



Sample Road Race Budget 2017



Income

- Race fees (pre-registration) 100-200 entries @ \$25 each \$2,500-\$5,000
- Race fees (day-of-race) 50 entries @ \$30 \$1,500
- Sponsor Contribution/s for a 1st year event Est \$1,000-\$3,000

Estimated revenue \$4,000-\$6,500 excluding sponsors

Expenses for a 150-300 person event

- **Printing Applications** \$0 - \$200
 - Access to a standard copy machine? You can also get them professionally done. Nowadays social media and online can replace the need for these. ¼ Page Flyers with the name of event, date, time, location and a registration link instead of applications are always great to physically hand out at other post-race events upon their approval. Don't stick them on windshields, most end up trash/recycled this way. Handing them out gives you the chance to talk about your amazing race to a perfect audience!
- **USATF Sanction/Insurance** \$0 - 185
 - Your event, specifically a 1st annual, **does not need** to be sanctioned. Often times non-profits have umbrella policies which can issue a one-day certificate of insurance. Same goes with any reputable vendors you hire.
- **Course Measurement** \$0 - \$350
 - Remember you **do not need** to remake the wheel. Most towns have courses already approved. Check out USATF.org (under Products/Services) to find certified courses. You can also work with the town to get an approved course by using MapMyRun or Google Earth. Once you are married to the course you can always get that one USATF certified down the road. Remember folks – you don't need an Olympic measurer here. Certifying a 5K course should cost as low as \$350 so shop around. Certification is good for 10yrs.
- **Shirts or race swag** \$0 - \$750
 - If you can do it - Runners love swag! For shirts you can get 100% cotton 2-color-front and one-color-back for about \$5 a shirt. Instead of buying more shirts than you need use a limited supply as a selling point – “shirts guaranteed to the first 150 registrants so sign up NOW!” This saves you money and creates a marketing tool. The beloved custom glass mugs go for around \$3 a piece. Other inexpensive but hot items are drawstring bags, beanies, neck gaiters, gloves, cap-openers and water bottles.



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- **Advertising** \$0 - 250
 - Social media is the new black. It has become the new print advertising and for far much less too. We specialize in FB for your event and for \$60-\$100 you can get market specific advertising. At elitefeats we also offer some FB advertising complimentary when used for registration + timing. Email blasts that use segmented marketing and reach people at the right time of day/week with the right verbiage and pizzazz are another avenue we offer which is complimentary, too.

- **Awards Medals – bring the bling they want!** \$150
 - Figure five year age group medals. You want to offer your participants the best but a large oversized trophy is not always cost effective. Market research by Ashworth Awards (providers of the Boston Marathon awards) show that participants enjoy something that hangs on the neck more than something they hold after running the race. Account for 20 different sets of three; so 60 medals all in – and get ones that have peel off back labels or if they are engraved, stay away from printing the date. This way you can re-use them next year or donate them to a group who can put them to good use. A great organization accepting re-usable awards is Rolling Thunder Special Needs.

- **Food/water/cups** SPONSORS!
 - The easiest thing to get sponsored! Someone is willing to help! YOU DO NOT PAY THIS OUT OF POCKET. Someone, somewhere, is willing to give this to you.

- **Race Numbers/pins** \$0 - \$150
 - Complimentary if you have the right timing company ;) or \$15 for pins and then \$.30 a bib plus \$30 for shipping and handling. Or road ID has \$.10 generic bibs.

- **Computerized scoring (timing a 150-300 person race)** \$1,100 - \$1,400
 - This should get you everything you need. A decent timing company's standard charge is inclusive of bibs and pins but always double check.

- **Miscellaneous supplies** \$200
 - Maybe you do need to grab 50 gallon jugs of water, a few rolls of duct tape, a box of pens, and who knows what else.

- **Finish line photos w/ sponsor logos** \$0
 - Free

- **Finish line video** \$0
 - Free

- **Official Results Email** personalized with photo & video to participants
 - Free



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- **Official Results Printing and Mailing** \$0
 - Unless you have the expendable \$500+ this is not recommended.

- **Port-O-Potties** \$0 - 3 x \$100 Each
 - \$300 – not needed if you have access to bathrooms e.g. schools or parks.

- **Truck Rental**
 - Chances are you do not need one. Standard rental rates apply, use hotwire or another deal and you can get one very cost effective.

- **Tables/chairs rental** \$0
 - Chances are you do not need this. Everyone has these laying around – speak to your committee/team.

Total Estimated Expenses \$1,450-\$3,935

Help Desk

For help with your budget and a list of great vendors;

Please contact the Santa's 5K Toy Trot Race Director Nick Harding @ 516.220.8574. He pulls on decades of event experience and assists each year in numerous charitable running events around the Island.