# 5K Races 101



elite
race company

# LOCATION

- Visit http://www.usatf.org/events/courses/search/ to see a list of courses already certified in your area. (You can click "Repeat this search to display inactive as well as active certifications" to see older courses as well.)
- Think of the time of year you plan to have the event. Is there somewhere that may go with that season? For example, the Garden of Lights and Christmas.
- Think of logistics: Bathroom Facilities, Traffic, Power
- Think of the type of event you want to host: 5k, 10K, Obstacle course, etc.

# DATE

- Plan around other events in your area.
- Be aware of holidays and other large community events
- Check with Elite Race Company for date availability.

# RACE NAME AND LOGO

- Make sure your event name matches your event
- Be creative

# ADVERTISING

- Commercials
- Flyers around town
- Social media

# VOLUNTEERS (~20)

- Set up/tear down
- Packets
- Race Day
- Recruiting and leading

# SPONSORS

- Donate Giveaways
- Donate Snacks and Water
- Donate Barricades
- T-shirt sponsors
- Medal sponsors
- You need a form to show that you are from a legitimate organization, and to leave for the business to have information
- Consider mailing or handing out "cold call letters" then following up with visit or phone call.

# CONTACT CITY AND OTHER ORGANIZATIONS (6 WEEKS OUT)

- You will need permissions from city to block traffic. May need assistance/permissions from other organizations
- Some cities require permits to be on the course

# BANK DEPOSITS/CHECKING ACCOUNT BALANCE

- Your organization will need an account to deposit registration money into, and also payout expenses. If you are a 501 C. Organization then your sponsors will want to receive taxable donation forms for their donations.

# INSURANCE (8 WEEKS OUT)

- You can either choose to use rrca.org for insurance or USATF (sanction) for insurance
- http://www.rrca.org/services/insurance/
- It is usually cheaper to go with USATF.  You go to this site http://www.usatf.org/events/sanctions/application/download/info.asp?associationNumber=27 and fill out their online forms.
- Local private insurance agents may offer coverage at varying prices if your event does not qualify as trail/road race.

# T-SHIRTS (3 WEEKS OUT)

- Most races give away T-Shirts with entry to their race. This shirt has a creative front and sponsor information on the back.

# AWARDS (6 WEEKS OUT)

- It is common race practice to giveaway some form of award to the top 3 male and female race finishers
- It's also common race practice to provide medals for 1st to 3rd winners from age groups.  (~90 awards)

# REGISTRATIONS

- Database
- Online registrations (we post our races on eventbrite.com)
- Collect from volunteers

# SAMPLE OF FUNDRAISING POTENTIAL

## Registration

| | Number of Runners | |
|---|---|---|
| Pre-Registered ($20) | 90 | $1,800.00 |
| Day of Register ($25) | 10 | $250.00 |
| Totals | 100 | $2,050.00 |

## T-Shirt Sponsors

| | | |
|---|---|---|
| Platinum ($250) | 10 | $2,500.00 |
| Gold ($100) | 10 | $1,000.00 |
| Awards Sponsor($500) | 1 | $500.00 |
| Total Sponsors | 21 | $4,000.00 |

## Income
$6,050.00

## Expenses

| | | |
|---|---|---|
| Awards | -$250.00 | These are estimates |
| Shirts | -$700.00 | |
| Timing | -$1,000.00 | |
| Sanctioning | -$150.00 | |
| | -$2,100.00 | |

**Profit**     **$3,950.00**