



RACE CONSULTING & PROMOTION

Not all races can afford to hire a race director. We wish they could but recognize that many races are not large enough to have professional management and still raise money for a particular organization or project. At the same time, the ability to raise money is dependent upon reaching certain participation levels and increasing those numbers over time.

Glory Hound Events has produced the two largest road races in Western North Carolina – the Bele Chere 5K and the Asheville Citizen-Times/ABCCM Half Marathon. We have also consulted on smaller races, such as the Human Race in Waynesville, NC. We have helped these races achieve record growth in terms of revenue and/or participation and can help you grow your race by providing the promotional support or professional advice you need. We have four service options for you to consider:

Option I – Exploration

This is a meeting, either in person or over the phone, where we get to know your organization and your event. Prior to this we will ask you to fill out a brief questionnaire that will give us some basic information. There is no charge for this service and if you decide you can handle it all on your own this is where it will end.

Option II – Consultation

Using the information you provided, we can conduct a more thorough review of your race looking at areas such as course layout, age groups, awards, aid stations, supplies,

parking plus much more. Based on this we will give you specific recommendations on ways you can improve your event to not only increase your registration numbers but increase your bottom line.

The cost for this service is \$200

Option III – Promotion

Regardless of whether we give you operational advice or not, we can assist you in reaching your participation goals. To do this, we will assume the role of your race promoter and handle the following tasks:

- Establish your event on Active.com, giving you instant access to thousands of runners across the country and give them an easy way to enter your race. All of the entry fees will go directly to you every two weeks.
- You will receive reports of on-line registrants every month leading up to the race.
- One month before the race, these reports will be sent weekly.
- Following the close of on-line registration, you will receive a final list of all on-line registrations.
- Register your race with fifteen race calendars or web sites that promote races in the region.
- Assist you with placing larger advertisements in publications such as Running Journal, Blue Ridge Outdoor Magazine and Endurance Magazine.
- Identify retailers and other races around the area where you can distribute your entry forms.
- Submit your results to various media in and out of the area

The cost for this service is \$400.

With the average 5K entry at \$20, you only need 20 more entries for this to pay for itself. We believe you will get much more than that.

Option IV – Evaluation

The best way to evaluate an event is to participate in it or witness it first hand. With this option, this is exactly what we will do. We will attend your race, and probably run in it, to observe everything you do from pre-registration to the awards ceremony. From our

observations, we will compile a report of suggestions for you to consider for the following year.

The cost for this service is \$200 plus one complimentary entry. Should the event be held 100 or more miles from our base, we will require one night's lodging prior to the race.

By taking advantage of Glory Hounds Events expertise, you will tap into our experience of managing races, attending other races and participating in many more. Through our experiences and contacts we can help you reach thousands of potential entrants and save valuable volunteer time trying to market your race.

For further information on how we can help you make your race more successful, contact Greg Duff at 828-400-5868 or email him at greg@gloryhoundevents.com.