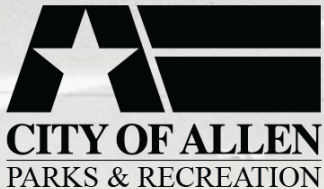# DREAM BIG... START SMALL

Race Management – Fun Runs, 5Ks & MORE

Joey Ramos

Allen Parks & Recreation
Athletic Programs Supervisor

Raul Najera
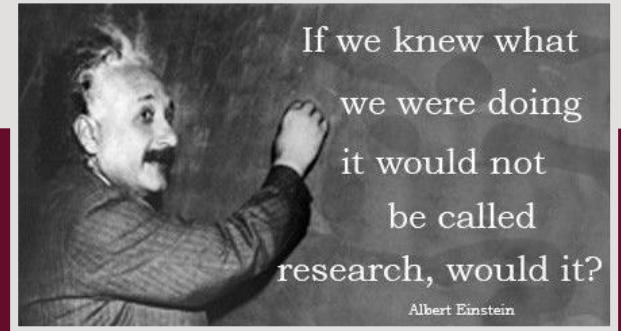
RunFAR Race Management Services
Owner/President/CEO

CITY OF ALLEN
PARKS & RECREATION

RunFAR
RACING SERVICES
Fast, Accurate & Reliable
ESTABLISHED 2003

PRE RACE

RESEARCH, RESEARCH, RESEARCH

If we knew what we were doing it would not be called research, would it?
Albert Einstein

Allow a minimum of 6-9 months to collect information to organize the race.

- Check city/surrounding area to see what other major events are taking place.
- Check other race sites to see what races are taking place in the area.
- Find a race company to certify your course as well as to handle timing & coning of event.
- BE UNIQUE!

STOP, COLLABORATE, AND LISTEN!

- Location
- Distance
- Date
- Permits
- Certification
- Marketing

THE THREE KEYS TO SUCCESS

STOP

STOP   COLLABORATE   LISTEN

SELECTING YOUR RACE LOCATION

SURROUNDING BUSINESSES

- Inform businesses about your possible race location.
    - Value their feedback and insight.
- How will your race location affect businesses?
    - Hours of Operation?
    - Parking?
    - Traffic?

PARKING

- Where will runners, spectators, & vendors park?
    - Parking lots, fields, roads?

RACE CERTIFICATION

- Should I certify my race course?

SAFETY

- Road Conditions (i.e. potholes, narrow roads, etc.)
- Weather Conditions

TRAFFIC

- Review traffic patterns & peak times to determine the best time to schedule the race.
- Ask Police and Streets departments for input on how the race may affect traffic:
    - Street Closures/Barricades
    - Staffing Needs from their departments

CHOOSING YOUR RACE LENGTH

Determine the following:

- Competitive and/or Recreational?
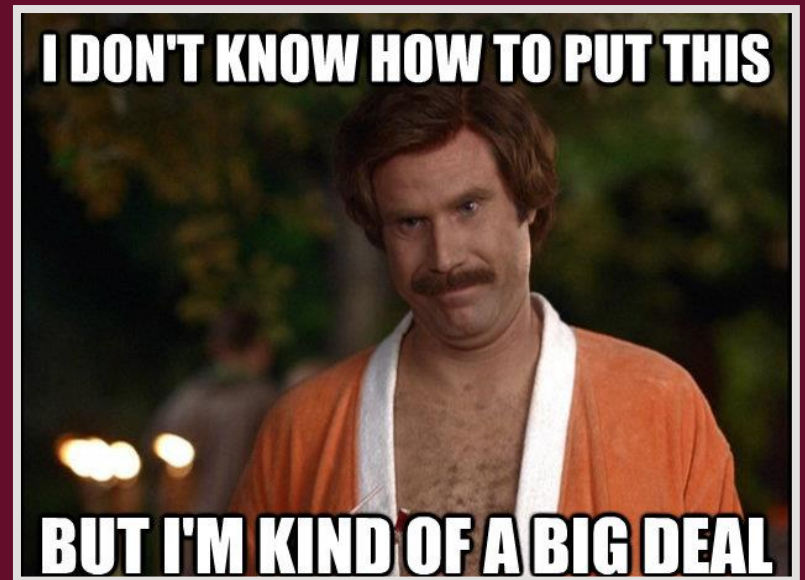
- Location?

- Target Market?
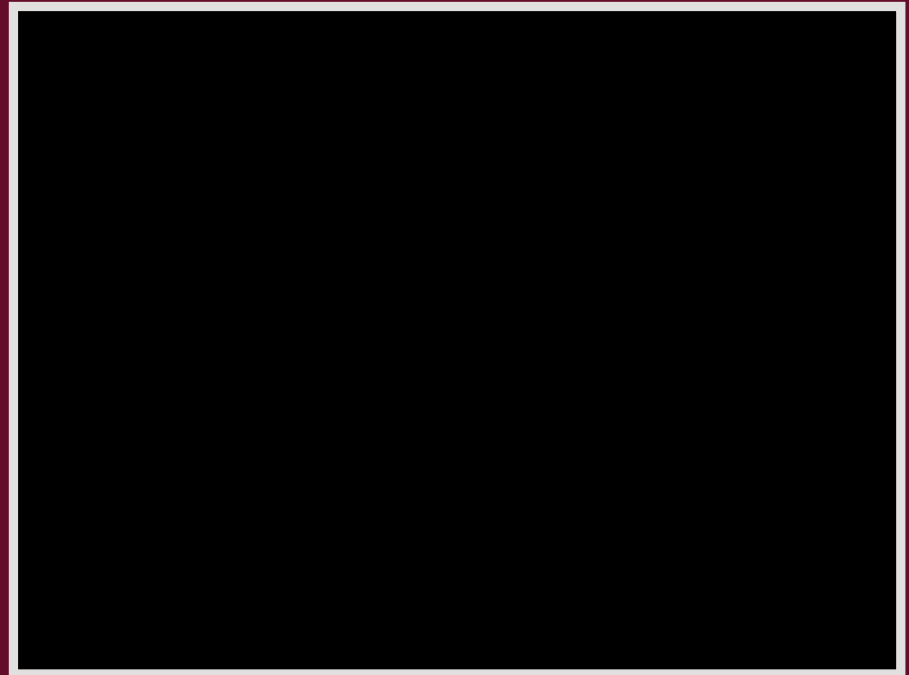
Race Options:

- Fun Runs
- 5Ks
- 10Ks

- Mud Runs
- Pub Crawls
- Half-Marathons

- Marathons
- Biathlons
- Triathlons

SELECTING YOUR RACE DATE

- Select a few possible dates and focus on minimizing conflict.
    - Availability
    - Other City-Related Events
    - Other Surrounding Events
    - Other Race Events

PERMITS

- Before selecting your race date and location, notify your police and streets departments about your plan to host a race to ensure that everyone is on board with the run taking place prior to doing any additional legwork.

- Ask how to go about requesting a permit for the race.
  - Being that you are more than likely running your race within your city limits, you should have no trouble securing a permit, but this is to provide a heads up of your plans as it may require additional help from your police and/or streets departments.

APPROVAL · CHUCK NORRIS STAMP OF

USATF CERTIFICATION

- Produce road race courses of accurately measured distances.

- For any road running performance to be accepted as a record or be nationally ranked, it must be run on a USATF-certified course.

  - Most runners like to compare performances run on different courses, and such comparisons are difficult if course distances are not reliable.

  - No one can truly establish a personal best if the course distance is not accurate.

HOW DO I GET MY COURSE CERTIFIED?

- Hire a professional

- Measure the course yourself
  - Will require:
    - Contacting the USATF road course certifier for your state and/or
    - Follow the steps within the course measurement procedures manual - **http://www.usatf.org/Products-/-Services/Course-Certifications/USATF-Certified-Courses/Procedures-Manual.aspx**
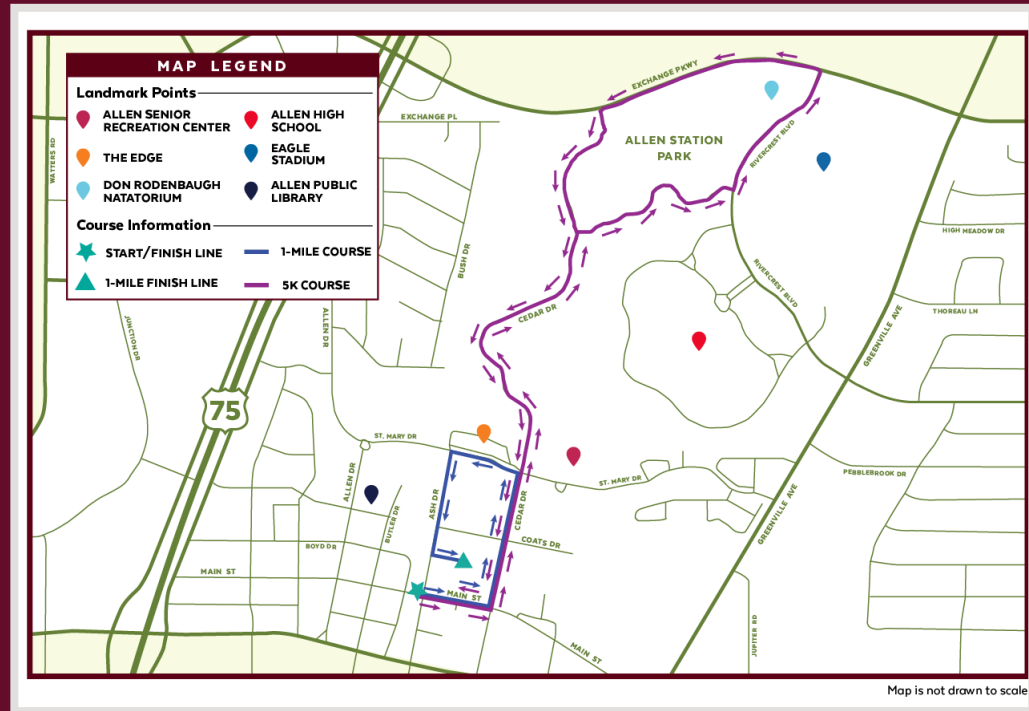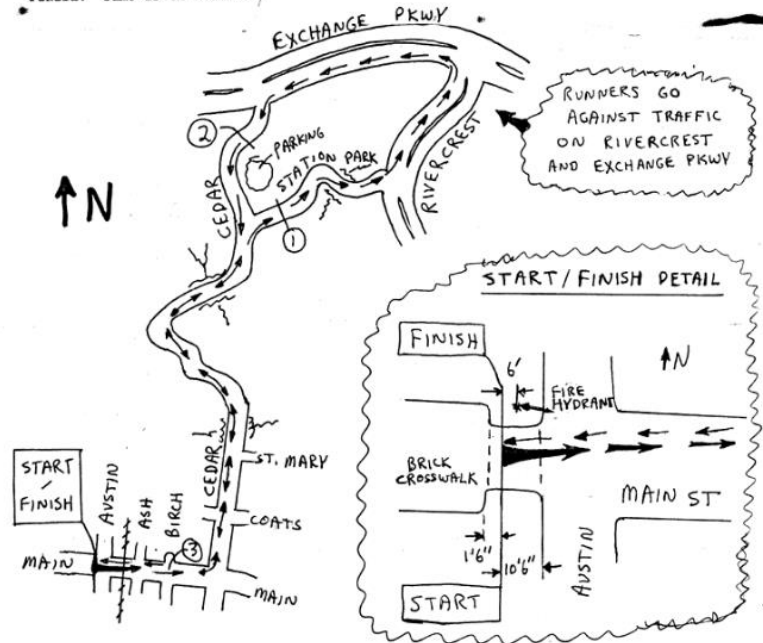
MAP YOUR COURSE

NOTIFY PROPER AUTHORITIES

- Notify fire, police, and streets departments again after your course has been approved/certified.

THE 5 P'S OF RACE MARKETING

1. People
2. Product
3. Place
4. Price
5. Promotion

PEOPLE

- What type of run will gain the largest interest within your community?

- How can you motivate people in your community to participate in your run?

- Can you create a friendly competition amongst your local elementary schools, middle schools, or even high schools?

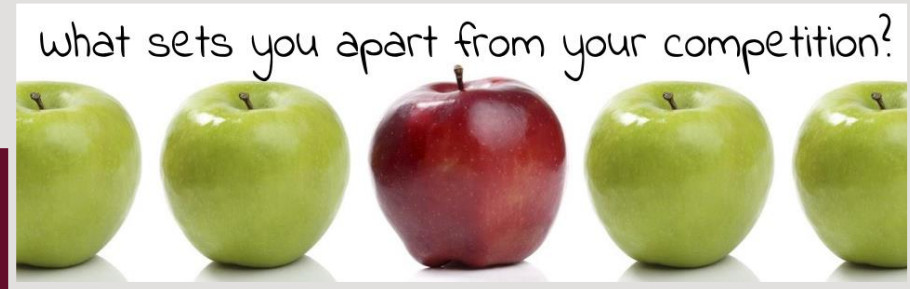- Will you allow strollers or pets on leashes?

TARGET MARKET

Who is your Target Market?

- The Community
- Local School District
- Parks & Rec Members/Participants
- Race Clubs/Groups

PRODUCT

what sets you apart from your competition?

- Your race is your product.
- What sets your race apart from the other races?
  - Everyone offers 5Ks…why should we participate in yours?
- What will help sell your product (your race)?
  - Race name?
  - Type of race?
  - Race details/activities?
  - Entry fee?
  - Most bang for their buck (race shirt, other race apparel, food, drinks)?
  - Does the money generated go to a charity, the city, or your local parks & recreation department?

PICKING YOUR RACE NAME

- Be unique.

- Be creative.

- Is it a themed run/associated with a holiday event?

- Is it a charity run?
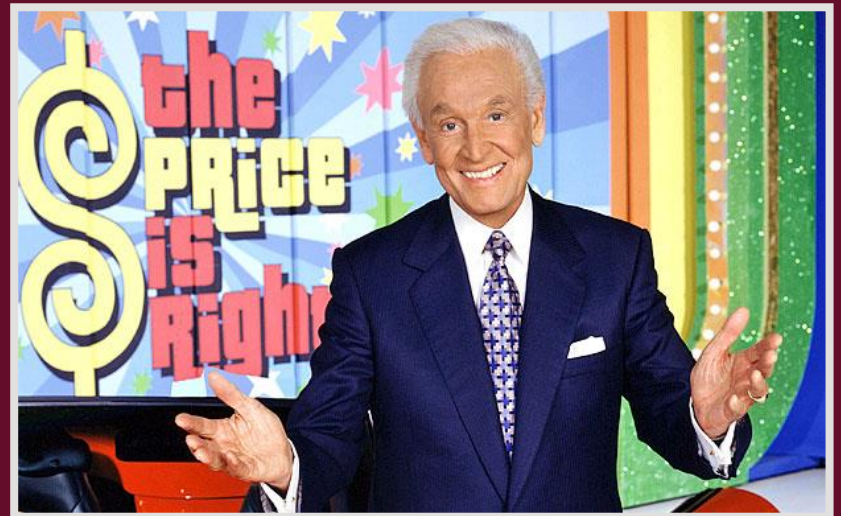
PLACE

- Find your target market.
  - Physical setting – recreation center, gyms, fitness centers, schools, running stores, businesses, etc.
  - Online
  - Other race promotions

PRICE

- Know your target market.

- Research to see what other nearby races are charging.

- What does the price include?
  - People will be willing to pay more if they believe they are receiving more.

PROMOTION

- Where can you reach them?
  - Create a race website.
  - Offer online registration.
  - Promote via social media.
  - Send e-mail blasts to your database.
  - Display race flyers and brochures through your facilities and/or local businesses.
  - Advertise through other race sites, radio ads, social media, etc.
    - Use competition as a partnership for both races.

RECAP OF THE 5 P'S OR RACE MARKETING

1. People
2. Product
3. Place
4. Price
5. Promotion

SET REALISTIC GOALS

YOU MUST EXPECT GREAT THINGS OF YOURSELF BEFORE YOU CAN DO THEM. -MICHAEL JORDAN

What are your MINIMAL goals to deem the run successful?	What goals will satisfy your supervisor/ department?	What goals will satisfy you?
Break-Even?	Cost Recovery?	# of Runners?

RACE REVENUE

- Race Entry Fees
- Sponsorships
- Vendor Booths

"SPONSORS" & VENDORS

- Easy source of revenue as businesses want to get involved!
  - Title ~~Sponsor~~ Partner
  - Presenting ~~Sponsor~~ Partner
  - Event ~~Sponsor~~ Partner
  - Vendor Booths

EVENT PARTNERS

Texas Health Presbyterian Hospital® ALLEN

Monkey Sports®

CareNow Family Doctors. Convenient Care.

THE CAVE REALTY TEAM

Chick-fil-A Stacy Road Twin Creeks Village

TEXASCHIROHEALTH.COM OF ALLEN

Market STREET

Medical City Children's Urgent Care

Suncreek Family Dentistry

TradeMark car wash

WATTERS CREEK AT MONTGOMERY FARM

CITY OF ALLEN PARKS & RECREATION

CITY OF ALLEN PARKS & RECREATION
301 Century Parkway · Allen, Texas 75013
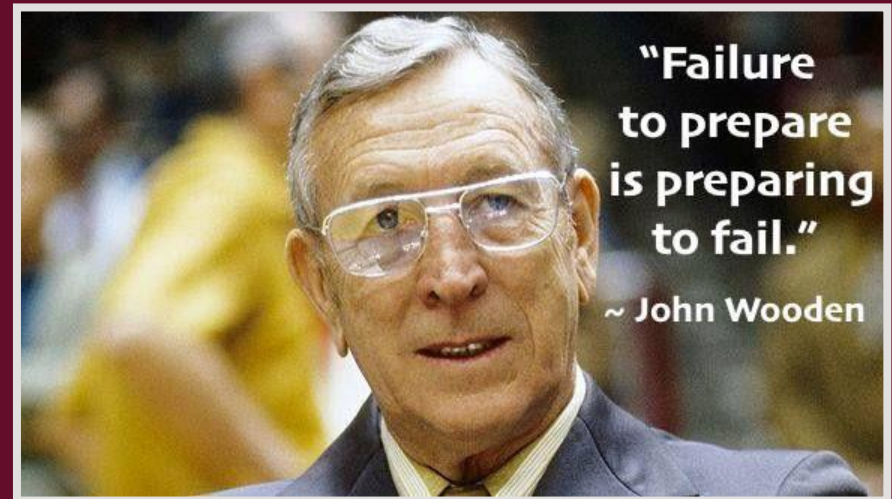AllenParks.org · 214.509.4700

life IN ALLEN

RACE EXPENSES

- Emcee
- Photographer
- Race Management Services
  - Bibs, Coning, & Timing
- T-Shirts
- Fundraiser
- Rental Items
  - Barricades, Chairs, Port-A-Potties, Registration Tent, Tables, & Entertainment

LOGISTICS

- Create a Timeline
    - Tasks/Responsibilities
    - Anticipated Completion Date
    - Status
    - Staff Assigned to Duty
    - Notes
- Zone Managers
    - Organization
    - Detail-Oriented

"Failure to prepare is preparing to fail."
~ John Wooden

SAMPLE TIMELINE

Tasks	Anticipated Completion Date	Status	Staff Assigned to Duty	Notes
Complete logo, artwork for t-shirt design, & artwork for medal	Jul. 10	X	Brandy	For 2017, add THA logo to brochures, posters, etc. to help secure them as presenting sponsor
Receive shirt bid	Jul. 12	X	Joey	
Contact PE Teacher Point of Contact about PE Teacher Meeting	Jul. 12	X	Joey	Allen ISD (Melinda Smith); Lovejoy ISD (JB Nicholson)
Award shirt bid	Jul. 14	X	Joey	Annual Contract with AdWear
Collect PE Teacher shirt sizes	Jul. 17	X	Joey	
Update Hotline	Prior to Fall Guide Release	X	Anthony	Hotline Updated
Tasks	**Anticipated Completion Date**	**Status**	**Person Responsible**	**Notes**
Contact Shelley George about Mayor Steve Terrell being present at event	Aug. 1	X	Joey	E-mailed Shelley George on 8/11; Response received 8/11.
Update school registration forms	Aug. 1	X	Joey	Sneha updated forms.
Submit PE Teacher shirt sizes to T-Shirt Vendor	Aug. 1	X	Joey	Short sleeve shirts; Submitted 8/XX.
Create Letter/Contract for AISD & LISD to show agreement on providing $5 per registrant	Aug. 1	X	Joey	Sent on 9/7.
Contract with Race Management Services	Aug. 7	X	Joey	
Contract with Sound/Announcing	Aug. 7	X	Joey	Get back with Raul on 9/8.
PE Teachers' Meeting include Allen ISD ES, MS, HS, CC and Lovejoy ISD ES, MS, HS, CC	Aug. 16	X	Joey/Anthony	Met with Allen ISD on 8/17.
Booth Area Entertainment (Jumper Bee Inflatables)	Aug. 21	X	Billy	
Update sponsor and vendor paperwork	Aug. 21	X	Marketing	Sneha is in the process of finalizing the forms.
Update general public registration forms	Aug. 21	X	Marketing	Sneha updated forms.
Tasks	**Anticipated Completion Date**	**Status**	**Person Responsible**	**Notes**
Select Zone Managers	Sept. 1	X	Joey/Anthony	New "Awards" zone created for 2017. Staff zone to distribute awards for 2nd and 3rd place win
Contact Allen Fire Department to line up an ambulance	Sept. 1	X	Anthony	Mark Beaty confirmed on 8/28/2017.
Contact Animal Control	Sept. 1	X	Anthony	Angela Hall confirmed attendance on 8/31/2017
Contact photographers	Sept. 1	X	Joey	Mike Mezeul will be the photographer.
Create Site Map	Sept. 1	X	Joey	
Secure Food Hospitality Tent food & beverage provider	Sept. 1	X	Joey	Market Street will be our food & beverage provider, but we may have to purchase everythin
Vendor Booth Solicitation Out	Sept. 6	X	Billy	Sent to Billy in August.
Update Emergency Action Plan	Sept. 6	X	Joey	
Article for Allen Image	Sept. 6	X	Marketing	We will not be submitting an article for 2016.
Submit Event Action Plan	Sept. 9	-	Joey/Anthony	Submitted to Johnny Thomason on 9/15.
Submit permit letter to Chief Brian Harvey	Sept. 9	-	Joey	Submitted to Johnny Thomason on 9/15.
Deliver school registration forms, school posters, & teacher shirts during the PE Teachers' Meeting	Sept. 25	X	Joey/Anthony	Shirts & posters have been delivered as of 8/31.
Contact First Baptist Church regarding facility usage	Sept. 12	X	Joey	FBC Allen is good to go, but we are waiting on the contract.
Send Memo to/Contact Allen Flower Shop	Sept. 12	X	Joey	Just include with FBC letter as the church owns the land.
Send Memo to/Contact Allen Heritage Center	Sept. 12	X	Joey	E-mailed Bonnie on 9/26; Confirmed 9/26.
Secure aerobic instructor for pre-race warm-up	Sept. 12	X	Anthony	Dina Scott Confirmed attendance on 8/31/2017
Update Banners	Sept. 19	X	Joey	Complete prior to registration beginning
Registration Begins	Sept. 19	X	Joey	Complete prior to registration beginning; Update CLASS details
Update Rudolph Run sponsorship details in CLASS	Sept. 19	X	Joey	Add no refunds to sponsors/Add full refund to vendors
Finalize Budget	Sept. 22	X	Joey	
Solicit Giveaways	Sept. 23	X	Anthony/Joey/Billy	
Tasks	**Anticipated Completion Date**	**Status**	**Person Responsible**	**Notes**
Order Items from Tent Rental Company	Oct. 3	X	Joey	Signed agreement on 10/6.
Remind Parks Staff about filling up barrels & being present for the drop off of tent & items	Oct. 3	X	Joey	E-mailed Trey & Nick on 10/3.

ZONE MANAGERS

- Areas to consider assigning zone managers:
  - Pre-Race Day Packet Pick-Up
  - Site Set-Up
  - Course Prep/Set-Up
  - Runner Hospitality
  - Vendor Booth Coordinator & Sponsorship Liaison
  - Registration Tent
    - Pre-Registered Packet Pick-Up
    - Day-Of Registration
  - Awards
  - Volunteers

# PRE-RACE DAY PACKET PICK-UP

- **In Advance:**
  - Select a couple dates for packet pick-up.
  - Assign staff to assist packet pick-up.

- **Week of Race:**
  - Set-up for packet pick-up.
  - Organize shirts, bibs, goodie bag items, etc.
  - Pack up items to bring to race site, if packet pick-up will take place at a different location than the actual race.

SITE SET-UP

KEY
Mobile Stage
Parks & Recreation Tent
Registration Tent/Timing
Tents/Results
Presenting Sponsors
Hospitality Tent
Sponsor/Vendor Booths
Jumper Bee
Port-A-Potties
Temporary Fencing
Bike Racks
First Aid/Lost Parent Area

- **In Advance:**
  - Assign staff to assist up.

- **Week of Race:**
  - Be available on-site for the delivery of the tents, tables, and chairs by tent rental company.
  - Be available on-site for the delivery of the port-a-potties & bicycle racks.
  - Deliver the mobile stage.
  - Deliver and set-up the bleachers for the spectator section.

- **Race Day:**
  - Pre-Event:
    - Be available on-site for sound set-up.
    - Bring a gator to assist with transporting tables & bicycle racks.
  - Post-Event:
    - Assist with breaking down the mobile stage.
    - Remove the bleachers.
    - Remove the bicycle racks for pick-up from rental company.
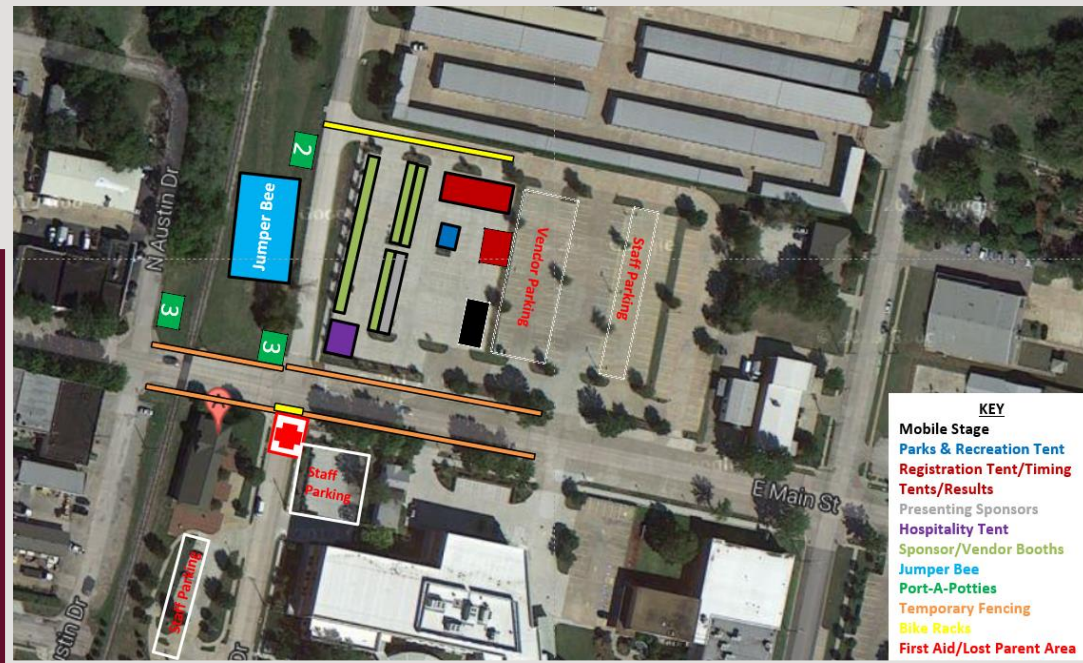
COURSE PREP/SET-UP

- **In Advance:**
    - Assign staff to assist with course set-up.
- **Week of Race:**
    - Mark the course.
    - Set-up temporary fencing.
- **Race Day:**
    - Pre-Event:
        - Assist RunFAR with set-up of arch or any other items.
        - Set-up barriers along the 1-mile fun run finish.
        - Hang sponsor banners and other signage according to site map.
        - Drive course and place directional signs, water station items, & cones at the 1-mile mark.
        - Assist with set-up of other areas, if time permits.
    - Post-Event:
        - As soon as the race is over, drive the course to pick everything up and return to storage facility.
        - Assist with breaking down the other areas.
        - Assist RunFAR with breakdown, if needed.

RUNNER HOSPITALITY

- Free food & Drinks are always well favored.
    - Bottled water
    - Fruits
- Reach out for donations or in exchange for a sponsorship to cut expenses.
- **In Advance:**
    - Recruit 3 staff members (or however many members that you see fit) to assist with the Runner Hospitality Tent area.
- **Week of Race:**
    - Pick-up items for the hospitality tent.
- **Race Day:**
    - Pre-Event:
        - Be prepared to serve food & beverages in the hospitality area no later than 7:15 am.
    - During the Event:
        - Oversee the numerous facets of runner hospitality.
        - Stock the hospitality area, as needed, with food, beverage, & ice.
        - Have day of team continuously clean up around hospitality area.
    - Post-Event:
        - Begin cleaning up area once the award ceremony has begun.

"Free beer? No thanks." Said no one ever.

VENDOR BOOTH COORDINATOR & SPONSORSHIP LIAISON

- **In Advance:**
    - Assign staff to assist with working vendor booth area and/or PARD booth.
    - E-mail vendor map and provide sponsors & vendors details for set-up and breakdown.
- **Week of Race:**
    - Mark the vendor booth area to show where tents, tables, and chairs go.
- **Race Day:**
    - Pre-Event:
        - Oversee all facets of sponsor/vendor booth area.
        - Recruit 2 staff members to assist with the Allen Parks & Recreation Booth area and t-shirt sales.
        - Work with and coordinate parks crew, city staff, and volunteers to set-up tents, tables, and chairs according to area map.
        - Help sponsors & vendors locate their booth.
    - During the Event:
        - Check on sponsors & vendors throughout event.
    - Post-Event:
        - Begin clean-up as soon as the award ceremony concludes.

AWARDS

- **Make it short & sweet!**
- **Race Day:**
  - Pre-Event:
    - Organize awards.
    - Hang sponsor banners and other signage according to site map.
    - Drive course and place directional signs, water station items, & cones at the 1-mile mark.
    - Assist with set-up of other areas, if time permits.
  - During the Event:
    - Receive race results from RunFAR or race coordinators.
    - Oversee distribution of 2nd & 3rd place awards for each age group.
      - Track which awards have not been picked up so you can contact runners after the race.
    - Assist with distributing 1st place awards and keep runners around for a group picture.
  - Post-Event:
    - Pack up any awards that were not picked up.

VOLUNTEERS

- Make available at every mile or every other mile marker.
- Water jugs filled with water, cups, tables, & trash receptacles.
    - Great task to assign volunteers!
- **In Advance:**
    - Designate how many volunteers you will need.
        - Assign volunteers to assist with water stations.
        - Assign volunteers to direct runners along the course.
- **Week of Race:**
    - Hold a volunteers' meeting in advance (RACE DAY IS TOO HECTIC)!
    - Issue parking passes to volunteers which will be parked along the race course.
        - Inform Police & Streets Department in advance.
- **Race Day:**
    - Pre-Event:
        - Fill cups or stand in designated spot along course to direct runners.
        - Cheer on runners.
    - Post-Event:
        - Pick-up any trash/cups along race course.

RACE-RELATED ITEMS

- Event Planning
- Event Marketing
- Course Layout
- Course Prep/Set-Up
- Site Set-Up
- Site Map/Course Map
- Race Brochure/Flyer
- Race Shirt/Goodie Bags

- Race Signage/Markers
- Event Registration
- Race Sponsors/Vendors
- Race Communications
- Packet Pick-Up
- Staff Responsibilities (PARD, Fire, Police, Streets, etc.)

RACE-RELATED ITEMS

- Volunteer Responsibilities
- Start Line & Finish Line
- Rental Items
- Emcees, Photographers, & others
- Traffic/Crowd Control
- Water Stations

- First Aid Station
- Runner Hospitality Area
- Weather/Cancellation/ Reschedule
- Day-Of-Race: Registration Tent/Packet Pick-Up
- Awards/Ceremony/Results

RACE REGISTRATION

https://raceroster.com/13974

RACE SHIRT & BIB

- Your shirt design helps SELL your race!
  - Be Creative & use color.
  - Cotton, 50/50 blends, or tech shirts.
  - Put the image of the shirt on your brochure.

- Other race apparel ideas:
  - Bibs
  - Pullovers
  - Jackets
  - Sweatshirts/Hoodies
  - Face Masks
  - Beanies

OLPH RUN
E FUN RUN
N STREET, DOWNTOWN ALLEN

RACE DAY
12/02

1-Mile Fun Run ($20)
5K Run ($30)

2017

RUD LPH
RUN

THIS YEAR'S
RACE T-SHIRT!

stration period. For
ants will receive a short
leeve t-shirt. Registrations
ive a race t-shirt.

REGISTRATION: TWO LOCATIONS
(ENDS AT NOON ON 11/19)

eation Center | Don Rodenbaugh Natatorium

Don't Forget
Your Safety Pins

RACE SIGNAGE

- Would you like to reduce your amount of staff or volunteers?
  - Use race signage!

- Signage can also be used for interaction and to help with promotion and marketing.

TRAFFIC CONTROL & PARKING

- Add details to your registration brochure/website.
  - Where do we park? Can we park here?
  - What roads will be closed?
  - What time will the roads be closed?

RENTAL ITEMS

- Barricades
    - Maintain order & flow with day-of registration.
    - Crowd Control: Useful at the race start/finish line to keep areas clear of spectators.
- Entertainment
    - Inflatables, Face Painters, Etc.
- Chairs & Tables
- Port-A-Potties
- Tents

RACE DAY

- Arrive Early
  - Walk through the race set-up prior to everyone arriving.
- Delegate
  - Check-in & rely on your Zone Managers.
  - Don't be afraid to assign tasks or responsibilities to staff or volunteers!
- Lend a Helping Hand
  - Get your hands dirty!
- Be Flexible
  - Changes may occur, but don't get flustered!
- Be Visible
  - Know what is going on!
- Stay Late
  - Briefly recap on the good, the bad, & the ugly while everything is fresh on your mind.

Race day isn't the challenging part, it's the REWARD for the months of hard work while you were training.

RACE DAY

- Conduct a pre-race meeting with staff, if necessary/not communicated via e-mail or in-person in advance.

- Assist with set-up and ensure that everything is set-up correctly.

- Thank staff, volunteers, and runners as you see them to show your appreciation!

POST RACE

POST RACE

- Submit After-Action Report
- Send Thank You E-Mails:
  - Sponsors/Vendors
  - Participants
    - Direct them to race results & provide details for next year's event.
  - Staff/Volunteers
- Begin organizing details for next year's race.

RUNDERFUL
(adjective)

how you feel the
minute after
you finish your run

RUNFAR

- Pre Race Services
  - Marketing
  - Online Registration
  - Race Directing Services
  - Data Management
- Race Day Services
  - Sound/PA
  - Start/Finish Structures
  - Live Results and Messaging
  - Race Timing and Scoring
- Post Race Services
  - Post Event Messaging
  - Results Platform

RUNFAR
THUNDER

QUESTIONS

CONTACT INFORMATION

Joey Ramos

Allen Parks & Recreation

Athletic Programs Supervisor

jramos@cityofallen.org

Raul Najera

RunFAR Racing Services

Owner/President/CEO

raul@runfarusa.com

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