

TIPS ON BROCHURE DESIGN AND RACE ADS

ENTRY FEES, FUND RAISING, RACE MEMENTOS, CHARITIES.....Recent polls, both by show of hand and by questionnaire have indicated strongly that runners want races to be primarily for RUNNERS and not fund raising. Fund raising and high entry fees will not usually produce a large field unless you have a very unusual event. If you are raising money, keep your entry fees reasonable....\$12 to \$20 with a memento and \$8 to \$10 without a memento. What about penalties for race day registration? Many runners do not make a decision about racing until the night before; therefore you may wish to have no penalty for race day registration. Runners definitely prefer an option of entry with or without a memento. Remember, race costs preclude any significant profit, unless you have sponsors willing to absorb these costs. SCHEDULING...this is top priority. Do not schedule on the same day as another event in your area. Work closely with the OKLAHOMA RUNNER and USATF Oklahoma to avoid conflicts. Too many races with diluted fields are becoming a problem, especially in the metro areas.

**YOUR RACE OR EVENT IS SANCTIONED IT IS NEVER CERTIFIED.
YOUR COURSE IS CERTIFIED IT IS NEVER SANCTIONED.**

This is the most common mistake made on race brochures and in race ads. A sanction means you have the approval of USATF, that is, you have agreed to follow certain rules regarding safety, scoring, registration, etc. Your course has been certified as accurately measured. Some race directors are still using the term sanctioned course and/or certified race. Sanction and certification are two entirely different items and have no connection whatsoever.

Show your course certificate number on your brochure or ad as follows:

USATF CERTIFIED COURSE

OK-80888-BB (Check your certificate no.)

RUNNERS ELIGIBLE FOR STATE AND NATIONAL RECORDS AND NATIONAL RANKINGS

If your course certification is not approved at the time your brochure is prepared, state that certification is pending. Also, state that your race is USATF SANCTIONED and use one of the USATF logos in the packet.

Use the waiver sent to you by reducing it to fine print. This waiver is carefully worded and could be binding. This waiver was written by a law firm handling a major suit filed by a runner against run promoters.

Make sure you explain standard Oklahoma age groups. They are explained in detail in the packet. A short version is as follows: 5 km is 12 & under, 13-15, 16-19 then 5 year groups through 80 & over men, 70 & over women. 8 km thru 15 km is 15 & under, 16-19 then 5 year groups through 80 & over men, 70 & over women. 20 km and longer distances are 19 & under, etc.

The following statement should be on all brochures and ads:

**POSITIVELY NO DOGS OR ANIMALS OF ANY KIND ON THE COURSE.
POSITIVELY NO WHEELS OF ANY KIND INCLUDING BABY
STROLLERS AND BICYCLES.**

Competitive wheel chairs are permitted at the race director's discretion. (pushed wheelchairs are not allowed) It should be advertised one way or the other. Many courses are not conducive to wheel chair racing because of the terrain or traffic control.

Make certain you have a space for specific AGE on your brochure if you have pre-race registration. Specific age is necessary for results and records.

Use the designation km in the lower case for kilometer and NOT K. We may be locked into calling kilometers K; however it is grammatically incorrect and it is not the proper designation as K stands for kelvin. Always put a space between the distance and the km as in 8 km.