

Tip Sheet

5 Ways to Conquer Race Logistics

The end of a race is thrilling. But organizing a race isn't nearly so glorious as the endorphin-filled finish line. It may end with relieved runners striding across the finish line, and gold medals hanging from necks, but the preparation is more like the painful months of training that come first.

Managing a race is no easy task — and when you're busy trying to sell registrations, it's hard to handle all the little logistics that make race day go smoothly. To find out how the pros manage their to-do list before a race, we sat down with some of Eventbrite's race director partners. Follow their five steps to success, and you'll be ready when the starting gun goes off.

Step 1: Balance your budget

" If you don't have an established budget and don't have a basis for what you are spending your money on, you will find yourself in trouble. The last thing you want to do is pull vendors out or have to make adjustments in your operation plan. Establishing a solid budget before establishing the plan for your race is key."

— **BRYAN GANEK**, COO of Adrenaline Sports Management

Step 2: Perfect the permit process

" Kill with kindness! Go into the permit process with a clean slate and when you are having a good day. Things will always get delayed and forms can get lost, so you must be flexible and have a great attitude."

— **ORHAN SARABI**, Race Director of the Santa Rosa Marathon

Britetip: Get friendly with the local government

Build relationships with those that deal directly with the race course, like police and public safety officials. Take it from Frankie Ruiz, the Miami Marathon's Chief Running Officer. Fifteen minutes before his very first race, the lead police officer changed the course, reversing the direction and cutting the race from a 5k to a 4.6k. Ruiz had no choice but to follow the orders and face angry participants afterwards.

The lesson? By establishing these relationships in advance, you can make sure "everyone you're working with on race day has the event's best interest in mind," Ruiz says.

Step 3: Choose a registration partner that gives you control

" Holding events is not a cookie cutter process. Our main goal was to figure out the most efficient way to minimize the manpower needed and have the flexibility to change event details, because every event is unique in nature. Eventbrite is totally seamless. It's easy and you can do it yourself."

— **PAOLA TORNABENE**, VP of Corporate Affairs at Stephen Siller Tunnel to Towers Foundation

Step 4: Deliver on the details

" We've all heard the phrase 'the devil is in the details,' and it's not for nothing. No matter the size or scale of your event, the little things add up, and they make all the difference in the long-term success of your event. Look at the Tough Mudders and Spartan Races of the world. These brands are big for a reason: they nailed the small stuff first. From the ideal starting line location to bathroom placement to parking lot size and helpful signs, it's critical you map out these details to a tee before you start thinking bigger, better, and further out."

— **BRETT STEWART**, obstacle course race advisor and founder of the Mud Run Guide

Britetip: Keep improving on the year before

" We make the event as easy to access and well organized as possible. As we have grown, we realized parking was becoming a challenge, so we created a shuttle service. Little things like that show that you're not just a run, you're a first class event."

— **TAMMY ELLIS**, Special Events Coordinator at Drumstick Dash



Step 5: Recruit great volunteers

"Race volunteers help make the whole event happen: they are on the course, filling drinks at water stations, helping at the start and finish lines. Reaching out to your local community, in groups where there is volume — such as schools and scout groups — has proven the most successful. Giving back to your volunteers as a thank you for their help is also important, such as donating to their causes or charity of choice."

— **CHUCK GEORGE**, Race Director of the New Orleans Jazz Half Marathon

Now that you've got the logistics down, it's time to sell out your race. For expert advice, click here to download **our month-by-month guide** on everything from setting registration prices to marketing on social media.

Eventbrite is the world's largest registration platform, providing a seamless solution for race directors to set up, promote, and manage their events. Eventbrite has powered more than 200M registrations to date, connecting race organizers with millions of athletes in more than 180 countries worldwide.

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