# Table of Contents

**Race Details** .......................................................................................................................... 4  
  Date/Time Approval .................................................................................................................. 4  
  Beneficiaries ............................................................................................................................ 4  
  Race Committee ........................................................................................................................ 4

**Course** .................................................................................................................................... 4  
  Approved Standard 5K Route ..................................................................................................... 4  
  Alternate Route ......................................................................................................................... 4  
  Alternate Route Approval .......................................................................................................... 5  
  Marking the Course ................................................................................................................... 5  
  Water Stations ............................................................................................................................ 5  
  Finish Line Logistics .................................................................................................................. 5  
  Facility/Space Reservations ...................................................................................................... 5  
  Equipment Needs ....................................................................................................................... 6  
  Solicitations ................................................................................................................................ 6

**Timing** ...................................................................................................................................... 6  
  Manual Timing ............................................................................................................................ 6  
  Chip Timing ................................................................................................................................ 7  
  Finish Line Chute ....................................................................................................................... 7

**Risk Management** ................................................................................................................... 7  
  EMS ............................................................................................................................................ 8  
  Police Assistance ....................................................................................................................... 8  
  First Aid Stations/Kits ............................................................................................................... 8  
  Cell Phones/Calling Tree .......................................................................................................... 8

**Budget** ...................................................................................................................................... 8  
  Revenues .................................................................................................................................... 8  
  Expenses .................................................................................................................................... 8

**Registration** ............................................................................................................................. 9  
  Pre-Registration ........................................................................................................................ 9  
  Race Day Registration .............................................................................................................. 9

**Marketing** ................................................................................................................................ 10  
  Print Materials ........................................................................................................................... 10  
  Promotion Ideas .......................................................................................................................... 10

**Sponsors** .................................................................................................................................. 10

**Volunteers** ............................................................................................................................... 10  
  Placement ................................................................................................................................... 10

**Food & Drink** ............................................................................................................................. 11

**Results & Awards** ................................................................................................................... 11  
  Results ....................................................................................................................................... 11  
  Awards ....................................................................................................................................... 11

**Race Shirts** ............................................................................................................................... 12  
  How Many Shirts to Buy ........................................................................................................... 12

**Event Timeline** ....................................................................................................................... 12

**Race Day** .................................................................................................................................. 12  
  Packet Pick-Up ............................................................................................................................ 12  
  Race Announcements/Starting the Race .................................................................................. 13
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Troubleshooting &amp; Flexibility</td>
<td>13</td>
</tr>
<tr>
<td>Set-up/Take-down</td>
<td>13</td>
</tr>
<tr>
<td>Post-Race</td>
<td>13</td>
</tr>
<tr>
<td>Evaluations</td>
<td>13</td>
</tr>
<tr>
<td>Budget</td>
<td>13</td>
</tr>
<tr>
<td>Thank-You's</td>
<td>14</td>
</tr>
<tr>
<td>Campus Contacts</td>
<td>14</td>
</tr>
<tr>
<td>Extras</td>
<td>14</td>
</tr>
<tr>
<td>Appendices</td>
<td>15</td>
</tr>
<tr>
<td>Paper Registration Form Example</td>
<td>16</td>
</tr>
<tr>
<td>Sponsor Solicitation Letter Example</td>
<td>17</td>
</tr>
<tr>
<td>Timeline Example – Calendar Format</td>
<td>18</td>
</tr>
<tr>
<td>Timeline Example – Checklist Format</td>
<td>19</td>
</tr>
</tbody>
</table>
Race Details

Date/Time Approval
When choosing a date and time for your race, check the WCU calendars to avoid setting a date or time that conflicts with campus-wide events. It is rare that you will find a date with no other events going on around campus, but you can at least avoid the large-scale events that would deter people from participating in your race.

Beneficiaries
One of the most important things to decide before marketing the event to the public is to whom the proceeds will go to after the race. In advertisements for the race, it is important to ensure your honesty in how money will be used. People looking to participate in your race want to know where their money is going. Specific explanations help on registration forms or on websites, stating if proceeds will be used for leadership development, student travel to a conference, to a specific charity organization, etc.

If you are choosing to send some or all of the proceeds to a charity, be sure to contact that charity before finalizing those plans to work out how they prefer to be named, how the exchange will occur after the race, and to see if the charity wants to be involved in the race planning and execution.

Race Committee
Putting on a race is not a small task. There are a lot of people to talk to and collaborate with on campus to ensure a safe and fun race for everyone involved. Having a committee of help can be a tremendous benefit to the race organizer in order to get everything done in an efficient and effective manner. Some examples of committee member responsibilities could include:

- Marketing/Promotions
- Registration
- Volunteers
- Course/Race Logistics
- Food
- Results/Awards
- Entertainment
- Sponsorships
- Risk Management

Course

Approved Standard 5K Route
The standard 5K route on campus is the Catamount 5K, found on the Campus Recreation Center website (reccenter.wcu.edu) under Campus Walking Routes. This route is pre-approved for all races on campus so no additional route approvals need to occur if the organizing group is using this same route. If changes are being made to the route, specific approvals must occur as outlined below.

Alternate Route
The Campus Recreation Center has a measuring wheel, which is available as a special equipment request for each group planning a race on campus with an alternate race route. Each group may only request the wheel for one day when preparing for their race so plan accordingly when mapping out the route ahead of time. The wheel should really just be used to finalize the start and finish. The rest of the route can be calculated by using websites such as Google Maps, Gmaps Pedometer, and also the WCU Walking Routes, available in brochures at the Campus Recreation Center or on the CRC website (reccenter.wcu.edu).
Alternate Route Approval
All alternate race routes on campus need to be approved by Campus Police. This should be done before starting to market your event to ensure you will be able to hold the event in the first place. The deadline to get route approvals from Campus Police is 90 days prior to the event. This allows time for Campus Police to work with you in case there are concerns with traffic, police assistance, etc.

If your race route is going to leave campus, approval also needs to be gained from Jackson County and the Department of Transportation (DOT). It is recommended that all campus races put on by student organizations stay on campus to avoid the risk of the highways and off-campus roads. It also will cost more to the organization as more police support is needed when moving off-campus.

Marking the Course
Facilities Management has rules set as to what types of products can be used for marking race courses on campus. The use of paint products to mark courses on concrete, pavers, and/or asphalt is prohibited. The approved materials to mark the routes on any of these types of surfaces include chalk, powdered lime, shoe polish, or chalk based aerosol field marking paint. Additional markings that can be used are course flaggers, traffic cones, and temporary signage.

Approved spray chalk can be purchased at the Campus Recreation Center for $3.00 per 17-ounce can.

Water Stations
Depending on the length of your race, having one or more water stations may be necessary to ensure participants are properly hydrated during the duration of the race. Weather can also play in to the decision to have a water station. If it is expected to be abnormally hot or humid, it would be a good idea to include at least one water station, even on a 5K course. Items to remember to include with each water station are:
- Table
- Water Jugs/Coolers
- Ice
- Water/Gatorade
- Cups
- Trash Bag
- Volunteers! At least 3-5 per station is usually an adequate amount, but it also depends on the number of participants in the race.

Finish Line Logistics
The finish line is an important part of your race. This is where you want participants to remember their moment of running through your finish line! It’s also the area many of your spectators will gather to see friends and loved ones running through the finish.

Facility/Space Reservations
Anytime you would like to use space on campus for organized activities, reservations need to be made through the appropriate staff. If needing to utilize a building whether for general space during registration or rewards, or even just to have it open to use the restrooms during the race, the appropriate building supervisor needs to be contacted and approval gained through that building supervisor.

Reservations for outdoor spaces like the UC Lawn and Central Plaza need to be made with the University Center. Student organizations need to fill out the UC Reservation Request Form no later than 14 days prior to the event in order to reserve space. University departments need to complete a request through R25 for any space reservations.
Equipment Needs
Requests for equipment need to be made no later than 14 days prior to your event. If requesting equipment such as tables and chairs, the New Loan Agreement Form must be filled out and given to the Information and Reservations Coordinator at the University Center. If requesting equipment for the race route such as small cones, stopwatches, and flags, the Special Equipment Request Form must be filled out online through the Campus Recreation & Wellness website (recenter.wcu.edu).

Student organizations will not have fees incurred for any equipment rentals unless using specific equipment from the University Center. Departments on campus may incur additional costs depending on the equipment rented. Contact the Information and Reservations Coordinator with the University Center to find out more information regarding equipment fees.

Solicitations
If a group is selling anything or raising money at the event (money transactions are occurring in any way), the Sales Solicitation form must be submitted to the University Center no later than 5 days prior to the event.

Timing
There are mainly two ways to do timing for your race: manual timing and chip timing.

Manual Timing
You can manually time your race by reserving timing equipment from the Campus Recreation Center, if it is available. The race organizer should request the equipment from the CRC at least 2 weeks in advance to allow them to mark their calendar and set-up arrangements for pick-up, training, and drop-off of the equipment.

The CRC’s equipment includes a clock to place at the finish line and two laptops with special timing programs that will record each time a person runs through the finish.

In addition to his equipment, the race organizers need to plan to have the following ready for finish line timing:

- Numbered index cards (one number on each card in sequential order; you will need one per runner so estimate higher than what you think you will get total!)
- Runner information on tear-away race bibs (more information below)
- Backup stopwatches and notepad (in case laptops/programs malfunction)
- Staplers
- Volunteers – at least 6 people to run timing on laptops, hand out index cards, backup time, and run the results table

How it Works:
All runners should have a race bib that includes his/her full name, gender, and age (if you have age categories for awards) on the tear-away portion at the bottom. These can be pre-labeled using computer labels for pre-registered racers, or written on at the time of packet pick-up by each participant/volunteer. These tear-away portions will be used at the finish line.

At the start, volunteers press start on the program (Race Director), the clock, and the backup stopwatches at the time the announcer starts the race. This will allow all of these timing elements to be synchronized.
At the end of the race, the correct index card gets handed to each runner as they run through the finish line. For example, card labeled “1” will be given to the first person who runs through the finish. Card labeled “10” will go to the tenth runner who comes through the finish, and so on. Each runner then walks over to the results table where they give the results staff the index card and the tear-away portion of their race bib. The Results staff then staples the bib information and the index card together in order to keep track of individual place orders.

As the finishers come in, the volunteers running the timing program will hit the spacebar each time a runner passes through the finish. The program will record the place and time of each finisher as the spacebar is pressed. At the end, there will be a long list showing that “runner #1 came in at a time of 16:45”, etc. The runner place number will be matched with the index card and bib information so you know exactly who runner #1 was and what time he/she came through the finish line.

All other instructions for set-up on the Race Director software, timing day-of, and follow-up printing of results is included in a packet of directions given to the race organizer at time of equipment check-out.

We recommend all race organizers test out the equipment prior to race day in order to get the hang of using it without the stress of the event and participants at the same time.

**Chip Timing**

Chip timing systems require runners to wear a small chip (usually on their ankle or in shoelaces) that will uniquely identify them as they run through the finish line. There is an electronic mat that runners pass over sometimes at the start of the race, and always at the end of the race to activate the chip and record each runner’s time. Chip timing is a very accurate and efficient way to time your race.

There are numerous options for finding a chip timing company to utilize at your event. Local companies are probably more cost effective since the race needs to pay for the company’s personnel travel and housing, if necessary, in addition to the cost of labor.

Chip timing is really only cost effective if a race has more than 100 participants and has enough funds to pay the timing company for their services. Chip timing can get very expensive with the many extras the company offers. If your race has gone a year or more with manual timing and you think it is getting too big to handle from a manual timing standpoint, then getting quotes from chip timing companies may be worth it to decrease the inaccuracy as well as general stress at the event.

**Finish Line Chute**

Whether using manual timing or chip timing, you will want to set up some type of “chute” for the runners to pass through on their way to the finish. If you are manually timing your event, you will also want to extend the chute past the finish in order to funnel runners down in the order of finishing (for handing out index cards). Chutes can be made of stations, flags, snow fencing, or any other type of barrier to keep runners in, and spectators out, of the area. Many times a timing company will set up the chute for the race; this just needs to be clarified when making the agreement initially.

**Risk Management**

Putting on a safe race is always the number one goal for race organizers. Taking the necessary steps to prevent injuries and prepare for emergencies will make a huge difference on race day if something was to occur.
EMS
Most races on campus will be shorter races, like 5K’s. In these races, it may not be necessary to have an ambulance on-site, but you will want to notify campus EMS that a race is happening. This helps the EMT’s who are on duty the day of the race to respond quicker to race emergencies. To request standby service for campus EMS, go to ems.wcu.edu and click on EMS Standby Information and Requests. Fill out the online form.

Police Assistance
Having police assistance during the race is helpful, especially at large intersections. There may be fees incurred for the use of Campus Police during the race but these fees are well worth it, and possibly mandatory in order to have your race. Remember that Campus Police must also approve any alternate course routes well in advance of the race (more information about route approvals is in Course section of this handbook).

First Aid Stations/Kits
We recommend having someone on-site that is certified in First Aid, at least at the finish line to take care of any minor injuries that occur. Other options for races would be to have trained first aid responders on bikes riding the course, or first aid stations where first aid can be given if needed along the course. Many times races will place a trained first aid responder at a water station.

Cell Phones/Calling Tree
Cell phones are your number one way to communicate with volunteers and staff along the course, as well as your primary way to call 911 (or for on-campus emergencies 828-227-8911) should the need arise. Putting together calling trees or reminder cards/sheets for volunteers along the course is a great idea to make sure volunteers and race staff can communicate easily. This may mean that all volunteers have the cell phone number of the Volunteer Coordinator, as well as Campus Police phone numbers. Even though volunteers are only with you that one day, having an Emergency Action Plan for volunteers to take with them is important to ensure any emergency is taken care of in the quickest, most efficient manner possible.

Budget
Keeping track of expenses and revenues throughout the event is key in your organization and ability to provide as many proceeds as possible to your beneficiary. However, since there will be expenses incurred with setting up a race, the proceeds gained from a race, especially in its first year, may be minimal. As a race grows from year to year, the amount of proceeds can increase by involving more sponsors, contributors, and participants.

Revenues
Revenues are gained in a race through registration fees, sponsorships, and donations. The price of the registration fee should be comparable to other races in the community, while still allowing you to balance out expenses especially in the case that sponsorships are not available or sought after (be sure to read the sponsors section if you plan to seek sponsorships).

Expenses
Expenses are incurred through the purchase of race shirts, awards, timing equipment, equipment rentals, and food and refreshments. Many times sponsorships can cover the costs of some or all of the race shirts, awards, and even food and refreshments. You can learn more about sponsorships in the Sponsors section of this handbook.
Registration

Pre-Registration
There are three options for pre-registration: paper, online or both. Using paper registrations can get tedious with data input from the paper registration forms to an online or electronic version, but many participants prefer paper copies and you may be able to increase participation by offering this option. It is important to have someone that has great attention-to-detail and is proficient in typing to decrease the amount of human error that occurs when transferring information from paper to electronic formats.

An example of a paper registration form is included in Appendix A. The most important part of a registration form is the waiver. A general waiver has been created by the WCU Legal Counsel Office to use for races on campus. This waiver is included in the Race Packet. If changes are being made to the general waiver, approval of the new waiver must be gained through the Legal Counsel Office (legal.wcu.edu) before registration for the race begins. Other information on your registration form includes anything you need to know about your participants for the race, including name, email, age (if needed), status at the University (faculty, staff, student), etc.

Online registration can be done through numerous different free websites. A few popular websites include imathlete.com, active.com, and getmeregistered.com. Each has different features and some have different processing fees, which, unless your organization can cover that cost, is an additional cost to the registrant. This makes finding a low processing fee, if using online registration, beneficial because your participants won’t have too high of an additional cost for using the online system. Through all of these online options, there are places to add additional questions and your race waiver that are not in the website templates (which is necessary since the default waiver does not cover the University or you as the race organizing group). When using the online registration system, we recommend contacting the website’s customer service at any time you have questions throughout the process.

Race Day Registration
It is the choice of the race organizers whether race day registration will occur. If it is not going to be an option, this needs to be clearly stated on the website, registration form, etc. so participants know they absolutely must sign up before race day. However, having race day registration available normally increases your participation since many people make day-of decisions for races due to weather, injuries, etc. It is also normal to increase the price of your registration on race day since those participants waited until the last minute to register. Increasing prices on race day encourages participants to sign up early, which is more ideal for the race organizers.

Race day registration should be available for an hour to an hour and a half before the race begins. However, you will want to close race day registration 15 minutes prior to the race start. This will allow for the information from the race day registrants to be entered with the remainder of the participants before the race begins.

Race day registrations must be on paper and will not be input into the full registrant list until after the race. If using a timing company, your race day registrations will go to the timing company before the race begins. They will then input the information for the race, including timing chip number, name, age, etc. If manually timing the event, the race day registrants will be given his/her bib at registration and his/her information will need to be written on the tear-away portion before walking away from registration. In doing so, the individual will have the necessary information for the results table when he/she crosses the finish line.
Marketing
Marketing your event is very important. If no one knows about your race, then no one will show up!

Print Materials
When making print materials for distribution on campus if you are a student organization, you can create your own print materials or utilize the resources on campus. Student organization materials do not need to fit within University branding. If you are part of a WCU department putting on a race on campus, your materials need to fit within the University’s branding guidelines. Creative Services (branding.wcu.edu) should be a part of the creation of print materials. Regardless of your group’s affiliation, working with the WCU Print Shop for signs, posters, flyers, etc. is ideal. E-mail the Print Shop at printshop@wcu.edu for assistance.

Promotion Ideas
Some promotion ideas are listed below. This list is not exhaustive and many other creative options are out there. We suggest getting your committee together to brainstorm ideas of how to get the word out effectively.
- Residence Halls – posting flyers, talking with RD’s (be sure to follow Res life policies for posting)
- Talk to people! Word of mouth is a great way to spread the word.
- Billboards in the community
- Race Calendars – There are tons of free race calendars online to post information about your race, but it is recommended to only use these if your race is open to the surrounding community.

Sponsors
Sponsors are huge assets to races, since many times they can cover costs of major expenses like race shirts, food, beverages, and awards. There is an approval process to verify you are contacting companies that the University deems appropriate. Since our Office of Development also communicates regularly with businesses, it’s important to get an approved list before contacting anyone about sponsoring your race.

First, you will need to make a list of all the companies you plan to approach about sponsoring your race. Even if your sponsorship amounts are minimal, this list still needs to get approved. Once you have a list, send it to the Office of Development via email so that they can look through it and give you the final approval.

Once approval is gained, soliciting the sponsorships can be done in various ways: phone, letter, and in-person. It is recommended to have a solicitation letter prepared if going in-person and some companies will request a letter over the phone to be sent or brought to them before confirming their commitment. This simply allows them to have something on file and keep track of the company’s donations or sponsorships throughout the year. There is an example of a solicitation letter in Appendix B.

Volunteers
Volunteers are an essential part of races. Great organization and communication is key with volunteers in order to have a successful and safe race. A few considerations to organizing volunteers are below.

Placement
There are numerous areas where volunteers are needed during a race. Make sure to figure out early how many are needed in each area to ensure you have enough guidance for participants, as well as enough hands to help complete any race logistic tasks such as manual timing, set-up, and take-down.
Sometimes volunteers can be utilized in two different areas. If you have someone working the registration or packet pick-up area, he/she could also work the finish line or food since that will be after the race. That person can just move from one spot to another when one task is completed.

Here are the areas volunteers are needed (unless you have staff to cover any of them) during a race:

- Course (every turn needs to be marked by either a sign or volunteer; volunteers are usually more effective)
- Registration/Packet Pick-Up
- Finish Line
  - Timing
  - Results/Awards
  - Food & Refreshments

**Food & Drink**

It is important to have water available for participants after the race to rehydrate. Additionally, having granola bars or bananas for the finish line is a good idea. Participants really appreciate some type of treat at the finish line.

Aramark is your first contact for food and beverages for your on-campus race, due to University contract. Aramark can be e-mailed at catering.wcu.edu. Aramark can provide you with the options for purchasing food and beverages. If hoping to get donations or purchase from off-campus businesses, approval from Aramark needs to be acquired before approaching those other businesses.

**Results & Awards**

**Results**

The results need to be gathered throughout the race as participants cross the finish line, whether using manual timing or a timing company. If using a timing company, they will print off results throughout the race so that tentative results can be posted for those that have already finished. For manual timing, you will only have the list of award winners at the end of the race. Post-race, you can input all of the times on the computer to post on a website or email to participants later that day or the following day.

**Awards**

The awards that you give out can be anything from medals to flashlights. Be creative with awards; sometimes you can find a theme for your race to tie in with the type of award you give out. Awards are an additional cost to keep in mind and budget for from the beginning, though many times you can find a sponsor to partially or completely cover the cost of awards.

Figuring out how many awards will be given out is also an important step to take early in the planning process. Some races will give out awards for just the top 3 male and female finishers. Some give out age group awards in addition to the overall awards. Some even give out awards for best costume or closest predicted time (in which they collect predicted times at registration). It’s really up to the race organizers as to the amount of awards that are given out. Many times this will depend on how much money there is to spend on awards and how many participants are expected to race.
**Race Shirts**

Most races have race shirts that are given to all participants as part of the registration fee. Race shirts can be a great way to advertise for future races, since participants will wear it long after the race (if it’s a cool shirt!). It can also be a great way to highlight sponsors for the race (normally on the back of the shirt). To create the shirt design, we recommend utilizing Creative Services on campus. Creative Service’s graphic designers can put together some great ideas, or they can assist who is designing the shirt with any questions. The design process takes time, so be sure to start this process well in advance of the race.

There are numerous companies that sell and print shirts, whether you decide to go local or non-local. Below is a list of a few shirt companies, but there are many more out there if you search the Internet. It is a good idea to ask for quotes from multiple vendors in order to find the best deals and type of shirt that you want for your race.

Examples of Shirt Companies:
- M&B Marketing
- Preferred Sportswear
- Price T Printing
- Specialties Plus of NC & FL
- Simply T's (Local)

**How Many Shirts to Buy**

Estimating the number of shirts to purchase for a race is always a bit of a trick. One way to try to avoid angry participants, who do not end up with a shirt on race day, is to advertise that only those who register by a certain date are guaranteed a shirt. This date should be determined by the amount of time your shirt vendor needs to print and send the shirts to you before race day. Otherwise, if you want to get everyone a shirt on race day, you will have to estimate high on numbers (which increases costs). If that is the case and you still end up short with shirts, you will need to keep track of who still needs a shirt and get them to the participants after the race once another order can be placed with the shirt vendor.

**Event Timeline**

As has been mentioned many times in this handbook, organization is key from start to finish when planning a race. One way to stay on top of tasks and marketing initiatives is to create event timelines. These timelines can be in a calendar format, as you will see in Appendix C, or can be in a checklist format, as you will see in Appendix D. You can make these lists or timelines for planning the event for months out, for the week before the race, and then for race day. Each of these different periods of planning and execution has different tasks to be completed.

**Race Day**

On Race Day, there are a lot of things happening simultaneously. To insure a smoother day for everyone, have the plan in place and communicated with your staff and volunteers prior to race day.

**Packet Pick-Up**

Packet pick-up can include actual race packets/bags that have sponsor flyers, giveaways, race bibs and t-shirts, or can be as simple as handing each runner his/her bib and safety pins along with his/her shirt.

If you are stuffing bags, the easiest way to organize packet pick-up is to have all the bags stuffed as generic bags so every participant gets the same bag. If you do so, the participants have to go down the
line and collect his/her race bib, race chip (if needed), and t-shirt (according to size). If you choose to do individual packets for each runner with all the items inside, each bag needs to be labeled specifically for the runner with the correct numbers and sizes of items inside. The organization is a little more complicated so for first-year races it is recommended to do the simpler pick-up process.

Sometimes races offer packet pick-up times the day prior to the race. This is an option, but you can also just have packet pick-up available for two hours prior to the race with a cutoff time of 15 minutes prior to the start of the race. This is to ensure all participants get to the starting line on time.

**Race Announcements/Starting the Race**

Someone from the race organizing committee will need to make some general announcements before participants actually start the race. Announcements normally include general course information and warnings, volunteer guidance available on the course, food/drinks available at end, and the start time for the awards ceremony.

You can start the race by yelling (though this isn’t recommended for your vocal cords!), using a megaphone, sound system, or using a starter pistol.

**Troubleshooting & Flexibility**

On Race Day, no matter how much you plan, there will be something that goes awry. It is important to remain calm, troubleshoot the problem, and be flexible. In the planning stages, it is good to go through any possible issues that might arise. However, it is inevitable that something will come up that you had not planned for during the planning stages.

**Set-up/Take-down**

Be sure to allow yourself, the committee, and the volunteers to have enough time to set-up the course and registration areas before the participants arrive. Also, always plan for a few participants to show up early (and some to show up late!). Take-down usually happens pretty quickly, but it is helpful if you have some people that are designated to stay and help cleanup. These individuals may be your staff members or volunteers at the race, but knowing that cleanup is part of their responsibilities in advance will provide some help after the race when people are heading out fairly quickly.

**Post-Race**

The race is over and you are probably exhausted. Be sure to take some time to yourself on Race Day after it is all over to relax. However when you get back to work, there are some very important things to complete before you can move on.

**Evaluations**

First, you can collect evaluations from your participants, committee members, and volunteers. Evaluations can be done on paper at the end of the race or through email on an online survey. There are many free online tools you can use. Make sure to leave space for comments within the survey so the respondents can expand on anything he/she thought was really great or could use improvement for future races.

**Budget**

All expenses and revenues need to be collected and paid to then complete the final balanced budget. Completing this process will help to make decisions about purchases, registration fees, sponsorship levels, etc. in future years.
Thank-You’s
Anyone that contributed to the planning and implementation of the event should receive a thank-you. This includes sponsors for their contributions and partnership, volunteers for their donated time and efforts, your committee for their hard work, and the participants for signing up for the race! Thank-you’s can be in the form of email or, especially with sponsors, in the form of a thank-you note sent in the mail.

Campus Contacts
Below are important contacts you may need when organizing your race.

Aramark: 828-227-7396, catering@wcu.edu

Creative Services: 828-227-7725, branding.wcu.edu

CRW Equipment Rentals: reccenter.wcu.edu; Facilities & Reservations; Make a Reservation; Special Equipment Request Form

EMS Standby Requests: ems.wcu.edu; EMS Standby Information and Requests

Facilities Management: 828-227-7442

Legal Counsel: 828-227-7116, legal.wcu.edu

Print Shop: 828-227-7159

UC Equipment Rentals & Outdoor Space Reservations: 828-227-3624

WCU Campus Police: 828-227-7301 (non emergency), 828-227-8911 (race day emergencies)

Extras
Other additional things can be added to your race. It is really up to you how much work and preparation you can put into a race to decide on whether or not you will include these types of items. The list below is just a few things you could add; the list is endless. Just be creative and have fun with it!

- Split Callers: At each mile mark, someone has a stopwatch that is synced with the starting clock and yells out times as racers pass by the location.
- Raffle: Donations from area businesses can be raffled off at the finish line when waiting for the awards ceremony to start.
- Kids Fun Run: A kids fun run of a fourth mile or half mile could be added that is a lower cost, but allows for the kids to participate in something fun. It is always fun to give the children medals at races.
Appendices

Appendix A – Paper Registration Form Example
Appendix B – Sponsor Solicitation Letter Example
Appendix C – Timeline Example - Calendar Format
Appendix D – Timeline Example – Checklist Format
Paper Registration Form Example

RACE DAY REGISTRATION FORM

Race: □ HALF MARATHON = $60 □ 5K Run/Walk = $25

Last Name: ___________________ First Name: ___________________ Age on Race Day: ______

□ Male □ Female Birthdate: ___________ Shirt Size: □ XS □ S □ M □ L □ XL

Address: ________________________________

City/State: ___________________________ Zip Code: ___________

Phone Number: __________________________

Email Address: __________________________

WCU Affiliation: □ WCU Student □ WCU Faculty/Staff □ Community

How did you hear about the Valley of the Lilies Half Marathon? ___________________________

HALF MARATHON ONLY: Is this your first half marathon? □ Yes □ No

EVENT WAIVER:

In consideration of your accepting me/my child’s registration, I hereby for myself, my child, my heirs, executors and administrators waive and release any and all rights and claims for damage I or my child may have against School of Health Sciences, Campus Recreation & Wellness, Western Carolina University, and the University of North Carolina, including all employees, officers, governors, trustees, and legally authorized agents and representatives who are in any way connected with this event/program. Further, in the event of an injury, I do hereby give permission and consent to authorize such First Aid and/or Medical and/or Hospital care or treatment as deemed appropriate. In addition, I am fully aware of the provisions covered by the fee for this event and I understand that if any emergency arises, any and all additional expenses incurred must be borne or assumed by the participants.

Signature: ______________________________ Date: __________________

Under 18: Parent/Guardian Signature: ___________________________ Date: __________________

For Office Use Only

Amount Paid: ___________ Initials: ___________
January 18, 2012

Campus Recreation and Wellness
379 Memorial Drive
Cullowhee, NC 28723

Dear _____,

Western Carolina University Campus Recreation and Wellness, along with the University Center and Residential Living, are currently planning the first annual RecFest on Friday, February 3rd. RecFest will provide students and members of the Campus Recreation Center with an “Early Spring Break” themed getaway with activities such as Cornhole, Human Battleship, a smoothie bar, Zumba, relays, obstacle courses, and more! The more activities an individual participates in, the more chances he or she will have to win prizes!

Please consider supporting this event by donating merchandise or services that will be used for raffle drawings, awards, and door prizes. We provide each of our supporting businesses with advertising exposure during the event. By donating items or services, _______ will be listed on thank you posters and be mentioned with thank you announcements throughout the events.

If you have any questions, feel free to contact ____________.

Sincerely,

Race Director Name
Timeline Example – Calendar Format

2009 Turkey Trot Timeline

Sunday Monday Tuesday Wednesday Thursday Friday Saturday

4 Committee Meeting 7:30pm - REC

5 WIRSA Meet with your Sub-Committees

6 WIRSA Volleyball 7pm

7 Soccer 5pm

8 Volleyball 7pm

9 Rugby TBO Soccer 3pm

10 Wi-Tennis 10am

11 Volleyball 7pm

12 Soccer 5pm

13 Volleyball 7pm

14 Soccer 5pm

15 Soccer 5pm

16 Football 1pm

17 Vball Tourney 3pm & 7pm Men’s Soccer TBD

18 Men’s Soccer 3pm

19 Football 1pm

20 Vball Tourney 10am & 2pm

21 Men’s Soccer 3pm

22 Poster on Campus

23 Chalk Campus

24 Red Banners at REC & MH

25 Flash Arrives!

26 WXOW Promo 2pm

27 Poster on Campus

28 Chalk Campus

29 Red Banners at REC & MH

30 Football 1pm

31 Volleyball 1pm

November 1

2 Billboards Posted (4 locations)

3 Info tables @ CCAWhit 11am-2pm

4 Banner up - Community

5

6

7

8 Chalk Campus

9 Banners up at REC&MH

10 Chalk Campus

11 Info tables @ CCAWhit 11am-2pm

12 Early Reg. ends (12am)

13 Football 1pm

14

15 Chalk Campus

16 Pick Up Water-Kwik

17 Info tables @ CCAWhit 11am-2pm

18 Week of Reg. ends (12am)

19 Pre-registration 9am-7pm REC

20 Chalk Campus

21 Pepsi Banners

22 End of Res Hall Challenge Sign up

23 Committee Meeting TBD

24 Follow-up Thank you’s, return borrowed items, recovery, etc

25 Thanksgiving RELAX!

26 Thanksgiving Break

27 No Class

28

Electronic Board @ CC

RACE DAY

Refer to Race Day Schedule (coming soon)
## Timeline Example – Checklist Format

### Valley of the Lilies Half Marathon Timeline

<table>
<thead>
<tr>
<th>Date</th>
<th>DONE</th>
<th>Activity</th>
<th>Person</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ongoing</td>
<td>in prog</td>
<td>Track &amp; Report Registrations</td>
<td>JC</td>
<td></td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>DONE</td>
<td>Gain race approval with DOT/campus</td>
<td>MT</td>
<td></td>
</tr>
<tr>
<td>Nov</td>
<td>DONE</td>
<td>Finalize medal art</td>
<td>JC</td>
<td></td>
</tr>
<tr>
<td>Dec/Jan</td>
<td>DONE</td>
<td>Design Logo</td>
<td>AG</td>
<td></td>
</tr>
<tr>
<td>3-Jan</td>
<td>DONE</td>
<td>Order Bibs</td>
<td>MT</td>
<td>Road ID sponsorship</td>
</tr>
<tr>
<td>Jan</td>
<td>Find Bags for race day</td>
<td>JC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jan</td>
<td>in prog</td>
<td>Recruit volunteers for race day</td>
<td>LL/All</td>
<td></td>
</tr>
<tr>
<td>Jan</td>
<td>DONE</td>
<td>Rules for Runners/Course</td>
<td>BR</td>
<td></td>
</tr>
<tr>
<td>Jan</td>
<td>in prog</td>
<td>Contact &amp; Lock-in Sponsors</td>
<td>All</td>
<td></td>
</tr>
<tr>
<td>Jan</td>
<td>Reserve outside space for race (clock tower/dining hall area)</td>
<td>MT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jan</td>
<td>DONE</td>
<td>Ad in CRC Newsletter</td>
<td>MT</td>
<td></td>
</tr>
<tr>
<td>Jan</td>
<td>in prog</td>
<td>Complete website with info/course</td>
<td>JC</td>
<td></td>
</tr>
<tr>
<td>Jan</td>
<td>DONE</td>
<td>Decide on giveaway for all racers</td>
<td>All</td>
<td></td>
</tr>
<tr>
<td>Jan</td>
<td>DONE</td>
<td>Design Shirts</td>
<td>KT</td>
<td></td>
</tr>
<tr>
<td>Jan</td>
<td>DONE</td>
<td>Press Release</td>
<td>David</td>
<td></td>
</tr>
<tr>
<td>Jan</td>
<td>DONE</td>
<td>Digital Signage in CRC</td>
<td>MT</td>
<td></td>
</tr>
<tr>
<td>Jan</td>
<td>DONE</td>
<td>Lock in timing system</td>
<td>MT</td>
<td></td>
</tr>
<tr>
<td>Jan</td>
<td>DONE</td>
<td>Finalize Training Program</td>
<td>JC</td>
<td></td>
</tr>
<tr>
<td>Jan</td>
<td>DONE</td>
<td>Promote Training Program</td>
<td>All</td>
<td></td>
</tr>
<tr>
<td>Jan</td>
<td>DONE</td>
<td>Decide on shirt vendor</td>
<td>MT</td>
<td></td>
</tr>
<tr>
<td>Jan</td>
<td>in prog</td>
<td>Race Course Graphic</td>
<td>Creative Serv</td>
<td></td>
</tr>
<tr>
<td>1-Feb</td>
<td>in prog</td>
<td>Get logos from Sponsors</td>
<td>All</td>
<td></td>
</tr>
<tr>
<td>Feb</td>
<td>in prog</td>
<td>Lock-in Campus Radio at finish line</td>
<td>BR</td>
<td>Radio is good</td>
</tr>
<tr>
<td>Feb</td>
<td>in prog</td>
<td>Recruit HIA students to help with Reg. prep, pick-up, etc..</td>
<td>GW</td>
<td></td>
</tr>
<tr>
<td>Feb</td>
<td>in prog</td>
<td>Shirt Design to vendor for proof</td>
<td>KT</td>
<td></td>
</tr>
<tr>
<td>Feb</td>
<td>in prog</td>
<td>Plan volunteer ‘spots’ / jobs</td>
<td>LL</td>
<td></td>
</tr>
<tr>
<td>Feb</td>
<td>in prog</td>
<td>Reserve water station equipment</td>
<td>LL</td>
<td></td>
</tr>
<tr>
<td>Feb</td>
<td>in prog</td>
<td>Guidelines for water stations</td>
<td>LL</td>
<td></td>
</tr>
<tr>
<td>Feb</td>
<td>in prog</td>
<td>Meet with water stations clubs/groups</td>
<td>LL</td>
<td></td>
</tr>
<tr>
<td>Feb</td>
<td>in prog</td>
<td>Layout Start/Finish Line</td>
<td>LL</td>
<td></td>
</tr>
<tr>
<td>Feb</td>
<td>in prog</td>
<td>Locate Water Stations</td>
<td>LL</td>
<td></td>
</tr>
<tr>
<td>Feb</td>
<td>in prog</td>
<td>Locate Aid Stations</td>
<td>AG</td>
<td></td>
</tr>
<tr>
<td>Feb</td>
<td>in prog</td>
<td>Flyers on campus/community</td>
<td>MT</td>
<td>Waiting for final sponsors</td>
</tr>
<tr>
<td>Feb</td>
<td>in prog</td>
<td>Order Banner from Print Shop</td>
<td>MT</td>
<td>Waiting for final sponsors</td>
</tr>
<tr>
<td>Feb</td>
<td>Order Mile Markers</td>
<td>MT</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>