

CLASSIC RACE SERVICES

HOW TO PLAN A SUCCESSFUL RUNNING EVENT



Planning for a running event is not complicated! Classic Race Services has developed the following timeline to assist in the planning process. Also, included are *Frequently Asked Questions* that we hope will answer many of your concerns. By no means is the FAQ list complete, so please feel free to ask additional questions. Classic Race Services looks forward to working with you.



6 Months Out

1. Set the date.
 - a. *Classic Race Services* can assist you with setting your date in order to maximize participation and avoid potential conflicts.
2. Solicit Sponsors:
 - a. \$2500 in sponsorship will provide a nice race for 100-150 participants.
3. Send in the Grand Prix Paperwork.
4. Design the flyer and deliver this to *Classic Race Services* in either MSWord or Adobe pdf format:
 - a. *Classic Race Services* can help with flyer design.
5. Pick and secure a race location and course. Items to consider are:
 - a. Parking
 - b. Bathrooms (or port-a-johns)
 - c. Community Impact
 - d. Law Enforcement Approval
 - e. Permits (City / County / Park)



4 Months Out

1. Get flyer copies to *Classic Race Services* to be distributed at the races. (minimum of 500 copies).
2. Design the artwork for the shirt / awards.



2 Months Out

1. Decide on awards / shirt vendors and contact them regarding your race.

“Have a good race and have a safe race!”

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1 Month Out

1. End sponsor solicitations.
2. Line up volunteers:
 - a. Course Monitors / Water Stop
 - b. Registration
 - c. Food Preparation / Refreshments
3. Get the art work to t-shirt vendor.
4. Order awards from award vendor.
5. Order port-a-johns (if necessary).
6. Contact law enforcement to ensure adequate support.
7. Contact local EMS to determine availability of support.



2 Weeks Out

1. Get pre-registration forms to *Classic Race Services*.



1 Week Out

1. Get final numbers to t-shirt vendor.
2. Confirm port-a-john delivery for race day.
3. Confirm with law enforcement/EMS.



1 – 2 Days Out

1. Make final arrangements for food / refreshments.
2. Pick up t-shirts and awards.
3. Confirm volunteers and establish arrival time (1/2 to 1 hour prior to start of registration).

NOTES:



Day of Race

1. Arrive **at least** 1 hour prior to **start** of registration for set up.
2. Get registration area set up first.
3. Count out pre-registered t-shirts so pre-registered runners will be guaranteed a shirt. Remaining shirts are for race day registrations.
4. Set up refreshment area.
5. Set up results / awards area.
6. Unlock bathrooms.
7. Ensure parking is easily accessible and have parking monitors available to direct runners.
8. Deliver course monitors to their locations at least 15 minutes prior to start of race.
9. At completion of the event, make sure all areas are clean and trash is removed.



Post Race

1. Contact sponsors providing information about the race and “thank you’s” for their support.
2. Set up a post race meeting with *Classic Race Services* to discuss all aspects of the race.
3. Set the date for next year, if possible.
4. Enjoy your success!

NOTES:

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Frequently Asked Questions

1. *Why should I use Classic Race Services?*

Will Chamberlin, owner of Classic Race Services, has more than twenty years of experience participating in and managing race events. Over the years Will has developed what he believes to be a very practical “formula” for achieving a successful event from start to finish. Timeliness of posting complete results on-line (within 24 hours) has become the trademark of Classic Race Services. The results will be posted to:



www.runningintheusa.com



www.active.com



www.coolrunning.com



www.georgiarunner.com

The results are also submitted to *The Running Journal*, a monthly running publication that covers running events throughout the southeast.

At many of our events we have a photographer, **Bruce Tolbert**, who takes pictures of the event. These pictures can be viewed / purchased at <http://btp.smugmug.com/>.

2. *Is the race canceled in the event of rain?*

NO! We just get wet! However, it is always good to have a rain contingency plan available for post race activities (results / awards / food.) The only time a race is postponed/canceled is due to lightning and thunder, or the occasional ice storm.

3. *What vendor should I use for my awards / t-shirts?*

If you have a local vendor that you have successfully used previously, this would be a good choice. If you need a recommendation, *Classic Race Services* has used these companies for many years: [New World Graphics](#) (706-353-2517) for t-shirts and [Quality Trophies](#) (888-613-6166) for awards. These are both located in Athens, GA.

4. *How do I know what t-shirt sizes and numbers to order?*

As the race date approaches, *Classic Race Services* can help you with this information. We can give a good estimate of race day registration based on pre-race numbers.

5. *How do I get my race on Active.com for registration?*

Classic Race Services will take care of this for you.

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6. *What outlets are available to advertise my race?*
Classic Race Services will have your flyer available on several websites for participants to download. Also, copies of the flyer will be available at all *Classic Race Services* races prior to your event.
7. *Should we advertise in local media?*
This decision is entirely up to you. Some media outlets will provide public service announcements at no charge.
8. *What if I don't have a large number of pre-registered runners?*
Do not worry about this! Runners are notorious for sending in pre-registration forms just in time for the cut-off date. Also, it is common to have a very good race day sign up provided the weather is good.
9. *What information needs to go on the flyer?*
The basics – what, when, where? What is the name and benefactor of your race; date and time of the race; where is the race location. In addition: mailing address for the pre-registration form; award age categories; overall / masters / grand-masters. *Classic Race Services* can create a flyer for you or provide samples from which to work.
10. *What is the **Run and See Georgia Grand Prix**?*
The *R&SG GP* is an organization that promotes races and race events all over the state of Georgia. The mission of the Grand Prix is to encourage runners to get out and see the many wonderful areas of Georgia and run a good race while there. Runners that participate in *R&SG* races are awarded points based on finish position within each age group. Top points participants are recognized at an end of year celebration. Contact information for the Grand Prix is Gary Jenkins at www.georgiarunner.com.
11. *How do I decide on a race course?*
Classic Race Services will come to your location and help you to choose the best race course for the runners. We will also accurately measure the course and provide mile markers on the day of the race.
12. *What is a good set-up for the post-race activities?*
There should be a logical flow for the runners after coming through the finish line. Once through the finish line, the runners should move to the results area to fill out their finish cards **then** move to the refreshment area to get refreshments. The set-up should accommodate this flow. Awards need to be set-up in close proximity to the results area so during the awards ceremony we can read the winner's names from the results boards and the runners can come forward to claim their prize. **No food or water is to be given out at the finish line.** The runners can come to the refreshment area for these items **after** turning in their finish cards.

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