



EVENT SHIRT & BANNER GUIDE

This guide will help you navigate the many details that shirts, banners, and art files have. We want to be as helpful as possible in this process, so if you have any questions or concerns, or are just new to this process and aren't sure, please contact us and we'll get answers to you.

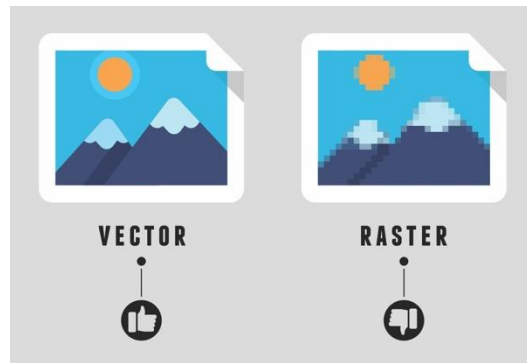
LOGO AND GRAPHIC FILE FORMAT INFORMATION

All logo and graphic art files must be provided as vector files: .ai or .eps with fonts outlined. Vector files allow logos and event graphics to be resized and printed on shirts, banners, etc. while maintaining printed quality. Here is a list of accepted file formats:

ACCEPTED VECTOR FILE FORMATS



NON-ACCEPTABLE, NON-VECTOR FILE FORMATS



Note: Our print vendors do not accept non-vector files. These files do not meet minimum standards for print software and equipment. Any non-vector files provided will then be required to be converted to be printable. Therefore, any non-vector logo or art file submitted will be subject to a File Conversion Fee of \$100 per logo.

If you are having trouble locating a vector file for your logo or graphic, good places to look are: Marketing Departments, PR Departments, Sign Vendors that have created your outdoor signage, Apparel Vendors (Embroiderers, Screen Printers) that have created your organization's apparel, or the Graphic Designer that provides design services for your organization. If you have worked with us in the past, it is possible we have it in our logo library.

[Timelines for Logo and Graphic Files:](#)

Final vector art files must be received no later than 3 weeks (15 business days) before the event.

If logo files require file conversion by us, files must be received no later than 4 weeks (20 business days) before the event. Please be aware of national holidays as they are not considered business days and most vendors are closed on those days.

If files are not delivered on time, there is a \$1.00 per shirt, per day late fee assessed by our vendors.

EVENT SHIRT INFORMATION:

Ordering & Timelines:

Shirts are ordered at least 14 business days before the event. We recommend ordering 20% extra shirts to allow new registrants to opt in for a shirt during that 14-day span. Our registration software can track t-shirt inventory and turn it off when extra stock is out.

Design/Art Files:

You may provide us with your designed shirt art file in vector format. (See above notes about acceptable art file formats).

Front designs allow for two ink colors and back allows for one ink color.

If you require assistance in designing your event shirt, we offer Shirt Design Services for a fee. Please contact us so we can get your shirt scheduled for design.



Cotton Event Shirts: \$9 each

(2-color front; 1-color back: 200 piece minimum)
Ultra Cotton 2000 material.

Available in unisex sizes. Note: Sizes 2XL and above may have additional costs from the supplier.

Colors are subject to inventory shortages, so some colors may not be available in time for your event. Contact us to find out which shirt colors are in large supply.

White	Black	Antique Cherry Red	Antique Irish Green	Antique Royal	Ash	Azalea	Blue Dusk	Cardinal Red	Carolina Blue	Charcoal	Cherry Red	Cornsilk	Daisy	Dark Chocolate	Dark Heather	Forest	Galapagos Blue	Gold	Heather Cardinal
Heather Indigo	Heather Navy	Heather Sapphire	Heliconia	Ice Grey	Indigo Blue	Iris	Irish Green	Jade Dome	Kelly	Kiwi	Light Blue	Light Pink	Lime	Maroon	Metro Blue	Military Green	Mint Green	Natural	Navy
Olive	Orange	Orchid	PFD White	Pistachio	Prairie Dust	Purple	Red	Royal	Safety Green	Safety Orange	Safety Pink	Sand	Sapphire	Sky	Sport Grey	Stone Blue	Tan	Tangerine	Texas Orange

Dry-Wick Event Shirts: \$10 each

(2-color front; 1-color back: 200 piece minimum)

Performance, Moisture-wicking material.

Available in either unisex or gender specific. Note: Sizes 2XL and above may have additional costs from the supplier.

Colors are subject to inventory shortages, so some colors may not be available in time for your event. Contact us to find out which shirt colors are in large supply.



EVENT BANNER INFORMATION:

For liability reasons, any printed materials placed on SCSE equipment must be printed by SCSE. We offer a number of banner options for your event graphics/logos and sponsor logos.

Pricing includes design, manufacturing, installation, and storage.



Ordering & Timelines:

Banner Packages and Single Banners include Design Services to prep your banners.

Banners are ordered 14 business days before the event to ensure they are printed and delivered by the event day.

Logo and graphic vector files for banners must be submitted no later than 15 business days before the event.

Design/Art Files:

We include design and setup of banner art for all our banner types. Please provide logo and graphic files for your banner design. See the Logo and Graphic File section on page 1 for acceptable file formats.

If you are providing your own banner art files due to branding or organizational requirements:

- We require vector ai, eps or Press-Quality exported PDF files with crop marks and bleeds.

- Please ensure all fonts are outlined to guarantee all fonts will print properly.
- Art files must be submitted 15 business days before the event.
- Contact us for individual banner specs.

----- BANNER PURCHASE OPTIONS -----

■ Barricade Banners: \$250 each

(9'X3' single-sided)

These banners are used with event logos or sponsor logos and lead up to the finish line.

Examples:



■ Small Truss Banner Set: \$1500 (6-piece set)

This small truss banner system includes:

- 4 vertical side banners
- 2 horizontal Finish Line banners



This Finish Line truss system is our crank-up truss system that works for smaller spaces and events.



■ **Tower Finish Line Banners:**
\$4,000 (9-piece set)

This large-format Finish Line banner system includes:

- 8 vertical banners
- 1 horizontal Finish Line banner

This Tower system has two towers with a

Finish Line Banner between. Each tower is 10 feet tall, 5 feet wide and 7 feet deep. The towers can be placed any distance apart from each other. We recommend 15'.

Banners are fully customizable, and you can add as many sponsor logos as you would like.



[Aerial video of finish line truss.](#)



FEATHER FLAG INFORMATION:

We offer a custom print feather flag option for your event graphics/logos and sponsor logos. These flags are used with event or sponsor logos and lead up to the Finish Line.

■ **16' Feather Flag: \$200 a pair**

- Single-Sided (right or left orientation possible)
- Custom print
- Used with SCSE flag poles
- Pricing includes design and/or print prep, manufacturing

Examples:



Ordering & Timelines:

Banner Packages and Single Banners include Design Services to prep your banners.

Flags are ordered 20 business days before the event to ensure they are printed and delivered by the event day.

Logo and graphic vector files for banners must be submitted no later than 28 business days before the event.

Please note: Due to our manufacturer's annual plant shutdown, flags cannot be ordered in February.

Design/Art Files:

We include design and art setup of banner art for feather flags. Please provide logo and graphic files for your banner design. See the Logo and Graphic File section on page 1 for acceptable file formats.

If you are providing your own banner art files due to branding or organizational requirements:

- A Feather Flag template will be provided to you once you place an order with Sean.
- We require vector ai or eps to ensure art will be printed clearly onto flag.
- Please ensure all fonts are outlined to guarantee all fonts will print properly.
- Art files must be submitted 20 business days before the event.

WOODLES

A medal, made of wood... aka, a Woodle!

Woodles make a great alternative to custom standard finisher and place medals found at most events. Woodles from Ridgeway Woodworks have the added benefit of being made from reclaimed wood, meaning these awards not only look great, but they also cut down on waste!

Woodle Benefits:

- 100% Reclaimed Wood
- Saves on Raw Material Waste; Manufacturing Waste; Shipping/Packing Waste
- Customizable Quantities - No Minimum Orders

Bulk Pricing Available:

- 0-100: \$5.00 per Woodle*
- 101-250: \$4.50 per Woodle*
- 251-500: \$4.00 per Woodle*
- 501-1000: \$3.75 per Woodle*
- 1001-1500: \$3.25 per Woodle*
- Over 1500: contact for pricing*



**Neck ribbons are not included with Woodles. Ridgeway Woodworks does not manufacture neck ribbons; however, they offer procurement services for neck ribbons at an additional cost.*

MARKETING

If marketing services are provided, copy should be provided two weeks prior to delivery date. Copy should be in the following format:

- One .png or .jpeg file containing **all** the content. Silver Circle does not create content unless it is part of the proposal/agreement.
- Where the content should be linked to.
- Date/time to be published.
- Location to be published (email, Facebook, Instagram).

Recommended photo, .png & .jpeg size guidelines

	Instagram	Facebook	Twitter	RunSignUp
Landscape	1080 x 566 px	1200 x 630 px	1600 x 900 px	1200 X 800px
Portrait	1080 x 1350 px	1080 x 1350 px	1080 x 1350 px	
Square	1080 x 1080 px	1080 x 1080 px	1080 x 1080 px	

Marketing examples

INDEPENDENCE DAY
 RUN WALK
 Fox River Park
 Waukesha, WI

JOIN US ON SATURDAY JULY 1
 AT FOX RIVER PARK WAUKESHA

SIGN UP TODAY!

- Get 2 opportunities to win a \$50 Rogan's gift card!
- Get FREE swag on race day!
- Present your race bib at any of our four Milwaukee area stores & receive 30% off your purchase.

ROGAN'S SHOES
 SILVER CIRCLE
 THE LEADER IN ENDURANCE EVENTS
 silvercircleevents.com

CHILLY WILLY WINTER RUN SERIES
GREAT WISCONSIN GOBBLE WOBBLE
 RUN WALK

THURSDAY NOV. 24
 JOIN US AT FOWLER PARK OR BOERNER BOTANICAL GARDENS

ROGAN'S SHOES
 SILVER CIRCLE
 THE LEADER IN ENDURANCE EVENTS
 silvercircleevents.com

CHILLY WILLY WINTER RUN SERIES
FLANNEL 5K
 RUN WALK

SATURDAY FEBRUARY 18
 JOIN US AT MENOMONEE PARK POW WOW BUILDING

SIGN UP TODAY!

- Get 2 opportunities to win a \$50 Rogan's gift card!
- Get FREE swag on race day!
- Present your race bib at any of our four Milwaukee area stores & receive 30% off your purchase.

ROGAN'S SHOES
 SILVER CIRCLE
 THE LEADER IN ENDURANCE EVENTS
 silvercircleevents.com

CHILLY WILLY WINTER RUN SERIES
SWEETEST DAY
 RUN WALK

COME & JOIN US SUNDAY OCTOBER 8TH
 AT NASHOTAH PARK IN NASHOTAH WI!

ROGAN'S SHOES
 SILVER CIRCLE
 THE LEADER IN ENDURANCE EVENTS
 silvercircleevents.com

*Please note that Silver Circle Sports Events does not discount events. As such, we are not able to provide discounted marketing options.

WORKPLACE WELLNESS PROGRAM



Encourage your corporate partners to use your event as part of their corporate wellness program.

We will create a code for your corporate partners to use at registration checkout that will waive or discount the registration fee. They can offer any discount amount their workplace wellness program allows.

The day after the race, we will send them an electronic invoice that can be paid online.

RACEJOY

GPS-Phone Tracking for Endurance Events

Live Phone Tracking, GPS Progress Alerts and Cheers!

Some key RaceJoy features include:

GPS Progress Alerts

- Receive continual progress updates as you complete the course! Audio updates are typically sent at every mile and include pace, elapsed time, and estimated finish time.
- Option to have progress posted real-time to your Facebook and Twitter walls.

Live GPS Tracking

- Supporting spectators can track you live in a map view as your progress along the course. You can track others as well.
- NearMe alerts let spectators know you are drawing near.
- Find each other using the MeetUp tool.

Send-a-Cheer

- Receive fun, motivational audio cheers from your supporting fans.
- Send custom cheers with RaceJoy's new Text-to-Cheer.
- Start sending cheers to others doing the race at any time!

Cost

- Free for athletes to use
- There is a software setup cost
 - \$500 5K – half marathon distance
 - \$700 marathon or longer

PHOTOS

Sharing photos directly on your race website brings participants back to your website, provides additional opportunities to boost your brand (or that of a key sponsor), and ensures that your race continues to be discussed in the days after your event.

- When results and photos are posted on RunSignup, photos will automatically be posted to each individual's results page.
- There is no limit to the number of photos we can upload to your site.
- Participants can download images of themselves, or share them to Facebook, with a simple click.
- Opt to add a race logo (or sponsor logo) to all photos with stats to breakdown the additional exposure.
- All photos are auto-tagged at upload by Tagily.
- Photos are tagged based on bib numbers (for best results, avoid bibs with fewer than 4 digits and common numbers like the current year)
- Crowdfsource tagging and allow participants to tag photos that cannot be auto-tagged

There is no charge for us to upload photos. Sorry, we do not provide a photographer.



INTEREST FORM

Complete the form below to let us know what items you're thinking about ordering. Once we know what you're interested in, we can discuss how many of each item you want/need and how to send us logos for the items you've indicated you want them on.

Interest Form				
Item	Options	Cost	Check box(es) to indicate interest	Logos on item?
T-shirt	Cotton	\$9.00	<input type="checkbox"/>	<input type="checkbox"/> Y
	Dry Wick	\$10.00	<input type="checkbox"/>	<input type="checkbox"/> N
Banners	Barricade	\$250.00	<input type="checkbox"/>	<input type="checkbox"/> Y
	Small Truss Banner Set	\$1,500.00	<input type="checkbox"/>	<input type="checkbox"/> N
	Tower Finish Line Banner	\$4,000.00	<input type="checkbox"/>	
Feather Flags	Minimum 2 flags	\$100 per flag	<input type="checkbox"/>	<input type="checkbox"/> Y <input type="checkbox"/> N
Woodles	1 - 1500 (contact us for pricing on orders over 1500)	\$3.25 - \$5.00	<input type="checkbox"/>	<input type="checkbox"/> Y <input type="checkbox"/> N
Medals	Generic medals need a 2 week lead time. Custom medals need a 5 month lead time.	\$1.50 - \$6.00	<input type="checkbox"/>	<input type="checkbox"/> Y <input type="checkbox"/> N
Photos		FREE!	<input type="checkbox"/>	<input type="checkbox"/> Y <input type="checkbox"/> N
RaceJoy		Based on event distance	<input type="checkbox"/>	N/A