

Suggested Race Director Event Preparation Timeline

Seven Months Prior

- Select a date Determine the race distance and course
- Seek approval from authorities and purchase required permits (roadway and/or park)
- Determine cost of required police security
- Coordinate with your Race Scoring Company
- Solicit sponsors
- Sign agreements between the race organizers or presenting sponsor and the race scoring group if these are separate entities

Six Months Prior

- Continue to solicit sponsors (if necessary)
- Approve a preliminary event budget
- Set up supervisor or committee responsibilities

Five Months Prior

- Continue to solicit and secure sponsors (if necessary)
- Hold meetings to update the race organizing committee and assign responsibilities
- Plan the promotion of the event
- Measure the course (certify if desired)
- Begin work on the entry form (copy and layout, camera-ready sponsors. logos, maps)

Four Months Prior

- Have the entry form artwork completed and schedule printing for at least two weeks in advance of the distribution date
- Secure a liability insurance policy and required permits
- Order bib numbers
- Determine registration locations
- Develop and approve the T-shirt design
- Set Up Online Registration
- Set up Event Website
- Set Up Event Facebook and Twitter Accounts

Three Months Prior

- Take delivery of and distribute the entry form
- Begin recruitment of volunteers
- Hold meetings to update the race organizing committee
- Order supplies and rental equipment
- Establish registration procedures
- Order banners (if necessary)
- Send regular Facebook and Twitter updates

Two Months Prior

- Continue distribution of the entry form
- Prepare other printed materials for distribution
- Update the list of all supplies and rental orders
- Contact key volunteers and groups to manage the aid stations, refreshment distribution and other selected areas on race day
- Hold meetings to update the race organizing committee
- Begin registration and packet preparation
- Order trophies / medals
- Confirm medical support (ambulance rental or donation)
- Confirm refreshment suppliers
- Order portable toilets
- Order sound system
- Check course markings
- Begin promotion (press releases and advertising, if any)
- Order rental barricades and cones
- Send regular Facebook and Twitter updates

One Month Prior

- Meet (on location, if appropriate) with race course marshals, aid station groups, lead cyclists, start and finish line coordinators, refreshment vendors, etc.
- Distribute information/advisory flyer to surrounding neighborhoods
- Hold meetings to update the race organizing committee
- Review T-shirt quantities (compare to registration numbers and re-order if necessary)
- Review all supplies and rental orders, deliveries and setups
- Continue registration and packet preparation
- Meet with park superintendent (if park course is being used)
- Appear at local running club meetings to plug your event.
- Coordinate a television appearance or radio spot plugging your race if possible.
- Collect all sponsor logo artwork files for T-Shirt
- Order T-Shirt Production
- Send Weekly Facebook and Twitter updates

Week of the Race

- Continue registration and packet preparation
- Meet with key area supervisors and coordinators
- Assemble finish line equipment (unless a race scoring group has been hired)
- Confirm delivery of supplies and services
- Send Daily Facebook and Twitter Updates.

Race Day Setup:

- barricades
- race day registration and packet pickup
- race course (mile markers, cones, aid stations, start)
- finish and scoring areas
- refreshment and awards presentation areas
- Conduct the event
- Provide results to the media (phone calls, press releases)

Weeks After the Race

- Send results to finishers (if printed results or finisher's certificate was part of the race entry package)
- Send thank you letters to volunteers, sponsors, police, etc.
- Prepare an income and expense report
- Hold an event evaluation meeting with the race organizing committee and establish an initial plan for the next year's race.