

FESTIVAL AND EVENT PRODUCTION

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