AORTA

Auburn Opelika Running & Track Association

Race Director Guide

This guide was written primarily for the prospective race director with support from the Auburn Opelika Running and Track Association, but can be used by veteran race directors as a formal checklist to ensure all facets of their proposed event are covered.

AORTA Website: www.auburnrunning.org

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Initial Event Planning

This section will help you decide what type of event to run and whether to organize one!

Know What You're Getting Into

Most races are held for a charitable cause. There are two very important things to know before taking on directing a race. First, it is a lot of work. Several months lead-time and many volunteers are necessary. Second, there are two ways to make money by hosting a race - Get lots of runners and lots of sponsors.

Selecting a Date

- Try to pick a date six months out to give yourself plenty of time to get everything accomplished so that race day runs as smoothly as possible.
- Consider seasonal weather and climate contingencies. Will you delay, postpone, or cancel it?
- Once you have picked a preliminary date for your event, check Running In The USA (www.runningintheusa.com) and AORTA (www.auburnrunning.org) for potential conflicting events. Too many events dilute the pool of participants. We strongly recommend not scheduling a race on an Auburn University home football game day, graduation weekends, Spring break, or on the same day as another large race.
- Here are a couple scheduling resources to check before settling on a date:
  . Auburn-Opelika Tourism Bureau calendar: www.aotourism.com
  . Auburn University Calendar: www.auburn.edu/main/auweb_calendar.html
  . AU Events Calendar: https://calendar.auburn.edu/#tabs-32069969431663-32069969444230
  . AU Exam Schedule: https://www.auburn.edu/administration/registrar/calendars.php
  . Graduate School Calendar: www.grad.auburn.edu/cs/gscalendar.html
  . AU Employee Holidays: www.auburn.edu/administration/human_resources/holidays.htm

Budget

- Since you can't afford to lose money, budget everything from port-a-potties, t-shirts, awards, refreshments, etc. Be realistic! A few races such as the KD Shamrock 5K and Drake Middle School 5K draw well over 300+ since these organizations have mandatory participation requirements, local races tend to average 50-75 runners per event.
- If you can, think about giving complimentary entries to community youth groups to expand the diversity of the race and create lifelong participants.

Sponsors

- Ask local businesses to donate items for race packets, refreshments, and prizes.
  Some vendors to solicit:

. Kroger	. Publix	. Panera Bread	. Walmart
. Sam's Club	. Home Depot	. Mellow Mushroom	. BurgerFi
. Chick-Fil-A	. Subway	. Chipotle	. J&M Bookstore
. J&M Bookstore	. TCBY Yogurt	. Dick's Sporting Goods	. Academy Sports
. Mountain High	. Anders	. Toomer's Drugs	. Auburn Art
. Ware	. Wrapsody	. James Bros	. The Bean
. The Yard	. Five Guys	. Insomnia Cookies	. Taco Mama

- Post sponsorship info on event page and event t-shirts.
- Ask volunteers to provide homemade goodies.

Selecting a Course

- AORTA Race Services can assist in creating a race route for you. However if you plan to do this yourself, there are many factors that you'll need to keep in mind when doing so. Here are the key considerations.

- Determine the race distance: The most common are 5K (3.1 miles), 10K (6.2 miles), half marathon (13.1 miles), and full marathon (26.2 miles). We recommend sticking with the 5K and/or 10K as those are the easiest to administer. Despite the fact that half and full marathons typically draw more participants, 5Ks and 10Ks require much less planning, fewer volunteers, fewer sponsors, and reduced support.

- Start/finish location: We recommend they be co-located. Will you need approval from business or property owners?

- Parking: Make sure there are enough parking spaces so participants can easily access your event.

- Course: Map out the course. The greater the detail the better. Draw it out on www.MapMyRun.com. Be aware of the following potential pitfalls. Does it run along a major road or cross a major intersection such as Glenn Ave and Dean Road? Does it cross railroad tracks? If so, a passing train may hold up the runners. Not a good idea. How about scheduled road repairs or construction projects? Check with the city planning and Auburn University Facilities Management departments. Accurately measure your course via a GPS device. Better yet, run the course with GPS. Not every runner cares if the course is accurate but, for those that are trying to improve their times, you may hear complaints if the course is short/long. If there is any doubt, make the course longer. As an aside every **officially certified** race course is **required** to be longer than the listed distance. Because the regulations for constructing a certified course are VERY stringent, you will NOT have a certified course even though you've measured it with a GPS. In other words, NEVER state that it is certified. If you are curious, here is a link to the document for course certification.
(https://www.usatf.org/resources/course-certification/certification-procedures)

- Course Marshals: Critical to the safety of the runners, plan for two (2) course marshals at every turn, crossroad/busy intersections. Courses that cross busy streets (i.e. - University) may require off duty police to control traffic. POC for Auburn Public Safety Department: (334) 501-3110.

- Water stops: Typically one for a 5k (at 1.5 miles), two for a 10k race (at 2 and 4 mile markers), or one every 2-3 miles for longer races. Depending on the number of entrants, plan for 3-4 volunteers per water stop.

- Bathrooms: Runner's World recommends one "facility" for every 75 to 100 runners. Most local races are held in public spaces that usually have public restrooms available. If there are none, you might ask a local business. If they agree, consider donating toilet paper/paper towels in return for the use of their facilities. As a last resort, port-a-potty rentals average $175/day.

- Start time: Check if there are other community events or other organizational activities that day and factor in traffic and parking if there are any. Typical start times are either 7AM or 8AM. Afternoon start times are neither desired nor recommended.

- Time limit: We recommend one hour for 5Ks and two hours for 10Ks.

- Trash pickup: Plan for post-race trash removal. Most organizations do this themselves with plenty of large trash bags. Consider recycling the mass of plastic bottles and cardboard that will inevitably stack up during the event.
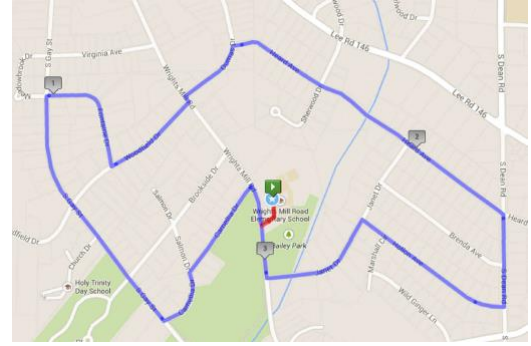
Awards

- Finisher medals are nice but not required. Most runners don't expect them for 5Ks or 10Ks, but do expect awards for the top finishers. If you don't have medals, gift certificates are a good alternative.

- We recommend the following awards based on the total number of runners.

# of runners	Top M/F	Divisions Awards
Less than 100	Top 3	None
100-200	Top 3	0-14, 15-35, 35-50, 50+ / Top finishers only
200-300+	Top 3	0-14, 15-19, 20-29, 30-39, 40-49, 50-59, 60+ / Top finishers only

- Try to get prizes donated by local businesses. Unique awards and gift certificates are popular.

- State the time when awards will be presented, either when the last runner comes in or after a reasonable time… typically at 1-hour after race start for a 5K, or 2-hours for a 10K.

Race Fee

How much will you charge? Typical rates for 5K and 10Ks are around $25-$30 per entry. Rates for a 1-Mile Fun are normally $10-$15 since there aren't any awards. Races over 10K can charge a little more. Consider offering deals for early registration, typically $5 off, or for additional family members. Increase race-day registrations up to double the regular fee to encourage early online registrations and to discourage race-day signups.

Liability Insurance

Although many races are conducted without insurance, you may want to avoid the possible consequences and liabilities of a lawsuit. Event insurance won't prevent a lawsuit, but it will cover your legal costs and any settlement. A typical event policy for a 5K/10K with 100 participants will cost around $300 through www.TheEventHelper.com which can offer the following coverage limits:

Each Occurrence (Includes Bodily Injury and Property Damage)	$1,000,000
Personal & Advertising Injury	$1,000,000
Products / Completed Operations Aggregate	$1,000,000
General Aggregate	$2,000,000
Medical Payments	$5,000
Deductible	$1,000
Additional Insured(s)	Included

T-Shirt or Tech Shirt

Most races provide a commemorative t-shirt or "tech" shirt for the event. This also helps to advertise your race for the next year. Consider adding a statement to the registration that states shirts are only guaranteed to pre-registered runners or those registered by a certain date. Typical costs run between $8 to $12 per shirt depending on material, style, number of colors, etc. Here are a few local t-shirt/tech shirt design and printing companies:
- Mammoth Print Shop: www.mammothprintshop.com
- Mastergraphics: www.mastergraphicsink.com
- Stamp Auburn Custom Screen Printing Clothes Gear: www.stampauburn.com
- Victory Designs: www.victorydesigns.com
- TigerTown Embroidery & ScreenPrinting: www.tigertownapparel.com
- AJ Screenprinters (Columbus, GA): https://ajscreenprinters.com
- Sunfrog (online): www.sunfrog.com
- UltraPress (online): ultrapress.com

Managers

Consider getting volunteer managers to help reduce your workload.
Here is a recommended list of committees:
- Registration / Packet pick-up
- Publicity and Promotion
- Sponsors and Donations
- Timing / Scoring / Results distribution**
  ** **AORTA can support your race for a nominal fee of $400** **
- Medical
- Aid stations / Waterstops (if desired)
- Course Marshal Volunteers / Communications
- Awards
- Entertainment (e.g. – bouncy house, games, etc) as desired
- Refreshments / Clean-up
- Race photographer for participant photos, documentation and history, as well as future sponsor presentation.

City of Auburn, AL – Parks and Recreation: Park Rental Application

- The City of Auburn now requires applications be submitted online which can be found on the City of Auburn Parks, and Recreation website. Here is the link: https://auburnal.myrec.com/info/facilities/default.aspx
- You'll need to create an account before you can reserve any of the Parks and Recreation site.
- Only the race starting/finishing at Town Creek Park requires a reservation

These are the rental fees:
- Town Creek Park: Park Pavillion: $50 / Pond Pavillion: $50
- Bowden Park: No Fee
- Martin Luther King Park: Pavillion: $50
- Hickory Dickory Park: No Fee
- Moores Mill Park: No Fee
- Kiesel Park: Pavilion: $100
    - Nunn Winston House: $75/hr or $500/day
    - Community Building (w/catering kitchen): $75/hr or $500/da

Permits (Auburn City) – Minimum 2-week lead time

Permit for Parade, Procession or Public Demonstration

APPROVED

Under the authority conferred upon the undersigned by virtue of Article IV, Section 21-111 through 21-121 of the Code or Ordinances of the City of Auburn, Alabama, under the terms hereafter set forth,

Organization Name	Event Chairperson	Phone No.

Email Address

The chairperson is authorized to conduct the "event", on or through the streets of the City of Auburn, Alabama.

This chairperson is issued under the following terms, conditions, and covenants, which the chairperson promises to perform and to which promises to adhere:

1. The purpose of the event shall be:

2. The event will be conducted on the _____ day of _____, _____ between the hours of _____ and _____.

3. The units of the event will not begin to assemble before the hour of _____ and shall disperse on or before the hour of _____.

4. The event route or location shall be as follows (attach map):

5. The maximum number of participants, vehicles, and/or animals engaged in such event shall be:

6. The chairperson shall carry this permit upon his/her person during the conduct of the event and shall produce this permit upon the request of the Auburn Chief of Police or any duly authorized officials in his behalf.

Acknowledged this _____ day of _____, _____. _____
Chairperson

Acknowledged this _____ day of _____, _____. _____
Chief of Police

Auburn City Permit for Parade, Procession or Public Demonstration

Once you have finalized the date, location, and event details, it is required to seek approval from the city. In Auburn, this approval process involves submitting a parade permit application. Completed permit applications should be delivered to 141 N. Ross St.

While not explicitly mandated, you have the option to include information regarding water stop and restroom locations, as well as any requirements for police support at high-traffic intersections. If you anticipate the need to hire off-duty officers, please make these arrangements with the Auburn Police Department at least two weeks before the event.

The cost for off-duty officers to be stationed at controlled intersections is $43 per hour, with a minimum commitment of four hours. However, there is no charge for officers patrolling the route in their vehicles. POC: Candace Enkeboll, (334) 501-3112.

Permits (Auburn University) – Minimum one month lead time

If you plan to have any portion of the race course on the Auburn campus, you'll need to work through the Auburn University Campus Event Planning System.

For members of a registered student organization (RSO), click on the following link to the AU event planning guide.

If you are an off-campus organization, start here to submit a request to Campus Event Planning System - https://cws.auburn.edu/CEPS/Event/Notice

For either on of off-campus organizations, you will need to work through the AU Campus Event Planning System. The majority of questions are self-explanatory, but it may take some time to complete.

Permits (Opelika)

Obtaining race approval in Opelika is fairly straightforward. Simply gather the following information below in an e-mail and send it to the Opelika City Clerk – Treasurer.
- Mr. Russell A. Jones
  City of Opelika
  P.O. Box 390
  204 South 7th Street
  Opelika, AL 36803
  (334) 705-5110
  E-mail: rjones@opelika-al.gov
- Name of event, sponsor, date, beginning/end time, approximate number of participants.
- Route map. If the event requires barricades at certain intersections, those areas should be clearly marked. In planning the route, ensure it remains off of and/or does not cross any main streets.
- This packet will be processed through the Mayor and his safety staff then forwarded to the city council for approval. The City Council meets on the 1st and 3rd Tuesday of each month. There is no charge by the City for such a request.
- If the route involves the downtown area, coordinate with Opelika Main Street, Ms. Pam Power-Smith @ 745-0466 to ensure there are no concerns and/or conflicts with the event date/time.

Six Months Prior to Race Date

Online Registration
- Due to improved efficiencies and the elimination of unnecessary paperwork, online sites have become the norm for race registrations. We highly recommend using RunSignUp.com as their combination of race management integration together with low registration fees makes their site an unbeatable all-in-one package. AORTA Race Services can help set up your race site.

Although RunSignUp has a robust template, your online application should include the following information at a minimum.
- Date of race
- Race distance(s)
- Start time (if multiple distances, list all… i.e.- 7:00 AM (5K), 8:00 (1-Mile Fun Run)
- Start and finish location(s), directions, transportation, parking information
- Link to a course map.
- Sponsoring/assisting organizations (nice to advertise for your sponsors!)
- If you are directing a charity event, make the charity a prominent part of the race promotion. When drafting a notice for your event, be brief, but include the essential information. Include the name of the race, date, time, place, charitable beneficiary, directions on how to register, and a contact for further information
- Municipalities recognition (ie – Opelika/Auburn Tourism Bureau, etc)
- Age groups/Awards
- Awards/Prizes (you may want to keep this vague to allow maximum flexibility)
- Time/Location of awards ceremony
- Amenities (T-shirt, etc., with limits)
- T-shirt/packet pick-up information
- Race information contact/address/telephone number
- Entry fee (spell out non-refundable!), entry deadline, check payable to...
- Packet/bib pick-up information
- Mailing address
- Post-entry procedures (what should they expect next, if anything)
- Race limit (if applicable)
- Prohibitions (as required) - No strollers, no dogs, no wearing headphones, etc.
- Refreshments (if you plan on something special!)
- Clinics and other related activities (as applicable)
- Course certification number (not required unless certified)
- Race sanction with USA Track & Field (not required unless sanctioned by USATF)
- Club/corporate team categories/prizes (team rules spelled out), if applicable
- Create a paper registration form and distribute through local sports supply stores (if desired)

The application portion should request:
- Name, address (street, city, state, zip), telephone, email address
   * The e-mail address is used in case the race is postponed, canceled, etc.
- Age and date of birth, gender (used to determine award group, i.e. – Female 20-29)
- USATF number if a championship or prize money race (if applicable)
- Team/club designation, and when applicable, special categories (town resident, corporate group)
- Signature (parent or guardian if under 18) acknowledging Waiver of Liability / Assumption of Risk
   (ABSOLUTELY MUST BE SIGNED BY ALL PARTICIPANTS!)

** Important: Add AORTA as a "Timer" in RunSignUp.
This will help us to monitor/download registration lists and allow us to create bib labels.
1) From the main RunSignUp menu, select "Race", then "Race Wizard".
2) At the bottom in the "TIMERS" box, type in aorta.webmaster@gmail.com, then press the search icon.
3) Is should display "1 Timer Found:" with AORTA listed below.
4) Click on AORTA to complete the action.

Paper Forms
If you feel compelled to have paper registration forms available, ensure you include the same information as listed on the previous page. Sample Race Registration Form below.

October 5th 2013 @ 7:30 AM

Run over the bridge and thru the streets of downtown Gadsden while jamming to Live Rock Music for a rocking 9.3 or 3.1 Miles. Also enjoy a great after party with more live music, hot food and terrific door prizes at the Gadsden Amphitheatre. Both the 15K and 5K will be RFID chip timed with disposable bibs.

15K, 5K & 1 Mile

Email:info@gadsdenrocknrun.com   Website: www.gadsdenrocknrun.com
Online Registration: www.active.com   Mail to: Gadsden Runners Club, PO Box 595, Gadsden, AL 35902

Entry Fees: *GRC and ARC Members Receive $2 discount*   Guaranteed T Shirt Deadline: 9/25/13
Early Registration thru 8/15/13:   15K- $35   5K- $20
Regular Registration   8/15/2013 thru 10/03/13:   15K- $45   5K- $25
Race Day Registration: 15K- $55   5K- $30
Registration forms and payment can also be dropped off at the front desk of the Gadsden YMCA in a sealed envelope. Make all checks payable to Gadsden Runners Club.

Registration/Packet Pick-up:
Friday October 4th   YMCA Front Desk   12:00pm – 6:00pm
Saturday October 5th (Race day)   YMCA Covered Pavilion   6:00am – 7:00am

Both Races Begin: 7:30am   1 Mile Run: (after race completion)   Awards Ceremony: (about 10:30am)

Awards: ALL 15K Finishers will receive a Medal.
Prizes awarded to 1st, 2nd and 3rd Overall for Men and Women.
Awards also to 1st place overall for Master's Division (50-59), Grandmaster's Division (60-69) and Great-Grandmaster's Division (70+) and to 1st, 2nd and 3rd in each age group (men and women) 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+
(Overall Winners are not eligible for age group awards)

GRC Champion Sponsors

Official Entry Form

Check One: 15K (long sleeve shirt) _____   5K (Short-sleeve shirt) _____
          1 Mile Fun Run/Walk _____

Please Circle Size: (15K/5K only)   YL   YXL   S   M   L   XL   2XL

Name_____ Sex (circle one)   M   F

Date of Birth_____   Age _____

Address_____

City_____ State_____ Zip Code _____

Phone_____ Cell _____

Email _____

Waiver

This release must be signed by each participant or the parent/guardian of each participant: I know that running a road race is a potentially hazardous activity. I should not enter and run the Gadsden Rock N Run unless I am medically able. I agree to abide by any decision of a race official relative to my ability to safely complete the run. I assume all responsibilities and risks associated with running the event including but not limited to falls, contact with other participants, the effects of weather including high heat/ and or humidity, traffic and conditions of the road including death. All such risks are known and appreciated by me. Having read this waiver and knowing the risks and in consideration of you accepting my entry, I, for myself and anyone entitled to act on my behalf, waive and release The Gadsden Runners Club, The City Of Gadsden, all volunteers, sponsors, together with their employees, contractors, subcontractors, directors, officers, agents, attorneys, representatives, and successors from all claims of liabilities of any kind or character arising from my participation in this event.
I HEARBY AFFIRM THAT I AM EIGHTEEN (18) YEARS OF AGE OR OLDER, I HAVE READ THIS DOCUMENT, AND I UNDERSTAND ITS CONTENTS.

PRINT NAME: _____   SIGNATURE OF APPLICANT:_____DATE: _____

Promotion

- This is VERY important. Without proper exposure, you will have limited participation. As stated earlier, a few races such as the KD Shamrock 5K and Book it For Books 5K draw well over 300+ runners since these organizations have mandatory participation requirements, but local races tend to average 50-100 runners per event.

- Create a Facebook page for the event.
- Submit your event to the AORTA webmaster: AORTA.webmaster@gmail.com
- Send emails to your friends and co-workers to help spread the word.
  ** Super tip ** Use e-mail lists from previous events as they are the ones most likely to repeat!
- Press releases: Have one available to provide to local media
- Create and distribute entry forms through mailing, running stores, health/fitness clubs, churches, schools, other races, etc.

    Recommendations:
       . Kinnucan's   . James Bros Bikes   . Mountain High

- Media announcements to local newspapers and websites, local running/sports magazines
  - . OA News: E-mail to Sports Editor mszvetitz@oanow.com
  - . Auburn Plainsman: Community desk – community@theplainsman.com
    - Sports desk – sports@theplainsman.com
  - . Auburn Villager: E-mail event info to editorial@auburnvillager.com
  - . Opelika Observer: Send event info to editor@opelikaobserverllc.com
  - . Auburn Magazine: Submit an event via their website
    - http://wp.auburn.edu/auburnmagazine/about/contact-us-2/

- Television/Radio public service announcements
  - . WSFA : Send an e-mail to community@wsfa.com with all pertinent info including contact info.
  - . WTVM: Send event press releases to newsrelease@wtvm.com
    - Post events online at http://www.wtvm.com/Global/Link.asp?L=115013
  - . WLTZ: Send an e-mail to cover your event to: news@wltz.com

- Local radio station contact numbers
  - . WANI 1400 (334) 826-2929
  - . WAUD 1230 (334) 887-3401
  - . WEGL 91.1 FM (334) 844-4057
  - . WKKR 97.7 FM (334) 745-4656
  - . WCGQ 107.3 FM

Entertainment

- If you contract with AORTA's finish line services along with the optional PA system, a music playlist will run throughout the event. If you prefer, you can use your own playlist.
- If your planned audience includes young children, you may want to add a "bouncy" house and/or age-appropriate games.
  Bouncy house rental: Ballard Party Rentals, (334) 444-5660. www.balladpartyrentals.com.

Refreshments

Now is the time to think about what kind of refreshments you want to provide at the end of the race. Minimum post-race refreshments should include water and either sliced bananas or cuties/orange slices. Bonus items may include sports drinks, cookies, bagels/pastries, chocolate milk, chick-fil-a sandwiches, etc. Some vendors may be able to donate some of these items:

- Sam's Club: Good source of bulk items
- Plan for enough supplies to support post-race refreshments:
- Tent (for inclement weather), table(s), cups, ice, trash cans, trash bags

Door Prizes

Decide whether you want to include door prizes to draw in more participants. Some prize ideas include gift cards, water bottles, hat/visor, headlamp/blinking light, socks, body glide, sunscreen, gym bag, running socks, GPS watch (expensive!), small towel, race belt, bottle of wine, peaches (used at the annual Peach Festival Race), etc.

Speakers and Aubie

Depending on the event association, consider requesting a starting line speaker from the primary sponsor or event beneficiary (cancer center, etc).
Book Aubie for the event through the Auburn University Aubie website below.
(www.auburn.edu/student_info/student_life/aubie/index.php?pageid=request_aubie)
Aubie loves to start the race using our marine airhorn!

Banner

If you plan to make this an annual event, you may want to create a large banner to display on race day. Typical costs are around $60 for a 3'x10' and $75 for a 4'x12'. A couple sources for banners are:

- www.bannersonthecheap.com
- www.staples.com
- www.banners.com
- www.vistaprint.com
- www.buildasign.com

Race Timing and Bib Numbers

Who will handle this? AORTA can provide complete finish line race services for a nominal fee ($400). Please see http://www.auburnrunning.org for additional information.
- AORTA can provide bibs for free bibs. Ask your AORTA rep for details.

Three Months Prior to Race Date

Things will start to come together but you will need to get the ball rolling to make sure all the pieces of the puzzle are moving. Despite all your efforts, be ready to handle the inevitable "challenges" that present themselves. It may be the loss of a major sponsor, the requirement to redo the route due to unanticipated future construction or events, problems with registrations, or any of a myriad of other issues. Regardless, face the problem and be proactive in finding a solution. Whatever you do, DON'T IGNORE IT because it won't go away or "solve itself".

Meet with a Race Support Team Representative

If you have a race support team such as AORTA, meet to discuss all race details to ensure you're covering all the bases, or simply to ask for assistance in other areas. They have the experience and knowledge to help you in almost any area. Just ask!

Communication

Create a master list of all volunteers and essential points of contact with cell phone numbers/e-mails available for making contact. Start to solicit volunteers to help with the various committees (as previously delineated), positions and activities:
. Race packets
. Set-up / Clean-up crews
. Registration desk
. Course marshals (direct racers along course)
. Water stops
. Refreshment tables

Finalize T-Shirt Design and Order

By now, you should have a pretty good idea of your event T-shirt design. Go ahead and order them from the vendor of your choice. Here is the same list as presented in the previous section:

- Mammoth Print Shop: www.mammothprintshop.com
- MasterGraphics: - www.mastergraphicsink.com
- Stamp Auburn: www.stampauburn.com
- Victory Designs: www.victorydesigns.com
- AJ Screenprinters: https://ajscreenprinters.com
- Advanced Graphics: www.advanced-graphics.net
- TigerTown Embroidery & ScreenPrinting: www.tigertownapparel.com
- Sunfrog: www.sunfrog.com
- UltraPress: ultrapress.com

One Month Prior to Race Date

Things will become much busier and you may feel there's not enough time to accomplish all that is necessary. Don't panic! As long as you've been diligent in following the checklist in this guide you'll get through this!

Design Race Day Signs
These will be placed to identify the appropriate tables on race-day.
- Pre-Registered Runners
- Race-Day Registration
- Sponsor Thank You
- Refreshments

Gather items for race packets, awards, and door prizes
- Race packets
  . Bags
  . Bibs
  . Safety pins (4 per bib and fastened together).
   * A box of 1000 1" pins can be purchased from Amazon for $9.99.
  . T-shirts/tech shirts
  . Coupons from sponsors
  . Other race registration forms
- Awards: Medals, cups, etc.
- Door prizes: Gift certificates, etc.

Police
- If you've determined you need police assistance to provide traffic control at specific intersections, now is the time to request (if you haven't done so already) and confirm the date/times/locations with them.
  POC for Auburn Public Safety Department: (334) 501-7286.

Medical
- For standby ambulance support, contact the Auburn Fire Dept @ (334) 501-3100.
- If they're not available, call EAMC Emergency Medical Services (334) 663-5120 (Mr. Tony Norton). Note that their support is on an "as available" basis in that if there is another call, they'll have to leave.
- A third source is Randy Boone at CarePoint Resources, (877) 242-2527.
  Website: www.carepointresources.com, e-mail: info@carepointresources.com.
- If a professional team (ambulance, fire dept, EMT, etc) is available, you're done.
- Run length: 5Ks generally require a smaller medical support team than do marathons or triathlons. However, 5Ks in the spring and summer can attract less-than-practiced runners who may over-extend themselves and require medical attention.
- Number of participants: The more runners there are, the more medical supplies and staff you will need. For a small event with 30-50 runners, a qualified medical practitioner and a first aid kit with a fire department backup should be sufficient. The Auburn/Opelika community is small enough that any 911 emergency will initiate a quick response.
- Season: Each season has both benefits and challenges. Have ice available in the summer, heaters in the winter.
- Develop a written emergency action plan. Consider the most likely scenarios – what happens if a runner is sick or injured and requires transport to a hospital – and have a strategy for dealing with it. Any time you get a group of people together for a dedicated activity such as a race, an emergency is always a possibility. Whether it's a minor slip-and-fall incident or something major such as a heart attack, it is important to be prepared to ensure a successful event.

Review Checklist
Once again, go through the checklist to ensure you have covered all your items.

One Week Prior

Fill race (swag) bags

Most smaller (10K and shorter) races have pretty much-eliminated swag bags and, instead, moved to online coupons. However, if you do insist on providing swag bags, here are some tips. Race (swag) bags should be generic and include sponsor handouts (coupons, advertisements), other race flyers, club business cards (ask your AORTA representative), etc. Do not include bib numbers or t-shirts as these will be provided at packet pickup.

Assign Preliminary Volunteer Positions

- Get confirmation of your volunteers' availability on race day and provide them a time/location to meet.
- Using your volunteer list, assign specific positions for each individual. Here are the recommended numbers for various positions:
  . 2 at race-day registration table
  . 2-6 at packet pick-up (depending on # of registrations)
  . 2 course marshals per intersection (to guarantee at least one per location)
  . 2-4 at finish line
  . 2-4 per water stop depending on the number of runners
  . 2 for post-race food/water
  . Also consider having a lead runner/biker and a "sweeper" runner/biker.

Early Packet Pick-Up (Normally 1-2 days prior)

- Coordinate with a location to arrange packet pick-ups 1-2 days prior to race day. You can either use the race location or a centrally known location.
- Ensure you have enough volunteers to distribute race packets.
- Volunteers staff tables to greet runners and distribute race packets. It's important to realize that volunteers serving in these positions are the runners', families' and friends' first impression of the event.
- As stated earlier, race (swag) bags should be generic and include sponsor handouts (coupons, advertisements), other race flyers, etc.
- Keep bib numbers and t-shirts separated.
- Setup 2 or 3 tables and make signs for either 2 or 3 lines.
  . For 2 lines use A-K and L-Z.
  . For 3 lines use A-F, G-M, and N-Z.
- Place 2 workers/table with swag bags and t-shirts placed behind the tables (see diagram at right). Place bibs in a single open-top container in the middle of the 2 (or 3) tables.
- Safety pins (4/bib) should be available in a separate box at the table.
  https://www.amazon.com/gp/product/B07THRSD1W
- Alphabetize registration spreadsheet by last name and place at least one at each pre-registration table. The spreadsheet should include assigned bib numbers.
- Additional supplies include pens or Sharpies, highlighters (to mark off participants who check in and receive their race packets), and a map posted on or near the tables.
- One worker will look up the last name and give them the assigned bib number to the runner, marking off the name on the registration list. The 2nd worker will provide a swag bag and t-shirt.
- Volunteers should be ready to answer questions concerning race events or be able to point them in the right direction so that a member of the event staff can assist.
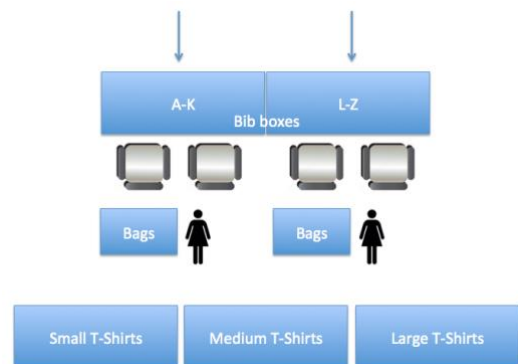
Race Morning Preparation

Weather

Before the event, check the morning weather forecast for potential adverse conditions. If there's a chance of severe weather, be prepared to postpone or delay the event. Under no circumstances should the event proceed if there is a clear threat of thunderstorms, tornadoes, hurricanes, etc. If a delay is necessary, we advise keeping it to a maximum of one hour. If a longer delay is required, it's strongly recommended to consider canceling the event. In the case of a postponement, consider rescheduling for the following day (e.g., moving from Saturday to Sunday) or to the next week. Although this may disappoint some participants, safety remains the top priority to prevent any potential injuries.

City Support

- Brief police officer(s) (if present) on the course layout with copies of the map
- Brief medical personnel on the course layout with a copy of the map
- Brief media with a media brief sheet (you did make one didn't you?)

Volunteer Desk

- Have all your volunteers check-in at a designated location to ensure you know your resources.
- If not completed earlier, brief volunteers on their specific job assignments. i.e. – Don't simply tell course marshals to go to their assigned intersection. They need to know exactly what to do.

Volunteers

- Volunteers are CRITICAL to a successful race!
- Position volunteers throughout the venue to answer any questions guests may have. Brief them that their number one responsibility is to make sure the runners and their friends/family are enjoying themselves! However, there are different responsibilities for each volunteer depending on their location.
- Course Marshals: Ensure they have a safety bib, a stop/slow sign, a direction arrow (or they can simply use their hands), a map (**very important** to ensure they point runners in the proper direction!).
- Estimate how many you will need and try to line up before the race. Rough outline of volunteers includes: 2 at registration, 2 at packet pick-up, 2-4 at finish line (not including the timers), 2 per unmarked turn on the course, 2-4 per water stop depending on number of runners, 2 for post-race food/water. Consider having a lead runner/biker and a "sweeper" runner/biker.

Parking Areas (if dedicated parking)

Supplies: Cones, yellow caution tape, safety vests, event parking signs
- If you have dedicated parking areas, you may want to have volunteers direct entrants into those areas.
- Ensure volunteers have safety vests and signs as well.
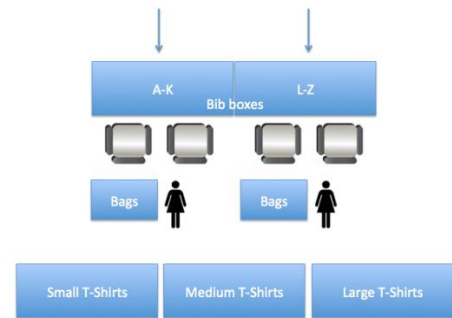- Have "Event Parking" signs for designated parking areas.

Restrooms

- Check cleanliness of restrooms/port-a-potties
- Ensure sufficient toilet paper is available (have a volunteer check this periodically prior to race start)

Pre-Registered Packet Pick-Up

- Plan to start setting up at least 45-60 minutes prior to the advertised race-day registration time. Use similar procedures as early packet pickup.
- Ensure "Pre-Registered Packet Pick-Up" tables are clearly marked.
- Divide pre-registration lines alphabetically into 2, 3 or 4 lines.
  - . For 2 lines use A-K and L-Z.
  - . For 3 lines use A-F, G-M, and N-Z.
  - . For 4 lines use A-D, E-J, K-Q, R-Z.
- Place 2 workers per table with swag bags and t-shirts placed behind the tables (see diagram at right). Place bibs in a single open-top container in the middle of the 2 (or 3) tables.
- Safety pins should be available in a separate box at the table.
- Alphabetize registration spreadsheet by last name and place at least one at each pre-registration table. The spreadsheet should include assigned bib numbers.
- Additional supplies include pens or Sharpies, highlighters (to mark off participants who check in and receive their race packets), and a map posted on or near the tables.
- One worker will look up the last name and give them the assigned bib number to the runner, marking off the name on the registration list. The 2nd worker will provide a swag bag and t-shirt.
- Volunteers should be ready to answer questions concerning race events or be able to point them in the right direction so that a member of the event staff can assist.

Race-Day Registration

- Ensure the "Race-Day Registration" tables are clearly marked.
- Setup 1-2 tables next to the Pre-Registered Packet Pickup tables.
- Place 2 workers per table with swag bags and t-shirts placed behind the tables (see diagram at right). Place bibs in a single open-top container in the middle of the tables.
- Safety pins should be available in a separate box at the table.
- Additional supplies include pens to fill out registration forms and a map posted on or near the tables.
- One worker checks the form to ensure the **full name, sex, and age** are legible, pulls the next bib number, and writes the bib number on the registration form. The 2nd worker provides a swag bag and t-shirt (if applicable).
- Volunteers should be ready to answer questions concerning race events or be able to point them in the right direction so that a member of the event staff can assist.
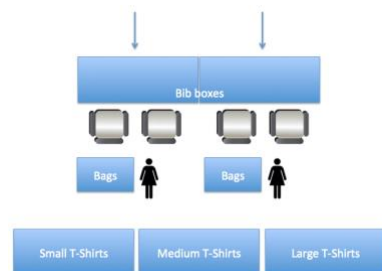
Participant Bag Drop-Off

Supplies: Table, chair, extra bags, sharpies
During cold weather, many runners like to keep their warm-up suits on until just prior to race start. This precludes them from running back to their vehicles so we recommend you have a dedicated bag drop-off table which can be manned the entire time. Make sure the runners' names are written on their bags. Also have extra bags for this purpose.
To prevent any claims for loss, make a LARGE sign with a disclaimer that runners leave bags at their own risk and that race management is not responsible for valuables stolen or left behind.

PA (Public Address) System

- Supplies: PA system (see recommended list below)
- A PA system is highly recommended to issue starting instructions and announce award winners. It can also be used to broadcast "motivating" music and to announce finishers as they cross the finish line (many runners like this touch!)
- Position the PA system so it can be used through all phases of the race. Specifically, move it into a location where you can use it to give directions during race start (don't rely on your voice being strong enough!), announce runners as they cross the finish line (most racers love this), and call out winners during the awards ceremony.
- AORTA can provide a PA system which is included in their $400 fee.
- If you desire to have your own system, here is a recommended equipment list:
  . PA speaker and stand (recommend Kustom PA50 aka Powerworks PA50)
  . Subwoofer for that extra "oomph" when playing music (recommend PowerWerks PW112S 200W)
  . XLR microphone
  . 50'+ XLR microphone cable
  . Music source (iPod, iPhone, etc. with mini-audio/headphone output
  . 15'+ mini-audio cable
  . Multiple "outdoor" extension cords
  . 2000W Gas generator if not near an electrical outlet (recommend Honda as they are very quiet)

Finish Line Support Service

AORTA can provide complete finish line services including a professional 2-sided timing clock, starting horn, mile markers, finishing chute, announcement of individual runners, individual finishing times, completing awards matrix of top finishers, a course sweeper, motivational music, and additional course marshals (as required). AORTA can also provide safety bibs, slow/stop signs, and direction arrows for course marshals.

Course Set-Up

Supplies: Mile markers, direction markers, cones (if required)
- Drive (or run) the course to ensure there are no unexpected obstacles, road work, etc.
- Mile markers on the course are greatly appreciated by runners. For a 5K, you'll need 1,2, and 3 mile markers while a 10K should have miles 1 through 6 marked.
- If one side or lane of road is dedicated for the racers, ensure it is coned off. This should be coordinated with the Auburn police department and/or Auburn University.
- If there are any confusing areas or long stretches without any course marshals, place direction arrows to ensure runners know they are on the correct course.
- Course: if you don't have enough volunteers for all the turns, post signs. Make sure turns are OBVIOUS! No one likes getting lost.
* AORTA has the materials to complete this if you so desire.

Brief to Course Marshals
* Give a safety vest, stop/slow sign, and a course map to each course marshal. Each course map should be clearly marked and numbered with the specifically assigned location for each course marshal pair.
- You will be assigned a specific location based on the number on your map. (Ideally assign 2 persons to each location).
- Arrive at your station at least 10-15 minutes prior to race start.
- After arriving at your station, orient yourself to the make to make sure you understand which way the runners will be coming and which way to direct them. This is VERY important, as we have had problems in the past with course marshals sending runners in the wrong direction.
- Your #1 Priority is the safety of the runners
- Use your signs to slow or stop traffic at your intersection to ensure runners have the right of way.
- There will be a "sweeper" who will follow the last person on the course. When that person passes your station, you are free to leave.
- If a runner is having difficulties, contact the race director (provide phone number) who will dispatch EMT.
- However, don't hesitate to call 911 directly if the situation is life threatening.
- Please return your safety vest and slow/stop sign back here.
- Are there any questions?
* AORTA can provide a thorough brief as well as course maps to your course marshals and answer any questions on the morning of the race.

Finish Line
- The finish line along with an official race clock should be prominently marked with cones to direct runners once they pass through. Set up the finish line chute to keep runners in order while they are being processed. Have 1-2 volunteers stationed along the chute for this purpose. If you are paying for race services to do this for you, they will ensure all these details are handled properly.
- Start tallying results as the first runners cross the line. The quicker you have results the happier your group will be.

Water Stops
Water stops stocked with sports drinks (Gatorade, Powerade, etc) and water are a critical component of races, especially in warm/humid weather conditions. A "comfortable" temperature (70F-75F) may seem fine for spectators but is considered on the high side for runners. Under these conditions, even a 5K can result in severe dehydration leading to life-threatening situations. A 5K typically has a water stop at the halfway point while a 10K might have 2 to 3 water stops.
- Supplies for each station should be dropped off race morning and include:
  . Enough water for 1.5 x number of runners
  . Enough sports drinks (in small Dixie cups) for 1.5 x number of runners
  . Table(s) for drinks
  . Signs (if desired)
  . Garbage bags and, if a large race, a garbage can
- Volunteers should set up, serve the runners, and then break down the leftover supplies.
- Ensure the grounds around the water stop are properly cleaned up at the end of the race.

Refreshments

Ensure you have plenty of refreshments for participants. One thing that sours a runner more than anything else is to run out of post-race liquids and snacks.

- Supplies: Folding tables to hold all refreshments, tent (if required), water/sports drinks, ice, condiments, paper towels, garbage cans/bags.
- Set-up tables in shaded, protected, or indoor areas. If none are available, use a tent.
- If a large number of spectators are expected, cordon off the refreshment tables such that only runners completing the race have access. There have been numerous races where family members and bystanders have finished off the majority of the goodies before all the runners have had a chance to get any!

Medical Station

- Tent location (if used) is key. We recommend placing it just after the finish line so that runners coming off the race can go directly to the tent if necessary. Additionally, it's a good idea to put it slightly off to the side so that you don't interfere with spectators or others gathered at the end of the race.
- Recommend medical supplies: bandages, skin lube, etc. It works best to pack supplies in large plastic tubs or medical bags that are labeled for convenience. For example, a sprain-and-strain tub, a blister kit, cuts-and-bruises bag, etc. Don't forget a cooler stocked with ice and ice bags.
- Other supplies are necessary, but will require a doctor to give them out. These include Motrin or Tylenol, an inhaler, Ambu bag for delivering oxygen and related items. In conjunction with the EMS team, it is a good idea to have a defibrillator, crash cart, IVs and other related items that create a mini-MASH unit in the case of bigger medical emergencies.
- Designate a medical spokesperson. In the event of media inquiries about an injured runner or race incident, the medical and race directors should be in contact to coordinate what type of information will be released and provide that information to the spokesperson. (Remember to keep HIPAA in mind at all times.) All information should be funneled through the spokesperson, who may be the medical director or the race director or a third

party, to ensure that misinformation is not being shared and that the event is speaking with a single voice.
- Share cell phone numbers. This is one of the best ways to keep in touch throughout the race. Put the name and cell number of the medical director and key members of the team in each tub in the medical tent and at each aid station. You can also list key cell phone numbers on the back of race identification badges worn by the medical team.

Race Start

- 10 minutes prior to scheduled start, direct runners to the starting line/area.
- Provide instructions using a PA system or bullhorn. Do NOT rely on just your voice however loud you think it may be. Keep instructions brief but include the following at a minimum:
  . Thanks to participants for supporting the race
  . Bib numbers should be attached securely and clearly visible from the front.
  . Brief any anticipated hazards which were revealed during the pre-race course evaluation
  . Course is well marked by course marshals. (DO NOT verbally run through the course!)
  . Waterstop (if one is setup) at xx miles
  . If you finish and return to the course to run with a friend or family member, do not re-enter the finishing chute a second time.
  . Course closes after one hour (5K) or two hours (10K)
  . Awards ceremony starts at xxxx.
- To start the race, use a starter's horn (a marine air horn works well), starter's gun, or other loud device.

Awards

Supplies: Table, awards matrix, awards, PA system
- Unless you have a VERY loud voice, we recommend the use of a PA system (or megaphone) as many people overestimate their ability to talk over a crowd.
- Ensure you thank your sponsors as well.

Post race

- Provide plenty of water and sports drink.
- Ensure refreshment tables have enough volunteers.
- Clean up! Make sure to go through the entire venue, course included, and clean up.

After the race

- Results: Runners like to see results published. Try to have this done as soon as possible after the race. If you have contracted with AORTA, they will provide award results within 30 minutes (or earlier) after the last runner has completed the course.
- Final results with times and place will normally be published online within 48 hours at the same RunSignUp race registration page.
If AORTA is not providing finish line support, send the race results (or link to the website) to the AORTA webmaster.
AORTA.webmaster@gmail.com
- Thank you notes: Send thank you notes to sponsors, volunteers.
- Post-race follow-up stories/pictures on website.
- Volunteers: Consider giving them a free t-shirt.
- Make notes on what was successful and what needed improvement while it's fresh in your mind.
- Don't go on vacation the day after the event. You job isn't done until you **assess** the event
and **document** your successes and failures. Since you only saw a small percentage of the actual event, it is crucial to **debrief** your stakeholders immediately after the event. And turn your incident tracking into a post race report.

Post-Race Survey

We recommend using a post-race survey to help evaluate their race, and make improvements in future years. Send a survey to all registered runners to see worked well and what didn't. Here are a couple tips when designing your survey:

- Decide what information you need. Ask only about things that you can control. If you can't do anything about the construction that re-routed your course this year, don't bring it up. If you love your race t-shirt and have absolutely no intent of changing it, don't ask about it.
- Keep it brief and focused. Shorter surveys have a higher completion rate. Avoid including "nice to have" questions that detract from your intended goals.
- Some participants may consider your race a "bucket list" event. As such, asking the likelihood that they will return may not provide a clear picture of your event's success. Rather, consider asking their satisfaction level.
- Keep questions simple. Be specific and avoid jargon/acronyms. Use closed ended questions such as yes/no or rating scales.
- Ask only one topic per question. Rather than asking if your event was "fun and offered a challenging course", break it into two questions.
- If you decide to use a 5-point scale, use the same number of points throughout the survey and make sure that the meanings of high and low remain consistent (i.e. - 5 represents the highest rating for all scales). Including scales of differing points may confuse your participants. Make sure scales are balanced and have an equal number of negative points as positive points.
- Provide answer choices such as "don't know", "prefer not to answer", or "not applicable". It's better to have less data than forcing a response that provides you with erroneous (or bad) data. Alternatively, simply make each question optional.
- Make your survey flow in a logical or sequential order. For example, start with a question about registration and end with refreshments.
- Test your survey with a couple of your assistants.
- Send the survey within 24 to 72 hours of the event. Research suggests surveys sent out on Monday typically have the highest response rates.
- Share the results and actions with your participants. Also explain why certain actions were not taken. By requesting your participants to take a survey, you've invited them to be a part of a conversation. Be a good conversationalist and reciprocate with feedback. Let them know that you've heard what they said.

Here are some suggested questions for your survey.
  1) How did you hear about this year's event?

   Race website, social media, word of mouth, previous participant, other.
  2) Rate the following from 1-5 (or whatever scale you decide)
    . Race website or Registration system
    . Pre-race informational e-mail (you did send one didn't you?)
    . Parking
    . Restrooms
    . Race Course
    . Water stops
    . Refreshments
  3) Additional comments (open ended)

Unfortunately, RunSignUp doesn't have a method of sending one directly from the website. But there are at least two alternative (and free) website apps that you can use.
- Jotform.com
- SurveyMonkey.com (limit of 10 questions/survey)

Final ideas

1. Give **comp entries** to youth in your community to expand the diversity of the race and create lifelong participants.

2. Introduce **other distances** at your event, or prior to your event (as a training series) to increase participation. How about an 8K or 10-Miler? This expands your audience and will also stir up competitiveness and a need for bragging rights in participants!

3. Have a great **communication plan**. A big way to ensure that is to store EVERYONE related to your event (participants, volunteers, event staff, sponsors, etc) in one system and you can contact any segment of people with a few clicks.

Race Director Checklist

	Date of task	Assigned To	Follow up date
Initial Planning			
Select a date			
Budget plan			
Solicit sponsors			
Designate awards			
Select a course			
Port-a-potty quotes (if required)			
Designate race fee			
Insurance?			
Design T-shirt/tech shirt			
Assign committees			
Submit Permit AU PD			
Submit Permit to AU (if reqd)			
Six months prior			
Develop registration form			
Online registration (as desired)			
Promotion			
- Create Facebook page (as desired)			
- Post event on Active.com			
- List on Runnersworld race calendar			
- Submit event to AORTA			
- Develop press release for media			
- Distribute entry forms to local businesses			
Refreshments			
Door Prizes			
Design banner (as desired)			
Race timing service (AORTA)			
Race Bib numbers (RoadID.com)			
Three months prior			
Meet with race support representative			
Create communication/contact list			
Order t-shirts/tech shirts			
One month prior			
Gather items for race packets, awards, door prizes			
Solicit Police support			
Obtain medical support			
Review checklist			
One week prior			
Stuff race (swag) bags			
Coordinate packet pick-up location			
Pass participant list to race timing support (AORTA)			
Assign preliminary volunteer positions			
Obtain refreshments and awards			

	Date of task	Assigned To	Follow up date
Race Day			
Check weather			
Course set-up			
Brief city support personnel (police, fire, medical)			
Set-up volunteer desk			
Brief volunteers upon arrival			
Set-up parking areas (if required)			
Check restrooms			
Set-up public address system			
Race Day registration			
Packet Pickup			
Set-up participant bag drop-off (if required/desired)			
Meet with finish line support service			
Brief course marshals			
Finish Line set-up (if you're doing it yourself)			
Set-up waterstops			
Set-up refreshment tables			
Set-up medical station (if required)			
Set-up awards table			
Race Start			
Assemble runners at starting line			
Race instructions at starting line			
Obtain winners from finish line timing team			
Prepare awards desk and announce awards			
Post-race			
Clean-up waterstops			
Clean-up refreshment areas			
Inspect restrooms (if using others' facilities)			
Publish race results (Finish line services)			
Send results to AORTA webmaster			
Send thank you notes			
Post-race follow-up stories, pictures on website			
T-shirts to volunteers			
Send survey to participants			
Record lessons learned, document for next year			
Other			