

PROFESSIONAL ROAD RACE MANAGEMENT SERVICES

**RUNNING EVENTS**  
**LIMITED**



# Planning A Successful Road Race

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PRESENTED BY:

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# Presentation Topics

- Organising A Road Race
  - Pre-Race Planning – Event Concept, Course, Registration, Marketing & Publicity, Liability Insurance
  - Race Day Execution – Timelines, Hydration Stations, Medical, Participant Care, Awards Ceremony
  - Post-Race Wrap Up – Evaluation, Thank You's, Venue Clean up, Press Release
- The JAAA's Role
- Healthy Lifestyle – Benefits of Running
- Corporate Social Responsibility
- Sports Tourism
- Questions

# Pre-Race Planning

- Event Concept
- Creating A Team
- Event Planning & Permits
- Budgeting & Funding
- Registration
- Sponsorship
- Selecting A Course
- Marketing & Publicity
- Liability Insurance Coverage
- Medical
- Timing & Results
- Participant Team Recruitment

# Race Day Execution

- Timelines
- Hydration Stations
- Officials
- Participant Care
- Timing & Results
- Awards Ceremony
- Medical

# Post-Race Wrap

- Thank You's
- Venue Clean Up
- Evaluation & Feedback
- Financial Reconciliation
- Auditing

# JAAA's Role in Road Running



Course Certification

Upholding of IAAF Rules & Guidelines

Event Sanctioning

# TOP 10 BENEFITS OF RUNNING



## OVERALL MENTAL HEALTH

Your body releases chemicals which helps you feel more happy...



## LESSEN EFFECTS OF ASTHMA

Helps strengthen lungs and bronchi



## HELPS PREVENT HIGH BLOOD PRESSURE

Your arteries expand and contract while running, helping the arteries to stay fit, which then helps to maintain health blood pressure



## STRONG IMMUNE SYSTEM

If you are a runner, suffer less from minor illnesses



## WEIGHT LOSS

You burn 705 to 865 calories/hour

Fat moving Up-Down helps break your fat down





## PHYSICAL STRENGTH

Running builds lower body strength in addition to strengthening your tendons and ligaments.

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# Corporate Social Responsibility

- Defined as "the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large" by Lord Holme and Richard Watts
- Duty of every corporate body to protect the interest of the society at large. Even though the main motive of business is to earn profit, corporates should take initiative for welfare of the society and should perform its activities within the framework of environmental norms.
- Over **J\$100m** raised for various charities and social causes since January 2015 by private sector companies through Corporate Social Responsibility initiatives, which were facilitated by Running Events Limited through road running.

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# Sports Tourism – Brand Jamaica



# Sports Tourism

- Travelling to participate or watch sporting events has been increasing worldwide as tourists try to double up on their travelling experiences. This sports tourism is a fast-growing sector in the global travel industry and is said to value approximately US\$600 billion a year. Many countries have been formulating their sports tourism strategies to take advantage of this increasingly growing sector.
- Jamaica to seek out commercial opportunities provided by sport tourism, while leveraging brand Jamaica and the sporting events held locally and internationally to ensure that Jamaica maximises on its publicity, public relations and marketing and promotional opportunities.
- Will encourage additional visitors to Jamaica's shores by capitalising on synergies between tourism, sport and entertainment.
- “Reggae Marathon in December could realise a nominal figure of more than US\$960,000.” – Jason Hall, Deputy Director of Tourism

# Questions?

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