

So, You Want to Put On a **ROAD RACE?**

Some Helpful Hints
from the Peninsula Track Club
of Virginia



Peninsula Track Club History

The Peninsula Track Club celebrates its 50th anniversary in 2005. Its role has grown over the years to more than 700 members of all ages, from all walks of life, of various running ability, and in different stages of their running careers. But all come together in a spirit of camaraderie to support over 30 races annually. While these races are the primary source of treasury funds for the club, PTC members are generous in their support of the community at large with its quarterly Adopt-A-Highway road cleaning, holiday Adopt-A-Family and annual scholarship awards.

Acknowledgments

This booklet was developed by the Board of Directors of the Peninsula Track Club as a public service to the running and jogging community in southeast Virginia.

INTRODUCTION

Planning and managing a successful road race is a very complex undertaking. It involves considerable planning, coordination, communication, and a team of very responsible people.

This booklet outlines some helpful hints for race directors, race coordinators, volunteers, and runners.

CONTENTS

The Beginning	3	Runners	8
The Race Director	4	Awards	9
Sample Entry Form	6	Race Day Checklist	10
The Race Coordinator	7	Loose Ends	11
Volunteers	8	Notes	11

THE BEGINNING

- Allow for **one full year** of preparation.
- Seek advice from *experienced* people.
- Work through a local running club and ask for club representative to be the race coordinator:

Peninsula Track
Tidewater Striders
Colonial Road Runners

- Carefully review annual running schedules and calendars. Be careful not to conflict with well-established races or event, e.g. parades or festivals.
- Be familiar with the area's weather history and norms.
- Obtain expert help from running club to measure and or certify course distance.
- Consult with local government or military bases on formal permission, permit issuance, medical support, and police coordination for traffic management.

- Consider assuming responsibility for an existing race in need of revitalization. The advantages of doing this include:

Already measured and/or certified course,
Regular time slot already familiar with local runners,
Experienced source of specific and useful information,
Established sponsorship.

- Consider a one-mile fun run for children

TIP #1

Volunteer and work a few races so you can experience the full range and scope of activities, tasks, roles and the timing of each for a quality event.

Talk to your local running club about volunteering.

- Choose a date (with at least two alternates), confirm date with local jurisdictional authority (city, county, military base) in writing.
- Start praying for good weather. Be prepared to conduct a race in less than perfect weather.

Now begin preparations.

TIP #2

It's worth paying a running club for assistance in planning and coordinating the event, managing the finish chute and tabulating the results. Cost for this service is generally \$1.00 to \$2.00 per runner.

THE RACE DIRECTOR

This is the person ultimately responsible for everything. He/she knows what to do and how to do it. He/she also knows that there are no excuses, no rationalizations, and no good reasons why everything is not done right and well.

Some of the key person duties are:

- Selects a competent and experienced group to manage the race and produce accurate race results.
- Understands and incorporates sound safety precautions.
- Secures sponsorships (cash donations, door prizes, awards). Lack of sponsors reduces financial profits for your club, charity, etc.
- Ensures race is announced in road running schedules, club newsletters, athletic stores, and local newspaper about 6 months to 1 year ahead of time.

TIP #3

\$500 donations per sponsor is the norm. Be sure to obtain sponsor's logo for race announcement and t-shirt. The more sponsors you have, the more your cause will benefit.

- Recommends the course and works with the running club measurement and certification, if desired. Ensures that mile markers are accurate and clearly visible on race day.
- Arranges for media coverage for race.
- Secures medical assistance to be on standby during the race.
- Ensures timers, course marshals, traffic control, and water stations are on course.
- Secures adequate number of volunteers for registration, course management, and other race day events.
- Arranges for refreshments: juice, water, soft drinks, sports drink, fruit, bagels, yogurt, etc. for all runners and volunteers.
- Approves design and fabric of race shirt (name and year of race clearly marked, major sponsors highlighted, running club acknowledged, colors, etc.)
- Works with t-shirt designer and screenprinter for quantity and sizes. Prepares the flyers and announcements to be issued at least 3 months in advance of race date. Sample flyer/announcement on next page. Seek advice from a good running club before printing.

TIP #4

When choosing race shirts, tank tops or short sleeve tees are recommended for summer and spring races and long sleeve tees are for fall and winter races.


SAMPLE ENTRY FORM

Day, Date and Location of Race

Name and Distance of Race

Award categories: Overall places (male and female); age groups (male and female)

Start Time



PTC Women's 5K Challenge & PTC Men's Mile

Saturday, July 12, 2003 ■ Hampton, Virginia

Starting Time and Place
 8:00 a.m. / Men's Mile Sentara Hampton
 8:30 a.m. / Women's 5K Health & Fitness Center

Race Day Registration: 6:45-7:45 a.m. / Men's Mile
 6:45-8:15 a.m. / Women's 5K

Course
 Women's race takes place on the adjacent Matteson Trail. Men's race takes place on Butler Farm Road. Both courses are asphalt paved. Water and split times will be provided.

Entry
 \$13 for either event, postmarked by July 5th, 2003
 \$16 for either event, thereafter and race day
Make checks payable to: Dennis Jarabak
 Peninsula Track Club 109 Choplank Turn
 Yorktown, VA 23693


No PTC race passes accepted at this event. No refunds, exchanges or transfers. Race held rain or shine.

The first 100 registrants for the combined events will receive a colored tank top.

Awards
Women: Top 3 overall, top 3 masters (40 yrs. plus), and top 3 in age groups (9-14, 15-19, 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60 & over)
Men: Top 10 overall, top five masters (40 yrs. plus)

Race Information
 Dennis Jarabak, Race Director
 (757) 865-4147
 www.peninsulatrackclub.com

Directions
From the East: Take the Magruder Blvd. exit off I-64 (Exit 262B) and follow it to the corner of Butler Farm Road (3rd traffic light) and make a left.
From the West: Take I-64 East to Hampton Roads Center Parkway East (Exit 261B). Follow the exit to Magruder Blvd. North. Turn left on to Magruder Boulevard. Go one block and turn left at the stoplight.

Sponsors 

TEAM ENTRIES MUST BE SUBMITTED TOGETHER.

PLEASE CHECK ONE: **Women's 5k Challenge** **Men's Mile**
IF COMPETING AS WOMEN'S TEAM, CHECK ONE: **Mother/Daughter** **Sister/Sister**

First Name (please print) _____ MI _____ Last Name: _____
 Street Address _____
 City _____ State _____ Zip Code _____
 Home Phone _____ Work Phone _____ e-mail _____
 Age on Race Day ____ Date of Birth ____/____/____ Gender: M F PTC Member: Y N Tank Top: S M L XL

Runners Agreement Waiver, Release & Acknowledgment
 All runners are required to sign the waiver below. Registrations that are not signed will not be processed.
 I know that running a road race is a potentially hazardous activity. I should not enter a run unless I am medically able and properly trained. I agree to abide by any decision of a race official relative to my ability to safely complete the run. I assume all risk associated with running this event, including, but not limited to falls, contact with other participants, the effects of weather, including, high heat or humidity, traffic, and the conditions of the road, all such risks being known and appreciated by me. Having read this waiver and knowing these facts, and in consideration of my accepting my entry, I, for myself and anyone entitled to act on my behalf, waive and release the City of Hampton, Peninsula Track Club, Sentara Hampton Health & Fitness Center, American Association of Running Clubs, all sponsors, their representatives and successors from all claims or liabilities of any kind arising out of my participation in this event. I grant permission to all of the foregoing to use any photographs, motion pictures, recordings, or any other record of this event for any legitimate purpose. This is a road race conducted under the rules of RRCA and USAORF. It is not intended for individuals with headphones, baby strollers, dogs on leashes, skateboards, skates or rollerblades.

Signature of Runner _____ Date _____
 Signature of parent/guardian if runner is under 18 _____ Date _____

Clear directions to race (map desirable)

ENTRY FORM

Registration Information:

- Reduced fee for advance registration until cut-off date
- Race day fee
- Name of organization to make check payable to
- Where to mail pre-registration

Request for runner information:
 Name, address, telephone, gender, age
 +
 Liability waiver
 +
 Runner signature
 (parents or guardian signature if runner is under 18)

Name and logos of all sponsors (major sponsors may be highlighted)

Entry can also include:
 Whether or not course is certified (map desirable)
 Door prizes offered

THE RACE COORDINATOR

The race coordinator is the representative of the running club who will *assist* you with planning and conducting your event. This person will become your "helper" before, during, and after the race. The start/finish line and timely and accurate race results are of primary concern for the race coordinator.

Some of responsibilities of the race coordinator include:

- Assists in developing a schedule for your race
- Provides some general financial planning
- Review and measures the course
- May provide additional safety advice for you to consider
- Can make recommendations for everything including race flyers, t-shirts, children's fun run, awards and refreshments
- The race coordinator can be your key advisor and contact with the running club—use this person wisely, listen carefully, and keep in constant contact. The success of your hard work depends on a close relationship with the race coordinator and the running club.

TIP #5

When choosing race shirts, tank tops or short sleeve tees are recommended for summer and spring races and long sleeve tees are for fall and winter races.

VOLUNTEERS

Volunteers form the backbone of any race event.
They will:

■ Staff the registration table to:

Greet runners and distribute pre-registration race packages,

Accept race day registration forms and funds,

Ensure name, age group, and gender are ready for input into computer,

Give runners an initial favorable impression of the event.

■ Direct the runners on the course where changes of direction occur and hold back traffic.

■ Call out the time at each mile marker.

■ Hand out water or sports drink to runners at predetermined intervals (every 1.5 to 2 miles) during the race.

■ Manage the finish line to provide accurate times, assist finishers, and produce accurate race results for announcement at the awards ceremony.

TIP #6

The safety of each runner and volunteers is a top priority.

RUNNERS

Runners are the customers! The better they are treated, the more of them you'll see on race day, the more successful your event will be, the more likely they will return each year, and the more they will share their good experience with others.

■ Courteously request each runner to sign the liability waiver on the race flyer/application.

■ On race day or at the packet pickup, friendly helpful volunteers greet each entrant with the smile and a wish for a "Good Run."

- Clean restrooms or porta-johns should be available near the registration and start/finish areas for runners.
- Runners need plenty of fluids prior to, during, and after a race. Ensure there is water or sports drink at the registration or packet pick-up areas, on the course (in pre-filled cups), and at the finish area.
- Provide enough refreshments for double the numbers of runners that you expect. Runners are hungry people!
- Runners enjoy and remember well organized and managed events, a good course, and a fun social after the race. They will be back in future years and probably bring a few friends.

TIP #7

Have volunteers “pre-fill” the cups at water stations before handing out to runners.

AWARDS

Types

Choose among:

- Trophies
- Medals
- Plaques
- Unique bowls, wood carvings or art sculptures
- Ribbons
- Certificates

Awards should include:

- Race identification on awards
- Name and date on the race
- Distance
- Age Group
- Gender

Door Prizes

- Gift certificates
- Sports paraphernalia
- Passes to local parks/events

TIP #8

Solicit businesses for door prizes as sponsorship. Their donation would be acknowledged at the race and on racing t-shirt.

RACE DAY CHECKLIST

- Tables for registration
- Tables for computer support; indoor facility for computer in event of inclement weather
- Finish chute (stands, flags)
- Time clock
- Tables for refreshments
- Table for awards
- Plenty of advance time for instructions to volunteers
- Conduct children's fun run 30 minutes prior to race start
- Public address system
- Starting gun/horn
- Instructions to runners
- A good bicyclist to lead runners along the course from start to finish. Please ensure that bicyclist knows the course well and stays well in front of the lead runner (but clearly in view).
- Marshals to hold back traffic
- Brightly colored cones to mark race course
- Stop watches for timers at each mile markers
- Ensure runners are given aid if in obvious need
- Congratulate runners on their performance

Managing a road race is stressful, pressure-filled experience that will tax your patience, decision-making, and problem-solving capability. Planning for a small- or medium-sized (100 to 200 runners) successful race requires the same amount of effort as a large race. Much of the satisfaction you will derive will be the result of dealing with a very complex, challenging and demanding process that culminates in an event others will enjoy and remember for years to come. You will also reaffirm the joy of giving. And you will be constantly be pursued by others to do it again, and again, and again.



peninsulatrackclub

**P. O. Box 11116
Newport News, VA 23601**

www.peninsulatrackclub.com