

## **EVENT SERVICES**

Charm City Run Events (CCRE) offers a full selection of race management services that can be tailored to meet your specific needs. The CCRE team has experience in participating, consulting and managing endurance events; including road and trail races, duathlons, triathlons, cycling events, and long-distance swims. From the early stages of planning up to race day, let us take the stress and frustration out of hosting a successful event.

### **SERVICES**

#### **A. Course & Race Management**

- a. CCRE can design and measure a new course in a variety of distances from 5k up to marathon at a location of your choice **OR** CCRE can identify an existing location/course suitable to your needs
- b. CCRE can certify road race courses through USA Track & Field (*additional fees apply*)
- c. CCRE can mark the course with mile markers, directional signage, and cones as needed, and can arrange for the rental and placement of additional traffic control measures when required
- d. CCRE can create an online course map showing participants the race route
- e. CCRE can manage the addition of an organized walk (usually 1M to 5K) to coincide with the race
- f. CCRE can acquire, or consult on the acquisition of permits needed for the event
- g. CCRE can construct a finish line zone with an inflatable structure, chute & timing clock
  - i. Inflatable structure can be customized with banners for your race
  - ii. Structures are available in several sizes depending on the race size and location
- h. CCRE can provide a sound system with microphone for pre-race announcements, music, and post-race awards

#### **B. Event Insurance**

Acquiring insurance coverage for your event is a critical part of the planning process. **CCRE requires that all organizations provide proof of existing coverage specific to the event, or acquire event insurance.**

- a. CCRE can provide insurance coverage for the host organization, race director, and other necessary entities through USA Track & Field
  - i. Final cost depends on # of participants
  - ii. \$1M per occurrence/\$3M per event policy
- b. Information on program details, limitations, and coverages is available in additional literature

#### **C. Event Registration**

- a. CCRE can create an online registration page for the race with electronic waiver through RunSignup and can specify any organization to be the recipient of funds
  - i. Direct deposit payments are released weekly
  - ii. Paper checks can be used as an alternative to direct deposit, but fees from RunSignup do apply for this service
  - iii. CCRE can monitor the dispersal of funds online and provide reports as needed

## Charm City Run Events

www.CharmCityRun.com

- b. CCRE can assist with peer-to-peer fundraising and donation setup for your event through the RunSignup/GiveSignup platform
- c. CCRE can set up administrative access for your organization to view participants, pull financial reports, and access other data for your event
- d. CCRE can coordinate 1 mutually agreed upon packet pickup in a Charm City Run retail location for the race, in addition to race-day packet pickup, and will provide at least 1 staff member to assist with packet pickups. Current retail locations include:
  - i. Annapolis
  - ii. Baltimore (Fells Point)
  - iii. Bel Air
  - iv. Columbia
  - v. Frederick
  - vi. Timonium
- e. On race day, CCRE provides at least 1 staff member to assist with packet dispersal and new registrations.

### **D. Promotion**

- a. CCRE can place your race brochures on the “Event Table” at all Charm City Run events and at all packet pick-ups in Charm City Run retail stores.
- b. CCRE can create an event webpage on [www.charmcityrun.com](http://www.charmcityrun.com) including all race information (date & time, registration fees, information about your organization, link to registration, etc.).
- c. CCRE can advise on brochure content, website development, and marketing strategies as needed
- d. CCRE can be listed as an upcoming event with a direct link to the race page on one monthly newsletter email blast prior to the event (75,000+ email subscribers)

### **E. Timing and Scoring Services utilizing Race | Result Chip Timing**

- a. CCRE will provide a race bib number for each registered participant (custom bib numbers with race name, logo, date, etc. can be ordered – additional fees apply)
- b. A variety of chip technologies are available:
  - i. Chips that attach to the back of the bib number (road races)
  - ii. Reusable chips attached to neoprene ankle straps (multisport races only)
- c. CCRE will set up the following timing points on the course:
  - i. Start
  - ii. Finish
  - iii. Additional timing points are available (mile splits, triathlon/duathlon transitions, announcer mats, distance check mats, etc.) – additional fees may apply
- d. CCRE will time the event and capture chip and gun times for all participants
- e. Overall and age group results will be provided for the awards ceremony, and will be posted online at [results.charmcityrun.com](http://results.charmcityrun.com) at the conclusion of the event
  - i. If RunSignup is used for registration, results can be posted online in real-time and participants can sign up to receive text or email notifications with their time when they finish
- f. CCRE will provide all computers, printers and related equipment needed to produce the results

## **Host Organization Responsibilities**

The responsibilities of the host organization can include, but may not be limited to, the following:

- A. Depending on the contract, either the host organization or CCRE will be responsible for the coordination and filing of any permits necessary for the event. After discussing location and course needs the determination of who is responsible for permitting is made, and CCRE can support as needed.
- B. If logos are created for the event, the host organization will provide CCRE with full color, high-resolution logo files to be used for promotion purposes on the CCRE and registration websites
- C. The host organization will be responsible for all race marketing and promotion desired including site signage, online advertising, banners, etc.
  - a. While CCRE promotes each race, the host organization must play an active role in promoting the event
  - b. Additional marketing ideas and opportunities are available upon request
- D. Host organization will be responsible for the design, ordering, and cost of any t-shirts or other race premiums given to participants
  - a. CCRE can assist in this process by advising the host organization on quantity and type of premium
  - b. CCRE has several preferred award vendors that offer discount pricing
- E. Host organization will be responsible for the design, ordering, and cost of awards given to participants
  - a. CCRE can assist in this process by advising the host organization on quantity and type of awards
  - b. CCRE has several preferred award vendors that offer discount pricing
- F. Host organization is responsible for recruiting volunteers to serve at packet pickup/registration assistance, water station(s), and as course marshals. The quantity of volunteers needed varies on the size of the event, complexity of the course, and several other factors. Needs are reviewed in advance, and RunSignup can be used to manage volunteers and communicate pre-race.

## **FEES**

Fees for events vary based on the selection of services, location, time of year, and other factors. A full explanation of race fees will be provided upon request after a consultation, and we are happy to guide you through the process of picking the options that work best for your event.

## **SCHEDULE OF PAYMENTS**

The following amounts would be due as scheduled:

- A non-refundable deposit credited toward the total balance is due with the signing of a contract. The deposit is typically equivalent to 25% of the total contract amount, with a minimum of \$750.00. Please note that work cannot begin on your event until a signed contract and deposit have been received.
- The remaining balance is due within thirty (30) days after receiving the final invoice from CCRE.

## **NEXT STEPS**

We would love to continue the conversation about your event and how we can help you meet your goals. For brand new events, we advise reserving 6-8 months at minimum to organize and plan your event before your desired race day. If you are interested in moving forward with planning a race please contact us via email or by phone at (410) 308-1870 and an Event Manager will get the process started!

Please do not hesitate to reach out to us with any questions you may have.

WE LOOK FORWARD TO WORKING WITH YOU!