

SALUTE  
TO  
SERVICE 5K

FINISH



TIMING & EVENT  
PRODUCTION

THE STRESS-LESS PACKAGE

# OUR TO-DO LIST

*We are here to manage, produce and direct these services, including but not limited to:*

- RAD session from the get-go (short for radical thinking, outside the box brainstorming to make your event stand out)
- Creation of an estimated race budget.
- Creation and management of your event's marketing plan.
- Assisting in securing liability insurance for race day.
- Facebook page management (regular updates, monitoring, sharing to running community, original marketing material & community exposure). Posts are limited to twice a week, beginning 3 months out from the event.
- Registration set-up (custom landing page, online management, packet pick-up, race-day registration, addressing registrant issues).
- Volunteer module set-up and management (will meet with, assign positions to, and direct organization-provided volunteers).
- Event timing (chips, results, generator, timing tent), start/finish line set-up and breakdown.
- Facilitation for production for all vendors (i.e. finding the best pricing for you for t-shirts, banners, medal design, signage, custom bibs, age group awards, barricades, cones, DJ/MC, etc.)
- Layout of event vendors and waiver management.

# ...CONTINUED

- Management of packet pick-up (collecting swag, assembling packets and onsite management), creation of athlete guides and communication emails.
- Route design/set up (placement of event-rented mile markers, aid stations, cones, directional needs).
- Police communication (meeting on routes, pre-race route review, arranging communication between traffic control and police escort).
- Promotional material (includes postcard creation, flyer creation, press release, media opportunities)
- Volunteer coordination (creation of sign-up, assignment, race day meeting, organization and follow-up).
- Cooperation in planning with organization and committees.
- Coordinating and/or initiating meetings, correspondence or other communication necessary with the race director along the way in order to successfully plan the event.

*"...I am especially impressed that each member of the iTR)365 team is invested in the success of every participant in every event they time, direct and produce. They love what they do and it shows!"*

*~Lia Rains, Race for the Cure®*

# YOUR TO-DO LIST

We want to keep this list short and simple, but that doesn't mean it's not equally as important!

- **Sponsors.** (we can help you design sponsorship decks and give you pointers but we do not go out and get them for you).
- **Volunteers.** (remember we manage them, but you'll be responsible for finding them).
- **Get us logos in the formats we need in the time frame we need them.** This includes your event logos, sponsor logos and any other logo that may need to be represented in marketing or on print material.
- **Be available.** We work with deadlines with vendors, especially on print material. We also often need feedback on marketing, proofs, quotes from vendors and such. It's important that we have access to you in order to get approval from you on certain decisions.
- **Be decisive.** There are times when hard decisions have to be made. We can give you our experienced opinion, but ultimately, there are decisions you have to make. We'll do everything in our power to help you make the best decision for your event.
- **Trust us.** We eat, sleep and breathe the race industry. We watch trends, we keep stats, we collaborate with other race directors on what works and what doesn't. If we feel strongly about a particular strategy, it's for a reason.
- **Communicate with us.** We're pretty intuitive, but we aren't mind-readers, sadly. Don't be afraid to give us your honest and candid opinions throughout this process! We view this as a partnership and communication is the lifeblood to a successful partnership!

# THE GRAY AREAS

Occasionally there are things in the planning process that you're not quite sure on whose to-do list it falls.

We wanted to take a second to share some common misunderstandings with you.

We are great at social media, and we understand race marketing in the Facebook world, but social media management is a full-time job in and of itself. That's why you see us limiting our posting to twice a week for three months. You might see us throw in a few more posts than that, especially as we near the event, but that's at our discretion.

It's been our experience that Facebook ads can be incredibly effective and still the most cost-effective form of advertising for races. We might recommend that you invest in these. Please note, they are not included in your package with us. We frequently run ads and we work hard to stay on top of the many changes that occur in the Facebook world. But, this is a time consuming process and we offer it as an additional service or recommend that it be outsourced, depending on your budget.

Marketing outreach can be gray at times. Getting flyers and postcards into the community is great marketing. We are happy to create those flyers and postcards as well as advise where to place these materials. However, we do not place them. We also send out internal emails promoting races we're involved in. This is a plus in working with us, but not a given. We hope to fairly represent and market all the races with which we are contracted.

Graphic design services. We use online software to create awesome and original marketing material, but we are not graphic artists. If you have a professional need, such as logo creation, this needs to be outsourced. We have a great designer we work with and are happy to facilitate that work for you.

# OUR PRICING & TERMS

As stated on our site, the cost of the Stress-Less package is \$6000 with a \$2.50 per registered runner fee for one distance. For each additional timed distance there is a \$250 fee (this is due to prolonged race day time and staffing costs). A 50% non-refundable deposit is required upon contract signing to book and guarantee your race date with us. Deposit amount will be applied to the final amount due iTRI365, LLC.

We have one caveat to working with new clients:

We reserve the right to terminate the contract if, at any time, we feel you are endangering the success of the race. This is the communication component we spoke about earlier. We wouldn't bring this up if we had not already learned things the hard way. Along the journey of working with you, if we feel the race is going in the wrong direction or needs an intervention, we will speak up and share that with you. We will make multiple attempts to respectfully communicate our concerns regarding the health and direction of the race.

If, after three attempts, we feel we are not being heard, we will open the discussion of terminating our position as your event management company. All outstanding invoices with us as for any costs we assumed will be billed at that time.

We would expect no less in return. It's important that this experience is better than amazing for all involved!

Have more questions?  
Email Meredith Bryans at  
[itri365meredith@gmail.com](mailto:itri365meredith@gmail.com)  
or reach out to us on Facebook!

*"iTRI365 produced an amazing set of races. Thank you for providing a local race that focuses on our community!"*

*~Robin Salars, participant*



**@ITRI365**

**FOLLOW US FOR RACE INFO, TIPS AND MORE!**

