Racing / Running / 5k / 10k / Marathon Production Guide

First Draft Outline – Full Version Coming Soon

Many events and festivals either have a running component to them or utilize a run as the focus of their event. With that, there are unique elements to consider when producing a race:

- Planning the Race
  - Deciding what kind of race to have – length(s)
    - 5k
    - 10k
    - Half Marathon
    - Full Marathon
    - Relays
    - Kid's Races (often less than 2k)
  - Planning the race route
    - Coordinating with local municipalities to ensure road closures are possible
    - Ensuring the race route is the proper length
    - Working with local residents and/or businesses affected by the route to ensure cooperation
  - Coordinating the race timing
  - Implementing a sign up / registration process online and/or in person
  - Providing runners with the proper gear onsite
    - Race bibs
- Executing the Race
  - Building a proper start / finish area
    - This can involve a truss portal with signage, a finish line ribbon, PA for announcements, and area for crowds to gather
  - Building the race course
    - Often, there is a short amount of time

between the road closures start and the race start, so it's imperative there is enough of a crew to move the barricade, water stations, and other infrastructure into place in time
- Ensuring racers have standard amenities during the race
  - Water stations
  - Restrooms
  - Signage
  - Food / drink after the race
- Having a place for racers to check their results, be it in person and/or online
- Sponsorship Opportunities for Races
  - Pace Car
  - Signage along the race route
  - Signage on the start / finish portal
  - Online
  - On the race bibs
  - MC for calling the race (often this can be someone from a local TV or radio station)
- Optional Ideas
  - Having a post-race entertainment area
  - Having entertainment along the race route
  - Encourage runners to wear costumes / participate in a theme
  - Involve a local charity
  - Lockers to store gear

The Turkey Trot Start / Finish Line with Pace Car in Austin, Tx