



WHERE
CHAMPIONS
RUN

TIGER
10K
LSU



Our Lady
of the Lake
Health

OFFICIAL ATHLETE GUIDE 2023

LETTER FROM THE RACE DIRECTOR

Welcome to the 2023 Our Lady of the Lake Tiger 10K. For those returning we are grateful to have you back. For those runners participating for the first time, I hope you enjoy your time with us and see first-hand why this race is so unique and special. We are really looking forward to celebrating the end of another great season of LSU football on the 50-yard line of Tiger Stadium!



This race gives us the unique opportunity to provide runners and fans a chance to experience Tiger Stadium and LSU campus in a way that no other event can provide. Our goal at FRESHJUNKIE Racing is to provide our participants with unique experiences to celebrate their accomplishments. We appreciate the training and commitment you have made, and in turn we are committed to providing you with an exceptional event.

Thank you for participating in our event. I'll see everyone at the start line and hope to have hugs and high fives for all of you at the finish line. Enjoy the race and stay for the post-race party that will be waiting for you with food, music and beer!

A handwritten signature in black ink that reads "Pat O'Brien".

Patrick O'Brien
Race Director

RACE INTO DEATH VALLEY



WELCOME TO

Baton Rouge

Mayor-President Sharon Weston Broome



WELCOME BACK TO DEATH VALLEY

WELCOME TO THE 6TH ANNUAL OUR LADY OF THE LAKE TIGER 10K, TIGER 5K, AND LAMAR TIGER KIDS MILE

We are so excited and look forward to welcoming you to the 50-yard line of Death Valley!

The Our Lady of the Lake Tiger 10K is a partnership between LSU Athletics and FRESHJUNKIE Racing that brings the tradition of LSU Football and Tiger Stadium into a fun, festive road race event that also includes a 5K and the Lamar Tiger Kids Mile Race (ages 12 and under). The goal of the event is to give the entire LSU community: fans, students, alumni, faculty and staff, no matter age or ability, an opportunity to complete their journey into Tiger Stadium with a triumphant #FinishOnThe50.

A festive post race tailgate party with music, cold beer and good food is planned to celebrate everyone's accomplishment.

MEET THE KREWE

TIGER 10K Organizing Committee:

Amanda Becnel : Sales Associate

Lauren O'Brien : Volunteer & VIP Director

Doug Cain : Safety Director

Patrick O'Brien : Race Director

Caroline Cardinal: Marketing Associate

Matt Peralta: Logistics Director

Ray Castle : Medical Director

Nan Urban : Athlete Services Director

Jonathan 'Juba' Dziuba : Managing Director

Haley Wattigny : Marketing Associate

Eric Engemann : Sales Director

Mike Wattigny : Marketing/Creative Director

Patrick Fellows : Experiential Director

Diane Weiss : Registration Director

RACE INTO DEATH VALLEY

**WE'RE HERE TO
KEEP EVERY TIGER
IN THE GAME.**



TOGETHER WE ROAR.

With our medical team behind them, every Tiger gets the outstanding care that sets them up for greatness.



CHAMPIONSHIP HEALTH PARTNERS

CHARITY PARTNER

The Run Gulf Coast Fund works to promote healthy and active lifestyles along the Gulf Coast.

We support and sponsor local running clubs, school running programs, and volunteer groups who support our mission.



EVENT SCHEDULE

Saturday, December 2

10:00 am - 5:00 pm	Packet Pickup & Retail Shop	Gates 26-28 in the South End Zone Tiger Stadium Baton Rouge, LA 70803
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Sunday, December 3

6:00 am - 7:30 am	Race Day Packet Pickup Our Lady of the Lake Health Tiger 10K & 5K	Gates 26-28 in the South End Zone Tiger Stadium
6:00 am - 9:30 am	Race Day Packet Pickup Lamar Tiger Kids Mile	Gates 26-28 in the South End Zone Tiger Stadium
7:50 am	National Anthem	South Stadium Dr.
8:00 am	Race Start	South Stadium Dr.
8:30 am	Tiger Tailgating Post-Race Party begins	Lot 401
10:15 am	10K & 5K Race Concludes	Tiger Stadium
10:15 am	Tiger Kids Mile Race Start	South Stadium Dr.
11:00 am	Tiger Kids Mile Race Concludes	Tiger Stadium
11:30 am	Tiger Tailgating Post-Race Party concludes	Lot 401

PACKET PICKUP

PACKET PICKUP, REGISTRATION & RETAIL SHOP IN TIGER STADIUM

The 2023 Packet Pickup and Late Registration will be held at Gates 26-28 in the South End Zone of Tiger Stadium, located on South Stadium Dr., Baton Rouge, LA 70803 on Saturday, December 2 from 10:00am - 5:00pm.

RACE DAY PACKET PICKUP HOURS

Sunday, December 3, 2023 • 6am–7:30am (10K & 5K); 6am–9:30am (Kids)

*While we are offering race day packet pickup, we **STRONGLY** encourage you to have your packet picked up **BEFORE** race day. The races will start on time regardless of lines still at Packet Pickup.

PARKING

There is plenty of parking for Packet Pickup and Race Day near Tiger Stadium. Parking is free, but not allowed in Lot 101 or the East side of Lot 401.

[Access an LSU Parking Guide Here](#)

WHAT TO BRING

Every participant will receive a confirmation email the week of the race. Please bring either that email, or your original confirmation email and your photo ID to pick up your packet. Digital copies (your cell phone screen) are allowed.

PROXY PICKUP

If you are unable to get your packet, a friend can pick up your packet with a copy of your photo ID or a copy of your registration confirmation. Digital copies (your cell phone screen) are allowed.

LATE REGISTRATION

Late registration is available during Packet Pickup unless the race sells out. The Our Lady of the Lake Health Tiger 10K will post a notice regarding closed races on our website and Facebook page. Participants can register online at www.Tiger10K.com.



MAIL MY BIB - SWAG PICKUP

Participants who paid to have their bib mailed to them will be able to claim their SWAG (event shirt, bag, etc.) after they complete the race. Follow the signs to "PACKET PICKUP" once you finish the race and present your race bib to the staff there, they will provide your SWAG and mark the back of your bib.

You are welcome to come to any of the pre-race packet pickups to claim your SWAG if you like. Present your race bib and the staff will provide your items to you.

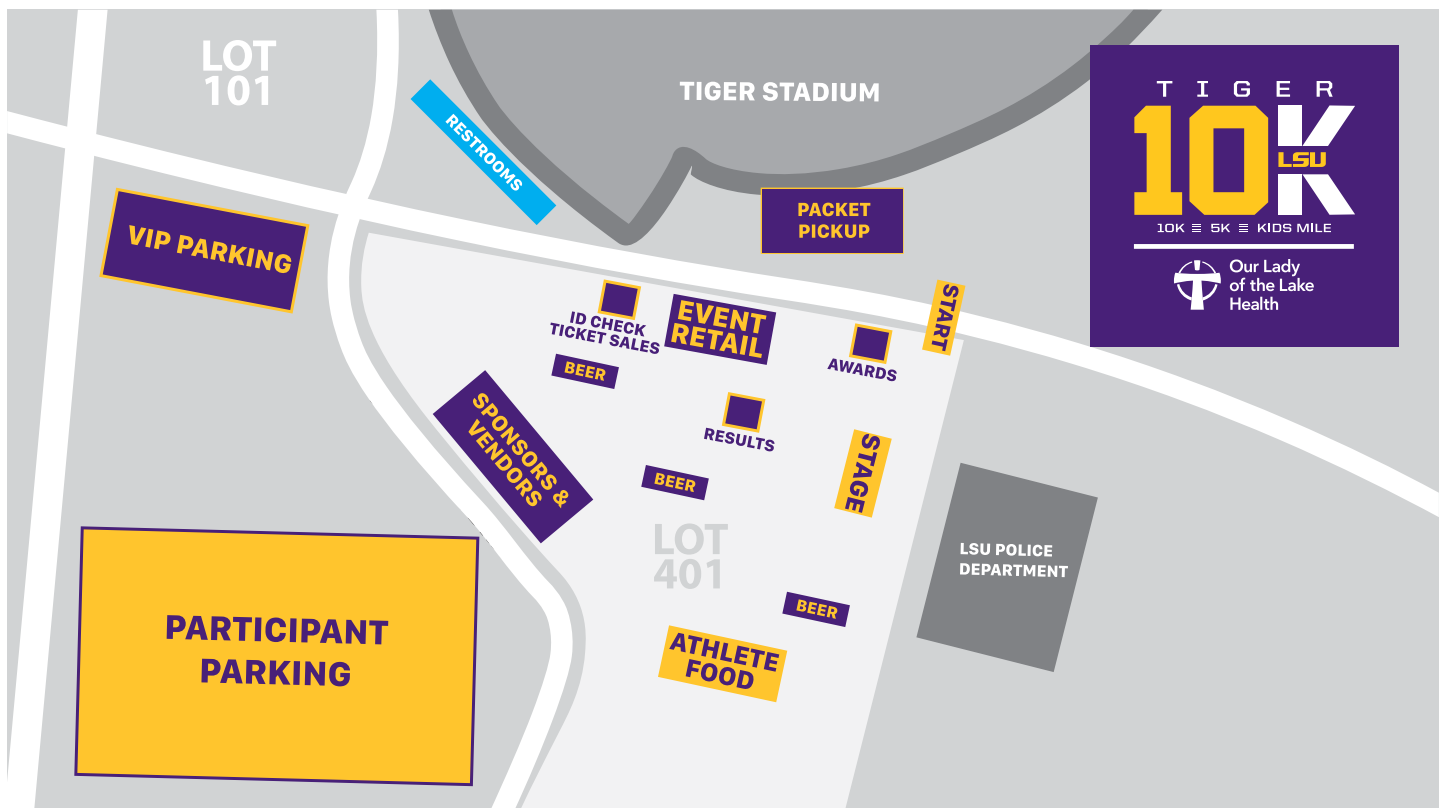
Bibs are mailed via USPS two weeks prior to race day. They are sent to the SHIPPING ADDRESS provided when you registered. If you paid to have your bib mailed and never received it, please report to a pre-race packet pickup and a staff member will be able to rectify the situation.

VOLUNTEERS

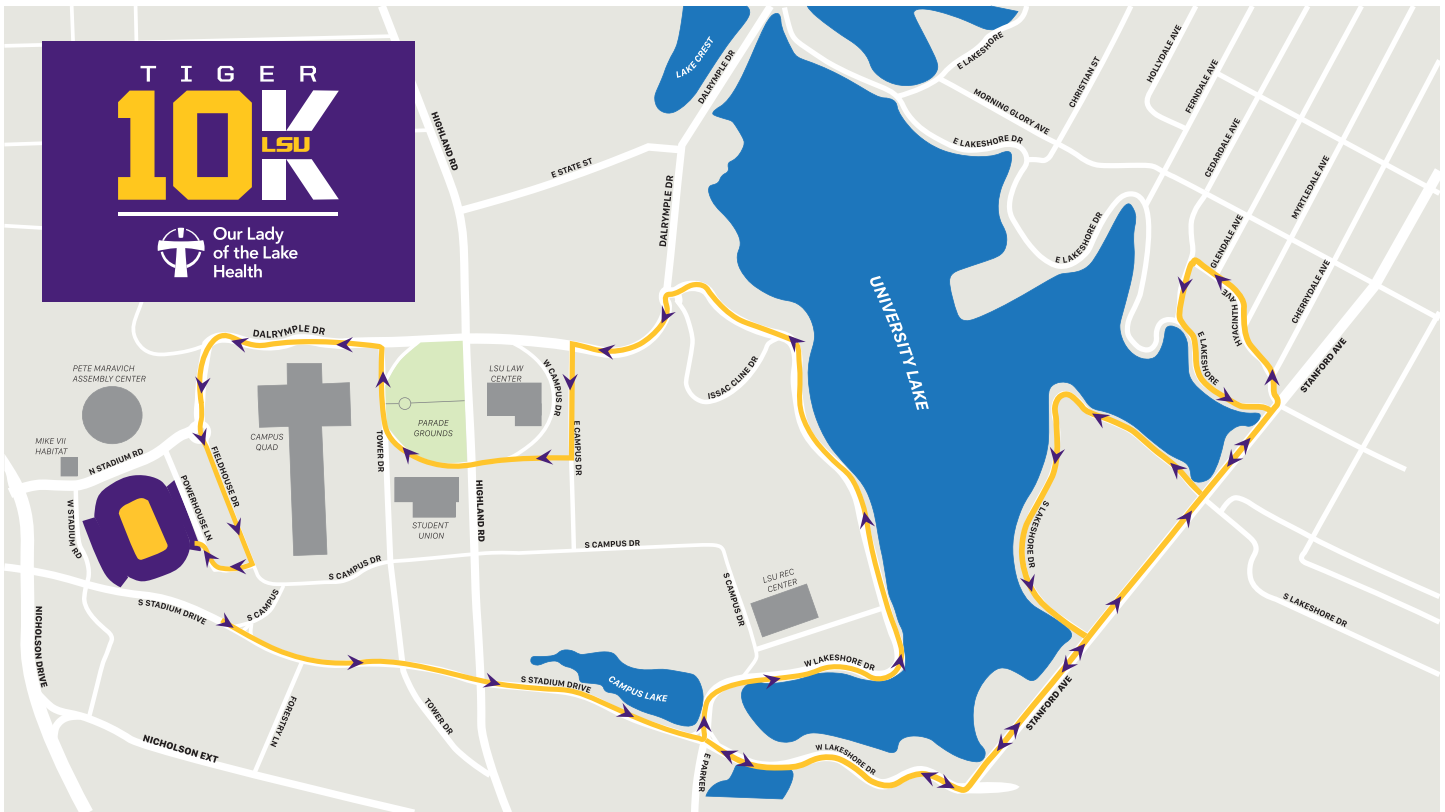
The Tiger 10K appreciates the support of these great volunteer organizations:

- Prairieville Middle Beta Club
- Golden Girls
- Westdale Middle Beta Club
- Ainsley's Angels of New Orleans
- Louisiana National Guard Youth Challenge Program
- LSU Chi Omega Sorority
- BRMHS Key Club/National Honor Society

VENUE MAP



COURSE MAP - TIGER 10K

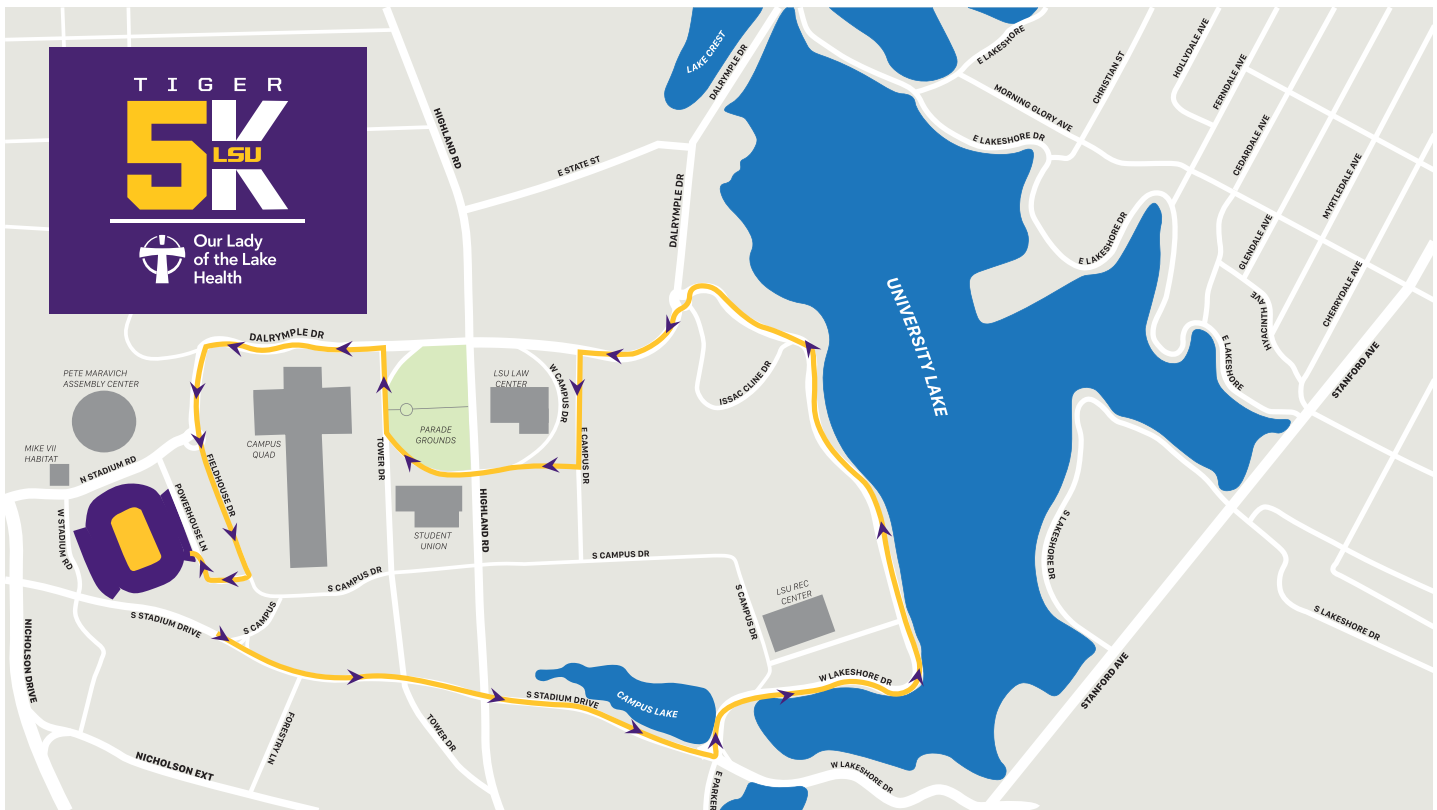


[CLICK HERE FOR AN ONLINE 10K MAP](#)

*All courses are very well marked. There are mile markers for each distance event, directional signs for course splits and TURNAROUND signs for course turnarounds. Course splits and course turnarounds will be manned with an operations staff member who will typically be making announcements on a megaphone. Course turns are indicated with traffic cones and usually (not always) have police units, volunteers and/or staff members. Traffic on courses is managed by our law enforcement partners, but no roads are promised to be closed to all traffic. Runners should be aware of their surroundings: the course, applicable signage, vehicles, staff, volunteers, and police officers.

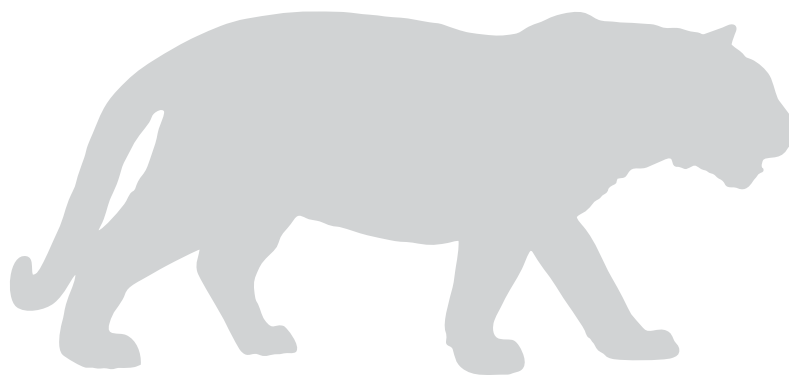
RACE INTO DEATH VALLEY

COURSE MAP - TIGER 5K



[CLICK HERE FOR AN ONLINE TIGER 5K MAP](#)

*All courses are very well marked. There are mile markers for each distance event, directional signs for course splits and TURNAROUND signs for course turnarounds. Course splits and course turnarounds will be manned with an operations staff member who will typically be making announcements on a megaphone. Course turns are indicated with traffic cones and usually (not always) have police units, volunteers and/or staff members. Traffic on courses is managed by our law enforcement partners, but no roads are promised to be closed to all traffic. Runners should be aware of their surroundings: the course, applicable signage, vehicles, staff, volunteers, and police officers.



COURSE MAP - LAMAR TIGER KIDS MILE



[CLICK HERE FOR AN ONLINE MAP OF THE LAMAR TIGER KIDS MILE](#)

Finish Line & Kid Checkout: Only race personnel and kids participating in the race will be allowed in the finish chute and checkout areas. Once you see that your kid has crossed the finish line and entered the checkout area you can move to the exit where race officials will be checking kids out. Show your PARENT Race Bib to the attendant and claim your child. If you have multiple kids in different waves, you will need to move away from the checkout area and return once your next kid is ready to be checked out.

If you do not have the Race Bib that matches your kid's bib, the attendant will look to verify the information you wrote on the back of the bib with your photo ID. If you can't produce a photo ID or did not complete the information on the back of the bib, the attendant will direct you to one of our police partners who will work with you and the kid to turn over custody.

Please wear your PARENT Race Bib and complete the information on the back of the ATHLETE bib to avoid any inconvenience on race day. If a parent has multiple kids participating, they should wear ALL of their PARENT Race Bibs.

If a parent is planning to run with their kid, they should still wear the PARENT Race Bib. In addition, the back of the ATHLETE bib should be filled out with all of the parent's information.





**Lamar is proud to
sponsor the Tiger 10K
Kids Mile.**

Going the extra mile since 1902.



PHOTOGRAPHY TIPS

Did you know that you will receive FREE digital photography at all FRESHJUNKIE Racing events?

Want to make the best possible photos? Follow these simple tips for great pics!

- Look up. Keep an eye out for our Official Race Photographers. They will be on course and at the Finish Line capturing images of you.
- Clearly display your bib number at all times. This means having it on the center of your torso on your outer most garment. It doesn't help if it's under a sweatshirt or on your back.
- Thumbs up, arms above your head, peace signs, V for victory...whatever it is, have fun!
- Most importantly: Smile!
(Remember you paid to do this)



COURSE SAFETY

EVENT ALERT SYSTEM (EAS)

The color-coded Event Alert System (EAS) status - ranging from Low (Green) to Extreme (Black) based primarily on weather - will be communicated by way of public address announcements, digital notifications, and color-coded signs/flags at the Start/Finish Line and Aid Stations.

AID STATIONS AND EMS

Medical personnel will be stationed at each aid station along the race course to monitor and treat any athlete who is injured or in distress. Aid stations also offer water, Powerade, and portable toilet facilities. Local EMS will also be providing medical support throughout the race course.

MEDICAL SUPPORT

Each medical tent will be staffed with teams of medical professionals and equipped with emergency equipment and supplies. The Main Medical Tent is located just past the Finish Line.

Alert Level	Event Conditions	Recommended Actions
Extreme	Event Cancelled / Extreme & Dangerous	Participation stopped / Follow event official instructions
High	Potentially Dangerous	Slow down / Observe course changes Follow event official instructions Consider stopping
Moderate	Less Than Ideal	Slow down / Be prepared for worsening conditions
Low	Good	Enjoy the event / Be alert

BIBS & FOOD/BEVERAGE TICKETS

We do our best to ensure there is adequate sustenance for participants. Please understand that food and drinks are for event participants only. Encourage any friends or family coming to spectate to pack some snacks and drinks for themselves. All participants will have three **FOOD/BEVERAGE TICKETS** attached to their race bib. Do not remove these. A staff member or volunteer will collect a ticket when you pick up a food or beverage item in the post-race party area.



TIMING & SCORING

Results will be posted on our website immediately following the race at:
www.tiger10k.com/Race/Results/109721

Your timing chip is attached to the back of your race bib. DO NOT remove the timing chip and be sure your race bib is on the front center of your torso.

Want to find your results as soon as possible? Scan the QR code at signs around the venue to jump right to the results. Remember to select the distance/event that you participated in under the 'Result Set' drop down menu.

AWARDS PROCEDURES

Results and awards can be looked up at our RESULTS tent located in the Post-Race Party area. The QR code is printed on signs that can be scanned by smartphones that will jump directly to the RESULTS page of the website. Please allow some time after you finish to let results become official. Because the event is chip timed, your placement may continue to update for several minutes after you finish the race.

Awards categories can be found on the [AWARDS](#) page of our website. Awards will be available for pickup starting at 10:00am. Awards will not be issued until they are verified by our timers. Awards are not shipped post-race and must be claimed at the event. There is no award ceremony for Age Group winners.

TIGER TAILGATING POST RACE PARTY

You don't have to be in a hurry to leave after you cross the finish line. Right outside the stadium, near the start line, we will be hosting our Tiger Tailgating Post Race Party. Be sure to give yourself time to enjoy the live music from Peyton Falgoust Band, Pastalaya from Rice & Roux, Tiger Dogs, bananas from Capitol City produce, and ice cold beer (21+). The Tiger Tailgating goes until 11:30am.

The post race party is open to the public, but the food and beer is reserved for runners who will have tickets attached to their race bibs.

The advertisement features two bottles of Bud Light beer on the left. The bottles are dark blue with a yellow and white tiger head logo on the front. The text 'BUD LIGHT' is visible on the neck labels and the main body of the bottles. Below the bottles, it says 'LIMITED EDITION' and 'OFFICIAL BEER SPONSOR'. To the right of the bottles is the Bud Light logo in a yellow-bordered box, followed by a vertical line and the LSU Tiger logo. Below these elements, the text 'DRINK EASY IN DEATH VALLEY' is written in large, bold, yellow and white letters. The background is a mix of purple and white.

VIP EXPERIENCE

The Our Lady of the Lake Tiger 10K offers a very limited number of VIP tickets for runners competing in the 10K or 5K events. Tickets are \$125 each and can be purchased during registration or by emailing us at info@tiger10k.com. VIP ticket price DOES NOT include race registration fees. Multiple tickets can be purchased for family and friends who wish to enjoy the post-race amenities. There are no discounts for multiple ticket purchases. Children 12 and under are FREE with a paid adult (1 child per paid adult). For additional children (12 and under) you can purchase a ticket at the event for \$15 to cover their VIP entry fee.

VIP AMENITIES

- **Credentialed Entry to VIP Area** - Use the wristband that may be picked up at Packet Pickup to enter our special VIP Area **ON THE FIELD** after you finish your run Sunday. The VIP area is in a prime location to enjoy the magic of Tiger Stadium and also grants you access to tour the **LSU Football Locker Rooms!**
- **VIP SWAG Pickup** - VIP Runners will have a special section at Packet Pickup to claim their race SWAG if they choose to attend. Otherwise, race SWAG will be in the VIP area Sunday for you after you cross the finish line.
- **VIP Parking** - VIP runners will have reserved parking closest to the START LINE in Lot 404; your name will be on the VIP list.
- **VIP Restrooms** - Avoid the port-a-lets and use indoor restrooms prior to the race start Sunday.
- **VIP Tiger 10K Luggage Tag** - Show off your Tiger pride with your exclusive luggage tag.
- **VIP Tiger 10K Long-Sleeve shirt** - Enjoy an exclusive Tiger 10K long-sleeve shirt.
- **Catered Food** - In addition to sampling the food at our Finish Festival, you will have access to premium catered food in the VIP Area.
- **VIP Bar** - No need to wait in the beer lines, we will have beer kegs in the VIP Area along with select spirits and wines for you to enjoy (Coffee, Soft Drinks, Water, Beer, Mimosas, Bloody Mary's).
- **Custom Medal Engraving** - Have your finisher medal engraved with your finish time while enjoying the VIP area.



THANK YOU SPONSORS



Our Lady
of the Lake
Health



POWERADE®



Does your company want to be a partner of the 2024 Tiger 10K? Email us at info@tiger10k.com and we can get started now!



FRESHJUNKIE™ RACING

Mississippi Gulf Coast Marathon

December 9-10, 2023

Louisiana Marathon

January 13-14, 2024

Mardi Gras Mambo

January 27, 2024

War Eagle Run Fest

February 18, 2024

Skyway 10K

March 3, 2024

Tuscaloosa Half Marathon

March 23, 2024

Northshore Half Marathon

October 13, 2024

Huey P Long Bridge Run

October 19, 2024

Battleship 12K

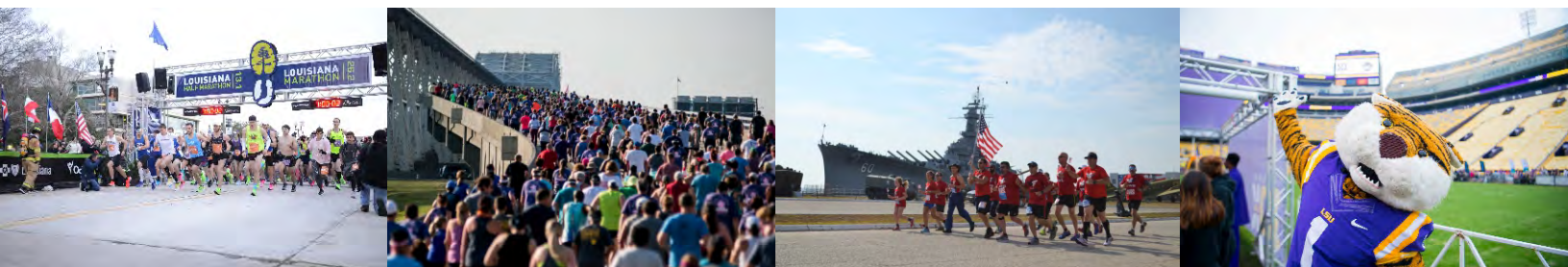
November 17, 2024

Baton Rouge & Tammany Turkey Trot

November 28, 2024

Tiger 10K

December 8, 2024



SAVE THE DATE

7TH ANNUAL TIGER 10K

DECEMBER 8, 2024

FLAVOR

with a capital F.



Visit **BATON ROUGE**

AN AUTHENTIC LOUISIANA EXPERIENCE

With delicious food as far as the eye can see, there's nowhere you'd rather be to stuff your face after a race than Baton Rouge - **Louisiana's Capital City.**

Get a taste at [VisitBatonRouge.com/Restaurants](https://www.visitbatonrouge.com/restaurants)