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This Race Director's guide is designed to help you think through the different planning and preparation aspects that you and your run committee will need to consider from your first meeting to the finish line. We can provide advice for anything on here, but a * indicates something that we can specific provide or help with.

Item or Task (Check when Completed)	3 to 6 Months Out from Event (Establishing the Event Basics)
	Determine a budget and set fundraising goals for the event
	Pick a date for the event
	Determine a Start Time
	Determine the race distances (Do you also want to have a Fun Run?)
	* Course Selection / Certification: We can measure and certify your course, but picking a location (has access to parking, bathrooms, and common areas) and route (safe, Limited traffic, street closures, City approved), starts with you. There is a chance an existing course fits your needs: Visit www.usatf.org/events/courses/search/ to search for certified courses.
	Establish a race director and run committee – Consider assign roles for Promotion, Getting Sponsors, organizing Volunteers.
	* Book a race timing Company

Item or Task (Check when Completed)	3 Months Out (Marketing, Sponsorships)
	* Create a Registration form, - Keep to one page but make sure it has all relevant information on event and is clear on entry fees
	* Create a Sponsorship form: Needs to include sponsorship levels, info on cause and event and how to become a sponsor.
	* Create an online registration
	* street Use/Facility Permits or Reservations - Make sure all forms with city, parks dept, etc, have been submitted
	Print: Have event posters or flyers made
	Event Logo - Determine if you have a logo or need one designed for promotional materials, awards, and t-shirts
	*Post the race on oklahomasportsandfitness.com event calendar
	* Awards – Set age groups and gather quotes or plans for awards

Item or Task (Check when Completed)	2 Months Out (Race Planning, Promotion, Sponsorships)
	Social Media Ads – Use facebook as much as possible to promote the event, including boosting posts (\$25 Boost goes along ways!)
	Print Ads - Put out registration forms, posters, flyers (gyms, schools, churches, restaurants, businesses connected to your org., etc)
	Contact local newspaper to see if they will run an article or put it on their event calendar
	* Insurance - Determine if you will need any liability insurance coverage. USATF offers a very affordable \$130 to \$200 policy through their event sanctioning (Late fees apply if this is done within 30 days of the event).
	Event Sponsors – Get sponsorship materials out to potential sponsors
	Get t-shirts quotes and select shirt type, color, and design

Item or Task (Check when Completed)	1 Month Out (Race Day Planning, Continue Promoting)
	Continue all efforts to Promote the event to runners and get sponsors –Try to keep in mind that most people will sign up around 2 weeks out
	*Determine what volunteers you will need on race day and start recruiting volunteers
	*Determine what race day supplies are needed for registration, refreshements, etc.
	Shirts and *Awards: Get proofs approved and orders in
	Photography - Find event photographer, either a pro or volunteer
	Awards Ceremony: Plan how this will go and who will MC
	Door Prizes: If having a raffle, start working on gathering items
	* Post-Race Refreshments: Determine what you'll be providing
	First Aide – Develop a Frist Aide and Emergency Plan

Item or Task (Check when Completed)	Week of Race and Race Day (Race Day Planning, Continue Promoting)
	Race packets - Meet to make race packets for all preregistered runners (t-shirts, race # bibs, safety pins, and any giveaways)
	Volunteers - Assign roles and let volunteers know when to be there. Registration – 3 to 4 volunteers / Volunteers on Course – # of Volunteers varies greatly / Water stops – 2 to 3 volunteers / Awards Ceremony – 2 volunteers
	Bathrooms – Make sure they are accessible, or secure portables
	* Sound – Do you have a system, or getting one form race timer or a DJ
	City/Police: Confirm plans are coordinated with City and Police