

# **RACE DIRECTOR'S GUIDE**

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**I:40 RACE  
SERVICE**  
**RUN AND DON'T GROW WEARY**

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This Race Director's guide is designed to help you think through the different planning and preparation aspects that you and your run committee will need to consider from your first meeting to the start of your race. So when you get to those moments when you think "What should I be doing next", glance through this guide to see if have everything covered or a plan for upcoming tasks. I can provide advice on any steps in the race planning process but a \* indicates something that I can specific help with.

## **5 Months Out**

- ✓ Establish a race director and run committee
- ✓ Determine the race and/or theme and discuss other creative elements
- ✓ Pick a date, time, and location for your race
- ✓ Determine what race distances (Do you also want to have a 1k or 1 mile fun run?)
- ✓ Create a budget, fundraising goals, and where funding sources for any pre-race expenses
- ✓ Book a race timing/management service
- ✓ \*Determine where your course will be and if you will need to have it measured and certified. Visit [www.usatf.org/events/courses/search/](http://www.usatf.org/events/courses/search/) to search for certified courses in your area.

## **4 Months Out**

- ✓ \*Create a Registration form, establish entry fees
- ✓ \*Create a Sponsorship form, establish sponsorship levels
- ✓ Start soliciting local business, organizations, or individuals to be event sponsors
- ✓ \*Determine age groups and awards
- ✓ Determine if you have a logo or need one designed for promotional material and t-shirts
- ✓ \*Post the race on oklahomasportsandfitness.com event calendar
- ✓ \*Determine if you will need any liability insurance coverage (USATF offers a very affordable \$125 to \$200 policy)

## **3 Months Out**

- ✓ Start soliciting local business, organizations, or individuals to be event sponsors
- ✓ Continue getting event sponsors
- ✓ Setup facebook event
- ✓ Create an online registration
- ✓ Consider setting up an event website
- ✓ Make street closure requests with the city (if necessary)
- ✓ Have event posters or flyers made

## **2 Months Out**

- ✓ Start putting out registration forms (gyms, city offices, schools, churches)
- ✓ \*Have t-shirt designed and setup t-shirt order with a print shop

- ✓ Consider having event banner printed
- ✓ \*Put the race in the local newspaper event calendar and consider advertising in newspapers or other publications
- ✓ Continue getting event sponsors

## **1 Months Out**

- ✓ Determine what volunteers you will need on race day and start recruiting volunteers
- ✓ Determine what supplies will be needed for the race
- ✓ Make t-shirt order and have event banner printed
- ✓ Report to committee the current # of pre-registrations and make a push to get more signed up
- ✓ Establish an event photographer
- ✓ Consider sending out a press release about the race to local newspapers
- ✓ Determine if you will have any door prizes or giveaways
- ✓ Determine what post-race refreshments
- ✓ Determine when registration will open and if there will be a packet pick up the day before

## **Week of Race**

- ✓ Put together race packets for all preregistered runners (t-shirts, race # bibs, safety pins, and any giveaways)
- ✓ \*Put all pre-registered runners information in an excel spreadsheet
- ✓ Determine race day schedule and when volunteers need to be there
- ✓ Plan awards ceremony and determine an MC
- ✓ Get post-race refreshments
- ✓ \*Secure sound system and music

## **Race Day**

- ✓ Open Registration at least an hour and a half before the race
- ✓ Have starter money for pre-registration
- ✓ \*Volunteers meeting 30 minutes before race (if police are involved they should be included)
- ✓ Make sure bathrooms are accessible
- ✓ Set up water stops
- ✓ Make sure volunteers are in place by the start of the race

### **Materials needed**

- ✓ Tables, chairs, pens, registration forms, bibs, and starter cash for registration
- ✓ Tables, water jugs, cups, trash bags for water stops
- ✓ Table, bottled water, food for finish line refreshments
- ✓ First Aide
- ✓ Table, awards, list of event sponsors for awards ceremony

### **Volunteer Roles**

- ✓ Registration – 2 to 4 volunteers – take registration forms, fill out race bibs, pass out race packets.
- ✓ Water stops – 2 to 3 volunteers per water stop
- ✓ Split callers – up to 4 volunteers
- ✓ Road Crossing assistance/course monitors – Volunteers needed depends on course
- ✓ Awards Ceremony – 2 to 3 volunteers – MC and a few people to pass out medals