

Start Planning!

You and other interested parties should meet as soon as possible to decide the type of race you think will bring the most participation, its length (two to six miles is the most popular) and where it will be held.

Considerations When Making a Budget

Income: Sponsors' contributions, entry fees, and commissions from contracts with photographers (where applicable).

Possible Expenses:

Administration

- Awards: finishers' patches, certificates, trophies, merchandise,
- T-shirts (contact local supplier or sporting goods store or locate ads for suppliers in running magazines)
- Barricades: for crowd control
- Cassette tape recorder and tape: for recording numbers in order of finish as a back up
- Clipboards: one for director's checklist, at least one for the finish line, and one for every chute
- Clock: for the finish line (digital is best from the runners' viewpoint, but it is also more expensive)
- Entry Blanks: paper, printing
- Maps: paper, printing
- Megaphone
- Numbers for racers: they can be ordered from companies that advertise in the back of running magazines, sporting goods stores, or running magazines will often provide free numbers
- PA system
- Race results
- Ropes and posts: for chutes
- Sanction/insurance application: call 317-261-0500 for a local USA Track & Field Association to apply for a sanction (includes insurance) for the event
- Starting gun and blanks
- Stopwatches: one for every mile check post and at least one for finish
- Tables and chairs: for race officials
- Time sheets: for finish
- Van or truck: for transportation to and from race site
- Walkie-talkie: for each mile marker and at start/finish

Course Expenses

- Banners: start and finish
- Beverages and/or orange slices
- Course-marking materials: (masking tape, lime, or water-soluble paint)
- First-aid kits: one for each aid station and two for finish line
- Ice packs: for first aid
- Index cards or hangers: for order of finish (unless finish is done by professionals)
- Mileage markers
- Paper cups: two per runner, per aid station
- Portable toilet: two per 100 runners at start
- Tables: for aid stations, registrations and awards
- Toilet paper: several rolls per portable toilet
- Trash cans: one or two per aid station and water stop
- Water: 8 1/2 ounces per runner, every mile if possible

Finish Line Expenses

From the website of American Running at
<http://www.americanrunning.org>

You may want to hire "professionals" to do this. Contact local running clubs for names.

Miscellaneous Expenses

- Advertising: posters, press releases
- Postage: entry confirmations, announcements, publicity, race results, thank-you cards
- Race packets: bag with race number, race day information, and educational information (order free race packet educational inserts by calling the American Running Association at 1-800-776-2732).

Course Measurement and Race Results

Before deciding on your course, check with local running clubs, which may already have courses measured. If you select your own course, do not use your car's odometer to measure the distance—it is not an accurate measurement.

If you need to measure the course, use a calibrated wheel or a bicycle and follow the exact path the runners will take. In the street, runners should face oncoming traffic and should be about one yard from the curb or any other obstacles. Your chute should extend for at least 50 feet beyond the finish line to allow for deceleration. Also make sure there's plenty of room in the chute so runners don't stop abruptly.

If you'd like to have your course certified by the National Standards Committee so that each runner's time can be ranked nationally, contact USA Track & Field, PO Box 120, Indianapolis, IN 46225-0120, 317-261-0500.

To have your runners' times ranked nationally, contact USA Track & Field Road Running Information Center, 5522 Camino Cerralvo, Santa Barbara, CA 93111, 805-683-5868.

Timetable

6-12 months before race day

- Measure and lay out course.
- Plan budget.
- Begin fundraising.
- Contact police, transportation departments, and local government for information about necessary permits, and obtain written permission to hold race.

4-5 months before race day

- Start to recruit volunteers.
- Begin public relations and advertising.
- Work with t-shirt company on design and ordering information.
- Make up map of the course.
- Design and print entry form.
- Select and locate awards and equipment.
- Distribute entry forms.

2-3 months before race day

- Obtain medical and police support.
- Start processing entries.
- Apply for race sanction/insurance.

One month before race day

- Prepare information kits for the media.
- Verify availability of facilities and borrowed, rented, and purchased equipment, and delivery of such equipment. (You should order everything by the end of the month).

Month of the race

- Review and practice finish line procedures for recording each runner's time and place.

Planning a Race

From the website of American Running at

<http://www.americanrunning.org>

- Pick up any equipment not already obtained.
- RACE DAY (see race day checklist).

Race day follow-up

Send thank you notes to volunteers and all other individuals or groups who helped.

Race Day Checklist

Set-up should begin three to four hours before race time. The more runners expected and the longer the race, the earlier you should start. It's better to be over-prepared—anticipate problems and have solutions ready before they are needed.

- All race officials present
- Mileage markers on course
- All equipment on site
- Race escorts present
- Facilities open
- Timing devices working
- Course marked
- Timer ready at finish
- Barriers set up
- Chutes set up
- Water stations in place
- Chute crew in place
- Starting and finish line marked
- Finish line recorder set up
- PA systems working
- Photographers in place
- Parking organized
- Post-race refreshments set up
- Signs, banners, and balloons up
- Tally results
- Registration/Information tables up
- Present awards
- Aid stations ready
- Return or store equipment
- Portable toilets up and working
- Clean up course
- Medical stations and personnel ready
- Clean and close facility
- Report results to media and "On the Roads"

Registration

If you expect more than 200 entries, advance registration is extremely important. Set a deadline by which entries must be mailed (at least a week before the race) in order to eliminate confusion on race day. Entry fees can help offset costs, but they will discourage participation if they are too high. Try to get sponsors to absorb as much of the cost as possible.

Safety is Important!

When laying out the course, keep the needs of both the runners and the community in mind. Do not block bus routes or busy shopping areas. Pick low-traffic areas. Plan for the runners to face oncoming traffic, and arrange to have traffic directors at every intersection. Police assistance is helpful, but check into it early since it may cost extra.

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From the website of American Running at
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In addition to first-aid kits, you should have at least one doctor (preferably a runner) on duty and several nurses, if possible. The Red Cross, local ambulance or rescue squad, or volunteer fire company may be able to provide additional assistance. The American Running Association can refer you to health professionals who may volunteer their services at your race. Call 1-800-776-2732 for a referral in your area.

To avoid the dangers of heat exhaustion and heat stroke, try not to plan the race during hot summer months. It is recommended to cancel a race if the wet bulb-globe temperature (WB-GT) index is 82 degrees Fahrenheit or 28 degrees Celsius one hour before the race. WB-GT is the temperature/ humidity/radiation index. Your local weather service will give you the WB-GT reading. It is a good idea to enclose safety tips on running in hot, humid or cold weather (whichever is applicable). You can order newsletters to distribute to your runners from the American Running Association, 4405 East West Highway, Suite 405, Bethesda, MD 20814, 800-776-2732. You can also order these free handouts via the Internet: (go to American Runner's website)