



# Official Race Director's Guide

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!

Sean M. Call

Owner, Oklahoma Sports & Fitness

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# What does this Packet Contain?

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## **Also Included in this packet:**

- Oklahoma Sports & Fitness Advertising Rates and Specifications (pages 4-5)

# 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](mailto:sean@oksportsandfitness.com) to determine the best date for your event or to confirm your race date for the new 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 (spring, summer, fall, winter) 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 7:00am or 7:30am. Runners don't want to run fast in the heat! Oklahoma Sports & Fitness has extensive knowledge on coordinating events, so please call (918) 587-7223 or email: [sean@oksportsandfitness.com](mailto:sean@oksportsandfitness.com) for suggestions on what time to begin your event.

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

For questions and proper forms, please

Contact Oklahoma USATF: 918-770-0168 or email [okusatf@aol.com](mailto:okusatf@aol.com)

or Contact RRCA: 703-525-3890 or email [office@rrca.org](mailto:office@rrca.org)

### 4. Sanction your race with USATF or RRCA (complete 4 weeks prior)

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:

[www.usatf.org/groups/eventdirectors/](http://www.usatf.org/groups/eventdirectors/) or [www.rrca.org/resources/management/](http://www.rrca.org/resources/management/)

### 6. Advertise your event in Oklahoma Sports & Fitness magazine

Review the advertising guide on the following pages for pricing and ad sizes for advertising in the magazine. This is the most effective way to promote your race. You can also view all of our advertising options online at: [www.oksportsandfitness.com/advertise](http://www.oksportsandfitness.com/advertise).

## Magazine Advertising Rates

### FULL COLOR

<b>Back Cover</b>	\$ 1200	<b>2/3 Page</b>	\$ 620
<b>Inside Front</b>	\$ 1050	<b>1/2 Page</b>	\$ 500
<b>Inside Back</b>	\$ 975	<b>1/3 Page</b>	\$ 370
<b>Full Page</b>	\$ 800	<b>1/4 Page</b>	\$ 250
<b>Advertorial</b>	\$35/col.in.	<b>1/6 Page</b>	\$ 180

### Optional Ad Design/Layout Fees

Full Page \$ 90	2/3 Page \$ 80	1/2 Page \$ 70
1/3 Page \$ 60	1/4 Page \$ 50	1/6 Page \$ 40

## Online Advertising Rates

<b>Banner Ad</b> (468x60 pixels)	\$ 325 / mo.
<b>Animated Banner</b> (468x60 pix)	\$ 400 / mo.
<b>Tile Ad</b> (128x60 pix)	\$ 200 / mo.
<b>Animated Tile Ad</b> (128x60 pix)	\$ 275 / mo.

### Optional Online Ad Design / Layout Fees

Banner Ad \$50	Tile Ad \$40
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## E-Newsletter Advertising Rates

Our monthly E-Newsletter reaches over 15,000 email recipients per month.

<b>Block Feature</b> (530x400 pix)	\$ 400 / issue
<b>Tile Ad</b> (128x60 pix)	\$ 300 / issue
<b>Animated Tile Ad</b> (128x60 pix)	\$ 375 / issue

### Optional Online Ad Design / Layout Fee

Block Feature \$50	Tile Ad \$40
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**Call 918-587-7223 or email [sean@oksportsandfitness.com](mailto:sean@oksportsandfitness.com) to reserve your ad space today.**

## Two Issue Specials

- **Full Page in First issue, Full Page in Second Issue**  
 List Price \$1,600  
**Special 20% OFF Rate \$1,280**
- **Full Page in First issue, 1/2 Page in Second Issue**  
 List Price \$1,300  
**Special 15% OFF Rate \$1,105**
- **1/2 Page in First Issue, 1/2 Page in Second Issue**  
 List Price \$1,000  
**Special 15% OFF Rate \$850**
- **1/2 Page in First issue, 1/4 Page in Second Issue**  
 List Price \$750  
**Special 15% OFF Rate \$637**

### ONLINE CALENDAR PREMIUM LISTING: \$1.50 / DAY

Oklahoma Sports & Fitness magazine offers the most comprehensive and searchable online event calendar in the region. Our online calendar now offers the option to make your event a PREMIUM EVENT LISTING and get priority highlighted placement and extra exposure throughout the website.

For example, when an online user accesses our calendar, events that have purchased the premium event listing option will be highlighted.

In addition, when a user clicks on any event within the calendar, these premium events are still visible on the right-hand side of the page with a link to your online listing still available!

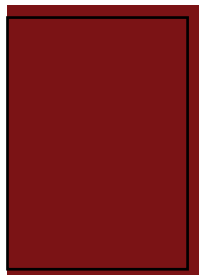
The cost for a premium listing is only \$1.50 per day. When you submit your online calendar event, you will notice the "Premium Event Listing" option near the bottom of the online form ([www.oksportsandfitness.com](http://www.oksportsandfitness.com)).

# 2010-2011 Advertising Schedule and Deadlines

Issue	Reservation Deadline	Ad Receipt/Art Deadline	Magazine To Post Office
<u>July/Aug</u>	Jun 1	Jun 3	June 22
<u>Sept/Oct</u>	Aug 3	Aug 5	Aug 22
<u>Nov/Dec</u>	Oct 5	Oct 7	Oct 22
<u>Jan/Feb</u>	Dec 1	Dec 3	Dec 22
<u>Mar/Apr</u>	Feb 1	Feb 3	Feb 22
<u>May/Jun</u>	Apr 5	Apr 7	Apr 22

*Dates are subject to change*

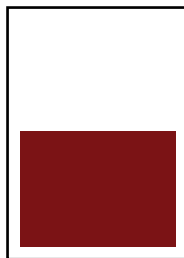
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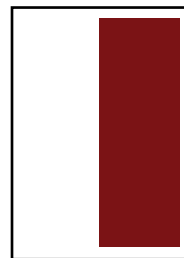
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1/8" bleed  
8.5" X 11.125"**



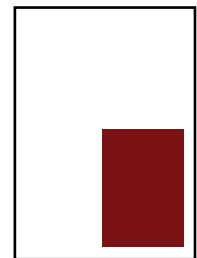
**Full Page  
7.5" X 10"**



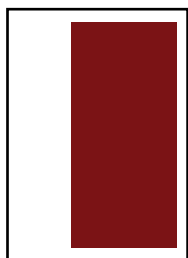
**1/2 Page Horiz.  
7.5" X 4.875"**



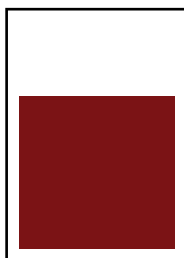
**1/2 Page Vert.  
3.875" X 10"**



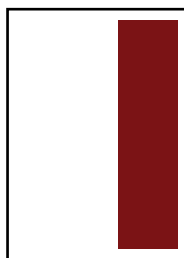
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3.75" X 4.875"**



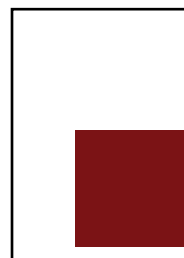
**2/3 Page Vert.  
4.875" X 10"**



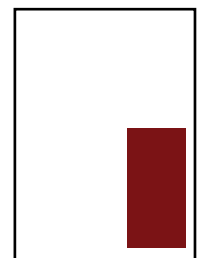
**2/3 Page Horiz.  
7.5" X 6.33"**



**1/3 Page Vert.  
2.375" X 10"**



**1/3 Page Square  
4.875" x 4.875"**



**1/6 Page  
2.5" x 4.875"**

### High Resolution Press-Ready PDF file:

1. All final artwork must be converted to PDF. All images in the PDF must be in one of these three formats and resolutions:

- a) CMYK images 300 dpi @ 100%
- b) Grayscale images 300 dpi @ 100%
- c) Bitmap images 600 dpi @ 100%

2. PDFs need to be written with the following specifications:

- a) Acrobat 5.0 compatibility (PDF version 1.4).
- b) All fonts embedded.
- c) All colors converted to CMYK (no RGB or spot colors).

3. PDFs with RGB images or low-resolution images will be returned to the client for resubmission. The nature of the PDF format makes it impossible for Oklahoma Sports & Fitness to correct any problems. It is the advertiser's responsibility to provide a usable, high resolution file.

Unaccepted formats: Quark, Adobe PageMaker, Microsoft Publisher and Microsoft Word files are not accepted.

E-mail: Please email your ad to [sean@oksportsandfitness.com](mailto:sean@oksportsandfitness.com). Ads must be smaller than 20 MB to be emailed. Otherwise, ads are accepted on CD (PDF or TIFF format).

### Advertising Policies

Ads cancelled after the reservation deadline will be charged 50% of the 1 x frequency rate. The Publisher reserves the right to refuse an advertisement at any time.

### Optional Design Services

Any logos/artwork you will be supplying is due on the art deadline above. This artwork must meet the resolution guideline for the best print quality.

You are allowed two opportunities to make revisions on your ad. You will be assessed a fee for additional changes after final revisions. There is extra charge for upsizing or downsizing if you have bought advertisements in one or more issues.

## **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.

## **8. Compile results or request that your Race Management Company send the results to Oklahoma Sports & Fitness for publishing in the magazine and on our website**

If you requested “on-the-spot” computer results from your Race Management Company, then it’s just a matter of them sending an email (with your race results attached) to Oklahoma Sports & Fitness at: [sean@oksportsandfitness.com](mailto:sean@oksportsandfitness.com)

**When you advertise with Oklahoma Sports & Fitness, you automatically get your race results posted on the [www.oksportsandfitness.com](http://www.oksportsandfitness.com) website as part of the package (if your race results are provided electronically to us). This will help promote your race for next year!**

If you timed your own race (and did not use a Race Management Company) then please submit your race results one of 2 ways:

1.) Manual Method\*: complete the RACE RESULTS forms which are included in this packet and mail these completed forms to:

Attn: Race Results  
Oklahoma Sports & Fitness  
2448 East 81st Street  
Suote 2051  
Tulsa, OK 74137

OR

2.) Electronic Method: provide us an Excel spreadsheet with the complete RACE RESULTS in columns as follows: FINISH PLACE, NAME, CITY, STATE, AGE, FINISH TIME. (Refer to the attached forms for setting up your spreadsheet.) Attach this file to an email and send it to: [sean@oksportsandfitness.com](mailto:sean@oksportsandfitness.com)  
Call (918) 587-7223 if you have questions about completing these forms.

\* Manual results will not be posted on our website: [www.oksportsandfitness.com](http://www.oksportsandfitness.com)

# 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:

- **Fleet Feet Sports Tulsa Event Management**

Email Tim Dreiling at : [tim@fleetfeettulsa.com](mailto:tim@fleetfeettulsa.com)

- **Tulsa Runner Event Management**

Email Trani Matthews at : [trani@tulsarunner.com](mailto:trani@tulsarunner.com)

### **3. Contract with a Race Timing Service to time your event and handle the Finish Line**

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.

- **Time Line Results**

Email Joe Hughes at : [joe@timelineresults.com](mailto:joe@timelineresults.com) or visit [www.timelineresults.com](http://www.timelineresults.com)

- **DG Productions**

Email Don Garrett at : [garrettok@aol.com](mailto:garrettok@aol.com) or visit [www.dgroadracing.com](http://www.dgroadracing.com)

### **4. Decide on Publicity for your event**

Advertise your race or event with Oklahoma Sports & Fitness (See rate sheet on pages 4-5). This is an important step in publicizing your event. 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 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 Call at: [sean@bluebrush.com](mailto:sean@bluebrush.com) or visit [www.bluebrush.com](http://www.bluebrush.com)

## **6. 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!

## **7. Decide on Pre-Registration**

- You will need a race flyer to promote your race and to use as an entry form (or you can use the Generic Race Entry form on the Oklahoma Sports & Fitness website).
- What will your Entry Fee be? Will it include a t-shirt? Will you have an entry fee with a "no t-shirt" option?
- Where do the runners Mail their race entry form?
- 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](http://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:**

Who will be in charge of:

- Race Day Registration
- Split-callers (need to have 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. Decide on 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: GINA MCKEE (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: GINA MCKEE (918) 832-9820 or okusatf@aol.com

## 10. Decide on prizes or “give-aways”

- 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”.

# Race Director's Checklist

## Race Day:

### 1. 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.

- Read page 13: Rules of Registration
- 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. Packet Pickup

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.

### 3. 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?

### 4. Race 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

### 5. Aid Stations/Water Stops

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

### 6. 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.

## **7. Refreshments**

- Are your “after race” beverages ready? Iced?
- Are your “after race” snacks ready for the runners? Sliced?

## **8. 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](http://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](mailto:sean@oksportsandfitness.com).

If you timed the race yourself, please email [sean@oksportsandfitness.com](mailto:sean@oksportsandfitness.com) to request an Excel file sample for the appropriate format.

### **2. Send Pictures to Oklahoma Sports & Fitness !**

If you took digital pictures at your race then please send them to us for posting on the web 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: GINA MCKEE (918) 832-9820 or [okusatf@aol.com](mailto:okusatf@aol.com)

### **4. Conduct a followup Meeting with Race Committee**

Review the success of your race and followup with your race committee for improvements for next year.

### **5. Send THANK YOUs 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](mailto:sean@oksportsandfitness.com)

Mail:

Oklahoma Sports & Fitness

2448 East 81st Street

Suite 2051

Tulsa, OK 74137

## **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 19,500 throughout the region through: paid subscriptions, free distribution throughout the region, and an online version of the publication.
2. Drop your race flyers at area running specialty stores.
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.
5. 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.
6. Approach your local dignitaries (mayor, chief of police, etc) and gain their support for your event/race.
7. 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!
8. 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.
9. If you tie your event in with a festival or special event, then promote this fact in your advertisement!

## **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 about obtaining the proper USATF forms.  
THANKS!