

Lake Agassiz Pacers Guide for Road Race Organizers in the Fargo-Moorhead Area, 2014

A lot of work goes into planning a road race. Use this checklist as you count down to race day.

For additional information, visit LAP's website www.lakeagassizpacers.com or e-mail us at lakagassizpacers@gmail.com.

How Long the Task Should Be Done Before Race Day	Task	Notes
At least 45 days	Get permits and insurance.	Plan for a course on streets with little traffic or run in a park. We often use Lindenwood Park in Fargo. If the race will be held on Fargo streets, you'll need to plan for traffic control. See www.cityoffargo.com/CityInfo/Downtown/EventParadePermits and note that you must apply 45 days before the race. You'll probably need liability insurance. We usually purchase ours through USA Track and Field (USATF) www.usatf.org , the national organization governing track and field.
	Set a date, time and place for the race.	Check the LAP race schedule www.lakeagassizpacers.com/race_schedule.html to avoid conflicts with major races. In midsummer, your race should start early in the morning, probably by 8 a.m. or earlier. Plan the race-day schedule for registration and packet pickup.
	Set up online race registration	ZapEvent www.zapevent.com can handle online race registration for a fee.
	Create a race website.	The race website should contain complete race details. It might also include a link for online registration and a printable registration form.
	Get your event listed on race schedules.	To have your event listed on the LAP race schedule http://www.lakeagassizpacers.com/race_schedule.html , send a message to lakeagassizpacers@gmail.com with this information: the race date, place, name and distance, along with the address of the race website or a flyer in PDF format that we can link to your race listing. The LAP race schedule page has links to several other race calendars. Also, get your event listed on the Recreation Scoreboard in the Sports section of the print version of the Fargo <i>Forum</i> newspaper www.in-forum.com and online at www.inforum.com/event/article/id/409568/publisher_ID/1/ .
	Prepare and distribute flyers	
	Line up volunteers for	You may need help with race-day registration, directing runners on the course and providing water.

	race day.	
	Order shirts, caps, etc.	T-shirts or technical shirts for runners help to promote your organization or event. Shirts can also name the race sponsors. We often buy shirts from JK Sports in Fergus Falls, Sportland in Moorhead and Lakeshirts in Detroit Lakes. Instead of shirts, races sometimes give runners other items, such as mugs, hats and gloves.
	Order awards.	Runners like age categories so they compete against their peers. LAP always gives awards in several age categories for men and women, usually in 10-year-spans, e.g., 20-29, 30-39, etc. The awards go three deep in each category, but some smaller races give only 1 or 2 awards in each age group. You could also give separate awards to the top overall man and woman or even go three deep in each category for overall awards. When ordering medals, ribbons or trophies, you might try to find awards that fit your race theme.
	Order door prizes.	LAP often holds races without any door prizes.
	Rent timing equipment.	<p>You don't necessarily have to time the race. If you aren't going to record finish times, you can rent just a display clock from LAP for \$25.</p> <p>Many runners like to get their correct time and complete race results.</p> <p>You can rent a handheld TimeMachine from LAP and it is suitable for a 5K with fewer than 200 runners or a 10K with fewer than 350 runners.</p> <p>Larger races require chip timing. Pickle Events (www.pickleevents.com), Anderson Race Management (www.andersonraces.com), RaceBerryJam (raceberryjam.com), and SoleMotion (www.solemotionrace.com) chip-time road races.</p> <p>If LAP times the race, we usually have results ready soon after the race and we can post your race results at www.lakeagassizpacers.com</p>
	Order bib numbers.	RoadID www.roadid.com/Sponsorship/ supplies free bib tags, but the numbers on the tear off tags are very small. Marathon Printing http://shop.marathononline.com , Rainbow Racing www.rainbowracing.com and LAP also sell bib numbers.
	Measure and mark the course.	An out-and-back course is easier to measure, but many runners prefer a looped course. Runners like an exact course, so try to get an accurate measurement. Don't use a car odometer to measure a race route. A GPS watch can give a fairly accurate measurement. Fargo has four courses calibrated by bicycle. A

		calibrated bicycle must be used when measuring a race route for USATF certification. See http://rrtc.net for information on course certification. You can measure the route yourself or find someone to do it at www.usatf.org/events/courses/measurers .
	Order food for race day.	You don't need much food for just a 5K race...perhaps some bananas, oranges and granola bars. In addition to fruit, sometimes we purchase mini-muffins from Great Harvest. You'll also need water, which is probably better than Gatorade. We use paper cups to reduce plastic use.
1 day	Fill race packets.	
1 day or race day	Pick up food.	
Race day	Take pictures.	Optionally, take photos of runners and post them online. You could post them on your organization's website or on your organization's Facebook page.
	Draw for door prizes.	Door prizes are not necessary.
Soon after the race	Post results at the race site.	When LAP times races, we also try to give runners printed race results soon after the race.
Soon after the race	Post race results online.	LAP and Pickle Events post results online for events they time.
	Send a post-race e-mail to runners.	In the message, include a link to the online race results.
Soon after the race	Send out shirts and prizes.	You might optionally send out shirts and prizes to runners who were unable to run the race, or give runners an opportunity to pick them up.
Within 15 days after the race	Report to insurance company	Submit a race report to USATF or whatever company provided insurance for the race.
	Set a date for next year's race.	

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