



Race Timing

Athens Running Company provides discounted timing services for charities and non-profit organizations who are putting on fundraising events. We can provide accurate timing for any distance race. We use a standard chute/timing card method to time our races and produce electronic results. The results will be given to the race directors and posted on our website so anyone can download them.

We Provide...

- A professional finish line and score table to view results
- Instant results for the top places in each age category for quick award announcing
- Downloadable electronic results posted to our website post-race
- Bib numbers and scorecards
- In store race promotion
- Packet pickup location
- Help with online registration using Active.com
- Consultation for race directors
- Competitively priced race shirt printing options

Race Director Provides...

- Making sure course is safe, well-marked, and ready to run
- Getting necessary permits and fulfilling all legal responsibilities
- Getting volunteers for corner marshals, water stations, etc.
- Race day registration. We need each runner's name, gender, age, and bib number.
- Two volunteers to help ARC manage the finish line.

Athens Running Company will handle everything to do with the finish line and results, but it is up to the race director to design the course, mark it off, and make sure it is ready to run. We can however provide consultation to help with this process. **The race director must make sure that during the registration process, they capture each participant's gender, age, and assigned bib number in order for ARC to provide accurate results.**

Timing Services Pay Scale

Athens Running Company will only time races that are for charities or non-profits. We provide this service at a discount in return for sponsorship and because we want to be involved in our community. If a race t-shirt is made, then our logo needs to be on the shirt along with the other sponsors. Below is our pay scale to give race directors an idea on costs. Please note that if you use our race shirt printing services we in turn give you a \$100 discount on the cost of our timings services.

Standard 5k with under 250 participants	\$700
Standard 5k with more than 250 participants	Contact Us
Addition of a kid's race to a 5k	\$50 extra
Drive time fee for races over 20 miles from Five Points	\$3/mile one way (first 20 miles free)
Race clock rental only	\$200

A 'standard 5k' for us is any race with a simple, mass start, one event race. Any race that involves waves or delayed starting will have a different pay scale. If you want us to keep track of the top places in a kid's race or fun run that also has an extra fee. The fees above represent our normal services. Anything else will be extra. We can also time duathlons and novelty races. If you are planning a race or anything outside the box, just contact us and we will provide a quote.

Contact Mark Schroeder at athensrun@gmail.com or 706.850.6051 for more information or to schedule an event.

Race Day Helpful Tips

What it takes to put on a great race....

- Good Communication – Make sure you have communicated well with everyone involved in the race. Be sure to send out emails to early registrants reminding them of important race information. At the race have signs posted telling racers where to check in and any other information they may need to know. Make sure to have a course map available for viewing.
- Efficient Registration – Make sure to have enough skilled volunteers to handle registration in a timely manner. Most racers will only show up 15-30 minutes before a race is scheduled to start. You will need enough volunteers to check in all of the racers in a short amount of time in order to be able to start the race on time. The last thing a racer wants to do is stand in a long line to register and not have enough time to warm up before a race.
- Start on Time – It isn't fair to the racers who show up on time to start the race late. If you say you are going to start at a certain time then keep to it.
- Well-Marked Course – ***THIS IS EXTREMELY IMPORTANT***. I cannot stress enough how important a well-marked race course is. I promise you that no matter how well you think you marked the course, it never fails that someone will get lost. Have volunteers at every turn with signs explaining which way to go. When runners are tired they often will not notice a sign, this is why having corner marshals is important. They will grab a racer's attention better than a sign. If possible mark the road in short intervals so that racers know they are going the correct way. Even if a course has a long straight away have signs every so often pointing straight ahead to give racers confidence that they are on the right track. Most racers never look at the course map so never assume that they will know where to turn. Nothing will ruin a race worse than having a badly marked course and having racers get lost.
 - **UGA COURSE SPECIFIC** – Just because you are putting on a race on the designated UGA race course does not mean that you do not have to mark the course. Once again, no matter how well you mark the course you did not do it well enough. The UGA course is quite confusing and unless you are in first place following the cop, it is hard to know where to go. You **MUST** have a corner marshal at each turn, and I would put up poster board signs with wooden stakes stating directions.
- Water Stations – Anything longer than a 5k must have at least one water station during the course. For a 5k, a water stop at the halfway point is nice, but not necessary unless your race occurs during a hot Georgia summer. All races should have a water station set up at the finish line. Normally a finish line water station will be self-serve. If possible provide food such as fruit or granola bars. If need be, we have several 5 gallon drinking coolers that can be borrowed.

- Race 'Caboose' – It is a good idea to have someone in a vehicle follow behind the racers. This way we will know if anyone gets hurt or has a problem. Also a caboose will let the race director know that the race is over and all runners have finished. A good idea is to plan to have the vehicle caboose pick up the corner marshals as it drives the course. This way the marshals know to pay attention until they see the caboose.
- Race 'Rabbit' – Having a rabbit or rather the opposite of the caboose helps the faster runners to know where to go. Typically someone skilled on a bicycle will lead a race and stay in front of the fastest runner. This person needs to have the course memorized and help lead the race.
- Friendly and Knowledgeable Volunteers – Plan ahead to have enough volunteers to handle all race day requirements. Each volunteer needs to have a friendly disposition to the runners, but must also be knowledgeable about the race. Make sure everyone is familiar with the course, bathroom locations, where registration is, etc., so that they know the answer when a runner asks.
- Timely Results – Producing results is the job of Athens Running Company but we cannot produce timely results without the help of the race director. After the race we will need the race director to email us the registration information so that we can produce online results. Get this file to us as soon as possible so that we can get results posted quickly.