

# Upstate Race Series

## Race Director Onboarding Guide

*Registration • Timing • Marketing Support*

Welcome aboard. Whether this is your first race or your fiftieth, our goal is simple: **make your event easier to manage and more successful at the starting line.**

We'll walk with you from setup → launch → race day → results.

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### STEP 1: Quick Launch

To get your registration page up and running, we only need the essentials:

- **Race Name**
- **Date(s) & Start Time(s)**
- **Distance(s)** (5K, 10K, etc.)
- **Location + Parking Info**
- **Logo / Graphics**
- **Pricing Tiers** (we recommend 3)
- **Giveaway Info** (shirt, medal, etc.)
- **Primary Contact Email**
- **Short Race Description**

📌 Once we have this, we can publish a **draft registration page within 24–48 hours.**

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### STEP 2: Event Blueprint (Build the Experience)

Now we shape the race into something runners will circle on their calendar.

#### Event Details

- Organization / Host
- Charity Partner (if applicable)
- Permits & Insurance
- Estimated Participation

#### Race Structure


- Distances & start schedule
  - Wave or corral setup (if needed)
  - Cutoff times
  - Policies (dogs, strollers, kids race)
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## STEP 3: Registration Setup (RunSignUp)

This is where your event becomes real to participants.

We handle setup for you at **no cost**, including:

- Custom registration page
- Pricing tiers & deadlines
- Participant data collection
- Add-ons (shirts, merch, VIP, etc.)
- Donations & fundraising
- Coupons / comp entries
- Refund & transfer policies

 *Pro Tip:* Well-structured registration = higher conversion + fewer participant questions.

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## STEP 4: Marketing & Promotion

You bring the event. We help bring the runners.

### Included Support

- Website listing (high traffic URS platform)
- Social media exposure
- Newsletter promotion (large regional reach)

### Optional Enhancements

- Email campaign strategy
- Sponsor integration
- Content creation (graphics, posts, reels)

 **Goal: Drive registrations, not just awareness**

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## STEP 5: Course & Race Day Planning

This is where logistics meet experience.

## Course Setup

- Maps (GPX / Strava / RSU)
- Aid stations
- Traffic control
- Start/finish layout

## Venue Operations

- Parking flow
- Restrooms
- Sound / power
- Safety & medical plan

## Race Day Flow

- Packet pickup
- Volunteer coordination
- Emergency planning

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## STEP 6: Timing & Results


We offer professional chip timing services designed to elevate your event.

### Why Timing Matters

In 2025, **untimed/fun runs saw a 68% decrease in participation** compared to timed events of similar demographics.

### What We Provide

- Chip timing (RFID)
- Live results
- QR code access
- Awards calculation
- Finish line setup (arch, chute, clock)

 Result: **More credibility** → **more runners** → **more growth**

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## STEP 7: Packet Pickup & Race Day Execution

We help streamline:

- Bib assignment (QR-based check-in)

- Race day registration (if offered)
  - Volunteer roles & training
  - Awards timing & ceremony flow
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## STEP 8: Financials & Settlement

We keep this clean and transparent:

- Registration revenue handling
  - Timing/service invoicing
  - Optional nonprofit donation integration
  - Post-race settlement
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## STEP 9: Policies & Compliance

We'll help ensure you're covered:

- Waivers
  - Insurance requirements
  - Participant rules (pets, headphones, etc.)
  - Minor participation guidelines
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## STEP 10: Post-Race Wrap-Up

The finish line isn't the end, it's leverage for next year.

- Results distribution
  - Photo sharing
  - Participant follow-up email
  - Post-race analytics
  - Debrief for future growth
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## Optional Add-On Services

Want to level up your event?

We also offer:

- Branding kits (logos, medals, shirts)

- Social media content calendars
  - Sponsor decks & outreach templates
  - Volunteer recruitment systems
  - Course signage plans
  - Post-race analytics dashboards
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