



IN FOCUS TIMING, LLC.
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CREATING YOUR EVENT – LAYING THE FOUNDATION

Provided enough time and proper planning, any event can be a tremendous success. It is usually a good idea to allow several months to a year for the first edition of the event to ensure ample time for necessary permits, insurance, and to line up sponsors. Below is an outline of what it takes to put on a race.

- **Pick a date**
 - o Before you can even approach a facility or municipality to hold an event, you need to know *when* you want to hold it. While the exact starting time is not completely necessary at this point, have a date, or a couple of them in the event your first choice is not possible.
- **Establish a location for the event**
 - o Organizations put on events for different reasons. Sometimes it is a fundraiser for a specific group, and it is desired to hold the event at the group's base of operations. Other times the location is not important as long as it is in a general region (ie. a specific town.)
- **Get approval/insurance for the location/course**
 - o Typically you will need permission from multiple entities, such as the building you want to use and then the roads you want the course to run on (contact the town). If it is a trail race, you may need permission from a park or adjacent landowner. If approved, there is typically a fee as well as an insurance requirement.
- **Design the course**
 - o Now that you know you can hold the event, decide on what you want the event to offer. What will be the distance? Will you also offer a kids race or possibly a second main distance?
 - o A good starting point for designing a road race is to use a program such as mapmyrun.com. While these are impressive programs, simply use it for *planning* – do *not* rely on it as being accurate! If your event is not USATF-affiliated, you can effectively measure the course by either using a measuring wheel or a calibrated bicycle (repetitively to ensure consistency.) If you desire USATF-certification, which *guarantees* an accurate distance, this can be purchased and a representative from USATF will measure the course for you, providing a detailed map with it.
- **Runner Amenities**
 - o Giveaways and awards are the two most visible amenities. While T-shirts seem to be the ubiquitous force, some races are now moving towards either giving "technical" shirts, or even other merchandise such as shorts, socks, glasses, water bottles, etc. The same goes for awards; while trophies have traditionally been considered more appealing than medals or ribbons, many races are moving towards more practical awards, including merchandise or gift certificates. Both cost and the desire to be unique should be considered.
- **Create the application and advertise**
 - o Regardless of the reason you are holding the race, you need to make people want to come to it! In particular, if there are other races occurring in your region on that day, you want them to choose your event. See our "Application Guideline" for more information on applications.
 - o Once this is done, get the word out! The Internet is a great way to do this. You can list your event for free on nearly any running website, and having a website is also a great way to provide more information that can't fit on the application. Contact In Focus Timing if you would like a website designed for your event. You may also want to consider local magazines, newsletters, and newspapers, as well as sporting good stores and other retailers.



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GENERAL EVENT TASKS

Below is a framework indicating the typical components of an event and what In Focus Timing can offer.

Consultative Services

- Assistance in ordering/pricing
 - Giveaways
 - Awards
 - Race Numbers (bibs)
- Designing the course map
 - Large copies for day-of viewing
- Prompt consultation/answers to your questions

Event Preparation

- Receiving and processing pre-registered runners applications
- Event Website
- Online registration
- Meeting with police to outline event day

What is expected from you:

- Necessary Permits
- Insurance naming In Focus Timing as Additionally Insured (Certificate of Liability Ins.)
- Arranging medical support/ambulance
- Printing of race applications
 - Distribution at local businesses
 - Provide IFT with fliers (for races)
- Arranging/purchasing refreshments
 - General food (bagels, fruits, etc)
 - Water for water stop/after
- Contact the local media (TV/print)
- Solicit volunteers
- Securing a lead vehicle (typically police)
- Photographer (for your own use)
- Teardown and clean-up of event site

Event Day Operations

- Providing coordinators for all areas
 - Directing volunteers
 - Reg · Finish · Course · Awards · Ref · Clean-up
- Marking the course
 - Course signage (Mile marks)
- Working with the police to ensure adequate traffic control and course security
- Handling Day-Of Registration
- Starting the event
- Finish Line Management/Equipment
- Timing the race
 - Chip timing
 - Split mats
- Providing results (overall/age groups)
- Music/DJ services at finish
 - Entertainment/PA
- Orchestrate the awards ceremony
- Videography/Photography

Post Event

- Results put online at www.InFocusTiming.com within hours of the event (**at the event** when Internet access is available)
 - Fully searchable based upon custom user queries
 - Graphical Results display showing a runner who finished near them (color coded by gender/age group)
- Finisher Certificates in PDF form
 - Runners can download their certificate, print at their own convenience
 - Event can provide these **without any printing or postage charges**
 - Automated emailing of individualized certificates to all finishers