



How to Plan a 5K

5K races are becoming a tradition at XANGO events like the Las Vegas Regional and Global Convention. They are a fun, active way to engage XANGO Nation and the community in XANGO Goodness and the XANGO Goodness Foundation. Planning a 5K run can seem overwhelming, but the process is fairly straightforward. It can be a great way to create a warm market in your community and raise awareness and funds for the XANGO Goodness Foundation. Learn how to plan your 5K run in just a few, easy-to-follow steps.

1. Contact your city or county government event office and find out what permits are necessary to set up a 5K route. Your city or county contact will help you with street closings, police officers, barricades and other logistical matters if needed as well as getting your route approved.

Hint: To simplify this process ask a local school or recreation center if you can use their track for free. It will be easier to calculate the distance of the run and it will greatly simplify other logistical matters like barricades and street closings.

2. Map your route. The best routes are ones that make mostly right hand turns (better for traffic flow) and minimize street closings, both of which make it more likely for your route to be approved by your municipality. You can map your potential route online at a site such as Mapmyrun.com, and then later drive it to ensure accuracy. Try to pick a scenic route through your city's popular neighborhoods or most attractive locations. (If you are using a track at a school or recreation center you can skip this step.)
3. Decide how much your registration fee will be. Make sure to take into account all the costs you've incurred (for food, water, permits, application fees, t-shirts, advertising etc.) so that you cover those costs and raise some money for the cause.
4. Publicize your event. Print flyers that you can distribute at 5K runs and other races in your area. You can also distribute your flyers to running and sports stores, running clubs and track teams as well as local businesses in town, like coffee shops and restaurants. Be sure to submit calendar listings to your local newspapers and running clubs, as well as include information on your organization's website and your social networking pages.
5. Solicit sponsors. Find local businesses and groups to sponsor your event, which will help defray costs and also help you promote your 5K run. Your best bets are businesses along the race route, as well as those affiliated with your race's cause. Some potential sponsors may be more willing to donate goods or services rather than money so be sure to ask for those things as well (i.e. you might ask your local running store to donate their services to time the race). They may donate printing services for fliers and posters, cups for water stations, post-race food and drinks, use of their restroom facilities (if on or near the race route), prizes for winners or other supplies.

6. Determine race-day logistics. You will need volunteers to run registration and help out along the course, as well as tables, portable toilets, water and post-race food and drink to keep your runners happy. Enlist the help of your sponsors, your organization's members and community and neighborhood residents to help you support your 5K run.
7. Remember to have fun. The 5K race is all about the experience. As long as you have plenty of fluids, a great route and cool T-shirts, people will show up!

What you will need:

A planning committee

Advertising

Extra volunteers on race day

A location/route

Running bibs and safety pins

A race timer

Tables, cups and coolers for water stations

Registration sheets

A cash box for registration fees (remember to bring change)

Post race food (fresh fruit and bagels or granola bars are a great choice)

Giveaway bags for runners (ask local businesses to donate product samples or coupons)

Cones to mark out the race route

Maps of the route

Airhorn or other noisemaker to mark the start of the race

Ribbon to mark the finish line

Prizes for the top 3 runners (Top 3 male and Top 3 female is customary)

T-shirts for runners (if you wish)

A first aid station

