



RACE DIRECTOR'S GUIDE TO PLANNING AND ORGANIZATION

A STEP-BY-STEP GUIDE FOR DEVELOPING & CONDUCTING
A SUCCESSFUL ROAD RACE





Dear Race Director:

What follows in this guide are suggestions and guidelines for each phase involved in the organization and directing of a road or trail race. While this manual is meant to make your life easier as you plan over the next several months, it is also an aid for making your race professional, productive, and safer for all involved in your event.

This guide provides basic information for race directors organizing a road race. It will give you the tools and checklists necessary to keep you organized and focused along the way.

Questions will come up... and if you cannot find the answer in this guide, please feel free to contact us at Race Time. We are always here to answer questions and help you through this sometimes overwhelming task.

Whether you're planning this event for a charitable organization, a foundation, or to bring awareness to your community, remember to have fun along the way, as it will make the journey that much more enjoyable for you – The Race Director!

Julie Pearson

& The Race Time Crew



CONTENTS

Before You Begin / Getting Started	5
Event Initial Checklist.....	6
What Type of Race Are You Planning?	9
Race Planning Timeline.....	10
Race Planning: Sample Budget	12
Race Course & Getting a Course USATF Certified.....	13
Certification: Cara vs. USATF	14
Volunteers, Staffing & Committees	15
Race Committees: Areas of Responsibility	17
Logistics, Communication & The Race Director.....	21
Sponsors & Donations	24
What Can Be Donated By Sponsors? (in a word... EVERYTHING!!).....	26
Partnering with Local Retail Businesses	27
Shirts: Participants, Staff & Volunteers!	28
Maximizing Your Exposure	30
Online Registration	32
Offline Registration (hard-copy forms).....	33
How to Build a Customized Hard-Copy Registration Form.....	34
Sample Hard-Copy Registration Form	35
Age Groups & Award Categories	36
Procedure to Mark a Race Course	38
Proper Way to Mark Race Course for Participants on Right Side of Street.....	39
Setting Up Water Stations on a Course	40
Course Marshals	41
Sample Course Map.....	42
Sample Course Marshal Placement	43
Risk Management	44
Race-Day Checklist.....	45
Sample Race Route Information for Residents/Businesses On Route.....	47
Race-Day Responsibilities & Timeline.....	48
Sample Race-Day Execution	49

CONTENTS (CONT.)

Most Commonly-Asked Questions: Portable Restroom Facilities50

Most Commonly-Asked Questions: Race Awards.....51

Most Commonly-Asked Questions: Social Media52

Vendors & Resources.....53

Running Stores.....54

The Race Director55

The Race Director’s Challenge56

Take the Stress Out of Planning Your Race57

BEFORE YOU BEGIN / GETTING STARTED

Before getting started, the following are key points that you will need to address throughout the planning process:

- ✓ Timeline from start to finish – work backwards from your race date
- ✓ Race Course and Site Layout – everything from parking to porta-potties
- ✓ Start & Finish Areas
- ✓ Registration
 - › Online
 - › Offline
- ✓ Onsite Layout
- ✓ How to mark your course
- ✓ Theme/brand identity of your race
- ✓ Maximizing your exposure
- ✓ Working with your committees and volunteers
- ✓ Keeping it all organized
- ✓ Keeping your participants coming back

The first step in planning your road races starts with your Course.

- ✓ Have a tentative map/layout of proposed course
 - › www.MapMyRun.com
 - › Existing USATF course map
- ✓ Choose a date

After you have your tentative course and date, you can start the process of obtaining your permit.

- ✓ Obtain necessary permits from
 - › City/Village
 - › Park District
 - › Forest Preserve
- ✓ Most entities require you to have insurance
 - › Obtain Certificate of Liability Insurance

EVENT INITIAL CHECKLIST

Why have a race?

- ✓ Charity/Fundraiser
 - › American Heart Association, etc.
- ✓ Exposure to a certain organization, club, company, etc.
 - › School, YMCA/YWCA, Rotaries/Clubs, Girl/Boy Scouts, Medical (e.g. hospitals, physical therapy, etc.)
- ✓ Compliment an existing event
 - › County Fair
- ✓ Kick-off for an event
 - › Anniversary
- ✓ Holiday celebrations
 - › New Year's Eve, Easter, Fourth of July, Thanksgiving
- ✓ Time of the year
 - › "Fall Festival Run," "Dog Days of Summer Race," "Spring Fling 10K," "Frosty 5K"
- ✓ Just because you feel like having a race!

Decide what makes your race unique:

- ✓ What makes your race different from other events?
- ✓ Can you add your race to an existing event?
 - › Example: scheduling your race to directly follow the end of a swim competition
- ✓ What is the theme of your race?
- ✓ Can an additional theme be developed?
- ✓ Can your race support something special in your community
 - › Example: Wheaton's "Run for the Animals" raises funds for their 'working farm'
- ✓ Brainstorm your options!

Check the date of your event against the following calendars:

- ✓ National holidays
- ✓ School calendars
- ✓ Village calendars
- ✓ Other programs that are scheduled within your organization
- ✓ National events (NCAA Basketball, Super Bowl, etc.)

Confirm the site location's accessibility and amenities:

- ✓ Water / Electricity / Bathrooms
- ✓ Parking availability/access
- ✓ Site access / availability to get to site?
- ✓ Handicap accessible
- ✓ Shade or openness
- ✓ Accessibility for setup/takedown vehicles and/or equipment
- ✓ Ability to publicize at location
- ✓ Enough room for the attendance expected (both parking and people)

EVENT INITIAL CHECKLIST (CONT.)

Create the timeline for your event:

- ✓ How does this event work with other events?
- ✓ Is the start and end time within reason of the attendance expectations?
- ✓ Work out your own individual race timeline by working back 5-8 months from race date
 - › Promotion deadlines: registration, web, magazines, newspapers
 - › Sponsors
 - › Availability of site for event
 - › Logistics on equipment and race course
 - › Weather concerns
 - › Supplies that need to be ordered
 - › Date considerations if race is cancelled or rescheduled
- ✓ Recruitment for committees
 - › Need to get firm commitments from people to head up committees
- ✓ Volunteers and committee selection/development
 - › Committee chairs need time to recruit and assign volunteers

Determine the budget for your race:

- ✓ "Front" money
- ✓ Expected revenue and expenses
- ✓ Sponsorship / partnership available?
- ✓ Donations?
- ✓ How can costs be cut without cutting quality?

Develop a Master Plan:

- ✓ Divide the event into sections that can each be handled by one person:
 - › Volunteers
 - › Registration – money responsibilities
 - › Production – setup and takedown of main event
 - › Logistics
 - › Supervision of hired help for the day
 - › Other
- ✓ Compile a section timeline for each area that includes everything that needs to be handled within that section:
 - › Recruitment
 - › List of items and/or supplies currently on hand vs. need to be purchased/acquired
 - › Budget
 - › Deadlines
- ✓ Assign one main person to coordinate the coordinators
- ✓ Use combined timelines, deadlines, budget, etc. to see the Master Plan

EVENT INITIAL CHECKLIST (CONT.)

Schedule preparation meetings to achieve the following goals:

- ✓ Go through event step-by-step so that everyone involved is on the same page
- ✓ Develop maps and scripts for the event
- ✓ Develop timelines for drop-off, pickup, and various set times
- ✓ Makes sure volunteers are briefed and taken care of
- ✓ Plan for the unexpected – weather, drought, lack of [x], etc.

Start your event day on the right foot:

- ✓ All coordinators to follow timeline
- ✓ Add to and adjust timeline when things change
- ✓ Observe your area and how it works to make the event happen
- ✓ Observe other areas on what works and what doesn't work
- ✓ Be positive to all that are a part of the event
- ✓ Thank the sponsors and volunteers

Post-event:

- ✓ Evaluate your area and add to the whole event evaluation
- ✓ Write thank you notes to staff, volunteers, and sponsors
- ✓ Pay bills
- ✓ Write expense/revenue report

WHAT TYPE OF RACE ARE YOU PLANNING?

Choosing the race:

- ✓ Event Date
- ✓ Event Length
 - › 1M
 - › 5K
 - › 10K
- ✓ Event Divisions
 - › Themed Runs
 - › Children's Runs
 - › Run vs. Walk
 - › Special Divisions: Clydesdale, Masters, Adaptive

Choosing the name and theme of your race:

- ✓ Keep name short and use the same name throughout all advertising
- ✓ Brainstorm your theme and "brand" identity
- ✓ Tie in with village events
 - › Example: Utilize established parade route for 4th of July run
- ✓ Build around the theme/event – get creative!
 - › Olympics / Special Olympics
 - › Super Bowl Shuffle 5K
 - › Ground Hog Day / Shadow Runs
 - › Easter / Bunny Hops
 - › Summer / Sunset Runs
 - › Memorial Day and Labor Day / Patriotic Themes
 - › Autumn Runs / Fall Trots, Trick-or-Treat Trots
 - › Veteran's Day Runs
 - › Thanksgiving / Turkey Trots
 - › Winter / Santa Runs, Snowflake Shuffles, Hot Chocolate Runs

Communicate date to ensure no conflicts with:

- ✓ Village
- ✓ Recreation agencies
- ✓ Other races in the community

RACE PLANNING TIMELINE

6-8 Months Prior to Your Event:

- ✓ Develop committees or assign people responsible for specific areas
- ✓ Develop course
- ✓ Submit permits to city/village and/or other sites that you are using
- ✓ Obtain insurance if required for permit
- ✓ Confirm date, times, fees, distance, etc.
- ✓ Determine size of event
- ✓ Secure Finish Line / Timing Company (Race Time!!)
- ✓ Contacts for potential sponsors

5-6 Months Prior to Your Event:

- ✓ Confirm permits with Village prior to promotion
- ✓ Develop a logo, design for shirt, registration form, etc.
- ✓ General information on race: date, time, etc., to area websites: Chicago Athlete, The Competitor, CARA, etc.
- ✓ Develop print ad information if advertising in Chicago Athlete and The Competitor
- ✓ Printing costs – get quotes
- ✓ Confirmation of sponsors (donation vs. onsite)
- ✓ Registration online, website connection, social media developed
- ✓ Registration form completed and printed – based on sponsors
- ✓ Research awards
- ✓ Race bib developed

4-5 Months Prior to Your Event:

- ✓ Local downtown merchants involved with promotion
- ✓ Awards ordered / goodie bags for kids
- ✓ Online information updated
- ✓ Local radio to get involved
- ✓ Course certified

4 Months Prior to Your Event:

- ✓ Promotional Ads to begin – Chicago Athlete, The Competitor
- ✓ All committee members aware of / driven course
- ✓ Registration Forms mailed to databases from other races (15-mile radius)
- ✓ Determine races in the area that will be held one month prior and “month of” to distribute flyers

3 Months Prior to Your Event:

- ✓ Press release to area newspapers
- ✓ Receipt of all Certificates of Insurance from vendors if required by hosting site
- ✓ Registration forms/posters delivered to local merchants for display
- ✓ Volunteer follow-up phone calls
- ✓ T-shirts finalized with all logos
 - › Get quotes on pricing/secure t-shirt supplier
 - › Determine if Volunteers will have different colored shirts/sweatshirts

RACE PLANNING TIMELINE (CONT.)

2 Months Prior to Your Event:

- ✓ Shirts ordered and sponsors finalized
- ✓ Awards ordered
- ✓ Registration bags/packets developed
- ✓ Contact races in area to put registration material in goodie bag

Event Month:

- ✓ Go over course with police and/or lead vehicle driver
- ✓ Schedule one last meeting with committee members ensuring all work is done
- ✓ Schedule meeting with Finish Line / Timing Company (Race Time!) to go over logistics of start/finish
- ✓ Contact all sponsors that have not submitted donations

Two Weeks Prior to Your Event:

- ✓ Confirm participation with all race-day sponsors and provide the following information:
 - › Approximate number of race-day participants
 - › Hours for their display
 - › Where they will be set up

One Week Prior to Your Event:

- ✓ Hold final Volunteer meeting
- ✓ Signs for Race Day
- ✓ Collect all materials and fill goody bags
- ✓ Organize t-shirts
- ✓ Awards/medals organized
- ✓ Communication system in place (i.e. walkie-talkies, radios)
- ✓ Distribute flyers to residents/businesses along the route with information about the race
 - › include course map if possible
 - › see sample in guide

Post-Race:

- ✓ Results:
 - › Send results and pictures to paper
 - › Send results to websites you've advertised in (Race Time takes care of this for you!)
 - › Post results and pictures to your own website
- ✓ Prepare review for sponsors including pictures, t-shirts, written review, and thank you
- ✓ Evaluation with committee members

RACE PLANNING: SAMPLE BUDGET

The sample budget below is intended to give Race Directors some direction as to what is possibly needed for a successful race. Your race may not require all items. Additionally, you may already have some of the materials in your possession or may have them donated to your event.

Budget	Estimated Dollar Amount
Village/Park Permits	\$25 - \$500
Police	\$0 - \$3000
Insurance	\$0 - \$500
Graphic Design	\$300 - \$700
Web Designer	\$300 - \$700
Printing (post cards, posters, banners, registration forms)	\$100 - \$1000
Advertising	\$100 - \$500
T-Shirts for Participants	\$4.00-\$12.00/shirt
T-Shirts for Volunteers	\$4.00-\$12.00/shirt
Porta-Johns	\$60-65/per unit
Awards: Medals & Trophies	\$2.00-\$10.00
Timing Company	\$650 - \$3000
Course Certification	\$225 - \$275
Materials to mark course (spray chalk, arrows/signs)	\$75.00
Water	\$2.50/case
Gatorade	\$5.00/case
Food	Varies
Security	\$100/hour
Tents (10'x10')	\$125 each
Tables	\$6.00/table
Chairs	\$1.00/chair
Generator(s)	\$125
DJ Service	\$200-\$400
Race Announcer	\$200-\$300
Photographer	\$300
Trash Receptacles	\$10/each
Volunteer Thank You	Varies

RACE COURSE & GETTING A COURSE USATF CERTIFIED

How do I decide what my race course will be?

- ✓ Design your course
 - › Use a resource like www.mapmyrun.org
 - › After preliminary design, go to village/city for approval
 - › Test with GPS by running shortest route
- ✓ Use an existing course
 - › Forest Preserves and Park Districts often know which courses they have on their properties
 - › Find out if previous races had good feedback on course
 - › Check for measurement accuracy
- ✓ Use an existing USATF course
 - › Get course map at www.usatf.org

How do I get a course USATF Certified?

- ✓ Contact a USATF Course Certifier
 - › Winston Rasmussen: w.rasmussen@comcast.net
 - › Jay Wight: jaywight@icloud.com
- ✓ Process to certify course
 - › Onsite
 - › Certifier visit (will take approximately 2-3 hours for a 5K)
 - › Assistance from your course coordinator
 - › Help set up a 3000-meter calibration course
 - › Course will be measured with a calibrated bicycle and Jones Counter
 - › Follow the shortest possible route
 - › Requires a minimum of 2 measurements
 - › Offsite
 - › Measurer will draw up a course map
 - › Complete and submit the application to USATF
 - › Certificate issued in 7-10 days
 - › Course certification good for 10 years from date of issue

CERTIFICATION: CARA VS. USATF

In the Chicagoland-area Road Race World, there is confusion as to what it means to have your race “certified.”

There are two types of certification:

- ✓ CARA (Chicago Area Runners Association)
 - › A CARA-Certified Race is one that promises to adhere to CARA’s Best Practices Guidelines, which embody the highest standards for the execution of a road race
 - › Races which follow and adhere to CARA Guidelines are eligible for certification and promotion by CARA
 - › In order for a race to become CARA Certified, it must first be USATF Certified
 - › Visit www.cararuns.org for more information

- ✓ USATF (USA Track & Field)
 - › A USATF Course Certification is one that is measured in accordance with USATF methods and procedures
 - › In order for a race to become CARA Certified, it must first be USATF Certified
 - › Visit www.usatf.org for more information



VOLUNTEERS, STAFFING & COMMITTEES

Who are my volunteers?

Volunteers are simply the people who give up their time to help your cause by way of your event. Some of your volunteers will have an interest on the success for your race as they have an interest in your cause. They'll also have knowledge of the organization that is putting on the event, so they will be that much more helpful when assisting the participants (the reason for the race, answering questions about where funds will be going, etc.). You can also find volunteers via relatives, friends, co-workers, outside organizations such as girl/boy scouts, high school groups (sports teams, debate teams, and – yes! – even chess clubs!), church groups... resources are endless!

What is the role of the volunteer?

Volunteers are your cheerleaders and promoters for the race. They are there to help keep everything running smoothly. Remember: Volunteers show up to help your event – they WANT to be kept busy doing something, so put them to work! Volunteers also reflect on your event. If you feel a volunteer is not representing your event in a professional manner, you have the right to assign them to another area or – in the worst case – ask them to leave.

Why should I use volunteers?

It takes a tremendous amount of people to put on an event and the most economical way is through volunteers.

Where are volunteers needed?

From goody-bag-stuffing to registration to the finish line chutes, you NEED volunteers. Volunteers are your “work force.” Keep in mind the strengths and weaknesses of each of your volunteers as you are assigning responsibilities. To make assigning responsibilities easier, you should have a Volunteer Sign-Up Sheet that asks volunteers to select multiple tasks. Try not to use teenagers and the elderly in fast-paced, more stressful jobs (like registration and finish line areas). Additionally, volunteers under the age of 18 should not be used as course marshals.

How do I recruit, train, and thank volunteers?

Recruiting is best done with a personal touch – phone calls, personal visits, or perhaps setting up a “volunteer rally.” Try to stay away from sending form-type letters. Promote the benefits of volunteering at your event (for example, where the money that is raised will be going, who will benefit from the cause, etc.). Use your sponsors as well. In-kind and monetary sponsors can commit to a specific number of volunteers to further “give” to your event.

Training for your volunteers should take place prior to Race Day if at all possible. You will also give final assignments at this time. Volunteers are more likely to show up if they know where they are needed.

This is also a good time to starting **thanking** volunteers for their participation. Take the time to give them their volunteer shirt and any other thank you gifts you may be handing out. Hold an informal party – make it fun! Don't forget to thank your volunteers AFTER the event as well. This can be done with a phone call, letter, or another party. Remember: if your volunteers feel appreciated, they will come back next year!

VOLUNTEERS, STAFFING & COMMITTEES (CONT.)

Your volunteers are essential to the success of your event. Volunteers also make up your committees. No matter what the area, you will have a committee assigned and that committee is made up of volunteers.

Committee Recommendations

- ✓ Sponsors/Donations
- ✓ Logistics
- ✓ Advertising/Public Relations
- ✓ Social Media
- ✓ Awards & Ceremony
- ✓ Water
- ✓ Food
- ✓ T-Shirts
- ✓ Setup/Tear-Down
- ✓ Volunteers

Where to go to recruit volunteers

- ✓ Family
- ✓ Friends
- ✓ Staff/Co-Workers
- ✓ Church Members
- ✓ Sponsors
- ✓ Boy/Girls Scouts
- ✓ High School Teams/Clubs

As the Race Director, you oversee:

- ✓ Assigning people to be committee heads
- ✓ Monthly/Weekly Meetings to check progress
- ✓ Conduct meetings to ensure all work is done week prior to the race event

Tools to help you stay organized with committees/volunteers:

- ✓ Job descriptions
- ✓ Number of volunteers/committee members needed for each area
- ✓ Who makes decisions and/or who is responsible in each area
- ✓ Communicate, communicate, communicate!

As the Race Director, you need to hold people accountable for what they have committed to doing.

RACE COMMITTEES: AREAS OF RESPONSIBILITY

Race Director (1)

- ✓ Distribute/assign committee responsibilities
 - › Check progress of individuals/committees on a frequent basis
 - › Meet at least once a month to discuss progress
 - › Hold people accountable
- ✓ Determine course / work with logistics committee
 - › Apply for and obtain all permits from Village, Police, etc.
 - › Obtain liability insurance
- ✓ Hire Race Time – the World’s Finest Finish Line / Computerized Timing Company

Sponsor/Donation (As many as possible, minimum of 4-5)

- ✓ Oversee contact of potential sponsors to obtain
 - › Cash donations
 - › T-shirts
 - › Food/water
 - › Entertainment
 - › Raffle Prizes
 - › Goody Bags
- ✓ Coordinate delivery of materials for goody bags
 - › Set up a “goody bag stuffing night” (5)
 - › Deliver stuffed goody bags to race site

Advertising / Public Relations / Social Media (5)

- ✓ Radio
- ✓ Running magazines
- ✓ Newspaper
- ✓ Runner/Racing websites
- ✓ Find an expert on social medial in your group. If you do not have someone who is knowledgeable on the current trends, hire a professional. Recommended source: www.littlepenguincreative.com
- ✓ Distribute registration form (3-4)
 - › “Specialty” running stores
 - › Local retailers / businesses
 - › Local churches
 - › Other races
- ✓ Set up Opening Ceremony speech with local politician / charity spokesperson
- ✓ Set up Lead/Follow-up car (possibly local politician/mayor, etc.)
- ✓ Oversee entertainment

RACE COMMITTEES (CONT.)

Registration (1) & (6)

- ✓ Design and print registration form (work with Advertising committee for distribution)
- ✓ Work closely with timing company (Race Time!)
- ✓ Register race with online registration company (i.e. www.signmeup.com)
- ✓ Coordinate pre-registration and packet pick-up at pre-race site
- ✓ Handle registration forms as they are received pre-race
 - › Accounting recap
 - › Participant information complete & legible
 - › Collect money from registration both mail-in and online
 - › Setup account to deposit funds
- ✓ Order race bib numbers and safety pins
- ✓ Handle pre and race-day registration on Race Day for registration
 - › Cashier (1-2)
 - › Pre-registered (1-2 per 100 preregistered)
 - › Race day (3-4)
 - › T-shirt and goody bag distribution (3-4)
 - › Cash box
 - › Registration forms and pens
 - › Layout (work with logistics)
 - › Bib numbers / Pins

Water / Food (4)

- ✓ Oversees ordering and/or donations of water/food
 - › Delivery to and setup at race site
 - › Set up Water Station(s) on course (table, water, 6-oz paper cups)
 - › Place water at Finish Line (can be bottled water or cups of water)
- ✓ Oversees prep and distribution of food at post-race area

Awards and Ceremony (1)

- ✓ Order trophies and finishers' medals
 - › Responsible for receipt of awards and getting them in place on Race Day
- ✓ Speech for Closing Ceremony
- ✓ Work with sponsors/donations for raffle prizes
- ✓ Determine tickets to be used for raffle
- ✓ Distribution of awards
- ✓ Distribution of raffle prizes
- ✓ Distribution of top prize

RACE COMMITTEES (CONT.)

Logistics Coordinator (1)

- ✓ Oversees:
 - › Registration
 - › Bathroom facilities (Portable vs. Indoor)
 - › Food, water, gear check
 - › Warming/cooling area
 - › Award ceremony
 - › Traffic/parking
 - › Electrical/lighting/P.A. systems
 - › Communication systems on Race Day
 - › 2-way radios
 - › Cellphones
- ✓ Course
 - › Get course USATF Certified
 - › Have copies of map on-hand
 - › Know and mark Start and Finish area
 - › Know and mark every mile point
 - › Determine water station placement
 - › Construction
 - › Know and mark dangerous turns/intersections
 - › Ensure course is clean (swept) prior to race
 - › Ensure course is well-marked with arrows/signs
 - › Work with authorities to clear course to start race

Staging Area / Course (1) & (40+)

- ✓ Work with Logistics Coordinator on accomplishing Course
- ✓ Coordinate volunteers on Race Day
 - › Registration (based on a 400-participant race)
 - › Cashier (1-2)
 - › Pre-registration (1-2 per 100 preregistered)
 - › Race Day (3-4 – can combine with Cashier for a total of 4)
 - › T-shirt and Goody Bag Distribution (2-3)
 - › Water
 - › Water station(s) on course (3-4)
 - › Water at Finish Line (1-2 – if running short on volunteers, this can be unmanned)
- ✓ Course monitor intersection assignment with complete instructions
 - › Course Marshals (30+)
 - › Work with lead vehicle to ensure knowledge of course
 - › Split Times Callers (2-3)
 - › Finish Line (3-6)
 - › Race Committees (Cont.)

RACE COMMITTEES (CONT.)

T-shirts / Hats for race participants and staff/volunteers (1)

- ✓ Design
- ✓ Color
- ✓ Quantity/sizes
- ✓ Placing and receiving order and responsible for getting to race
- ✓ Distribution to participants

Clean Up (1) & (4-5)

- ✓ Work with Logistics and Course Coordinator
- ✓ Ensure plenty of garbage receptacles are on hand prior to opening on Race Day
- ✓ Assign clean-up duty to the following areas
 - › Water stations(s) on course
 - › Food area
 - › Water area at Finish Line
 - › Registration area
 - › Race area in general

Follow Up (1)

- ✓ Send out written thank-you letter/note to all sponsors following the event
 - › Include recap of event and any other “gifts” (such as t-shirt/hats)
- ✓ Return any materials that were used on Race Day (chairs, tables, signs, etc.)
- ✓ Plan “Thank You Party” for all committee members and volunteers to be held about 1 week after the event
 - › Have invitations on-hand to distribute
 - › At any volunteer training sessions
 - › On Race Day to all volunteers and committee members

LOGISTICS, COMMUNICATION & THE RACE DIRECTOR

Who is the Race Director?

The Race Director is the one point person for your event that knows where everyone and everything should go. Make sure this person is accessible at all times. The Race Director should not be assigned to any specific job on Race Day. The Race Director is the supervisor to make sure that everyone knows what to do and when to do it. He/She needs to stay right where the action is – not off marking the course, picking up water, etc.

What does the Race Director need to do ahead of time?

Make sure that you have a cash box and cash for registration, plenty of copies of registration forms, and pens. Also make sure that your course is clearly marked and that you have at least two copies of the map on hand showing where the start line, finish line, and each mile mark is.

Why are logistics and planning so important on Race Day?

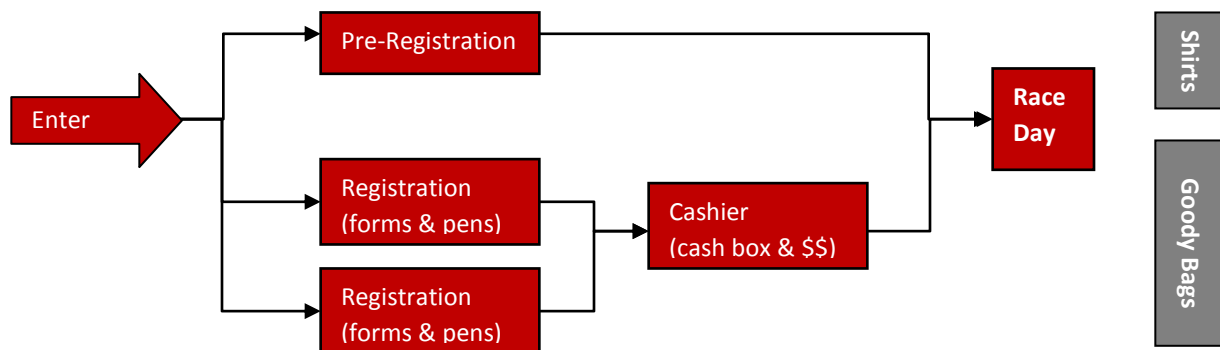
Most Race Directors and people involved with planning do an event once a year. They are not getting enough sleep in the days prior to the event, so nerves are often frayed and concentration is lost. Having everything planned out ahead of time will help you stay focused and ready for the surprises that inevitably come up on race morning.

Where is everything being placed?

Make sure you know ahead of time how registration is laid out, where porta-johns go, where the Award Ceremony will take place... Having diagrams drawn out will help as a tool to hand out to the people setting up. Make sure you have a backup plan in case of bad weather if you are outdoors.

How should we be communicating?

Two-way radios and cellphones (with numbers pre-programmed into your speed dials!) will best keep you in communication with the people who are assigned to crucial areas. Make sure that you, your committee, and your volunteers are wearing something bright (shirts, hats, vests, etc.) so that all are easily picked out of a crowd if necessary.



LOGISTICS & THE RACE DIRECTOR (CONT.)

Race Director

- ✓ One person and only one!
- ✓ Race Director needs to oversee all activities
- ✓ All involved with the race knows who is the Race Director

Communication

- ✓ Prior to Race Day: Committees
 - › Communicate!
 - › Committee Meetings
 - › Phone Calls
 - › Emails
- ✓ Prior to Race Day: Residents
 - › Race announcement flyers to residents/businesses along race route
 - › Check with village/city for required wording
 - › Include course map if at all possible
- ✓ Race Day Communication: Committee members and volunteers
 - › In person
 - › 2-way radios
 - › Cellphones
 - › Texting
- ✓ Race Day Communication: Participants
 - › Quality PA System
- ✓ Race Day Communication: Vendors/Sponsors
 - › In person
 - › Cellphones

Logistics: Have a written layout of staging area

- ✓ Registration
 - › Pre-Race Race Day
 - › T-Shirts
 - › Goody Bags
- ✓ Bathroom facilities
- ✓ Gear check
- ✓ Award Ceremony
- ✓ Pre-Race Refreshments
 - › Volunteer (food/water/coffee)
 - › Participant (water/coffee/gatorade)

LOGISTICS & THE RACE DIRECTOR (CONT.)

- ✓ Course
 - › Know your race route!
 - › Start: exact and well-marked
 - › Finish: exact and well-marked
 - › Mile Marks: exact and well-marked
 - › Water Station(s): well-marked
 - › Construction (if any)
 - › Dangerous intersections/turns
 - › Course cleaned/swept prior to race
 - › Mark your course the day before or the morning of your race
 - › Have multiple copies of course map made
 - › Traffic/Parking
 - › Electrical needs
 - › P/A System
 - › DJ

SPONSORS & DONATIONS

Who are my potential sponsors?

Everyone! Business acquaintances, neighbors, relatives, even your local dry cleaners (great resource for the safety pins that you need for our bib numbers).

What am I looking to get from sponsors?

Money is usually right up there at the top, but a lot of businesses cannot give cash. Try to get “in kind” donations for Race Day and goody bags. You can never have enough free stuff (“swag”) to give to participants and to use on Race Day. Remember: someone, somewhere can donate everything that you need for your race.

Why do I need sponsors?

Most races don't even begin to break even, let alone make a profit solely off of registration fees from participants. Your event is trying to raise money – you can usually only do with sponsors and donations.

Where should I go for sponsorships?

If your organization uses certain vendors, contact them. Where do you bank? Who supplies your office supplies? Who stocks your vending machines? Go to your local community businesses – remember that they rely on the general public all year to support their business – this is their way to give back to the community.

How should I go about getting sponsors?

As with volunteers, it's always best to give that personal touch – make a phone call or a personal visit a priority. If you send out a letter, make sure that you follow it up with a phone call or a visit. Always try to get sponsors early in the year before they run out of allocated funds for charities. Some people find it intimidating to ask people for donations, but keep in mind that the worst you can be told is “no”... and you may just as likely be told, “Yes!”

Money is the key! You will get in-kind sponsors, which is great, but you need cash to make your race profitable. Do NOT rely on registration fees alone.

Local businesses rely on the community all year long for their business. This is their opportunity to give back to the community and show their appreciation!

- ✓ Show your appreciation before, during, and after your event.
- ✓ Make numerous announcements during the event to recognize and thank sponsors.
- ✓ If possible, have a special VIP area for sponsors.
- ✓ Follow up afterwards with details of race, thank you letter, t-shirt, and shared success stories of the race.
- ✓ Remember: if they feel appreciated, they will want to come back again!

SPONSORS & DONATIONS (CONT.)

Money

- ✓ Contact local banks and businesses for cash donations to pay for:
 - › T-shirts
 - › Awards/trophies
 - › Entertainment
 - › Special services (e.g. ambulance/police)
 - › Cash prizes

Liquid Refreshments

- ✓ Water: Contact local water vendors
 - › Gallon jugs
 - › Paper cups for water stations
 - › Individual bottles for finish line
- ✓ Other refreshments for Pre/Post-Race
 - › Gatorade/Powerade
 - › Juice/Smoothies
 - › Specialty Drinks: Muscle Milk, etc.
 - › Coffee/Tea
 - › Milk

Food Refreshments

- ✓ Make your race stand out with the food choices you offer
- ✓ Build around your theme
 - › Example: Participants in a “Chilly 5K Race” might be rewarded with a big bowl of chili afterwards
- ✓ Basic offerings
 - › Fruit
 - › Bagels
 - › Yogurt
 - › Cereal
- ✓ Extra offerings (remember your participants will appreciate special choices)
 - › Sandwiches
 - › Pizza
 - › Pancakes

Goody Bags

- ✓ Sponsor to donate – advertising for them

WHAT CAN BE DONATED BY SPONSORS? (IN A WORD... EVERYTHING!!)

What	Why	Who	Where	How
Water ✓ Cups ✓ Water bottles	✓ Participants need hydration	✓ Vending service ✓ Grocery stores ✓ Bottled water supplier ✓ Hose	✓ On course ✓ Finish line ✓ Food area	✓ Hand out in 6 oz. paper cups halfway through course ✓ Have available at finish line
Fruit ✓ Bananas ✓ Oranges ✓ Grapes ✓ Apples	✓ Participants need "refueling" snack	✓ Grocery stores ✓ Produce stands	✓ Food area	✓ Cut the fruit up so it goes further
Bagels ✓ Cream cheese optional	✓ Participants like to eat	✓ Bagel stores ✓ Bread stores ✓ Bakeries	✓ Food area	✓ Have the vendors come out themselves to promote their product(s)
Goody Bags	✓ Holds all advertising, t-shirts & giveaways	✓ Running stores ✓ Hospitals ✓ Banks	✓ Registration area	✓ Great way for sponsors to advertise
Bib Numbers	✓ Only way to identify runners ✓ Get special pull tabs for raffles, food, t-shirts, etc.	✓ Running stores ✓ Main sponsor ✓ Buy yourself	✓ Registration area	✓ Timing company handles this
Money	✓ Because you need it!	✓ Anyone & Everyone!	✓ Everywhere	✓ Ask, ask, and then ask again...
T-Shirts	✓ Runners/walkers love event shirts – especially when they are unique!	✓ Main sponsor ✓ T-shirt vendor	✓ Registration area	✓ Great way for sponsors to advertise
Swag: ✓ Water bottles ✓ Ice scrapers ✓ Nail clippers ✓ Pens ✓ First aid kits ✓ Coupons	✓ Participants love to get free stuff!	✓ Community vendors who are or want to be involved in the race	✓ Goody Bag ✓ Registration Area	✓ Another great way for sponsors to advertise
Raffle Prizes ✓ Gift certificates ✓ Running/walking shoes ✓ Apparel ✓ Big ticket items	✓ Participants love to win free stuff!	✓ Community vendors who are or want to be involved in the race	✓ At awards ceremony	✓ Yet another great way for sponsors to advertise

PARTNERING WITH LOCAL RETAIL BUSINESSES

Go local:

- ✓ Your local running store is a great tool to market your race to the local community
- ✓ Local running stores have direct contact with the people most likely to run in your race
- ✓ Easier to get buy-in from a local business that probably has had first-hand experience or understating of the cause that the race is benefitting
- ✓ Brings more community buy-in to the race – this is very important for the future success of the race
 - › If the local community does not buy into the race, it is hard to sustain or grow over the years
 - › Provides a “grass roots” marketing effort for the race.
- ✓ Can provide a place for packet pickup that is already familiar to runners
 - › Having a pre-race registration and packet pickup location will immensely help to reduce race morning chaos and frustration and provide for a smooth Race Day morning
 - › This may encourage more pre-race signups of people who are just shopping in the store who otherwise may not have known about your race

Networking opportunities to other potential sponsors:

- ✓ Local running store may bring added value to your race by using their vendors to provide in-kind essentials
 - › Goody bag inserts and/or bags
 - › Bibs
 - › Energy drink/bar
- ✓ Lends credibility to your race
 - › Since the local running store is probably already a respected member of the community, if they see the importance of participating in your race, it may encourage other businesses to do the same

Great PR... people talk:

- ✓ Do not underestimate the importance of positive buzz!
 - › If a local store has a positive experience sponsoring your race, they will likely sponsor again the next year
 - › Can be used as a reference to other businesses in the community

Ease of access:

- ✓ Generally speaking, when you go into a local business, you will be able to speak to the owner or get access to the owner more easily than a corporation
- ✓ The owner and contact is likely to be the same each year
- ✓ Contacts at large companies have higher turnover – you have to start over each year

Closing:

- ✓ It is important to look for large-scale monetary donations to support your races
- ✓ HOWEVER, do not overlook your local resources as they are more likely to take a chance on your race. Especially if you are new and have no track record – a local store will probably still support you whereas a big corporation most likely will consider you too small to support
- ✓ It is important to be a good neighbor and be good to your sponsors – if you are, they will come back and want to help again

SHIRTS: PARTICIPANTS, STAFF & VOLUNTEERS!

Who gets a shirt?

Who DOESN'T get a shirt?? Race participants, staff, volunteers... even sponsors should get a shirt, just to say "thanks!" (mailing out a shirt with a letter to recap the success of the event as another "thank you" works well). As a general rule, volunteers and staff should get shirts in a different "bright" color than participants (for volunteer shirts, stick with larger sizes and bright neon colors).

What type of quality and what sizes should I get?

Even though t-shirts are probably one of your biggest expenses don't cut back on quality. More and more races are going with tech shirts, but 100% cotton is still popular. Do not go with lower quality (like a 50/50 blend). Short sleeve tees or singlets are best in warm weather, and long sleeve tees or sweatshirts are best in colder weather. Keep in mind that if you're giving out a higher-quality shirt (like a tech shirt), you can charge more on your registration.

When you order shirts, you will need to commit to sizes – you can work with your supplier on the mix of sizes that you choose, but stay away from quantities of the bigger and smaller sizes (XXL, XS, even S). Stick with average sizes: M, L, and XL. The one exception to this is that if you have a lot of children at your event, it is best to order size S Adult instead of children's sizes.

Why do we need to give out shirts?

Shirts are great advertising for your race and your sponsors, and are often one of the reasons participants sign up. Design a great shirt! Participants won't wear the shirt if it's not attractive – remember that you don't just want people wearing your shirt on Race Day, but also all year long. Try to limit the number of sponsors on the back of the shirt. Have your race be THE RACE that people come out to because they want the shirt!

When do we hand out our shirts?

If you have a pre-race day packet pickup, you will need to have shirts ready. On Race Day, keep shirts (and goody bags) away from pre-registration and registration areas as it will often cause a backup. Put t-shirts and goody bags at a separate table for both pre-registration and Race Day to pick up. This is a great place to assign those volunteers that are under 18 years of age!

Where do I order my shirts?

If your organization uses a t-shirt screen printer for other events, check with them first. Compare prices with other vendors before you order. Your supplier may not give the best price. Make sure that you go with a reputable company. Remember that tech shirts are more popular than cotton tees, but are also more expensive. Try to get some portion (if not all) donated.

SHIRTS (CONT.)

Decisions that need to be made regarding shirts:

- ✓ Design of shirt
 - › List vendors
 - › Include date and year on shirt
 - › Consider the number of colors you'll be printing onto the shirt (more colors can mean higher cost)
 - › Consider the color(s) of the shirts themselves!
- ✓ Type of shirt
 - › T-shirt?
 - › Sweatshirt?
 - › Long-sleeved Tee?
 - › Tech shirt?
- ✓ Quantity
 - › Sizing Recommendation Guide:
 - › Small: 5%
 - › Medium: 30%
 - › Large: 35%
 - › X-Large: 25%
 - › XX-Large: 5%
 - › Indicate on registration form that shirts will be limited to the first xx number who register
- ✓ Staff/Volunteer Shirts
 - › Use a different color than participant shirts
 - › Stick with larger sizes and bright neon colors

MAXIMIZING YOUR EXPOSURE

Who am I directing my advertising to?

Your advertising “audience” includes two separate segments of potential participants: runners and sponsors. Keep this in mind when you are deciding where to advertise and what you are saying.

What am I trying to advertise?

Are you advertising the race itself? The cause/charity/beneficiary of your race? Both? If the race is the main focus, promote the distance, course, and overall health benefits and challenge of running. If the main focus is a cause, explain the background and function of the charity and what percentage of the money raised from the race will go directly towards the charity.

Why am I advertising?

Generally speaking, the reason we advertise races is to attract runners, sponsors, and volunteers. Keep this in mind when putting together advertising materials (e.g. posters, newspaper ads, radio ads, etc.). Keep it short and to the point! Be repetitive! If a person reads your message at least 3 times, they will be more likely to remember it!

Where should I advertise?

Typical ads can be placed in newspapers, websites, church bulletins, company newsletters, sport/running stores, specialty fitness stores... and don't forget your own place of business. Press releases are free, but are generally published as space permits. Also – make sure that you are utilizing the wealth of opportunity available through advertising on social media!

How should I advertise?

It all depends on your budget – if you have unlimited funds, print advertising, direct mail, and 30- or 60-second radio spots may work well. However, if you are limited to what you can spend (which is the case with 95% of the races out there), then you may find good success with posters placed in different retail locations in the area, online calendars (such as Chicago Athlete or The Competitor), and any other free or low-cost advertising venues. Most small-town newspapers will run a PR piece at no charge if you give them enough notice. Go to races in a 10-15 mile radius 1-6 weeks prior to your race and hand out your registration form or postcard in person (make sure you get permission from that race's director beforehand) – talk your race up! Another option might be to ask other race directors if you can put your registration form or flyer in their goody bags (although you do run the risk of having your information thrown away by the participant before they even look at it). And don't forget to take advantage of social media!

MAXIMIZING YOUR EXPOSURE (CONT.)

- ✓ Race “bundling” – two races for less \$
- ✓ Race series – point series with other races
- ✓ Other races
 - › Handing out registration forms/postcards (first choice)
 - › Putting in participants’ goody bags (second choice)
- ✓ CARA – exposure to their members, getting on the CARA circuit
- ✓ Online calendars
 - › Chicago Athlete: www.mychicagoathlete.com
 - › Race Time: www.racetime.info
 - › CARA: www.cararuns.org
- ✓ Online presence
 - › Social Media: Facebook, Twitter
 - › Email campaigns: Constant Contact, Mail Chimp
 - › Website: launch a simple site using Wordpress
- ✓ Advertising
 - › Local newspapers
 - › Church bulletins
 - › Company newsletters
 - › Business Community Event boards
- ✓ Businesses
 - › Retailers
 - › Your sponsors
 - › Running Stores
 - › Specialty Fitness Stores
- ✓ Other ways to expose your event – make it unique!

ONLINE REGISTRATION

Who will be reviewing the online form?

All potential participants might review the form.

What should be on the online form?

On the most basic level, the online form should always include the race name, start time, date, and location. In addition, all vital participant information should be gathered on the online form as well:

- ✓ Name (first and last)
- ✓ Full Address (including city, state, zip)
- ✓ Phone Number
- ✓ Email Address
- ✓ Age & birth date
- ✓ Gender
- ✓ Emergency Contact Information
- ✓ T-shirt size
- ✓ Race Division (if more than one)

Last, your online form should also include all important information pertaining to the race itself:

- ✓ Start times for all events, directions
- ✓ Costs
- ✓ Contact person details (for questions or additional information)

And most importantly, don't forget to include the Waiver – and make sure it has been checked! Most online registration sites will not let the participant complete their registration unless this has been checked.

Why do you need an online form?

Participants like the convenience of registering online. Additionally, having an online form available will allow many more opportunities for additional exposure.

Where should I go to develop an online form?

There are many online sites that have come up in the last few years. Do your homework! Is there a charge to the race for setting up your site? Is the site secure from hackers? What is the processing fee that will be applied to your registration fee? What is the support like if you need assistance? Stay away from sites like PayPal, as they are not set up specifically to handle road races, and they will not capture all of the information that you need for the race.

How do I get the word out online?

Get your race listed on the most popular running websites:

- ✓ Chicago Athlete: www.chicagoathlete.com
- ✓ The Competitor: www.competitor.com
- ✓ CARA: www.cararuns.com
- ✓ Race Time: www.racetime.info

REMEMBER: The Registration Form is perhaps the single-most important piece of data affecting your race. Its information is the direct link to your results. If the form does not allow the participant to list their complete information, or if the participant does not completely fill out the form, your results will reflect that – i.e. incomplete/illegible name, no age, no gender, etc. This is especially important on Race Day. Online registration can also be affected by incomplete or incorrect information – participants enter the wrong gender, wrong year of birth, spell their own names incorrectly. Check EVERYTHING and follow up with phone calls or emails to participants who are missing information.

OFFLINE REGISTRATION (HARD-COPY FORMS)

Who will be reviewing the hard-copy form?

All potential participants might review the form.

What should be on the hard-copy form?

Front cover should include the race name, start time, date, and location – clean and simple. The inside should include spaces to gather all vital participant information:

- ✓ Name (first and last)
- ✓ Full Address (including city, state, zip)
- ✓ Phone Number
- ✓ Email Address
- ✓ Age & Birth Date
- ✓ Gender
- ✓ Emergency Contact Information
- ✓ T-Shirt Size
- ✓ Race Division (if more than one)

Last, your hard-copy form should also include all important information pertaining to the race itself:

- ✓ Start times for all events, directions
- ✓ Costs
- ✓ Contact person details (for questions or additional information)

And most importantly, don't forget to include the Waiver – and make sure it has been signed!

Why do you need a hard-copy registration form?

Your registration form serves three purposes:

- ✓ Advertising (prior to race day)
- ✓ Data collector (prior to and on Race Day)
- ✓ Liability waiver (prior to and on Race Day)

Where should I put a hard-copy form?

Prior to Race Day, you should make your form available anywhere potential participants will see it. On Race Day, you should make plenty of hard-copy forms available on a separate table from registration (don't forget to set pens out as well!).

How do I distribute my hard-copy forms?

You can utilize direct mail to databases of runners in the area you want to target. You can also physically hand out forms and race information at other local races, put them in the goody bags of other races, drop them off at local retailers/health clubs/running stores, etc.

REMEMBER: The Registration Form is perhaps the single-most important piece of data affecting your race. Its information is the direct link to your results. If the form does not allow the participant to list their complete information, or if the participant does not completely fill out the form, your results will reflect that – i.e. incomplete/illegible name, no age, no gender, etc. This is especially important on Race Day. Online registration can also be affected by incomplete or incorrect information – participants enter the wrong gender, wrong year of birth, spell their own names incorrectly. Check EVERYTHING and follow up with phone calls or emails to participants who are missing information.

HOW TO BUILD A CUSTOMIZED HARD-COPY REGISTRATION FORM

Note: Print on high-quality paper or card stock and make sure to use high-resolution or “print-ready” images.

- ✓ Front Cover
 - › Logo
 - › Theme Charity (list website)
 - › Date
 - › Time
 - › Location
 - › Contact Information
- ✓ Inside Form
 - › Where to register
 - › In person vs. by mail vs. online (include full link)
 - › Timeline of Race Day
 - › Registration open/close times
 - › Race start time(s)
 - › Award Ceremony
 - › Personal information of Participant
 - › Name (first and last)
 - › Full Address (including city, state, zip)
 - › Phone Number
 - › Email Address
 - › Emergency Contact Information
 - › Age on Race Day & Birth Date
 - › Gender
 - › T-Shirt Size
 - › Race Division (if more than one)
 - › Age Divisions (list age groups and award categories)
 - › Fee(s)
 - › Pre-race (list date fee changes, if any)
 - › Day of race
 - › Discounts (i.e. CARA members, multi-race bundles, etc.)
 - › Accepted payment methods
 - › Cash
 - › Check (include “made payable to...” information)
 - › Credit cards
 - › Pre-race Packet pickup information (if available)
 - › Address/directions to race site
 - › USATF Course Certification # or Course Map (optional)
 - › Liability Waver
- ✓ Back Cover
 - › Return address
 - › Place of mailing address
 - › Postage
- ✓ Depending on design, place for sponsors names/logos

SAMPLE HARD-COPY REGISTRATION FORM

[RACE NAME]

[DAY], [DATE]



Location: [Race Location]
[Street Address]
[City], [State] [Zip]

REGISTRATION OPENS: [TIME AM/PM]

RACE START TIME: [TIME AM/PM]

Fee: \$XX.XX Pre-Race (Must register by [Date] {usually 5 days prior})
\$XX.XX After [date] and on Race Day
Registration also available online at: [registration website URL]

First Name: _____ **Gender:** Male Female
Last Name: _____ **Birthdate (M/D/Y):** _____
Mailing Address: _____ **Age on Race Day:** _____
City: _____ **T-Shirt Size:** S M L XL
State: _____ **Zip:** _____ **Emergency Contact:** _____
Phone: _____ **Emergency Phone:** _____
Email Address: _____ **Bib Number:** _____

(OFFICIAL USE ONLY)

WAIVER AND RELEASE OF ALL CLAIMS AND ASSUMPTION OF RISK:

I recognize and acknowledge that there are certain risks of physical injury to participants in this event, and I voluntarily agree to assume the full risk of any injuries, damages, or loss, regardless of severity that I and/or my minor child/ward may sustain as a result of participating in any and all activities connect with or associated with this activity. I further agree to waive and relinquish all claims I and/or my minor child/ward may have as a result of participating in this activity against the race organization, the village in which it is held, respective officials, agents, volunteers, and employees (hereinafter collectively referred to as "Parties").

I understand that my registration is non-transferable and non-refundable. NO REFUNDS OF ANY KIND will be provided.

By participating in this event, I understand that the race organization has the right to reproduce/use photos taken of the event and participants on Race Day.

I do hereby fully release and forever discharge the Parties from any and all claims for injuries, damages, or loss, regardless of severity that I and/or my minor child/ward may sustain as a result of participating in any and all activities connect with or associated with this event. I further agree that this agreement shall be governed by the State of Illinois.

I have read and fully understand the above assumption of risk and waiver and release of all claims.

Participant's Signature: _____ **Date:** _____

Parent/Guardian Signature: _____ **Date:** _____

(If participant is under 18)

AGE GROUPS & AWARD CATEGORIES

Who should get awards?

Everyone that qualifies in your event's categories should receive an award. Order enough so that you do not run short.

What are Age Groups?

There are no "set" Age Groups, so you will need to determine the Age Groups for your particular event. However, age groups set in 5-year increments are most popular with runners, starting with "14 & under." If you have a lot of children in your main event, consider setting lower age groups. You should not cut off at 60+ but go higher – competitive runners are getting older! If you are having a competitive youth run, consider creating age groups in 1-year increments. If you are having a "kiddie run," consider holding more than one race (split up by age groups or gender) for safety reasons.

CARA (Chicago Area Runners Association) age group standards are as follows:

✓ 14 & under	✓ 15-19	✓ 20-24	✓ 25-29	✓ 30-34	✓ 35-39	✓ 40-44	✓ 45-49
✓ 50-54	✓ 55-59	✓ 60-64	✓ 65-69	✓ 70-74	✓ 75-79	✓ 80 & over	

Why are Age Groups important?

Age Group categories are actually more important than your overall category, as more runners have a chance to win in their age group and will participate in those races that offer age groups (especially those in 5-year increments) over just overall and even races with 10-year increments.

Where should the Award Ceremony be held?

It's always best to have your Awards Ceremony in the same place that you have post-race refreshments, as the participants already naturally congregate there after the race. Having a stage or platform works well, but it is not always possible. A good P.A. system will give your ceremony a professional sound. Try not to move participants to another site for the Awards Ceremony.

How should the Award Ceremony be conducted?

Announce overall winners first followed by Age Group winners, alternating between male and female categories. Have help with handing out awards so that the announcer can focus on announcing winner's names and people can pick up awards off to the side to avoid disrupting the flow. When announcing, first call out the Age Group, followed by the Finish Place, Name, and Time – and keep it moving along! Remember: practice makes perfect – you want this to go smoothly and quickly!

AGE GROUPS & AWARDS (CONT.)

- ✓ Decisions to be made
 - › Age Group Categories
 - › 5-year increments?
 - › 10-year increments?
 - › Custom increments?
 - › Different Age Groups for different races
 - › Overall Awards
 - › Male/Female
 - › Masters (40+); Seniors (50+); Veterans (60+)
 - › Residents
 - › How deep in each Age Group?
- ✓ Awards
 - › Medals
 - › Trophies
 - › Plaques
 - › Certificates
 - › Other (handmade, glassware, paperweights)

PROCEDURE TO MARK A RACE COURSE

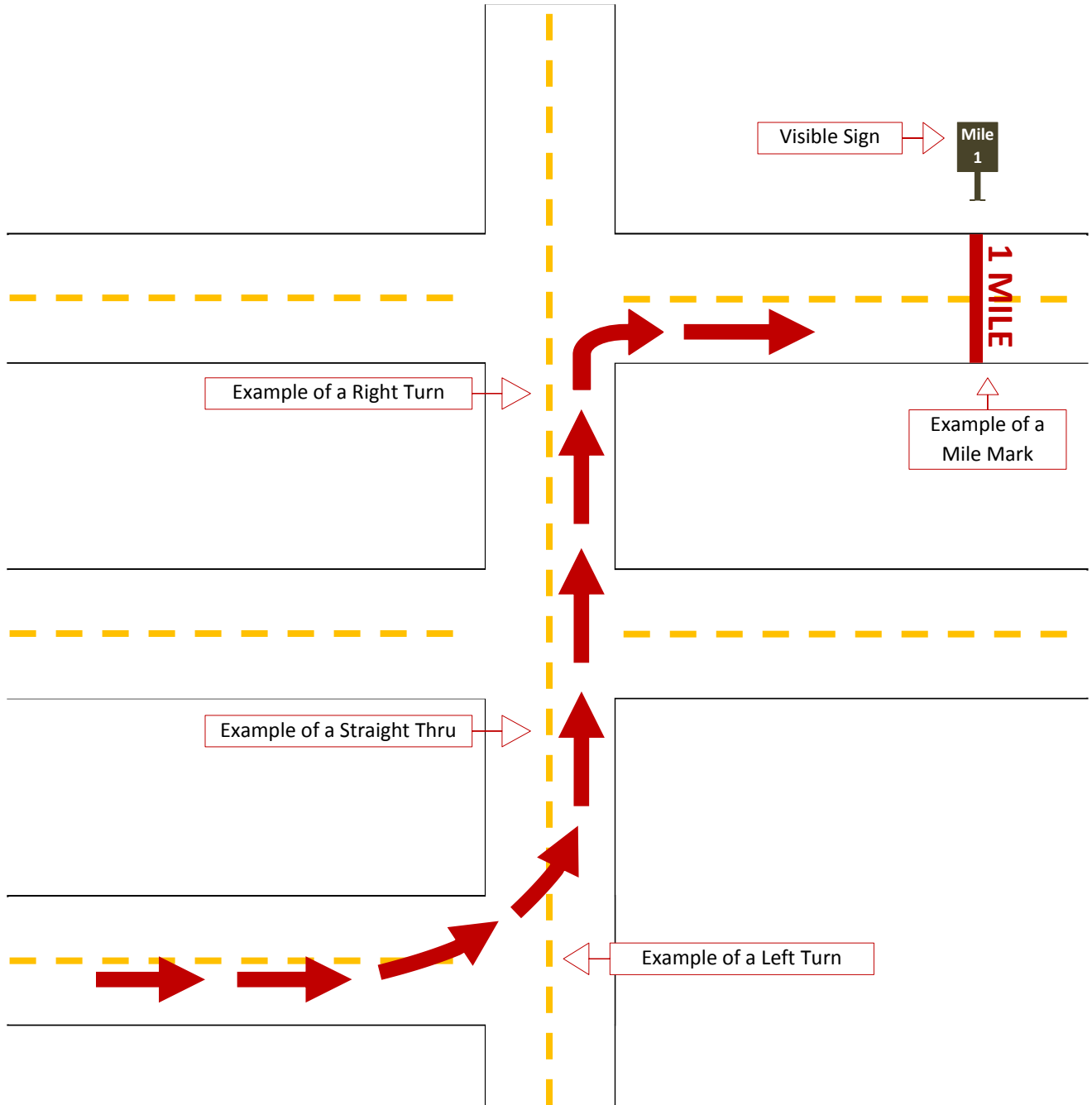
Depending on material used and weather prior to race, follow these guidelines for when to mark your course:

- ✓ **Arrows on Stakes** (preferred)
 - › **Time to apply:** Day before or morning of race
 - › This is your most cost-effective method, as you can reuse these arrows year after year
 - › Put the arrows on the stakes ahead of time and have ready to go when marking the course
- ✓ **Spray Chalk** (preferred):
 - › **Time to apply:** Day before or morning of race
 - › Villages, forest preserves, and park district properties allow this method of marking
 - › Spray chalk is non-permanent and will dissolve in a couple of days
- ✓ **Self-Adhesive, Biodegradable, Colored Arrows:**
 - › **Time to apply:** Morning of race
 - › This method is also a non-permanent way to mark the course
 - › Self-adhesive arrows cost a little more than arrows on stakes, but are a great way to show your race's colors
- ✓ **Non-Permanent Marking Paint**
 - › **Time to apply:** Week prior to race
 - › Even though this method is one of the most widely-used due to its accessibility, forest preserves, park districts, and most villages will not allow it on their properties

How to "fool-proof" your course marking:

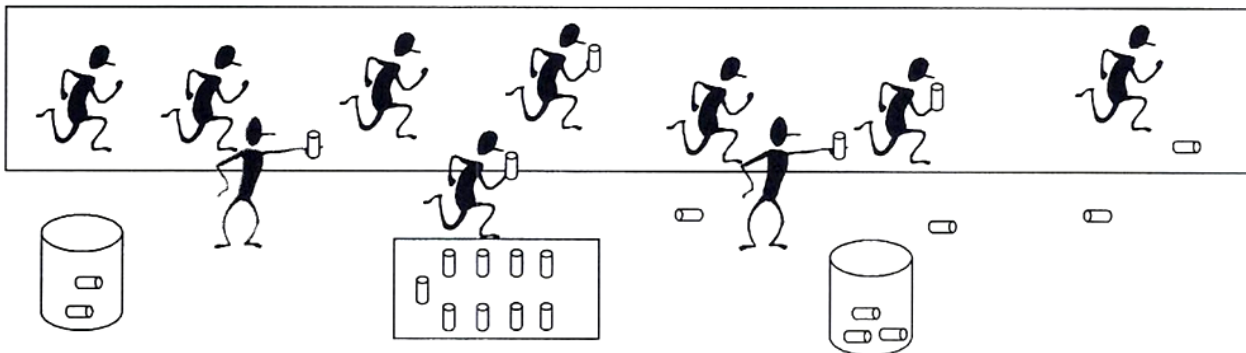
- ✓ Plan on AT LEAST 1-1/2 hours to mark a course (5K)
- ✓ Work with the weather
- ✓ Have your certified course map with you
- ✓ Mark mile points well – be accurate, do not guess!
- ✓ Mark where the water station(s) should be placed on the course
- ✓ Clearly mark all intersections whether turning or going straight through
- ✓ Mark the side of the road that your participants are on
- ✓ Know your course!

PROPER WAY TO MARK RACE COURSE FOR PARTICIPANTS ON RIGHT SIDE OF STREET



SETTING UP WATER STATIONS ON A COURSE

- ✓ Water station should be placed halfway through the race course
 - › If distance is longer or weather is hot, more stations should be appropriately placed on course
- ✓ Water station should be set up on the same side on which participants are running
- ✓ Ideally, station(s) should be set up where water is accessible
- ✓ When planning on how much water to have available:
 - › Use 6-oz to 9-oz sized PAPER cups, filled halfway, as they are easier for the participants to handle
 - › Assume 3-oz per participant on mild days and 6-oz per participant on warmer days
 - › Plan on 8-oz per participant due to some participants needing more, spillage, etc.
 - › For a 200-participant race, you will need approximately 13 gallons of water
- ✓ Set up table with filled cups as well as stationing volunteers to hand cups to participants coming through
- ✓ Volunteers should wear disposable plastic gloves
- ✓ Have plenty of water and cups on-hand – DO NOT RUN OUT!
- ✓ Place a garbage can about 30' from the water station
- ✓ Have garbage bags on-hand and clean up all cups along the entire race course – a rake or push broom will help



COURSE MARSHALS

Description

- ✓ Volunteer Course Marshals will:
 - › Stand at designated location to provide direction to runners
 - › Ensure that vehicles do not interfere with the runners
 - › Verify with course map to ensure runners are being pointed in the right direction
 - › If unsure, contact Logistics Coordinator
- ✓ On very busy intersections, Course Marshals may be positioned with police officers
 - › Course Marshals handle the runners while Police handle motorists/traffic

Materials needed

- ✓ Safety vest or bright/fluorescent volunteer shirt
- ✓ Walkie-Talkie, 2-way radio, or cellphone (make sure Logistics Coordinator has cellphone number)
- ✓ Course Map

Guidelines to follow

- ✓ Go to the location highlighted on the map or as instructed by Logistics Coordinator
- ✓ Verify (again) which direction you are sending the participants. **DO NOT GUESS!**
- ✓ You may drive your car to your designated corner if you choose to, but please make sure that it does not interfere with the runners
- ✓ Actively support the runners using visual and oral directives – if you need to speak to the runners, speak in a loud and clear voice
- ✓ NEVER ask a runner to slow down or stop for a car unless their safety is at risk
- ✓ If a runner needs help, call 911
- ✓ A follow-up vehicle/person will follow the last runner/walker on the course to release you from your corner. If you have materials from the Course (signs, clocks, etc.), please bring back to the race staging area
- ✓ Do not change ANYTHING on the course without first checking with the Logistics Coordinator

SAMPLE COURSE MAP

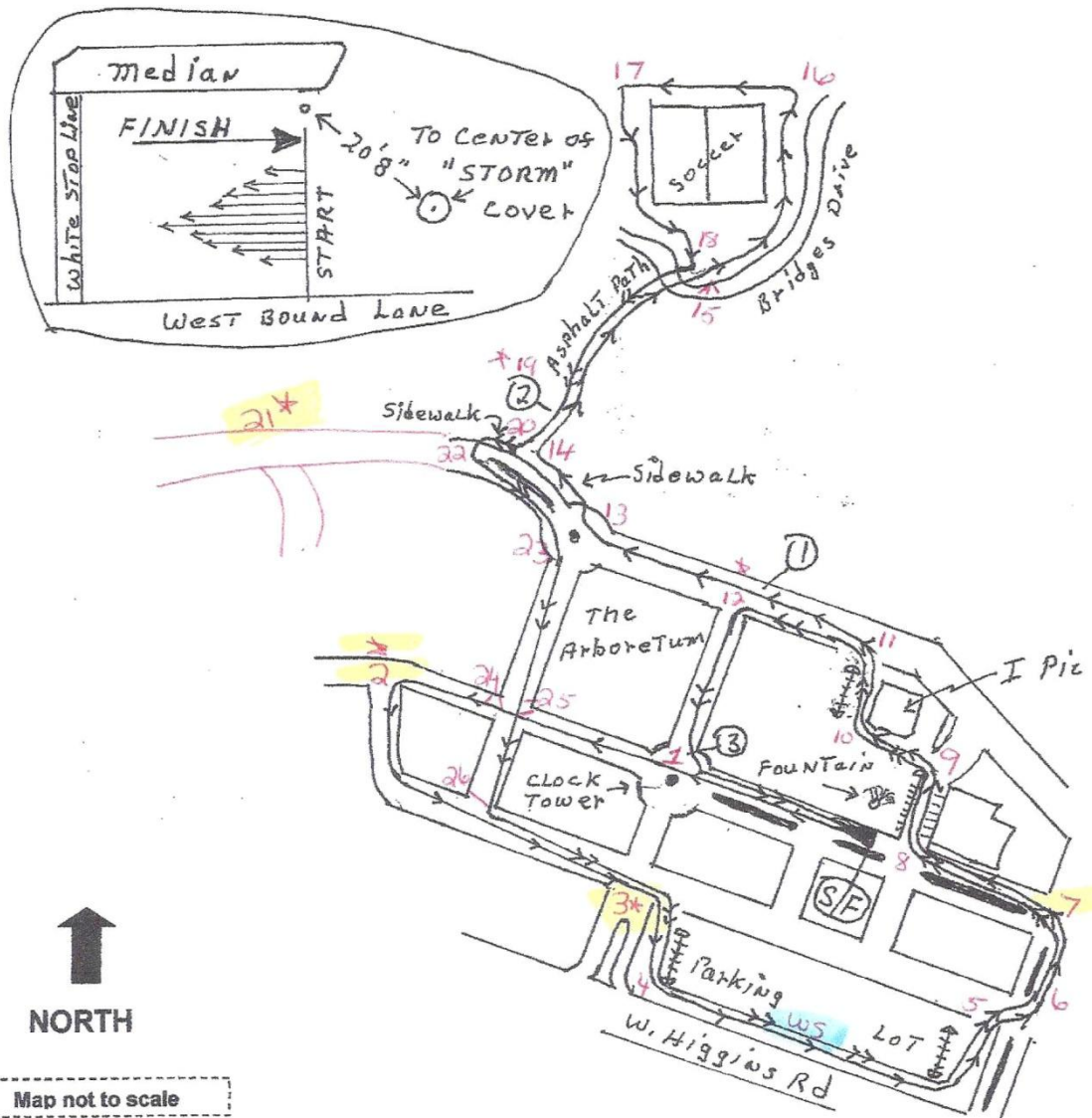
The Arboretum 5K

South Barrington, IL

This course starts and ends south of the water fountain at the Arboretum shopping center. The two-way segment of the recreational path was measured always in the right-hand lane.

- > **START:** Mag nail 24" from N curb of lane, and 20'8" NW of center of round "STORM" cover (see detail)
- > **1 MILE:** North side of road N of PinStripes Bowling Alley, 24'6" W of red fire hydrant
- > **2 MILE:** West edge of path, 181' NE of the start of asphalt path (end of concrete)
- > **3 MILE:** East curb of road N of clock tower, 32' S of lamp post W of entrance to building H20
- > **FINISH:** Same as start

Course measured by Winston Rasmussen 05/12/2012 (w.rasmussen@comcast.net)



SAMPLE COURSE MARSHAL PLACEMENT

1	DOUBLE DIRECT: WEST & EAST TO FINISH	14	ONTO PATH: NORTH
2	FIRST TURN: KEY TRAFFIC – SOUTH	15	INTO PARK: NORTH
3	STANDARD – TWICE: SOUTH	16	PARK – AROUND SOCCER FIELD: WEST
4	STANDARD – TWICE: PARKING LOT: EAST	17	PARK – AROUND SOCCER FIELD: SOUTH
5	EXIT PARKING LOT – TWICE: NORTH	18	OUT OF PARK: SOUTH
6	AROUND ISLAND – TWICE: NORTH	19	MILE CLOCK & DIRECT: SOUTH. NEED PHONE.
7	BACK INTO CENTER – TWICE: KEY TRAFFIC: WEST	20	OFF SIDEWALK – ONTO STREET: WEST
8	DOUBLE DIRECT: NORTH	21	TRAFFIC ENTRANCE. NOT PART OF COURSE
9	STANDARD: WEST	22	AROUND ISLAND: EAST
10	STANDARD: NORTH	23	AROUND CURVE: SOUTH
11	ONTO DRIVE: WEST	24	INTERSECTION – WEST
12	MILE CLOCK & DOUBLE DIRECT: WEST THEN SOUTH TO FINISH. NEED PHONE	25	INTERSECTION – SOUTH
13	UP ONTO SIDEWALK: WEST	26	DOUBLE DIRECT – COMES THROUGH TWICE: EAST

Race Course Safety Marshal Volunteer Instructions

Thank you for volunteering to direct participants and car traffic on the race course this morning. Without you, this event would not be possible. You have been assigned the following location: _____

Please do your best to provide all those involved a positive experience. Remember: You are representing our race and our cause – please be positive and professional during any interactions you have with motor vehicles, race participants, and/or spectators today.

If you have any concerns or issues, you may contact **[Logistics Coordinator Name]** at **[xxx-xxx-xxxx]** (cellphone). If there is an emergency, call 911 immediately.

Thank you again for your support and help today!

Race Information

Race starts at **XX:00 am/pm**.

All participants should be done by **XX:00 am/pm**.

Directions are marked in **[indicate marking type]** on the pavement along the course.

RISK MANAGEMENT

Planning for weather

- ✓ Be aware of weather's effects on all participants
 - › Fewer registered people may show up
 - › Fewer volunteers may show up
 - › If you're wet and/or cold = problems
 - › You need to stay dry and warm – you are the positive role model
- ✓ Access to Doppler Radar
 - › Temperature
 - › Rain/storms
- ✓ Plan for the unexpected
- ✓ Know your area shelters
- ✓ Have access to changing areas for participants

Planning for medical emergencies

- ✓ Ambulance services
- ✓ Athletic trainers or other sponsors
- ✓ Ability to administer first aid and get immediate care
- ✓ Planned First Aid area – easy-to-find, marked tent
- ✓ Dial 911 – know how far the closest Fire Department is to your race

Know your race area

- ✓ Shelters
- ✓ Additional parking
- ✓ Heated areas
- ✓ Shield/shelter from wind and rain
- ✓ Emergency procedure planned out
- ✓ Communication planned out

Please note that if your race is canceled, you are not REQUIRED to offer or provide refunds for any reason, including a registrant not showing up for the race, inclement weather, other "acts of God," or any other valid reason that a race is canceled. BE SURE TO STATE THIS CLEARLY ON YOUR REGISTRATION FORM.

RACE-DAY CHECKLIST

Registration

- ✓ Everything ready to go 45 minutes prior to start of registration
- ✓ Go over procedures with your volunteers/staff
- ✓ Stress importance of forms:
 - › Completely filled out
 - › Legible
 - › Waiver signed
 - › Bib number place on form

Communication

- ✓ 2-way radios / cellphones for all people “in charge” of certain areas
- ✓ Make sure that everyone has your number
- ✓ Lead/sweeper vehicle
 - › Lead to go out ahead of time to ensure they know the course and where they are going
 - › Volunteers in place and know direction they are sending participants
- ✓ Lead can double as sweeper – have a way to communicate with them

Start the race!

- ✓ Give 15-minute and 10-minute warnings to start announcements
- ✓ Participants start to head to start line
- ✓ Make any pre-race announcements
 - › Participants line up by “pace” (5-6 minutes in front, followed by 7 minutes, etc.)
 - › Children, runners with strollers, and all walkers to the back
 - › Inform participants about the course
 - › How the course is marked
 - › Location of the water station(s)
 - › Dangerous terrain/turns
 - › Traffic
 - › Construction
- ✓ Give 1-minute and 30-second warnings to start race
 - › Runners to your mark
 - › Sound air horn or starter’s gun

Create a fun atmosphere!

- ✓ People at finish line cheering the participants
- ✓ Announcer calling out their names as they cross
 - › Music playing
 - › DJ / Local radio station
 - › School/other bands
- ✓ Balloons
- ✓ Theme characters or mascots

RACE-DAY CHECKLIST (CONT.)

Award Ceremony & Closing Comments

- ✓ Quality P.A. system
- ✓ Thank everyone for attending
- ✓ Thank your volunteers and sponsors
- ✓ Announce winners
- ✓ Thank everyone again

List of Supplies Needed for Race Day

- ✓ Tables
- ✓ Chairs
- ✓ Registration Forms
- ✓ Pens
- ✓ Cash Box/Cash
- ✓ Credit Card Processing Device (if taking credit cards)
- ✓ Bibs
- ✓ Pins for Bibs
- ✓ Race Shirts for Participants and Volunteers
- ✓ Goody Bags
- ✓ Awards/Trophies
- ✓ Water/Gatorade, Coffee
- ✓ Food
- ✓ Copies of Course Map
- ✓ Contact List with Phone Numbers of Key People

SAMPLE RACE ROUTE INFORMATION FOR RESIDENTS/BUSINESSES ON ROUTE

Create a flyer to be placed on resident's front door handle. Distribute one week in advance of event unless instructed to do otherwise by the city/village/police. (This is a great volunteer opportunity for middle/high school students!)

[NAME OF RACE]

[DAY], [DATE] • [TIME]



[Name of Organization] will be hosting the [Name of Race] in your neighborhood on [day], [date]. This event will take place from [start time] – [end time]. Please be advised that there will be participants of the event on your street and that there might be a slight delay in traffic to keep all participants and motorists safe. We have attached a course map for your general knowledge.

We welcome you to take part in the event by sharing the morning with us or cheering on our participants!

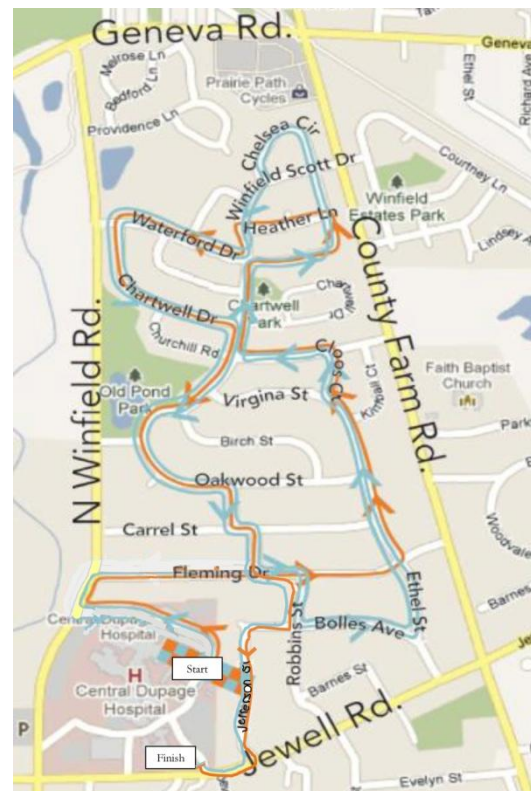
We apologize for any inconvenience that this may cause. Please contact the Race Director with any questions or comments.

Best,

[Race Director Name]

Race Director, [Name of Race or Organization]

[email address] • [phone number]



RACE-DAY RESPONSIBILITIES & TIMELINE

5K Race with an 8:00am start

6:30 am - 7:45 am	Race Day Registration / Pre-Registration Packet Pickup
8:00 am	START THE RACE!
	Runners averaging 5-6 minute pace should start to see the first place finishers around 8:17 am
9:15 am	Award Ceremony

Who's Responsible for What on Race Day?

Committee Responsible	Description
	Finish/Start Line setup
	Complete registration setup and assistance
	Coordination of race setup on course
	Signs – putting up and taking down
	Volunteers in place
	Split time callers in place
	Led/sweep vehicle
	Police coordination
	Medical coordination
	Course safety & flow
	Take down and cleanup of course and start/finish
	Volunteer recruitment, check-in, and job duties
	Finish Line company coordination
	Clearing of race course with police
	Award Ceremony
	“Official” starting the race
	Cleanup and evaluation
	Coordination of food/water/Gatorade at food area
	Photographer
	Coordinate registration & assist in training race day/cashier/goody bag volunteers
	Coordinate registration with timing company staff
	Collect all money and secure until deposited

SAMPLE RACE-DAY EXECUTION

Race Day Execution for a race with an 8:00am Start Time / 6:30am Registration Time

Time	Description	Who is responsible?
5:00am	Arrive on site, drive course, verify arrival of tents & porta-potties	Race Director, Course Coordinator, Police Liason
5:30am	Race Coordinator briefing	Race Director, All Coordinators
5:45am	Water/food delivery	Finish Line Coordinator
	Set up registration & check-in area(s)	Registration Coordinator
	Timing company arrives	Finish Line Coordinator
6:00am	Volunteers arrive for volunteer briefing & 15-minute training	Volunteer Coordinator
	Registration Volunteer training	Registration Coordinator & Timing Company
6:30am	Set up Finish line	Finish Line Coordinator & Timing Company
	Registration opens	Registration Coordinator
7:00am	Ambulance arrival	Finish Line Coordinator
	Deliver water to course	Course Coordinator
7:15am	Deliver volunteers to course & water station(s)	Volunteer Coordinator & Course Coordinator
7:30am	Final check / drive course	Course Coordinator
7:45am	Lead bike / vehicle in place	Course Coordinator
	Registration closes	Registration Coordinator
7:50am	Pre-race statement to participants / National Anthem	Starter/Announcer
	Police approval for race start	Police Liason
7:55am	Go/No-Go for race	Race Director
8:00am	Race start	"Official" Starter / Timing Company
8:17am	Anticipated first finisher	Timing Company
9:00am	Anticipated last finisher	Timing Company
9:10am	Course closes (verify w/sweeper that course is clear)	Course Coordinator
	Pickup volunteers / equipment out on course	Course Coordinator
9:15am	Awards Ceremony	Announcer / Race Director
9:30am	Awards Ceremony ends	Announcer / Race Director
	Tear-down / Cleanup	All Staff

MOST COMMONLY-ASKED QUESTIONS: PORTABLE RESTROOM FACILITIES

Q. How many portable toilets will my race need?

A. Best practice is to have one standard toilet for every 75-100 people expected, along with one ADA doublewide unit for people with special needs. Make sure that you are dividing toilet units equally between male and female, and make use of aisle markers to maintain orderly lines to toilets.

Additionally, depending on the length of the race, you can set one toilet unit for each gender at the midway point. For marathons, there should be one male and one female toilet unit every two miles. For triathlons, one male and one female portable unit should be located at swim-to-bike transition area, plus have units spaced on course.

Q. What else will I need to get?

A. You'll also need to have four hand-wash units in close proximity to portable toilets, along with paper towels and throwaway trash containers for discarded paper towels.

Q. Is there anything specific I need to know about choosing a vendor?

A. Work with the same vendor all year.

Establish a point of contact.

A written contract will save headaches later.

Provide vendor with course map.

Mark sites where portable units are to be located.

Tell vendor when units must be delivered and picked up.

If you are having multiple races throughout the year, give a schedule to your vendor.

For more information, contact John Scudder, Area Restroom Solutions W.B.E.

Email: john@restroomsolutions.com • **Phone:** 630-935-8489 • **Web:** www.restroomsolutions.com

MOST COMMONLY-ASKED QUESTIONS: RACE AWARDS

Q. Why do we need awards?

A. Do you want participants to show up? Your event is up against at least a half-dozen choices of other events that a runner can pick over yours. Don't give them that opportunity.

Q. How much should we spend on awards?

A. Set a flat amount, which should be added to the registration fee. Typically \$3-5 per runner is an appropriate amount.

Q. How do I pay for these awards?

A. Registration fees and sponsors, sponsors, and more sponsors!

Q. Our event is an inaugural event. What are the standard awards for the first year?

A. Start small and grow the race gradually or there won't be a second year... but give SOMETHING, even if it is only awards for the top 3 male and top 3 female finishers. Ribbons are great for kids.

Q. Who should get the awards?

A. Depends on your budget. Start small with 10-year increments for Age Groups and move to 5-year increments and overall awards. NO DOUBLE DIPPING! Overall winners are NOT eligible for Age Group awards as well, so that more runners get a chance to win.

Q. Do I have to give out 1st, 2nd, and 3rd Place awards?

A. No. If your budget only allows for 1st or 1st and 2nd place awards, that's okay. Just make sure you include categories for both male and female runners or your race will be marked for life (just kidding).

Q. Do I have to give out overall awards?

A. Strongly recommended. It's a pretty big deal to be the first male and female to cross the finish line. Overall awards can be gift certificates, pairs of running shoes, gift baskets, a glass award... but they should be something above and beyond what the Age Group winners receive.

Q. What is the difference between a stock medal and a semi-custom insert medal?

A. Price. Pre-made stock medals, which are great for fun runs and kids' races, are the least expensive. Insert medals are perfect for Age Group awards as they can be personalized with a race logo on the front.

Q. What is a custom medal?

A. Custom medals involve the production of a custom mold, unique to your race. Custom medals are usually used for larger races with bigger budgets. Plan ahead at least 3 months and have artwork ready to go!

Q. What is a finisher medal, and do I need one?

A. Finisher medals are awarded to everyone who crosses the finish line and can be an incentive to have runners register for your event. They are more common with larger races, and typical with distances starting and half-marathons and up.

For more information, contact Pat Shanahan, Running Awards:

Email: pat.shanahan@runningawards.com • **Phone:** 630-909-9579 • **Web:** www.runningawards.com

VENDORS & RESOURCES

COURSE CERTIFICATION

C.A.R.A.

www.cararuns.org

Contact Name: Matthew Perez
Contact Email: matthew@cararuns.org

USATF

www.usatf.org

Contact Name: Winston Rasmussen
Contact Email: w.rasmussen@comcast.net

RUNNING AWARDS

Running Awards and Apparel

www.runningawards.com

Contact Name: Patrick Shanahan
Contact Email: pat.shanahan@runningawards.com

TECHNICAL RACE SHIRTS

Race Trackers

www.racetrackers.com

Contact Name: Del Backs
Contact Email: dbacks@racetrackers.com

MARKETING & ADVERTISING

Chicago Athlete Magazine

www.mychicagoathlete.com

Contact Name: Jonathan Cain
Contact Email: jonathan@chicagoathlete.com

ON LINE REGISTRATION

SignMeUp

www.signmeup.com

Contact Name: Diane Goldring
Contact Email: diane@signmeup.com

EQUIPMENT RENTAL

AAA Rental Solutions

www.aaarental.com

Contact Name: John Tryneski
Contact Email: john@aaarental.com

Area Restroom Solutions

www.arearestroomsolutions.com

Contact Name: John Scudder
Contact Email: john@arearestroomsolutions.com

RACE INSURANCE

Associated Agencies, Inc.

www.assocagencies.com

Contact Name: Mike Iser
Contact Email: miser@associated.cc

ANNOUNCER

Gap Digital

www.gapdigital.com

Contact Name: Todd Busted
Contact Email: tbusted@gapdigital.com

SOCIAL MEDIA, MARKETING, GRAPHIC DESIGN

Little Penguin Creative

www.littlepenguincreative.com

Contact Name: Stacey Anderson
Contact Email: stacey@littlepenguincreative.com

RUNNING STORES

DICK POND ATHLETICS

www.dickpondathletics.com

26W515 St. Charles Road
Carol Stream, IL 60188

Phone: 630-665-3316

1772 W Algonquin Road
Hoffman Estates, IL 60192

Phone: Phone:

Green Trails Shopping Center
2775 Maple Avenue
Lisle, IL 60532

Phone: 630-357-6884

29 S. Prospect Avenue
Park Ridge, IL 60068

Phone: Phone:

303 N. 2nd Street
St Charles, IL 60174

Phone: 630-587-0745

THE RACE DIRECTOR

Who will be at the event on Race Day?

Participants and their families, staff members, volunteers, sponsors, spectators, medical personnel, police for traffic control... Make sure you have enough water, food, and porta johns, and make sure that you thank people – all of this will play a part in the success of your event.

What do I do if something doesn't go according to our plans?

People complain, vendors don't show, volunteers and staff make mistakes... it happens. Be flexible and stay calm. Step back and assess the problem, and if an answer doesn't come to you, it's okay to ask for help.

Why do I want to do this again??

Even if the event didn't raise the money you had hoped for, even if the race didn't draw the amount of people you thought would show, even if the weather wasn't ideal... you'll learn from the experience and come back even stronger in the next year.

Where can I hide??

Right out in the open! Remember, you need to be accessible to everyone!

How can I enjoy myself?

Relax! You've done all that you could to put this event together. You've held meetings, trained volunteers, obtained sponsors and donations... stay focused! Follow your plans and stick to your time frames! You've done it all – give yourself a pat on the back!

A few last words:

- ✓ Keeping it all organized
 - › Delegate, delegate, and delegate – you can't do it all!
 - › Take a photo of your staging area and keep notes for reference at next year's race
 - › Communicate! Communicate! Communicate!
- ✓ What will keep your participants coming back
 - › Well-organized
 - › Good value
 - › Accurate course
 - › Accurate timing
 - › T-shirts
 - › Award categories
 - › Fun atmosphere

“The Race Director is in charge of nothing, but responsible for everything.”

THE RACE DIRECTOR'S CHALLENGE

Directing a running event isn't all fun and games. Runners have been hit by cars, raced in the wrong direction, fallen on broken pavement or gravel, gotten lost...

Race Directors are constantly challenged to produce flawless events (i.e. "The Perfect Race"). Unfortunately, mistakes happen.... But, as always, we can learn from our mistakes!

10 Most Common Race Director Mistakes Prior to Race Day:

1. No contact information on entry form
2. No times given for registration, race start, Award Ceremony
3. No place for gender and/or age on entry form
4. Wrong information on internet site
5. Inadequately advertised
6. Not enough sponsors
7. Not enough volunteers
8. Awards/trophies not at the race (either not ordered or not picked up)
9. Miscommunication between race committee members/volunteers
10. Miscommunication with village/police

10 Most Common Race Director Mistakes on Race Day:

1. Running out of certain t-shirt sizes... or even worse, all t-shirts
2. Running out of bib numbers and/or pins
3. Too few registration volunteers on Race Day
4. Too few toilets (or worse, none at all!)
5. Inaccurate course – too short or too long
6. Inaccurate (or no) split times at mile markers
7. Poor (or no) traffic control
8. Course not marked and/or no Course Marshals
9. Running out of water
10. Incorrect (or no) results

Don't let these mistakes happen at your race!

TAKE THE STRESS OUT OF PLANNING YOUR RACE

Race Time can provide you with the following:

- ✓ Finish Line Management / Consultation
- ✓ Complete Race Management
- ✓ Chronomix Computerized Timing
- ✓ Quick, Accurate Results
- ✓ Online Registration
- ✓ Race Bibs



For more information or assistance in planning your race, contact Julie Pearson, Race Time Inc.

Email: racetime21@hotmail.com • Phone: 630-514-2364 • Web: www.racetime.info



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