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