1. Determine the type of race you will have (road race, trail race, triathlon, run/walk, etc.)
2. Determine location and distance of the race. Map out course to determine any conflicts
3. Set event date
4. Create a budget (check it twice)
5. Notify proper authorities and apply for and secure state or municipal permits. Get certificates of insurance. Notify police/ fire department. Notify hospital/emergency medical services.
6. Build a volunteer list and assign tasks
7. Promotion plan:
8. Registration
9. Coordinating sponsors
10. Medical personnel and services for onsite needs
11. Security needs for event and route
12. Awards: Medals, Category awards, other
13. Water stations
14. During and post-race clean-up
15. Contact possible sponsors
16. Determine entry fee (based on budget/similar races in area)
17. Create entry form
18. Promote event
19. Create/update website
20. List event on local/state race calendars
21. Create flyers/posters
22. Distribute entry forms
23. Press releases to local media
24. Advertisements
25. Secure supplies/vendors
26. Race timer
27. Race shirts, Volunteer and Staff shirts
28. Giveaways
29. Race bib numbers/safety pins
30. Drawstring/poly bags for race packets
31. Awards/Medals - Overall, Age Group, Etc.
32. Official photographer
33. Sponsor or donor gift
34. Prepare the race site
35. Course measurement and certification
36. Mark race course
37. Create signage for course and race site
38. Secure any tables/chairs for various stations
39. Ensure electric hook-up is available (if needed)
40. Ensure changing area/showers/restrooms are available
41. Arrange for post-race refreshments
42. Prepare information packet for runners
43. Course map with mile markers, aid/water stations, and restrooms marked
44. Start/finish information
45. Medical information
46. Check-in information
47. Results information