

Hosting a Community Race TLC STYLE Important points:

- STRUCTURE & Organization- only embark on this IF you have a dedicated CA or patient who has the time to invest over the course of 9+ months. Estimate the total hours to organize your first race:
 - IF managed/organized by one person at minimum 10 hours per week dedicated to race planning for the first 3 month – thereafter, 15-20 hours per week for person 1 and an additional 5 hours a week for social media outreach / graphic design tools
 - Welsh office was on a committee of businesses who put on races so they have many people supporting and planning their races → TLC Chiro does not
- Secure a race registration platform that is simple to use and lots of easy access and customer service. We used -race website – raceentry ← we will not be using this platform again as it does not cooperate with race timing companies.
- Use Bitly (to make registration link pretty)
- Promotions (QR flyers, weekly social media posts, review wave text/emails)
- Excel sheets detailing every expense and income before it goes anywhere
- ALL monies need to be in and out of a separate banking account- and any donations are made out to the organization you are raising money for
- IDEALLY you set up a non profit account before you receive any race entries or donation amounts
- Excel sheets detailing your sponsors – who they are as well as sponsor levels
- Excel sheets to keep your contact list together
- Document listing your specific wants and goals for the event
- Shirt company- budget the ideal amount for shirts and the quantity of shirts and size allocation recommendations
 - May range anywhere between \$7-16 per shirt then add the cost for the set up and delivery which are close to \$300
- Bib timing company- elaborate on how to select them and details
 - What are your options, do you have more than one option available
 - Expect to spend around \$700
- Lawn signs and banner company (and which high-traffic areas in your town you will be able to hang banners and put signs up in)
 - We purchased 3 20 foot banners to hang around the town that we will also be able to use following years which was around \$1,000-1200
 - And for lawn signs we spent \$3-400 on 25 lawn signs
- 20 foot banners to be hung in the town – ask in advance and contact the township for permission if the signs will be hung over roadways in the township
- Event decorations (balloon arch or start/finish arch), course stations around \$700
- Event DJ - estimate the cost expense for this and the amount of hours needed estimate 3 hours needed and will cost anywhere between \$400-800
- Sponsor tables
- Food or snacks for runners after the race- secure donations- from grocery store- bananas, water bottles, gatorade, power bars

- Location
 - Approval for location
 - Support from community surrounding location (Parks & Rec, police depts, schools, school district, athletic department in surrounding areas, xc and track teams)

- KNOW THE COURSE- have runners run and time the course
- Ask permission and if you need to close any roads or utilize park grounds, that will also be an extra cost likely ranging from \$300-600
- Local businesses to donate awards for age group winners-

- KNOW YOUR TEAM
- Volunteers – depending on race size, your volunteer needs will differ
 - Minimum of 10 volunteers – for a 150 + person race, closer to 15 volunteers
 - Volunteer stations, where will each person be and when and until when
 - Who from your team will be volunteering – is your team volunteering OR are they participating, they CANNOT DO BOTH
- Registration and bib pickup – when will this be held and where – who is working at it
- Which of your sponsors will have tables at the event, if any
- Know your key support people for the event
- Constant communication with the timing company on race day

Likely costs: \$7,000 - \$11,000