

Official Race Director's Guide



OKLAHOMA
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The following information was compiled from numerous Race Directors and their past experiences in directing and coordinating races. Whether you are a new or seasoned Race Director, this informational packet will assist you in planning and organizing your race or event. You can also utilize this guide to train your successor to insure continuity with your event!

Please feel free to add or omit items as your race or event progresses. Also feel free to send us your comments and suggestions for improving this packet. Your experiences and input will assist others in the future.

Thank you - and good luck on your event!



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Where do I start?

An Overview on Conducting a Race

1. Set and confirm your race date

Oklahoma Sports & Fitness maintains the **master race calendar** for the state of Oklahoma and the surrounding region. Call (918) 587-7223 or email: sean@oksportsandfitness.com to determine the best date for your event or to confirm your race date for the upcoming year.

2. Set the time for your race/fun run

Once you have set your race date, then it's time to set your start time for your event.

You need to consider the time of year and set your start time accordingly. In other words, if you are coordinating a summer event, you probably need to set your start time to 7:00 am or 7:30 am. Runners don't necessarily want to run in the blistering heat.

3. Join United States Track and Field or Road Runners Club of America (items #4 and #5 require this)

For questions and proper forms,

please Contact Oklahoma USATF: 918-770-0168 or email okusatf@aol.com

or Contact RRCA: 703-525-3890 or email office@rrca.org

4. Sanction your race with USATF or RRCA

Contact Oklahoma USATF or RRCA to sanction your race. Sanctioning provides liability insurance for your event and informs your participants that you are directing a safe, high quality event.

5. Certify your course with USATF or RRCA

Please visit the following websites for course certification information:

usatf.org/Products/-/Services/Course-Certifications/USATF-Certified-Courses/Certify-Your-Course.aspx

6. Advertise your event with Oklahoma Sports & Fitness Magazine

Download and view our advertising media kit online at: www.oksportsandfitness.com/advertise.

Contact us for ad rates, special two issue packages and premium advertising options!

7. Obtain other local permits (parks, police, street closures, etc)

Please contact your race management company to assist with this step – they may be able to provide you some guidance on what forms you need to complete or at least provide you a place to start.

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8. Achieve *FitPlanet* Sustainability Status

FitPlanet provides customized environmental consulting and on-the-ground support to organizers of events in North America and the UK. From road races and triathlons to golf and hockey tournaments they help you reduce your environmental footprint.

FitPlanet and Oklahoma Sports & Fitness offer event organizers the Pledge of Sustainability so you can communicate your event's sustainability practices to hundreds of thousands of potential participants and fans.

FitPlanet groups the eco-Practices into required and optional practices for sustainability. To view and achieve the Pledge of Sustainability, visit: www.oksportsandfitness.com/event-sustainability

9. Compile results and post online

The best way to have your results seen online is to post your results to the website: onlineraceresults.com. These results are pulled into oksportsandfitness.com to be viewed among other Oklahoma event results. ***When you advertise with Oklahoma Sports & Fitness, you automatically get your race results posted on the www.oksportsandfitness.com website as part of the package. This will help promote your race for next year!***



Race Director's Checklist

Pre-Race:

1. Conduct a general meeting with your race committee

Utilize this checklist to decide who on your race committee will be responsible for these various tasks. If you don't have a race committee, then create one! It takes more than a few individuals to host a good race. Word of advice: START PLANNING EARLY!

2. Contract with a Race Management Company to assist with course certification, sanctioning, city permits, registration, etc.

This is vital to the success of your event! Contact the following company listed below or call Oklahoma Sports & Fitness to locate a qualified Race Management Company (presented in alphabetical order):

- **Oz Endurance**

Email Patrick Todd at: patrick@ozendurance.net

- **Tatur Racing Event Management**

Email Brian Hoover at: brian@tatur.org

- **Tulsa Runner Event Management**

Email Trani Matthews at: trani@tulsarunner.com

3. Contract with a Race Timing Service to time your event

This is an **important** part of your race. Contact the following company listed below or call Oklahoma Sports & Fitness to locate a qualified Race Management Company to provide finish line management services and timing services for your race (presented in alphabetical order).

- **DG Productions**

Email Don Garrett at: garrettok@aol.com or visit www.dgroadracing.com

- **Elite Race Company**

Contact Amy Hasler at: 918-616-6678, or visit eliteracecompany.com

- **Oz Endurance**

Email Patrick Todd at: patrick@ozendurance.net or visit www.ozendurance.net

- **Tatur Racing Event Management**

Email Brian Hoover at: brian@tatur.org or visit www.tatur.org/new-t-timing.html

4. Effectively Promote Your Event

Promote your race or event through Oklahoma Sports & Fitness.

Visit www.oksportsandfitness.com/advertise to view all our options. This is an important step in publicizing your event to your target audience. Also, work with local radio stations/TV stations to publicize your event. Submit a Press Release announcing your race or request public service announcements, if appropriate.



5. Design Your Event Brand / Promotional Materials (Logo, T-shirt, Brochure, Website, etc.)

It is important to establish a strong brand and image for your upcoming event! Let a professional design your promotional materials to maximize the interest in your event.

- **BlueBrush Productions, LLC**

Email sean@bluebrush.com or visit www.bluebrush.com

6. Print Your Event Apparel

Obtain quality custom printed apparel to represent your event on the course and months after the event, as participants wear your event brand.

- **Mondo Bloc**

Email scoleman@mondobloc.com or visit www.mondobloc.com



7. Obtain Sponsors for your event

This is one of the MOST important steps you will need to take in establishing and coordinating your race! Don't assume that race "entries" will cover the cost for your event. Locate local businesses to provide financial support for your race. Inform your sponsors that you will advertise their business and they will RECEIVE publicity for their sponsorship (list their name in your advertisements and on your race t-shirt) – if you have "501c3" (non-profit) status then promote this fact with your race sponsors!

8. Decide on Pre-Registration

- What will your Entry Fee be? Will it include a t-shirt? Will you have an entry fee with a “no t-shirt” option?
- Will you have a location for Pre-Registration? When and where will you have this Pre-Registration and at what time? (evening is preferred)
- Will you do Online Registration? If interested, contact Oklahoma Sports & Fitness and we will put you in touch with a company to conduct your online registration. Your race will tie in directly (and automatically) with our online race calendar. The www.oksportsandfitness.com website, along with the magazine is THE source for upcoming running and multi-sport events around the region.

8. Other Preparations Needed for RACE DAY:

Decide who will be in charge of:

- Race Day Registration
- Split-callers
(someone calling times at each km marker)
- Water Stop/Aid stations
- Finish chute volunteers
- After-race Refreshments
(beverages, fruit, other snacks...)
- Awards Ceremony
- Cleanup (trash pickup, collection of leftover snacks/fruit/beverages)

9. Define Event Awards

- Are you going to award PRIZE MONEY to the winners? If yes and the prize money exceeds \$500 for an individual, then please contact Oklahoma USATF: (918) 832-9820 or okusatf@aol.com because you will need to complete specific forms.
- What type of awards will you have for the winners? For what age-categories do you need awards?
- Age group awards are usually given “3 deep” for each age category listed below:

Standard Age Groups for Awards (men & women):

8 & under	30 – 34	60 - 64
9 – 12	35 – 39	65 - 69
13 – 15	40 – 44	70 - 74
16 – 19	45 – 49	75 and over (men) or
20 – 24	50 – 54	65 & over (women)
25 –29	55 – 59	

You can also give awards for the following categories (if tracked for your event – please be sure to tell your Race Management Company if you wish to recognize these categories because they will need to be tracked):

Clydesdale (male runners over 170 lbs) Standard weight categories are as follows:

- MALE Clydesdale Weight Group 170 - 184 Lbs.
- MALE Clydesdale Weight Group 185 - 199 Lbs.
- MALE Clydesdale Weight Group 200 - 214 Lbs.
- MALE Clydesdale Weight Group 215 - 229 Lbs.
- MALE Clydesdale Weight Group 230 - 999 Lbs.

Filly (female runners over 145 lbs) Standard weight categories are as follows:

- FILLY WEIGHT GROUP 145 - 999 Lbs.

Male Walkers (usually recognize Top 3 only)

Female Walkers (usually recognize Top 3 only)

(Walkers are usually on the “Honor system”, which means there are no official judges).

If you have questions on “standard age groups”, please contact Oklahoma USATF: (918) 832-9820 or okusatf@aol.com

10. Determine Prizes or Giveaways

- What kinds of prizes will you be giving away?
- Ask your sponsors for items that can be given away in your “prize drawing”.
- If a sponsor cannot provide financial support for your race, then request a donation in the form of something for your “prize drawing”.

11. Organize Packet Pickup for those Pre-registered

Partner with one of your sponsors or local running specialty store to have packet pickup. Have a location for “pre-registered” runners to come pickup their “packets”.

It’s best to have these “race packets” ready to go and have them alphabetized by last name – this will make the process go smoother.



Race Director's Checklist

Race Day:

1. Race Day Registration

Make sure you have enough volunteers to assist with registration. Most runners register on race day, so be ready EARLY! Do your volunteers know how to complete a RACE NUMBER? If not, ask your Race Management Company how this process works because it will make their job easier.

- Are Race T-shirts organized by size and ready to go?
- Are the Race Numbers (and safety pins) ready to go?
- Do you have plenty of Pens and Race Entry Forms available?
- Is your Registration Area clearly marked so that runners can locate it?

2. Administrative

- Where are the rest rooms? (did you rent port-a-johns)?
- Where is the start line?
- Do you have pre-race water/beverages available for the runners?

3. The Details

Many of these details are handled by the Race Management Company that you contract with to manage your race, but ask to make sure this is covered.

- Rest rooms (port-a-johns)
- Pace vehicle/bike/car
- Start line/starter
- Course markers/cones
- Timing
- Start/Finish Line banner

4. Aid Stations/Water Stops

Is there plenty of water? Cups? Do you have enough volunteers to hand out water?

5. Split Callers

Work with the Race Management Company to synchronize the stop watches with the start gun. Tell your “split callers” to speak LOUDLY and CLEARLY when calling out times! Runners are listening for their times.

6. Refreshments

- Are your “after race” beverages ready? Iced?
- Are your “after race” snacks ready for the runners? Is the fruit sliced?

7. Awards Ceremony

- Are your awards organized for after the race?
- Who will be your “Master of Ceremony” for the awards presentation?
- Obtain the race results from the Race Management Company
- Are your prizes organized? (do you have tickets you need to hand out to the runners right after they finish? Or will you hand out prizes based on race numbers that are randomly selected?)

Race Director's Checklist

Post Race:

1. Send Results to Oklahoma Sports & Fitness!

Be sure to send your race results to Oklahoma Sports & Fitness as soon as possible after your race. Oklahoma Sports & Fitness will post your race results on the web (www.oksportsandfitness.com) if provided electronically and in a timely manner.

- If you hired a race management company to “time” your race, it is just a matter of them emailing a file to Oklahoma Sports & Fitness: sean@oksportsandfitness.com.

2. Send Pictures to Oklahoma Sports & Fitness!

If you took digital pictures at your race then please send them to us for posting on social media, website and possible publication in the magazine.

3. Complete the USATF “post-event” form

Complete within 15 days AFTER your race/event. If you have questions, please contact Oklahoma USATF, okusatf@aol.com

4. Conduct a follow-up Meeting with your Race Committee

Review the success of your race and followup with your race committee for improvements for next year. Do this within one week of your event, so the event is still fresh on the committee's mind.

5. Send THANK YOU notes to your Race Sponsors

Thanking your sponsors for their support will go a long way toward making your race a success for the future and will provide you a “head start” on obtaining sponsors for next year!

6. Send your suggestions to Oklahoma Sports & Fitness

Now that you are a seasoned race director, take a few minutes to jot down your suggestions and comments for improving this Race Director's Guide. Send your feedback to:

Email: sean@oksportsandfitness.com

Race Promotion Ideas

Listed below are some ideas and suggestions on how to promote your race within your local community to increase participation:

1. Advertise in Oklahoma Sports & Fitness Magazine. This publication carries a readership just over 18,500 throughout the region through: paid subscriptions, free distribution, and an online version of the publication. Our publication is visible at all specialty running stores and specialty bicycle shops throughout the state, as well as numerous fitness centers, sporting goods stores, coffee shops, and restaurants throughout the region.

2. Advertise on the Oklahoma Sports & Fitness website, oksportsandfitness.com. This website features our popular online comprehensive regional event calendar and averages 68,457 pageviews per month and 10,411 unique visitors per month (2015 ANALYTICS).

3. Approach the schools in your area. Contact the Physical Education Teachers and/or track coaches and encourage them to get their students to attend your race. Request permission to distribute your race flyer at the area schools. Consider incorporating a FUN RUN (see below) into your race/event and award a prize for the school with the most entrants.

4. Contact the local media. Persuade them to become a sponsor of your event. Radio stations are usually good at assisting small town races with race promotion.

5. Approach your local dignitaries (mayor, chief of police, etc) and gain their support for your event/race.

6. Tie your race in with a special event in your area. This is becoming very popular and successful and gains a broader base of support for your race!

7. Donate the proceeds of your event to a non-profit which directly benefits your city/area. This non-profit agency may even be able to assist you with obtaining sponsors for your race.

Fun Run vs. Race

What is a “Fun Run”? **It is just what it implies: a fun run!**

- It is for the novice runner/walker and is usually a distance of 3 km or shorter.
- It is a confidence builder for those who aspire to run a longer distance in the future
- It can be a “great addition” to your race day festivities, since you can encourage the entire family to participate!

Here are some suggestions from Race Directors on conducting a Fun Run at your event:

- Provide some sort of award for EACH finisher of this Fun Run – a ribbon is the standard for many races.
- Provide an award for OVERALL MALE and OVERALL FEMALE winner.
- Do not give age bracket awards.
- Do not advertise this Fun Run as a “race”.
- Do not advertise your “Race” as a Fun Run.
- Most Fun Runs are not timed, so there are no results to post or publish. Make this clear to your Fun Run participants.
- Race numbers are preferred, so that overall winners can be recognized.
- Start and finish the Fun Run while your other race is in progress OR run your Fun Run prior to your regular race.
- Make sure your Fun Run distance is less than 3 km.

Please contact USATF Oklahoma or RRCA about obtaining the proper Certification forms.