

## Mount Helena Run Checklist

### February-March

- Establish Date
- Establish Major Sponsors
  - will sponsor give merchandise in addition to cash?
- Decide on and order Trophies and age group awards
- Account for Checks and cash to go with all registrations, online, mail and day of race
  - who will keep the checks that come with mail-in registration, for example
- Contact vendors to request donations for give-a-ways
- 3 items max from each vendor-- if clothing, ask if unisex or exchangeable if wrong size/gender
  - Capital Sports-socks, jerky
  - Leslie's Hallmark- chocolate bar, huckleberry honey bear
  - Real Food Store
  - Rivals - running pack w/ water bottle
  - Hammer Nutrition - Tim Lynch, Helena contact - April
  - Power Townsend - headlamp or reflective vest
  - Base Camp - water bottles
  - Thriftway-fruit for race day
  - Bagel Company-race day snacks
  - Universal Athletics
  - Vanilla Bean - "buy one cookie get one cookie" cards
- Establish Timing Company or method to be used
- Change/update entry blank w/sponsors, dates, and registration fees
- Update Online Entry- Online Calendars
- Verify the online entry and online calendars are accurate
- Get logos from donors to be put on T-shirts
- Decide on double dipping - yes or no?
  - How many to pull out for overall & masters awards
- Postcards or flyers for other races' SWAG bags?
  - Early Bird Run, Don't Fence Me In, Race 4 Cure, Gov Cup, Missoula Marathon

### April

- Police Dept Permit -- April (parade & noise)
- City Park permits
  - City Park permit
  - Special Use permit for Mount Helena use

### May

- Contact Search and Rescue - May
- Reserve Porta Potties - May

### June

- Establish Give-aways - June/July
- Advertise!!
  - Flyers, IR, posters etc
  - take posters to Health clubs, Carroll College, Post online?
  - out-of-town Running and Sports shops?
- Check \$\$ for possible on-air interview & advertising cost on radio in June
- Create Flyers
- Decide on T Sizes & quantity TBD -- Peter Butler, Custom Creations

### July

- Advertise!! Same as June
- Inquire about Radio ads

### August

- Advertise!! Weekly?
- MT Helena Fun Facts Ad in the IR -- August
- Mid-August, check online entries
- Order T-shirts
- End of August, talk to walking mall merchants
- Verify Permits
- After August Road Race, -request volunteers (say they will be entered into the drawings for SWAG etc)

#### Verify Giveaways

Establish Trail cleaning day and request volunteers

MT Helena Fun Facts Ad in the IR -- August

Contact Newspaper to have sports-writer at the race

Clean Trail

On site medical? July contact

Buzz Walton, Aaron Gamms

REMINDER "we do not endorse this provider" disclaimer

Verify his/her insurance coverage (provide to race director in writing)

Verify give-away prizes

Max of 16 items to be given away 12-16 preferred

Verify that there are enough runner #'s for the race

Verify safety vests, stop signs, flags on a rope, traffic cones & candles, water jugs, course markers

Maybe 3 jugs water and 2 Gatorade?

Reserve PA system\

Dry Erase Board-- write the basic instructions on it

#### Pre Race

Stuff race bags for pre-registrants:

Registration bags should include:

T-shirt, Number, Timing chip, safety pins & any swag

Get tables, water jugs, vests, stop signs etc from VIG headquarters

Drink cups, extra safety pins (in case missing from timing co)

Coordinate with timing company to pull overall winners from age group awards

Verify Adams Street gate will be unlocked

"Martin Miller Marking Method" flags-on-clothespins for marking race course  
who will mark the course?

#### Things to take on Race Day

"Fun Facts" for taping on registration tables

Pre-registration packets, safety pins, Race #'s, SWAG, T-shirts

Extra entry blanks for race day registration

Fill water jugs with water and gatorade if necessary

Dry-Erase board w/instructions

#### Race Day

flag off Parking Lot space for Search & Rescue

flag off access to race course trail so nobody blocks the trail w/ a car

open Adams St gate; put "Gate Is Opened For Race" sign on gate

Make sure volunteers are entered into the drawings for swag etc

verify course sweeper will also pull the flags-on-clothespins

#### Race Day Clean Up

clean up Walking Mall start/finish area

close Adams Street gate and remove sign

pick up flagging and cones from Parking Lot

#### Post Race

Send results to the newspaper for printing

Thank you letters need \$\$\$ amount of donation and HVR Tax ID#

Thank you's to all--

Make donation to Search and Rescue with theirs

Include T-shirts with major donor letters

Income/Expense statement to Club

Request for reimbursement from Club