

PLAYMAKERS RACE DIRECTING CLINIC
JANUARY 2011

Presented by Michelle Phillipich
Avail Solutions

Congratulations!

You've decided to put on a race for your favorite cause or non profit!

Races are a lot of work BUT they are fun and very rewarding

KNOW YOUR MISSION AND DON'T LOSE SIGHT OF IT!



Planning and Committees

Don't give yourself a job the day of the race!

Build a race committee, meet regularly and have people in charge of the following areas:

Courses
Registration
Water Stations
Volunteer Coordinator
Food and Beverages
Green
First Aid/Medical
Finish Line
Awards/Entertainment
Marketing and PR
Sponsorship
Parking



** Have a committee member contact list!!

** I have attached detail job duties for these areas, also an example race manifest

Develop Budget

Expenses

Printing expenses, flyers and registration forms

Postage

Signage

T Shirts \$6-\$7 per shirt average

Timing Services starts at \$300 plus \$1.50-\$3.25 per participant depending on type of timing

Course Certification starting at \$300

Insurance starting at \$500

Police and barricades

Porta Johns (1 per 75 participants) \$100 each

Entertainments

Food and water

Awards average \$3 per medal

Online Registration fees \$1.50-\$3.25 per participant. Can be paid by race or per entry

Marketing expenses

Tents and tables

Income

Sponsorship

In Kind or Cash Donations

Entry Fees

Stagger fees to encourage early registration

Vendors



Sponsorships

Describe your event. Who are your participants?

Know the charity the race is for. Who are their supporters?

What sponsor benefits do you offer?

What unique opportunities can you offer your sponsor?

Draft one! Ask a lot of questions, customize sponsorships

Sponsorship is more than writing a check, get your sponsors uniquely involved in your event.

Create and research a target list

Follow up

Under sell and over deliver

Post Race! Did your sponsor see return on investment?

Will they be interested in sponsoring again next year?

Additional Resources

<http://www.partnershipactivation.com>

<http://www.sponsorpitch.com>

<http://www.sponsorship.com>

<http://www.thebusinessofsports.com>



Press Release

Outline of press release

- ----- Original Message -----
Subject: Press release outline & example
From: "Tim Gillette" <tim.gillette@wilx.com>
Date: Thu, January 06, 2011 7:33 am
To: <michelle@availsolutions.net>
- [Good Press Release Outline
-
- TITLE (larger, bolder print)
-
- Brief Subtitle (a little more about the title and who is involved)
-
- Brief description of the event or proposal (a paragraph or two). Talk about what is happening or what will be happening. Why you're doing it. Briefly talk about who is behind it or who will be there. Don't get too flowery with the language, or spend half the page describing the heartfelt or cute origins of the event or subject, before getting to the details of what it actually is.
- If money is involved-- how much, Or if you're charging for something, say how much you're charging.
-
- Date and Time of the Event
-
- Location of the event (Name of the building, street address and city)
-

Marketing and PR



TV and Radio

Press Releases to the local media outlets

news@wilx.com

newstips@wlns.com

mail@wkar.org

mornings@1017mikefm.com

exposure@impact89fm.org

Flyers at local running stores and other races

Websites and facebook page

www.runningintheusa.com

www.michiganrunner.com

www.runmichigan.com

www.playmakers.com

www.coolrunnings.com

www.runwalkjog.com

Coordinate a remote with local radio station

Print

Contact LSJ and community papers

517-377-1068 or living@lsj.com

State News

Features@statenews.com

Lansing City Pulse

heather@lansingcitypulse.com

Healthy and Fit Magazine – Tim Kissman

517-256-1077

www.healthyandfitmagazine.com

Michigan Sports and Fitness Magazine

734-332-3786

MSF@outdoorathlete.com

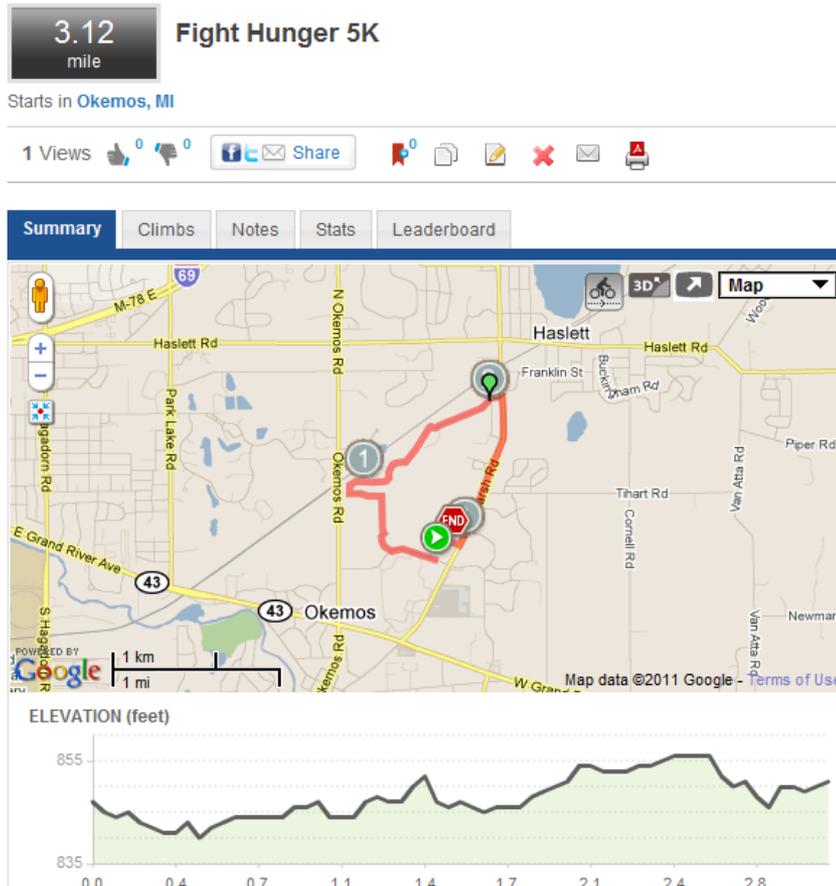
Michigan Runner Magazine

734-507-0241

info@qlsp.com

Mailings to past participants, offer repeat participant discount

Course



Communicate to the crowd when the race will start and start on time!

Make sure your lead vehicle knows the course!

Assign course marshals at critical turns

Mark the course (mile markers and clocks)

Make sure course is accurate

Certification Contact Rich Brooks

brooksrhcmc@yahoo.org

Entertainment on the course

Post map of the course for people to review before the race

Do you have enough water stations?

www.mapmyrun.com

Have a sweeper to go behind the last person. Make sure to have encourage ever participant until the end!

Kids race-give the same amount of attention as you would the adult race

Do you have a photographer?

Dane Robison Time Frame Photography

www.timeframephoto.com

Michelle Hoffman Hoffman Photography

www.1picturelady.com

Registration


MERIDIAN
PLUMBING - HEATING - COOLING - REMODELING

FIGHT HUNGER 5K / JULY 17TH 2011 9A.M.

NAME: _____ GENDER: _____
RACE DAY AGE: _____
SHIRT SIZE (PARTICIPANTS THAT SIGN UP BY JULY 3RD ARE GUARANTEED A RACE SHIRT): _____
ADDRESS: _____ CITY: _____ ZIP: _____
PHONE: _____ E-MAIL: _____

PLEASE MAIL THIS FORM AND CHECK PAYABLE TO VOLUNTEERS OF AMERICA TO:
AVAIL SOLUTIONS
ATTN: MICHELLE PHILLIPICH, RACE DIRECTOR
107 1/2 EAST GRAND RIVER AVE.
LANSING, MI 48906

**WAIVER OF PARTICIPATION
ADULT AUTHORIZATION FOR EMERGENCY & ROUTINE
MEDICAL TREATMENT AND RELEASE OF LIABILITY**

I, _____, GIVE MY PERMISSION TO MERIDIAN PLUMBING, ITS VOLUNTEERS, EMPLOYEES, AND REPRESENTATIVES, TO OBTAIN OR PROVIDE SUCH EMERGENCY OR ROUTINE MEDICAL TREATMENT FOR ME AS THEY, IN THE EXERCISE OF THEIR DISCRETION, DEEM NECESSARY OR APPROPRIATE WHILE I PARTICIPATE IN ANY ACTIVITY OFFERED BY MERIDIAN PLUMBING. FURTHER, IN CONSIDERATION OF MERIDIAN PLUMBING MAKING THIS AVAILABLE TO ME, I, FOR MYSELF AND ANYONE CLAIMING UNDER OR THROUGH ME, HEREBY RELEASE AND DISCHARGE MERIDIAN PLUMBING, ITS EMPLOYEES, REPRESENTATIVES AND VOLUNTEERS FROM ALL LIABILITY, CLAIMS, DEMANDS, AND ACTIONS, REGARDLESS OF KIND OF CHARACTER, CONNECTED WITH, ARISING OUT OF, OR IN ANY WAY RELATING TO MY PARTICIPATION IN, SUCH ACTIVITY.

I ATTEST THAT I AM 18 YEARS OF AGE OR MORE AND THAT I DO NOT HAVE A LEGAL GUARDIAN.

SIGNATURE: _____ DATE: _____

ADULT CONSENT TO PHOTOGRAPH/VIDEOTAPE & DISSEMINATE

I, _____, HEREBY CONSENT TO BEING PHOTOGRAPHED/VIDEOTAPE BY MERIDIAN PLUMBING. IN ADDITION, I CONSENT TO THE REPRODUCTION OF PHOTOGRAPHS AND VIDEOTAPES BY MERIDIAN PLUMBING FOR EDUCATIONAL, PUBLIC RELATIONS, AND PROMOTIONAL PURPOSES AND I WAIVE ANY CLAIM BY MYSELF OR ANYONE CLAIMING UNDER OR THROUGH ME, IN ANY KIND IN EXCHANGE FOR PHOTOGRAPHS, VIDEOTAPES AND USE.

I ATTEST THAT I AM 18 YEARS OF AGE OR MORE AND THAT I DO NOT HAVE A LEGAL GUARDIAN.

How easy is it to register for your race?

Provide on line registration

Active.com

Signmeup.com

Runwalkjog.com

Thru your non profits website

Do you have tiered race prices? This helps plan for t-shirts

Where are you having packet pick up?

At packet pick up you need your shirts, bib numbers, safety pins, change and registration forms

Have your registration clearly marked on race day

Have a plan in case you run out of t-shirts

Conclusion / Questions

Thank you and may you have a successful event!

Michelle Phillipich

517-899-5211

michelle@availsolutions.net

