help with the planning? Planning a race will be much more enjoyable and manageable if you have help.

Are you a detailed oriented person? The success of your race will be determined by how well you (or your race committee) are able to focus on and implement details

Do you have realistic expectations about making money/raising funds for charity? A well budgeted first year race may only raise $1,000- $2,000 and it may take several years for your event to obtain large sponsor donations.

Will the race be part of an organization/charity or will you be personally 'owning' the race? Partnering with a larger organization will simplify finances, allow you to reach a wider audience, and may provide you with a volunteer pool.

You will want to conduct hands-on research. This means signing up and participating in at least 3 local area races. As a participant, take note of the race is organized and what you enjoyed about your race experience. Use these notes as you plan your own event.

Purpose

The purpose of your race will determine everything from registration pricing to decorations.

What is the reason for your race?
- Fund raising
- Awareness of for a cause/charity/organization
- Community activity
- Celebration
- Fitness
- For profit

Race Committee

There are many different organizational items involved in putting on a race and you will need help. Ideally, you should create a race committee consisting of members who are passionate about your cause or reason for the race. For a small to mid-sized race, a committee of three to four members is sufficient and each committee member can take responsibility for a main area:

- Logistics (course, timing, registration, aid station)
- Sponsorship/marketing
- Post-race (food, post-race festivities, award ceremony) and t-shirts

Additional committee members means you can further distribute the workload and responsibilities.

Race Name

The name of your race should in some way describe your event and include the distance.

- Is your race a fund raiser for a specific charity? St Jude's 5K
- Is your race in a unique location? Greenway Trail Trial 1 Mile
- Does your race take place at a specific time of year? Turkey Trot 5K

Race Location

Where will your race be held? Do you want to stay in a park or use roads? Will you need shelter for the participants in case of rain or cold weather? As the race director, you may want to select a location that is relatively easy for you to get to (i.e., a location within easy driving distance) A typical first year race may attract 200 – 300 runners, but will probably grow in subsequent years.

Race Date and Time

Select a race date that works for you and your organization. For example, if your organization provides services for new mothers, you may want to plan a race close to Mother's Day. Other considerations:

- Dates of other local races – runners may have these races on their calendars already.
- Time of year – summer can get very hot and winter can get very cold and damp, you will need to think about what accommodations runners will need at these races.
- Early morning races works well for runners. Evening races are becoming more popular.

Target Audience

Your target audience will set the theme and tone of your race and may influence where you advertise. A casual runner may enjoy a non-timed event whereas a serious runner may want chip timing. Is your target audience:
- Serious runners?
- Women? (There are a number of women only events)
- Youth focused?
- New runners and walkers?
- Those who have a connection to your cause?

Budgeting

A budget is a critical piece of your race planning. It provides you with an overview of costs and allows you to set registration fees. A budget will also help you determine what items you need sponsors to cover.

Factors you should think about when creating a budget include, but not limited to:

- Permit/insurance fees
- T-shirts for all participants
- Sponsorship donations (cash or in-kind)
- Awards/prizes
- Equipment and supplies (rentals and purchases)
- Desired fundraising amount for designated charity
- Volunteer costs
- Registration fees

Next page shows a 10K race sample budget.

Sample Budget for a 10K (2 year comparison)

Expenses	2013 Final		2014 Proposed		2014 Final
Traffic Control (Flagging + Signs)	$698		$700		$698
Permit Fees	$125		$125		$125
T-Shirts, Apparel	$3,800	-250	$3,392	-250	$3,392
Portable Toilets (8)	$592	-8	$592	-9	$606
Race timing	$389		$389		$389
Printing (4000 brochures)	$1,084	-4000	$996		$996
Postage, mailing	$34		$34		$43
School Buses (4)	$325	-4	$325	-5	$562
Fruit, snacks, drinks	$461		$461		$739
Advertising, Publicity	$130		$0		
Medals, Ribbons & Awards	$921		$1,487		$1,766
Raffle Prizes (Business Gift Certs.)	$80		$740		$840
Garbage hauling, disposal	$25		$0		
Race Director Mileage	$0		$150		$413
TOTAL	**$8,664**		**$9,391**		**$10,569**
CA$H Donations					
Pace Setter Athletic	$1,000		$1,000		$1,000
Eagle Foundry	$200		$200		$200
Providence Hospital	$250		$250		$250
PGE	$250		$250		$250
Les Schwab Tire Center	$0		$0		$-
TOTAL	**$1,700**		**$1,700**		**$1,700**
Income - Gross					
Registrations SignMeUp (556)	$8,225	-600	**$9,000**	-595	$8,522
ORRC Membership SignMeUp					($400)
Day of Race Entries & Shirts					$1,400
T-shirt, apparel sales SignMeUp	$4,000		$4,000	-170	$3,400
Cash business Donations	$2,100		**$2,100**		$2,100
TOTAL	$14,325		$15,100		$15,022
Total GROSS Income	**$14,325**		**$15,100**		**$15,022**
Total Expenses	**$9,130**		**$9,418**		**$10,739**
PROJECTED NET REVENUE	**$5,195**		**$5,682**		**$6,458**
In Kind Donations					
Brooks (in Kind, Apparel)	$600		$600		
TOTAL			$600		

The Course & Insurance & Permits

The Distance

Standard distances for a race are 5K, 10K, 15K, ½ marathon and full marathon, but in reality your race can be any distance you want as long as the course is accurately measured. A shorter distance is easier in terms of logistics for you, the Race Director, but you can charge more in registration fees for longer distances. The ½ marathon is becoming a very popular distance for many runners.

The distance of an event can determine how many people decide to run it and the shorter the course, the more people who have the capability of completing it.

The Course

The composition of a course can also determine the number of registrations. Do you want a course run on the roads or on a trail? Do you want an easier course that is primarily flat, or a more challenging course with hills? Do you want a course in the city or a course in a park? In general, the easier the course or more scenic the course, the more participants you might have.

You course will also determine how many participants your race can accommodate. A course set on closed streets can accommodate more people than a course in a local park on trails. It is very important to cap the number people your course (and you) can manage. If a race event and course is over-crowded, no participant or volunteer has a good experience. But a sold out race will fewer participants is a good start for success. After year one you may find that your course can accommodate more runners and you can expand the registration cap.

Closed Course vs Open Course

A closed course is one that does not share the road with either pedestrians, bicycles or motor traffic. It holds a great advantage in that the risk for accident is small. The race course is closed to everything except your race. The disadvantage is that if public roads are used for a closed course, it can be expensive in terms of permits, traffic control, and volunteer commitment.

An open course shares the road with other traffic. The advantages are the costs are usually less and they are usually good for smaller events. The disadvantages is that open courses can lead to congestion with the general public (i.e., people walking dogs, cyclists, etc.)

Course Configurations

The location of your race will in part determine the configuration of your course.

- **Point to Point**
  This type of course design is the most complicated for you as the race director since the start and finish lines are in different locations. Participants are usually bused to the start line and then run/walk to the finish line (where they have left their vehicles). This course requires bus rentals, a separate start and finish area and your start line volunteers will not be able to do double duty at the finish line.

- **Loop**
  A loop configuration has the same start and finish line, allowing you to have one large area set up for pre and post-race activities. A loop allows runners to spread out as the race progresses. The disadvantage of a loop is that it may not be a standard race distance.

- **Out and Back**
  Like a loop configuration, the out and back has the same start and finish line providing less work for initial set up. However a narrow out and back can lead to congestion on the course with the faster runners coming back while the slower runners/walkers are still going out. Another out and back advantage is that it can easily be adjusted for a standard race distance.

Mapping the Course

Once you have determined the course distance and configuration, you can map the course out online. USATF and Map My Run allow you to get an idea of the distance. Next, using a GPS watch or app, you will want to run the course. This will allow you to see traffic patterns and understand any directional issues. Consider the following safety issues are you run:

- Motor vehicle traffic
- Intersection crossings (both motor vehicle and pedestrian)
- Busy bike paths
- Busy pedestrian paths
- The ability for participants to run with dogs and jogging strollers*

The GPS and online map distances are not always accurate. To obtain an accurate measurement you will need to use measuring wheel or bicycle. Accuracy is key.

*Your target audience and permits will determine if you allow dogs and jogging strollers on the course

Aid Stations

Participants will expect aid stations with water on the course and should be provided every 2-3 miles depending on the course distance and the terrain. Aid stations can have water, sports drinks and even nutrition. If for some reason you are not providing aid stations, be sure to state this repeatedly on any participant email and the race web site.

Marking the Course

You will want to mark the course extensively so runners do not get lost, however the course should not be permanently marked in any way. Inexpensive and easy ways to mark a course the night before or morning of your race include:

- Chalk arrows on pavement
- Fluorescent tape on pavement
- Flour arrows on dirt/pavement/gravel
- A-frame signage (can be made from plywood and painted)
- Custom signage that can be stuck in the ground (check your permits to see if these are allowed)

Please do not use surveyor paint or spray paint for marking your course. It is costly for parks/cities to remove this paint and it raises the permitting fees for other races.

Permits and Insurance

No matter where you hold the course, there will be permits required to run on it. Check with all of the city, county, state and park agencies on whose land you want to hold the event. There may be multiple permits that you are required to obtain and you will be required to provide proof of insurance in order to finalize the permits. This insurance is for liability so the person or organization putting on the event is not held responsible unless there is negligence on your part. The city, county or park will want to be named as an additional insured party. See appendix for insurers.

Course Certification

If you believe an age group record might be set at your event, or you think your course might be used in an attempt to qualify for another event (such as running a marathon in hopes of qualifying for the Boston marathon), you might want to get their course certified. You should contact the USA Track and Field Association for information regarding this process. However, this is not recommended for a first year race.

Race Web Site & Brochure

Once you have decided the details of your race you will want to create a web site and brochure to promote your race.

Race Logo
Your logo should capture the spirit of your event. Careful thought to color and design are important, especially since you will want to use your logo for years to come. Keep in mind your race logo will most likely be used on t-shirts, print and electronic media, and letter head. It is best to work with a professional graphic designer who can create your logo in formats necessary for hardcopy, online and t-shirts.

If you are developing a print brochure, your printer will have the graphic designer, who for an additional cost will help you design your race logo.

Race Web Page

It is critical to create an online presence for your race.   Your race website/Facebook page/Twitter account will allow participants to find information on their own and you to quickly and easily share updates.

A website can take a significant amount of time and will need to be maintained as your race details solidify. Be sure to update relevant dates, results, and photos in a timely manner. The information you should include on your web site can be found in the appendix.

Options for creating a race web page include:

- An online web page hosting service such as Host Papa or Google Domain can provide you with a web site address (URL), email addresses and web site building tools
- Online registration sites can provide a one page overview of your event in addition to registering your participants
- If your race is associated with an organization or charity, you can ask them to host the race web page

You should also have a separate email for race queries. Web site hosting services will provide you with unique emails, but you can also create a google email address. This will allow you to keep race communications separate from your personal/business email, provide a more professional look to your event and allow you to pass on the email address if you one day decide to step down as race director.

Print Brochure

Your print brochure will should contain information similar to your web site and will be a resource you can distribute to local running stores and organizations (sponsors, charities, community businesses, etc.).

Print shops can help you design a brochure and provide you proofs. You will want to have a professional looking brochure that can be updated and used in subsequent years.

Registration

A stream lined registration process will ensure a positive experience for both you and your participants and will enable you to create necessary reports and pull out critical information for race day.

Registration Fees

A number of factors are involved in setting your registration fee. You will want to have a price point that covers your costs, but does not deter participants. Factors that will determine you registration fee include:

- Purpose of your race (raise money or break even)
- Target audience
- Race distance (longer events are usually more expensive)
- Giveaways (T-shirt, medals, hats, etc.)
- Race fees for other events in the area

Sample race fees for 2014 in the Portland Metro area are:

- Community fun 5K with manual/self-timing, no t-shirt - $5 - $10
- Kids Mile (in conjunction with a larger race) $5 - $10 (depending on if shirts/medals/ribbons are given out)
- 5K/10K with chip timing ,T-shirts and post-race food - $25 - $45 (depending on T-shirt quality/post-race drinks/food/entertainment)
- 1/2 Marathon - $40 - $100 (depending on venue/location/T-shirt/giveaways/post-race festivities)

Registration Discounts

Discounts can encourage participants to sign up early and provide an incentive for more people to come to your race. You will want to limit your discounts to ensure you cover your costs.

Discounts can include:

- Early registration (i.e., 60 or more days before the race $5 off or $5 off for the first 100 registrations)
- Youth or children
- Family discounts (i.e., four or more family members)
- Group/Team (more than 10 people registering together)

Ways to Register for a Race

Ways for race participants to register for an event include:

- Online Registration
- Mail In Registration
- In Store/In Person Registration
- Day of Race

Online Registration

Online registration allows participants to easily sign up for your race using a credit card. The online registration service will keep a database of your participants, allowing you to easily generate reports and will send you a check/direct deposit with the registration fees every few weeks. Online registration services are 'free' for race, but each participant is charged a service processing fee when registering.

There are a number of online registration services specifically designed to meet the needs of races and these services are preferable to general event registration sites. If you hire a company to provide timing for your race, they may require you to use a certain online registration service.

Many races only offer online registration. For online registration services, see the appendix.

Mail In Registration

Mail in registration allows participants to either download and print a registration form from the race web site or pick up a registration form at a store/organization. The participant then fills out the form and mails it to you with a check for payment.   This registration method allows participants to avoid the online service fees.

Mail in registration requires you to:

- Collect mail, sort checks and deposit checks into the race bank account
- Manually enter the participant information into a spreadsheet or online database

Issues that can arise include difficulty reading handwritten participant information and the task of combining online registration data with mail in registration data. You may also receive mail in registrations after the race date, so you may not have all participants officially registered on race day. Also if your event sells out, you may not be able to 'close' mail in registration or you will have to contact the mail in participants individually to let them know the race is sold out.

In Person/In Store

Like mail in registration, participants will fill out a paper/hard copy registration form and then pay for it at a store or organization location. This method requires you to collect the forms/money from the store or organization, deposit the money and manually enter the participant data.

Day of Race Registration

Many participants wait to see what the weather will be like on race day before signing up. This will attract more participants to your race. If you do allow participants to sign up in person on race day you will want to designate the start and end time for sign ups (i.e., 7am - 8:30 am)

Day of race registration requires a little more organization on your part. You will need the following:

- Cash for change and/or a smart phone app/hardware for processing credit card
- Additional hardcopy race entry forms
- Additional volunteers to process the new registrations
- Additional volunteers to enter data into the participant database (If you have hired a timing service they will take care of this)

Registration Form

Hardcopy registration forms can be included on your race brochure or you can direct potential participants to sign up online. Whether online or hardcopy, all registration forms should include a waiver for participants to sign to protect you and your organization and additional basic information such as name, age, etc. For a sample waiver and a full list of items to include on the registration form see the appendix.

Communicating with Participants

At minimum, you should be communicating via email with your race participants three times.

- Registration Confirmation: If you are using online registration, this email will be generated automatically. If you are using mail-in registration you should send an email after receiving the form.
- Pre-Race Email – Ten days before the race, send out an email to all participants (and again five days before the race to all subsequent registrations) reminding them of the race, the time, instructions for parking and the race day schedule. Include sponsor logos and thank-yous

- Post-Race Email – One to two days after the race, send an email to all participants, thanking volunteers and sponsors, highlighting how much money was raised for your cause, and asking runners to complete an anonymous post-race survey. (See appendix for information on post-race surveys)

Facebook and Twitter will also enable you to keep participants updated without being intrusive.

Refunds

In general, most registrations are considered non-refundable, and should indicate this on the registration form. However, there may be situations where you want to consider refunds:

- No Shows - If participants contact the race director ahead of the event and have a reason why they cannot come, you may decide on a case-by-case. You might offer them the chance to transfer their entry to another person or to the following year's race. However, in general, races do not provide refunds for people who contact you after the event.

- Cancelled and re-scheduled event - Refunds are usually given when an event has to be cancelled or re-scheduled

- Weather Concerns - For events not called off, but where there is/was a weather concern, in general it is at the race director's discretion as to when to provide refunds.

Transfers

Some races allow pre-registered runners to transfer their registration to another person; some races expressly prohibit it. The key issues being accurate results and liability. Ideally, the race director should be informed of any transfers (if allowed) and all transfers should sign waivers and provide updated personal information. You might have a blanket policy or decide on a case by case basis.

Timing

Timing is a key component of your race and it is important to advertise what timing method you will be using. When determining which timing system to use, it is important to consider how you are going to integrate and present the results. Options for timing your event include:

- **No Official Timing**

  No timing/No awards: Many fun runs work quite well without timing participants. You should have a race clock at the finish line so participants can see their time when they come in, but you will not keep track of finishing order or times. Non-timed races usually have lower registration fees.

- **Manual Timing**

  A smart phone or tablet/iPad can be used as a timing system and there are several free or nearly free apps that are available. This system requires a volunteer to manually tap a button or enter a bib number when a participant crosses the finish line. The race data with these apps is pre-formatted and can be easily stored and reconciled and results are available immediately for participants to view on their own mobile devices.

  Manual timing can work well for smaller races but you will need additional volunteers to manage the timing system and finish line logistics.

- **Chip Timing**

  Chip timing is now the standard form of timing for mid to larger sized races. Every runner has a chip attached to their bib or shoe and the chip is read by a timing system when the runner crosses the start line, a split or the finish line. The information is then immediately available on the system to use for results. These systems can process huge amounts of information quickly and only start timing when the runner crosses the start line. This means a late participant or runner at the back of the starting line will have an accurate course time. A chip timing systems are expensive to purchase and can cost upwards of $20,000.

Hiring a Timing Service vs Doing Your Own Timing

It is strongly recommended you hire a timing service for your event. Since timing is a critical and somewhat stressful logistic, hiring a timing service will allow you to enjoy your event and be confident the timing is accurate. Most timing services only offer chip timing, but a few will still do manual timing for a lower fee. Timing services should cover such items as

- Banners/arch way for start and finish area
- All necessary electronic equipment (generator/computers/printer)
- Data entry for day of race registrations
- Chipping and assigning bib numbers to participants

- Creating and setting up the finisher chute
- Having a backup system in place
- Printing results at the race and having them available online

You should plan on spending $2-$4 per runner, depending on the length of your race, number of runners and type of timing requested, with a minimum cost of at least $1,000. The appendix lists local area timing services.

Alternatively, if you do decide to time your own event, the appendix lists resources and timing systems that you may want to explore.

Results

A timing service using chip timing will be able to provide hardcopy and online results immediately. Many services come to a race with iPads or other screens for participants to look up their times on the spot. If you are manually timing your race, you should try to have the results online be the end of the race day.

Most races have results divided into age categories in five year increments and broken into male and female. Ribbons or awards are usually given out for the top 3 finishers in each age category as well as to overall top male and female finishers and top master finishers (over 40). You may want to include a walker category as well.

Equipment and Supplies

Race Bibs

A race bib, also called a race number, identifies a person as being a participant and includes information to allowing you to compile race times and results. You will correlate a participant's race bib number with their personal information in your database.

Your timing system will determine the information you include on the race bib. Manual timing systems may need a tear off tag at the bottom on the bib. At a minimum, you will want to have the participant's name, age and gender somewhere on the bib. This can be as simple as a printed off label then stuck on the bib. This information will ensure the correct participant is wearing the correct bib.

Tear off tags on race bibs can also be used for bag check and/or raffle prize drawings.

If you allow day of race registration you need to have enough extra race bibs for all participants who may show up that morning. A rule of thumb is that 5% of your pre-registered will be no-shows and 5% will register day of race. If you are using a timing service, they will bring extra chips for new registrations.

Race bibs can be customized with your race logo, sponsor logos, and even participants' names. See the appendix for race bib supplier and free race bib offers.

T-Shirts

Many races offer T-shirts with the race and sponsors logo. Options for including T-shirts:

- Technical T-shirt vs lifestyle t-shirt
- Fitted sizing for men and women
- Included with the race fee. Increases your race costs and must be factored into the registration fee.
- Option for participant to purchase t-shirt separately.

You T-shirt supplier will give you a deadline for ordering and you will want to include this on your registration forms in order to guarantee each participant receives the size they order. You want to be careful not to order too many t-shirts as this can impact your budget. T-shirt ordering tips:

- T-shirts not guaranteed for day of race registration. This will save you from having to re-order T-shirts if you run out.
- Order more women sizes than men sizes.
- Include youth sizing if you race is a shorter distance

- Once the order deadline is past and you run out of specific sizes, remove those options from your online registration
- Only allow T-shirt size exchanges after the race

Additional Equipment

Additional equipment you might need for you race includes (see the appendix for a more complete list):

- Signage (directional for the course, informational for start/finish area)
- Port a potties (for every 100 participants you will need 2-3 port a potties or bathrooms)
- Sound System (you can use a handheld megaphone for smaller races)
- Tables/Chairs
- Tents (for hot or rainy seasons)

Start & Finish Area

Photography

You will want photographs of your race to use for future marketing and to allow participants to see themselves in action. Options for race photography:

- Professional Photographer
  - Many professional photographers will want to sell their pictures to participants and then give you a small percentage of the sale. This allows you to have a photographer at your event at no cost to you.
  - Be sure to ask for a few free photos to use for your marketing materials. You may also want to include the professional photographer as a sponsor.
- Do It Yourself Photography
  - For a smaller race, you can have volunteer photographers at the start/finish and on the course. Post photos online for participants to access.

Bag Check

If the parking area is a bit of a walk from the start/finish line, you will want to offer a bag check. This provides participants a place to extra clothing for before and after the race. The bag check area can be a simple tarp on the ground, a tented area or a UPS truck. Use bib numbers to mark the bags and to match bags to participants following the race.

Day of Race Registration

If you are offering day of race registration, you will need to have 2-3 tables designated for registration. Signage is important to direct participants to the right area. Be sure to have chairs available for the volunteers working the registration tables.

Packet Pick Up

To reduce congestion and delays on race day, most races have a pre-race packet pick up. Local running stores are more than happy to host a packet pick which is usually an evening event a day or two before the race. Participants can come to the store and pick up their race bib, T-shirt and any sponsor items. Some running stores will even donate money to the race for each packet picked up.

In addition you will allow participants to pick up their packets the day of the race at the start line area. Tables and signage will be needed.

Post-Race Activities

Many races now have finish line festivals, with music, food and beverages. We encourage you to create a post-race finish area your own. Keep in mind the purpose and/or theme of your race and have fun. Put as much feeling into this as you can, as it represents the personality of the race almost as much as the course. Remember this is your race and you should think outside the box.

- Food
  Providing post-race food is expected at most races. This will encourage participants to stay for the awards ceremony and sponsors and volunteers love to help out in this capacity.

- Prize drawings
  A raffle can be a fun way to engage your participants. You can hand out raffle tickets or draw bib numbers. Again, if you have sponsors involved, they'll want to provide you with items you can give away as prizes.

- Awards
  For the actual race awards, there are a number of possibilities with ribbons, plaques, trophies, or anything within your budget you think is original and carries on the personality of the event. You may want to give out finisher medals, age-group ribbons, overall trophies, or any combination thereof. Participants enjoy receiving awards and having their names called out over the loudspeaker.

Volunteers

Volunteer Assignments

You need volunteers for just about every task, from registration check-in, to course monitoring, to aid stations, to finish line, to food preparation.

Volunteer Recruitment

There is no standard way to find volunteers but here are a few suggestions:

- Contact prior volunteers for the event to see if they are willing to volunteer again
- Contact local high schools or local high school coaches. Many high school students having a volunteer/community service requirement for graduation, and many high school teams try to raise money.
- Contact local boy/girl scouts troops
- Ask for volunteers on the flyer for the race. Runners who cannot run might be willing to volunteer
- Invite sponsors to provide volunteers, and make sure you give them proper credit for their contribution.
- Reach out to local volunteer organizations such as Hands On Portland, who will allow you to post your event for free on their volunteer boards

Donating to Clubs/Charities

You might consider donating to clubs or charities if they provide a group of volunteers. While prices for groups vary, one suggestion for clubs/charities is $10/person up to $200. This amount can vary depending on the number of volunteers.

Volunteer Task Assignments

Make a list of all the areas at your race where you will need volunteers. Write a brief job/task description for each area along with the start time and finish time (shift time) for each task. This will allow you to give each volunteer a concise task description. You can also use volunteers for more than one task if the times do not overlap.

For example, a volunteer helping with day of race registration can move over to the food preparation area once the race starts.

It's important to match your volunteers with appropriate tasks. Younger volunteers may be better at handing out prizes than at directing traffic and you'll want stronger people to help with set up and tear down as it'll likely mean moving tables and chairs.

Also be certain that each task area has the necessary supplies. For example, the aid station should have cups, water, and garbage bags and the registration area should have pens, change, bibs and registration forms.

Volunteer Communication

As volunteers arrive for their shifts, welcome and thank them for coming. Have them sign a volunteer waiver form and provide them with a quick overview of the race along with a handout of Frequently Asked Questions. Think of questions specific to their task (i.e., Aid Station volunteers will be asked "Do you have Gatorade") All volunteers should have the following information:

- Race start time
- Award ceremony start time
- Location of bathrooms
- First aid/emergency number information
- Race director (or team lead) cell phone number
- Course map

You should email volunteers 10 days before the event to remind them of the race and their assigned task. Ask them to let you know if anything has changed and to confirm that they can still help out. You may also want to ask for their cell phone number for day of race communications.

Volunteer Recognition

The most important thing you can say to a volunteer is "Thank you." The second most important thing, "I trust your judgment" and the third most important, "I have your back."

By providing information to your volunteers about their roles at the race, you are giving them the power to make decisions and letting them know you will support their decisions. Most volunteer tasks are pretty simple – "tell runners to turn right at this corner" – but you can give volunteers the power to stop runners if a vehicle ignores road closure sign.

If you can give volunteers event T-shirts, vouchers for registration for a future event, or just a certificate of recognition, they will truly appreciate it. After the race send a thank-you note or email to the volunteers with how much money was raised at the race and how many people attended. Let the volunteers know how they contributed to the success of the race.

Sponsors

A sponsor is an organization or individual who provides your race with either cash and/or in-kind products or services. While there is no one method for working with sponsors, you may want to create a standard contract for your race sponsors. For example, donations over $1,000 receive a logo on the race T-shirt, 2 free entries into the race and a logo on the race poster.

By honestly evaluating what your race needs, you may identify potential in-kind sponsors that can remove items from your cash budget. For example, a local restaurant may be able to provide refreshments, reducing or even removing that line item from your budget. Make three lists to help you identify potential sponsors:

- What things you NEED for your race
- What things you WANT for your race
- What products or businesses you already have a RELATIONSHIP with.

When approaching sponsors, ask them, "How can we work to promote each other?"
- In-store signage
- E-mail newsletters
- Putting event flyers in their regular mailings
- Allow them to donate prizes, if not cash
- Recruit among their ranks for volunteers.

Sponsors can be asked to take an active role in your race. Ask the sponsor to provide pre-race packet pick-up, staff an aid station or work at post-race awards. Getting a sponsor invested in the race will encourage them to come back for future events.

Finding Sponsors

There are no rules for obtaining sponsors. You can contact and approach local businesses or local sporting goods/running stores, local fitness clubs or sponsors of other local events

Keep in mind the interests of your participants and how those match with the local businesses. A community race may appeal to a local bank or credit union, real estate office or mortgage company. A women only race might be attractive to a salon or child care provider, or even a self-defense class instructor.

If someone turns you down for your first sponsorship request, thank them and let them know that you also are looking for any raffle prize donations – hopefully they'll see it as a great way to be involved even if their budget didn't have money for a cash sponsorship. Also ask if there would be a good time to get in touch with them for the following year's race.

Thanking Sponsors

Post-race, thank sponsors with a formal letter or even photo or plaque. Be sure to include any copies of race publicity and highlight the amount of money raised for your cause/charity.

Marketing and Publicity

Print Brochures

Your print brochures can be delivered to local businesses and organizations and serve as advertisements. You can also distribute race brochures at/to:

- Local races
- Local running tracks and trails (perhaps nailing an entry on billboards if available)
- Local coaches (high school and college)
- Sponsors' place of business
- Local athletic clubs

Press Releases

Carefully creating a press release and targeting your market properly can promote your race in local news publications and media – include print, TV and radio. Send press releases to individual people at organizations that will have interest in your race and include regional papers near the physical location of your race. Also remember electronic communities that may have interest in your race. See the appendix for information that should be included in a press release.

Race Calendars & Websites

There are a number of free online race calendars where you can post information about your race. Most have an online form to fill out, where you will provide the basic race information (when, where, and how much) as well as contact information. See the appendix for race calendars.

Social Media

The biggest challenge with social networking is that it's often contrived. However, if you are passionate about your race and your cause, you have nothing to worry about! Remember, if your race is in August, people probably won't care what you're doing in January – during the "off-season" you can communicate less frequently. Create calendar reminders to ensure you check in and respond to posts.

Facebook is a great tool for event directors. You can set your race as an event or a page. If you set your race as a page you can control the information and do the following?

- Communicate with fans – either all or a segmented group
- Track how your fan numbers and interactions are growing
- Create events and send updates to your members

- Have a more casual place to provide updates, encourage discussion among participants, or post photos

A Twitter account will allow you to quickly update and communicate with race participants and the general public. You can set up your Facebook account so that every post you make on your event page goes out as a tweet on Twitter!

Clubs and Organizations

If you are a member of a club or organization that has a website, Facebook page or magazine/newsletter, be sure to get the information about the race on the website and in the magazine. For example the Oregon Road Runners Club (ORRC) uses their website, orrc.net, the Oregon Distance Runner print magazine, Facebook and Twitter feeds.

Include pictures and write a short engaging article about your race to increase interest.

Paid Advertisements

You may want to purchase advertising in local newspapers or running magazines. However, newspapers are not targeted for runners and might not be cost effective as far as paid advertising is concerned. You may get a discount rate if the event is supporting a local charity.

Public Service Announcements

Many newspapers have free listing in their local calendar of events and most radio stations, especially those in small cities, will provide free announcements about the race. Free announcements are called "Public Service Announcements" or PSA's. Make sure you mention your race sponsors if you have the opportunity

Timetable Calendar

10-12 months prior to the race
- Create race committee
- Determine race name
- Confirm date, location, distance and course
- Seek approval from authorities and purchase required permits (park, school district, police, etc)
- Apply for liability insurance policy
- Solicit sponsors (via letter and follow with phone or person contact)
- Review last year's post-race notes and make adjustments (if applicable)
- Create race logo
- Create a race budget
- Create race web site/page
- Seek placement on as many running web-sites as possible
- Confirm event with as many local running publications as possible
- Confirm race result timer

6-8 months prior to the race
- Continue to solicit or confirm sponsors
- Finalize race budget & set registration fees
- Set up volunteer responsibilities
    - Awards
    - Registration
    - Refreshments
    - Start, finish lines and aid stations
    - Course marshals

5 months prior to the race
- Secure sponsor(s)
- Meet with key volunteers
- Draft promotion "action items"
- Measure course, re-mark and certify (if required and approved)
- Start entry form lay-out (copy, camera ready art, sponsor logos, maps, etc)
- Order awards, plaques, ribbons and trophies

4 months prior to the race
- Flyer design complete and printer confirmed. Schedule printing for **at least two weeks** in advance of flyer distribution date
- Determine flyer locations and number of flyers for each
- Identify races that a volunteer can hand out flyers at finish lines
- Develop shirt design and order shirts
- Follow-up in writing to the key volunteers and confirm the road marshals

3 months prior to the race
- Take delivery of and distribute race flyers
- Design and order race bibs
- Confirm volunteers via phone and follow up in writing
- Confirm and make a list of race day supplies and equipment
- Confirm race day registration procedures
- Confirm that all permits, sanctions, and insurance forms have been received

2 months prior to the race
- Restock flyer locations
- Update list of race day supplies and equipment
- Confirm that all awards, plaques and trophies are on hand
- Confirm medical support (if required)
- Order portable toilets (if required)
- Re-check course markings
- Begin press releases and advertising

1 month prior to the race
- Meet in person (on location if possible) with timing service, race course marshals, aid station workers, start/finish line helpers.
- Distribute maps with volunteer locations marked
- Distribute race alert information to surrounding neighborhoods
- Contact local radio, TV and newspapers for PSA inserts
- Review shirt order and reorder if required (based on pre-sold)
- Confirm location of race day supplies
- Order signage
- Create parking plan

Week of race
- Meet with key volunteers and go over last key details
- Confirm registration information, race numbers, etc.
- Confirm food and aid station supplies

- Check weather forecasts and to see if tents will be needed
- Drive course to ensure no surprises (e.g. construction, etc.)
- Deliver race bibs to timing service

Day before the race
- Pick up race bibs
- Pre-race packet pick up
- Mark the course

Day of race

- Arrive a minimum three hours before the race
- Set up registration tent or area
- Assign a key volunteer to organize all volunteers
- Set up starting line early
- Set up aid stations
- Make sure that you and the volunteers are easily identified (bibs or vests)
- Manage parking from the first car
- Have all permits and insurance papers on hand at the event
- Have all of your race day supplies (have a checklist)
- Ensure all volunteers know what to do in a medical emergency
- Announce the start time every 15 minutes starting with 45 minutes prior to the event. Make one final announcement 5 minutes before the start
- At the start: announce to the runners any safety issues; thanks for coming; acknowledge sponsors; acknowledge volunteers; inform participants of the award ceremony time
- Conduct the race and HAVE FUN!
- Welcome/thank as many finishers as you can
- Announce award ceremony time several times while finishers finish

Week after the race
- Send thank you letters to all volunteers, sponsors, park officials and police
- Send out post-race survey/email to participants
- Review the race with key volunteers (any issues?)
- Make "action items" so that you will correct these issues for next year
- Prepare final income and expenses report
- Hold evaluation meeting with race committee and start planning the race for next year

Appendix A: The Course & Insurance & Permits

Insurance

- Road Runners Club of America (RRCA) http://www.rrca.org
- U.S.A. Track and Field (USATF) http://www.usatf.org
- K & K Insurance www.kandkinsurance.com

Permits

Oregon Department of Transportation (ODOT)
- Multiple contacts depending on location, typically 30 days turnaround to get permit (written request)
- Marlene Nichols 503-665-4006 tnichols@odot.state.or.us

Washington County – Road Usage
- Permit web page http://www.co.washington.or.us/LUT/Divisions/TrafficEngineering/Permits/event-permit.cfm

Washington County – Henry Hagg Lake Park
- Permit web page http://www.co.washington.or.us/Support_Services/Facilities/Parks/Hagglake/fees.cfm

Multnomah County Right of Way
- Permit web page https://multco.us/roads/road-and-bridge-permit-applications

Columbia County
- Permit web page http://www.co.columbia.or.us/departments/columbia-county-counsel/counsel-road-events-ordinance

City of Portland
- Permit web page http://www.portlandoregon.gov/revenue/2997

City of Vernonia
- Permit web page http://www.vernonia-or.gov/living/parkinfo.asp#PERMITS

City of Banks
- Permit web page http://www.cityofbanks.org/index.asp?Type=B_LIST&SEC={C42953C8-FA6C-49CD-882F-BC2CA142D1C3}

Oregon State Parks
- Call the park you wish to use
- Special event permit
http://oregonstateparks.org/ckFiles/files/2014_Special_Use_Permit_App.pdf

Oregon Metro   (Land use agency for Multnomah, Washington and Clackamas counties)
- Permit web page   http://www.oregonmetro.gov/parks/picnics-and-special-use/special-use-permits

City of Portland – Parks and Recreation
- Permit web page   http://www.portlandoregon.gov/parks/38280

Flaggers (For Traffic Control)

- D&H Flagging, Inc.   http://d-hflagging.com
- Affordable Safe & Professional Flagging LLC http://www.affordableflaggersnow.com

Emergency Services

- HAM Radio, Hobie Baker 503-654-4197
- Metro West Ambulance http://www.metrowest.fm
- AMR Ambulance Service http://www.amr.net

Appendix B: Web Site/Brochure and Logo

Logo Design

- Andrea Schwoebel http://cargocollective.com/schw/Logos

Web Site Hosting Services

- Host Papa   http://www.hostpapa.com
- Google Domains https://domains.google.com
- Wordpress https://www.wordpress.com
- Blogspot https://www.blogger.com

Printers

- The Printery 503-359-4533
- Ad Graphics http://www.ad-graphics.com/

Information to include in your brochure/on the race web site:

- Name of organization
- Name of race
- Logo
- Race distance – can be included in name
- Date and time of race
- Location – city, park, etc.
- Course photos
- Specify start times for each event
- Course description or map
- Directions to race site (include the street address so it can be map-quested)
- Awards
- Type of timing (chip, manual, no timing)
- What the entry fee includes (or does not include: shirt, pancakes, park entry fee, etc.)
- Kids run
- Walk
- Link to register on-line
- Sponsor logos
- Request for volunteers
- Phone number for questions (and/or e-mail)
- Registration form (.pdf for mail-in if applicable)
- Time course closes

Frequently asked questions to include on the web site:

- Is the RACE entirely on road/trails?
- Will there be RACE awards?
- Are shirts sized for women and men?
- When and where do we pick up our RACE bibs and T-shirts?
- Do we need to bring our registration info to pick up our RACE bibs and T-shirts?
- Will there be official timing and when will the RACE results be ready?
- Who benefits from the RACE proceeds?
- Can I walk the RACE?
- Are jog strollers allowed in the RACE?

Appendix C : Registration

Online Registration Services

- Active.com http://www.active.com/
- SignMeUp http://www.signmeup.com/
- Ultra Sign Up http://www.ultrasignup.com
- GetMeRegistered.com http://getmeregistered.com
- Eventbrite http://eventbrite.com

Sample Registration Waiver

RELEASE: I know that running, walking and volunteering at races are potentially hazardous activities. I should not participate in activities unless I am medically able and properly trained. I agree to abide by any decision of a race official concerning my being allowed to participate in or complete this event. I assume all risks associated with participating in this event, including, without limitation, falls, contact with other participants, the effects of weather, including high heat and/or humidity, the conditions of the road and traffic on the course, all 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 enlisted to act on my behalf, waive and release **YOUR CLUB/RACE/ORGANIZATION HERE** [Business, School District or Park Entity where event is being held], [City or County whose roads are used for the event], & all sponsors, and their respective directors, officers and successors from all claims or liabilities of any kind arising out of my participating in this event, even though that liability may arise out of negligence or carelessness on the part of the persons named in this waiver, and grant permission to them to use photographs, motion pictures, or other record of me in this event.

Signature: _____ Date: _____
*Obtain parent/guardian signature if participant is underage

Information to include on registration form:

- Races to register for
- Name (last and first)
- Address (street, city, state, zip)
- Daytime phone
- E-mail
- Age on race day
- Gender
- T-shirt size – if applicable
- Address to mail the entry form

- Check to be made payable to – if mail in or day of race
- Fee check-off (pre-registered, day-of-race, group discount,)
- Waiver

Mass Email Communication to Participants

- Mail Chimp http://mailchimp.com/
- Constant Contact http://www.constantcontact.com
- Emma http://www.myemma.com

Post Race Survey

- Survey Monkey http://www.surveymonkey.com

Appendix D: Timing

Manual/Self Timing

- Web Scorer http://www.webscorer.com/race-timing
- Finish Line Clock Rental/ORRC http://orrc.net/board/board.html

Finish Chute (Self Timing)

- Make the finish line easily visible
- Encourage runners to keep going until they've crossed the line
- Have volunteers in the chute jump in front of the runners to gather and spindle tear tags, and then move them along to exit the chute.
- The width of the chute should be narrowed so that they can only move through one at a time, and another volunteer can make sure they stay in their respective finish position until their tags have been torn

Professional Chip Timing Services

- Timing by Zornick (chip and manual timing) http://www.resultsdb.com/TBZInfo.html
- Huber Timing http://www.hubertiming.com/
- Uberthons http://uberthons.com/
- Eclectic Edge Racing http://www.eclecticedgeracing.com
- AA Sports - http://aasportsltd.com/services/race-timing/

Appendix E: Equipment & Supplies

Race Bibs

- Rainbow Racing http://www.rainbowracing.com
- Marathon Printing, Inc.   http://shop.marathononline.com/ (Local, pick up to avoid shipping costs)
- Road ID   http://www.Roadid.com   Free basic bibs as well as coupons
- Runner's World http://www.Runnersworld.com Free bibs but will require your participant list

Note: Your bib vendor will also sell you safety pins. Do not purchase pins from a fabric/craft store. Get a box of pins from your bib vendor

T-Shirts – Local Suppliers

- Infinity Impressions http://www.infinityimpressions.com/
- Ellison Advertising   http://www.ellisonadvertising.com
- Garment Graphics http://www.garment-graphics.com
- Greenlayer Sports http://www.green-layer.com
- Creative Touch Embroidery & Screen Printing http://www.creativetouch-embroidery.com
- Acorn Marketing http://www.acornpromo.com
- Lone Mountain Sportswear http://www.companycasuals.com/lonemountain/
- Leslie Jordan Apparel Design and Manufacturing http://www.lesliejordan.com

T-Shirts – Out of Area Suppliers (May charge for shipping)

- Pacifica T-Shirts   http://www.pacificat-shirts.com
- Crestline http://www.crestline.com

Porta Potties

- Honey Bucket http://www.honeybucket.com/
- Schultz Porta Potties   http://www.schulz-clearwater.com/
- Waste Management https://www.wm.com/business/additional-waste-services.jsp

Detailed Supply List
Race supplies should be purchased or picked up a few days before the race

- Registration Area
    - Tables and Signage
        - Day of Race registration (with clipboards or tables to complete forms)
        - Pre-registered runners separated into groups (i.e., A-M, N-Z)
        - T-Shirt or giveaway table, if applicable
    - Chairs
    - Sign-in sheets (showing runners, bib numbers, t-shirt sizes)
    - Bib Numbers
    - Safety Pins
    - Waivers (if not done online)
    - Pens
    - Shirts (or other giveaways)
    - Money box (with minimum $200.00 change for day of race registration, but preferably $500 since more people are using $100 and $50 bills when paying in cash)
    - Course Maps

- On the Course
    - Mile Markers
    - Direction Markers, flour or spray chalk to mark turns on ground
    - Cones wherever needed
    - Additional signage "Runners on Road"
    - Course monitors and/or flaggers, if needed
    - Safety Vests
    - Aid stations with water, nutrition, cups, pitchers, garbage cans with liners. (Longer races will need additional supplies.)
    - Police, if needed

- Start/Finish
    - Clock (charged the night before)
    - Table for Timers
    - Canopy
    - Stringers for Race number tags
    - Flagging for finish area
    - Cones and pylons for finish chute
    - Sound system, if needed

- Post-Race
  - First Aid Kits (a small ice chest with ice & small ziplock bags are cheaper than ice packs)
  - Awards (Make sure timer knows how many places are begin awarded)
  - Awards for top finishers. For example:
    - First Place Male and Female
    - First Place Masters Male and Female
    - Age group winners
  - Prize drawing tickets and items
  - Refreshments:
    - Water (most important)
    - Fruit
    - Bagels

Appendix F: Start & Finish Area

Photographers

- Brian Conaghan http://conaghan.smugmug.com
- Evan Pilchik http://www.evanpilchik.com/
- Barb Rieber www.barbrieberphotography.com
- Finish Shots – Brian Penrose http://www.finishshots.com
- Jeanelle Dickerson – http://www:masterracerunner@gmail.com

Trophies/Plaques/Medals/Ribbons

Crown Trophy http://www.crownfranchise.com (Local)
Pins ASAP http://www.pinsasap.com (Local)
Ashworth Awards http://www.Runolution.com/directors.htm

Appendix G: Sponsors

Local Running Stores (Packet Pick Up/Marketing/Sponsorship)
These stores have been used as retail partner option for ORRC races. They have the ability to cross-promote events, host packet pickup, provide prizes, etc.

- Fit Right Northwest - Dave Sobolik dave@fitrightnw.com
- Foot Traffic - Sean Rivers sean@foottraffic.us
- Pace Setter Athletic - Bill and Anita Carley anitac@pacesetterathletic.com
- Portland Running Company - Dave Harkin dave@portlandrunningcompany.com
- Road Runner Sports - http://ww2.roadrunnersports.com/retail/portland.html
- Sports Authority - Tricia Miller tmmiller@sportsauthority.com

Appendix H: Marketing and Publicity

Press Releases

Information that should be included in a press release:

- Name of event
- Date of event
- Start time(s) of event
- Distance(s) of event
- Registration fees and how to register, including deadlines
- What is included in registration fees
- A brief description of the course
- Is the race kid-friendly, family-friendly, and/or pet-friendly?
- What other activities will be available at the event?
- Will there be prizes at the event?
- Is the event a fund-raiser? If so, provide information on the beneficiary including contact info.
- Contact information for the event
- The names of your sponsors

Local Newspapers

- The Oregonian - http://www.oregonianmediagroup.com/contact/contact-news-team/
- Portland Tribune - http://portlandtribune.com/
- Gresham Outlook - http://portlandtribune.com/gresham-outlook-news/
- West Linn Tidings - http://portlandtribune.com/west-linn-tidings-news/
- Lake Oswego Review - http://portlandtribune.com/lake-oswego-review-news/
- Walkabout Magazine - Pam Granata 503-287-6914 info@walkaboutmag.com

Race Calendars & Websites

- Oregon Road Runners Club – http://www.orrc.net
- Run Oregon Blog - http://runoregonblog.com/
- Road Runners Club of America - http://www.rrca.org/calendar/event/php
- Race Center Northwest - http://www.racecenter.com/race-calendar
- Active - http://www.active.com/
- The Oregonian's Event Calendar – http://www.oregonlive.com/events
- Gallagher Fitness Resource - http://activesalem.com/
- Runners World Race Director Resource - http://www.racedirectorresource.com/
- Running Network - http://runningnetwork.com/RNW/index.php/national-calendar

- Running in the USA - http://www.runningintheusa.com/Race/Default.aspx
- American Trail Running Association (Trail Races) - http://trailrunner.com/calendar/calendar.htm

Regional Running Clubs

- Willamette Valley Road Runners - http://www.wvroadrunners.org/events.php
- Clark County Running Club - http://clarkcountyrunningclub.org
- Red Lizards - http://www.redlizardrunning.com/
- Central Oregon Running Club - http://centraloregonrunningklub.org/
- South Coast Running Club – http://www.southcoastrunningclub.or
- Coast Hills Running Club - https://www.facebook.com/CoastHillsRunningClub/timeline