

Cadence Race Promotions Marketing & Web Text, V2

Thinking about putting on a local road race for charity or fun but not sure where to start? Need help with marketing and growing your existing event, course setup, and course management? Not a problem! At Cadence Race Promotions, we know dependable and qualified Race Directors (and the committees to support them) are hard to find, afford, and keep.

Let us be your solution! We can handle your 5k, 10k, half marathon, and everything in between —from start to finish— at a price you can afford. Cadence Race Promotions is a team of experienced runners and race directors, who have organized, volunteered for, competed in, and assisted in successful road and trail races throughout Northeast Ohio and beyond.

Race Direction & Consulting

The logistics of running a race can be overwhelming to say the least. Our race direction and consulting packages include everything you need to have a stress-free event:

- On-site course management
- Course set-up & tear down
- Establishing new courses
- Online registration set-up
- Consulting on securing permits
- Consulting on best practices
- Volunteer job description & assignments (you provide volunteers)
- Time company coordination (we typically work with EnMotive, formerly RS Racing)
- Photography

Marketing

In order to have a successful race, you have to attract runners and walkers. We can help you accomplish that through our marketing packages. We offer:

- E-newsletter
- Facebook, Twitter, Instagram announcements
- Event postings on local, regional, and national websites
- Event postings on various local running club websites or Facebook pages
- Displays at various running/health related expos
- Event page & results on the CRP website
- Expert marketing assistance
- Discounted t-shirts
- Sponsorship money is 100% yours—but it's up to you to find the sponsors
- CRP mile markers and signage provided

Fees

Our fees—which will fit any budget—cover only the race management services listed above and will be taken directly out of the participant registration fees. While we will work with you to set

up the following race essentials, CRP does not cover any costs associated with the race, and you will need to consider payment for:

- Race timing company
- Port-a-potties
- Police
- T-shirts
- Giveaways
- Marketing collateral (i.e. printed posters, flyers)
- Online registration & credit card processing fees
- Permits
- Course certification
- Age group awards
- Prizes