



## **THINKING OF PLANNING A 5K RACE?**

### **IMPORTANT CONSIDERATIONS:**

- WHAT'S YOUR WHY? (town festival, other event, fundraising and cause?)**
- COMMUNITY INVOLVEMENT: (can community support locally?)**
- MUNICIPAL INVOLVEMENT: (partner or sponsor of event?)**
- TARGET AUDIENCE AND REASONABLE EXPECTATIONS: (how can you reach your target audience and current market trends of running races)**
- PERMITS AND MUNICIPAL REQUIREMENTS: (cost considerations of permits, police, medical, road closure requiring barricades)**
- INSURANCE: (event and management insurance to protect from liability)**
- EVENT SWAG TO OFFER? (trinkets, goodies, clothing and cost involved)**
- BUDGET: (plan for minimum number needed to cover costs of event)**
- LOCAL PARTNERS: (retail running stores, sports involvement) – How to approach to gain involvement in event for return on investment**
- COURSE INFRASTRUCTURE: (race course design of start/finish and venue)**

