

# Murrysville “Beat the Heat” 5K Race

## Race Coordinator Job Descriptions (version 4-1-08)

### Race Director

#### Duties:

- “Off-Season” (Sept – March)
  - Coordinate replacement Coordinators
  - Establish Race Date
    - Follow School Board vote on school year (need school start date), School Board usually votes on school year in March
      - Check with Deb Wallace at Athletic Dept 724-327-5456x5014
    - Race date is two Saturdays before school start date (last two weeks of summer are mandatory soccer practice weeks. Race is on Saturday between these two weeks).
  - Setup First and subsequent meetings (~ 1 per month, starting in April)
- Hold Meetings for Race planning
  - Set agendas
  - Issue minutes to document decisions for posterity
  - Develop budget
- Obtain indemnity insurance coverage for Booster Organization and the Race committee, and workers.
  - Have gained this through Berkepile Insurance Agency; Erie Insurance Group, in the past (\$175)
    - Bill Berkpile 724-468-5202; PO Box 117, Delmont, Pa, 15626
    - Needs Race date and Fee from Treasurer
  - Inquired of school Business Director as to need for insurance since the event is on school property and linked to a school activity. Answer was 5K must get their own insurance since Booster Org is considered an outside organization (not a school sanctioned org).
- Secure Sloan property use
  - School grounds, rest-rooms, cafeteria, and 10-12 tables
  - Requires submitting a form to Franklin Regional (form is online)
  - Request access to school and Tables by 6AM
- Communicates with the FR Soccer Coaches and AD to promote the race
  - Identifies race date to team VPs, Coaches, AD
  - With AD – coordinates communications to other sport coaches (Cross-country, etc) and other school’s Ads and coaches
  - Obtains award stands from school through AD.
- Contacts Mayor to participate with awards ceremony
- Coordinates with Murrysville Recreation Director (Michelle Clark) about the event and any community conflicts
- Race Day
  - Ensures all functions are operating properly, works towards on-time start
  - Provides pre-start welcome and safety message to racers
  - Ensures all registration functions and timer ready prior to start
  - Monitors racer safety, EMS responses, other functions
  - Helps where possible

## **Finish Line Coordinator**

### Duties:

- Arranges for the race timer and coordinates all activities of the timing crew.
  - This includes understanding fees and coordinating payment.
  - Needs to be done as soon as the race date is finalized (March) (see Director)
- Communicates effectively with the race timer to insure all race details are clear to the timer and all timer requirements are clear to the race committee.
- Responsible for coordinating transfer of information from the registration coordinator to the timer.
- Coordinates with the Murrysville Police department regarding race course layout, police department involvement on race day, and communicates all police department requirements to the committee.
- Arranges to have paramedics (EMS) at the race. Murrysville's Medic One has been willing to participate in the past, at no charge.
- Responsible for communicating with the households along the race route about race timing the week prior to the race.
- Measures and marks the course just prior to the race.
- Instructs course volunteers regarding how to handle traffic flow during the race.
- Instructs finish line and mile marker volunteers regarding their responsibilities during the race.
- Responsible for set up of the finish line / start line area.
- Arranges for pre-race welcome and safety announcements, race announcer, flag ceremony, anthem singer for the start of the race.
- Determine if we want a bike team (or other) to lead the race and coordinate these activities. Coordinate with Sponsor Coordinator for bike team (East Suburban Sports Medicine (if Sponsor))
- LL – if chips are missing at the beginning of registration, the timer should be required to review and sign a document to that effect
- Arranges for Race shirts to be available for gifts for police and EMS who participated.
- LL – No bibs were used in the 2006 Race; this seemed to work fine – no issues.

### Race timer:

Runners High in Grove City  
Mark Courtney 724-866-1374  
83 Cranberry Road  
Grove City, PA 16127  
724-866-1374  
[www.runhigh.com](http://www.runhigh.com)

## Prize Coordinator

### Duties:

- Coordinate the activities of a prize team to collect prizes to be raffled off at the end of the race.
  - Larger businesses or National Chains need to be contacted early in order to allow for time to process the requests.
  - Solicit prizes from local businesses and restaurants.
    - Start with list from previous year.
    - Even local restaurants need to pass through a budget review that can take up to a month.
  - Decide on raffle or prize table, or combo (Used prize table primarily in 2005 and 2006 successfully). See lessons learned from 2005.
  - Consider baskets of related gifts (Used in 2005, 2006), vice many little prizes
- Communicate with the sponsor coordinator to find ways to effectively work with sponsors.
- Design letter to hand to businesses that donate. This helps them with their tax records and helps volunteers open doors.
- Label and arrange prizes to facilitate the raffle and announcing of the prizes, contributors, and winners.
  - Best to pick prizes during race (eg, Mayor Summers selection), and have ready to give out after Award's ceremony
- Arrange for someone to handle the raffle and the award the prizes with enthusiasm in an upbeat manner.
  - Suggestion would be the booster president.
- Coordinate with the volunteer coordinator to designate the number of tables required for prizes.
  - Can use registration tables.
- Coordinate with the registration coordinator to make sure you have use of a microphone to announce the prizes.
- Order trophies and medals for race day to correspond to age categories and race categories.
  - In the past these have been purchased from Knabes in Monroeville (412-824-6540)
  - See Medal/Trophy categories at end of this
- LL – It would be easier to get prizes to the winners if the winner board had the runner's names, not just their numbers.
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## Art Work Coordinator

### Duties:

- Oversee all artwork projects for the race to insure continuity of theme.
- Design promotional flyers in conjunction with the publicity coordinator.
  - Must be done early to allow for maximum exposure.
  - Use t-shirt design from the previous year.
- Design the current year race t-shirt.
  - Talk to printers about number of colors allowed and the cost of multiple color designs.
  - Includes layout of sponsors logos on the shirts. Returning sponsors should receive favorable locations.
  - Determine method of developing multiple options of logos for selection.
- Coordinate all activities related to design, printing, and delivery of t-shirts.
  - Work with registration coordinator to determine number of shirts to order and timing of the order.
  - Work with finish line coordinator to estimate EMS and Police shirts to provide (usually about 8 extra)
  - Also have one shirt per sponsor
  - Past sponsors should have higher billing on the shirt. Refreshment sponsor should have the top billing on the shirt.
- Coordinate with Girls Labor Day Invitational Tournament Coordinator to make a combined buy of shirts sufficient for the Race and the Invitational with same Sponsor backing, but different front logos. This is option if agreed to by Race Committee.
- Arrange for a backdrop which will promote our race sponsors to be displayed at the awards ceremony to insure maximum exposure for our sponsors.
- Work with fund raising coordinator to get sponsor logos that will work for the printer.
  - Make sure all sponsors are represented on the shirt.
- Determine what signs are needed by the other coordinators, design the signs and arrange for them to be available in advance of the race.
  - Should include signs to promote sponsors.
  - Have involved the soccer players in this activity in past years.
- Work with registration coordinator to order any additional shirts needed after race day registration is completed.
- Assist with any other needs for logo design, promotional materials to insure we are consistent in use of the race logo.

## **Sponsor (Fund Raising) Coordinator**

### Duties:

- Through consultation with the race committee, determine the number of major race sponsors.
  - T-shirt space is limiting factor.
  - Target 10-15 sponsors.
- Determine sponsor rates. The first year we charged \$200, the second and third year we charged \$300, and \$400 in 2006 when the sponsors also received Invitational Tournament sponsorship.
  - Determine price structure.
    - Do returning sponsors get a price break?
  - Offer discount to soccer program ad rates to sponsors (2006-\$60 for full page)
  - Sponsors can have the ability to include items in race packets.
  - Sponsors can set up booth for no additional charge.
  - Determine any coordination with HS girls Invitational
- Monitor guidelines for only one sponsor per type of business. Do not want to have competing businesses sponsoring the same rate.
  - Adds value for the sponsors.
  - Preference to prior sponsors.
- Develop a benefits list for sponsors to help them understand the value of their sponsorship.
  - This can be handed out at the time of solicitation. Should be in the form of a letter of solicitation, clearly spelling out costs, benefits, and deadlines.
- Works closely with the publicity coordinator and artwork coordinator to insure sponsors are getting maximum value for their support and that logos are supplied which we can effectively print onto a t-shirt.
  - Exposure on race day. Sponsor backdrop board at awards, etc.
- Develop and mail an appropriate letter acknowledging sponsorship of the race and the commitment to the soccer program.
  - Acknowledge sponsors who have been involved from the beginning or in multiple years.
- Revenue expected from sponsorships should be a minimum of \$3000.
- Arrange for sponsors to be available for introduction on race day prior to awards being presented at the end of the race.
  - Prepare notes for announcer to properly recognize our sponsors by name and business.
- Arrange for recognition certificate back to sponsor after race (suitable for framing/displaying in their place of business), along with a complimentary shirt.

## **Registration Coordinator**

### Duties:

- Work with artwork coordinator and publicity coordinator to develop race registration forms.
  - All necessary information is included on the form.
  - Need to differentiate runners from walkers.
  - Post cards for mailing.
  - For flyers
  - For race day registration
  - For website
- In conjunction with the race committee, develop pricing for registration.
  - Pre-registration price.
  - Race day price
  - Group discounts?
  - Team discounts?
- Arrange for race bibs from runners world (could also be the Publicity Coord).
  - Plan for how to attach bibs to t shirts.
- Responsible for collecting registration forms prior to the race and on race day.
  - Evaluate on-line registration, and coordinate this if this direction taken.
- Responsible for setting and collecting registration fees and delivering the money to the treasurer for the soccer booster organization.
- Responsible for maintaining a computerized record of those who register along with the information required for:
  - Shirt sizes
  - Supplying to runners world after the race
  - Supporting needs of treasurer
  - Supporting needs of the finish-line timer
- Coordinate the compiling of race packets.
  - Include any items contributed by our sponsors.
  - Organize them in a way that will allow for easy distribution on race day.
- Responsible for race day registration activities:
  - Instructing volunteers about their duties.
  - Understanding what is involved to support electronic timing chips. Work with finish line coordinator.
  - Set up of registration area to facilitate flow of runners needing to register at the last minute.
  - Distribution of race packets.
- Communicate with artwork coordinator:
  - Any need for signs required by registration.
  - Number and size of t-shirts required.
  - Deadline for ordering t-shirts to get them in time for the race packets.
- Communicate with volunteer coordinator:
  - Tables required
  - Number of volunteers required
  - Instructions for parking volunteers to direct runners to registration.
- Plan for inclement weather on race day.
- Post race:
  - Arrange for distribution of any shirts not given out on race day.
  - Supply Runners world with listing of participants.

## **Refreshment Coordinator**

### Duties:

- Arrange for donations of pre and post race refreshments.
  - Coordinate this with the fund-raising coordinator to include the refreshment sponsor as one of our main overall sponsors.
- Arrange for pick up / delivery of the refreshments.
- Arrange for ice and buckets to keep refreshments cold.
- Prepare for inclement weather on the day of the race.
- Work with the volunteer coordinator to arrange for the tables / supplies / volunteers needed to handle refreshments.
- Responsible for water table at the turn around point of the race.
  - Secure permission from the property owner to allow us to set up tables.
  - Arrange volunteers.
  - Arrange for water and cups to be donated and delivered to the refreshment table on race day prior to the start of the race.
- Work with the registration coordinator to determine the potential number of runners.
  - Communicate the needs to the sponsor in enough time for them to arrange to gather the supplies.
- Work with the artwork coordinator to identify any signs needed for the refreshment area.
- Work with the finish line coordinator for any pre race announcements relating to race refreshments.

## Volunteer Coordinator

### Duties:

- Work with the Soccer Booster team vice presidents to arrange for enough volunteers to meet the needs of
  - All subcommittees (such as prizes)
  - all race day requirements of the coordinators.
- Coordinate all parking activities for race day.
  - Work with artwork coordinator to arrange for any parking signs required.
  - Vests / flags for parking volunteers (from Municipality).
- Work with public works department of Murrysville or Police to get road cones set up to use during the race. (Police have done this last two races)
- Work with Municipality to get trash barrels put out day before (55 gallon).
  - 10 in 2006. LL - Need more trash cans
- Working with the finish line coordinator and the police department, determine what can be done on race day to limit traffic on the race course.
  - Barriers
  - Vests / flags for race course volunteers.
  - Redirecting traffic on Mamont (Secure traffic for one hour is best)
  - One lane traffic on Sardis
  - Handling traffic on Crowfoot Rd, where it intersects with the race course.
  - Police in the past have solicited help from Sardis Fire Dept to block Mamont and Ashbaugh
- Coordinate all clean up activities after the race.
- Arrange for all tables and chairs required on race day.
  - In 2006, we used the PTO-bought tables stored in Sloan. We paid school \$70 fee to have maintenance available to bring out for use.
  - Alternatively, Pick up, Set up, Return to those who donated (such as First Presby).
- Responsible for race day communications between course volunteers, race central, and paramedics in case of an injury.
  - Walkie – Talkies (LL-Don't work to end of race course), or cell phones
- Responsible for developing race maps for the police and township. Also for planning and for runners on race day.
- Work with fund raising coordinator to support needs of sponsors for booths, tents, displays.
- Set up of signs on race day.
- Develop instructions for race day volunteers to be used during recruiting or volunteers and to help instruct on race day.
  - Gather input from other coordinators for the volunteers they are going to need.
- Plan contingency for all activities in case of rain. Consider registration inside Sloan from lobby, and use of Sloan Cafeteria for awards.
- EVERYTHING ELSE!!!
  - Duct tape
  - Tarps
  - Twine.
  - Ladder
  - bullhorn

## **Publicity Coordinator**

### Duties:

- List race on as many websites as possible early in the process.
- Contact newspapers to get the race listed and promoted
- Contact running organizations to get the race listed and promoted.
- Develop Flyers and other promotional materials to get as much exposure for the race as possible.
  - Work with artwork coordinator.
- Work with communications tools already in place through the school
  - Anne Brendel
  - Middle school e-mail
  - Electronic sign
  - Sports teams
- Coordinate with the township to display the race banner during the month prior to the race.
  - Update banner as necessary.
- Work with Soccer Booster website coordinator to promote the race on their website and to post a registration form on line.
- Develop and distribute flyers promoting the race.
  - Want to get flyers distributed at other spring and summer races.
- Link to as many other race websites as possible.
- Arrange for a method of handling race questions, directions, etc.
  - Phone
  - E-mail.
- Develop and publish newspaper articles as often as possible leading up to the race.
  - Work with the fundraising coordinator to include sponsors in our publicity.