

Coordinating a 5K

Event Timeline

Item	Days Before Race	Date	Notes
Hold initial organizational meeting	180		
Select Date	180		
Define race route	180		
Define age groups	180		
Create Budget	180		
Set Pricing	168		Pricing Points (Special, Early Bird, Regular, Late)
Timing/Bib Numbers	168		Internal or External
Create sub-committees	168		Advertising, Swag Bags, Volunteers
Contact local law enforcement	168		
Contact all locations used for permission	168		Parking Lots, etc.
Contact Town Officials	168		May require a presentation before council or officials
Fill out Road Closure forms	168		From Department of Transportation
Buy Race Insurance	168		Est. \$2 - \$3 per runner
Active.com – Create event	168		
Advertising: Brochure	140		
Advertising: Community Calendars	140		
Advertising: CoolRunning.com	140		
Advertising: Create flyer	140		
Advertising: Create Facebook page w/ Event	140		
Advertising: Mass email to organization membership	140		
Advertising: Local Newspapers	140		
Advertising: Website	140		
Advertising: Runner's clubs and Shops	140		
Advertising: Select a media point person	140		

DISCUSSION: Create Corporate Challenge/Team Challenge	140		
DISCUSSION: Event Sanctioning	140		Cost approx. \$170
Sponsorships: Create sponsor flyer	112		Include 5k as sponsorship op
Sponsorships: Determine sponsorship levels	112		
Sponsorships: Mail sponsorship letters to local businesses	112		
Swag Bags: Order bags	112		# Needed – Racers + 10%
Swag Bags: Start list of contents	112		
Volunteers: Start list of volunteers needed	112		
Volunteers: Ask local schools abt community service requirements	112		See if they require volunteer hours
Volunteers: Coordinate EMS staffing for 5k	112		
Volunteers: Secure 3-4 ppl with 4wheelers or golf carts	112		
Advertising: Post Flyers	84		
Ask businesses on the course for a water station	84		
Advertising: Take Brochure/flyers to local schools	84		
Swag Bags: Create a tee shirt	84		
DISCUSSION: Honorary Starter	84		
Swag Bags: What the course to ask businesses for swag bag donations	84		
Early bird pricing ends	84		
Advertising: Press release	84		After price goes to regular before late registration
Contact a DJ for race day	84		
Race Day Timeline	84		
Contact someone to post regular training tips	84		
Sponsorships: Yard Signs	84		
Advertising: Contact businesses to advertise on their outdoor signs	56		
Order Awards	56		
Race Day Communication	56		How will race organizers communicate on race day?
Secure barricades	56		At least two barricades for every corner on course
Follow-up calls to media outlets regarding press release	28		

Get # of t-shirts vendor + 10% for late/onsite regs	28		
Last chance discount day	28		
Park decoration (balloons, clean-up)	28		
Select complimentary sponsors	28		
Supplies for Water Station	14		Large cardboard boxes, rakes, snow shovels
Swag Bag: Assembly	7		
Make copies of all material needed for onsite registration	7		
Packet Pick-up	1		
RACE DAY	0		
Barricade Streets	0		
Place signs at Mile 1, 2 and 3	0		Volunteers calling split times
Set up 5k course	0		
Set up Awards Area	0		
Set up Kids Fun Run course	0		
Set up packet Pick-up/Same day registration tables	0		
Set up Start/Finish Line	0		
Set up Water Station	0		
Spray paint/chalk road to show course	0		Used field chalk (Do we have anymore?)
Thank yous for volunteers, sponsors and participants	-2		
Survey Participants on their race experience	-3		Survey participant satisfaction – Survey Monkey
MBDL Meeting	-5		

From TeamMOM365.com