



Sample Road Race Budget

Gross Income

- Race fees (pre-registration) 100-200 entries @ \$25-\$30 \$2,500-\$6,000
- Day-of-race fees 50 entries @ \$30-\$35 \$1,500-\$1,750
- Sponsor Contribution/s for a 1st year event Est \$1,000-\$3,000

Estimated revenue \$5,000-\$10,750

Expenses for a 100-200 person event

- **Printing Applications** \$0 - \$200
 - If you have access to a printer our team will design simple ¼ Page Flyers with the name of event, date, time, location and QR code. These are great to physically hand out at races. Don't stick them on windshields, most end up trash/recycled this way – not to mention it is illegal in some towns. Handing them out gives you the chance to talk about your amazing race to a perfect audience!
- **USATF Sanction/Insurance** \$0 - 185
 - Your event, specifically a 1st annual, **does not need** to be sanctioned. Often times non-profits have umbrella policies which can issue a one-day certificate of insurance. The same goes for any reputable vendors you hire.
- **Course Measurement** \$0 - \$450
 - Remember you **do not need** to remake the wheel. Most towns and parks have courses already approved. Check out certifiedroadraces.com to find certified courses. You can also work with the town to get an approved course by using MapMyRun or Google Earth. Once you are married to the course, you can always get it USATF certified down the road. Certifying a 5K course should cost as low as \$350 so shop around. Certification is good for 10 years.
- **Shirts or race swag** \$900-\$1,200
 - If you can do it - Runners love swag! For shirts you can purchase a 100% cotton 2-color-front and one-color-back for between \$6-8 a shirt. Instead of buying more shirts than you need, use a limited supply as a selling point – “shirts guaranteed to the first 150 registrants so sign up NOW!” This saves you money and creates a marketing tool. Other inexpensive but hot items are drawstring bags, beanies, neck gaiters, gloves, bottle-openers and water bottles.



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- **Advertising** \$0 - 250
 - Social media is the way to go. We specialize in meta (Facebook/Instagram) for your event and for \$60-\$100 you can get market specific advertising. At elitefeats we also offer some Meta advertising complimentary when used for registration + timing. Email blasts that use segmented marketing and reach people at the right time of day/week with the right verbiage and pizzazz are another avenue we offer which is complimentary, too. We also list our timing & registration partners on Strava, LinkedIn, Facebook and 8-10 media outlets.

- **Awards Medals – bring the bling they want!** \$150
 - Figure five year age group medals. You want to offer your participants the best but a large oversized trophy is not always cost effective.

- **Food/water/cups** SPONSORS!
 - The easiest thing to get sponsored! Someone is willing to help! YOU DO NOT PAY THIS OUT OF POCKET. Someone, somewhere, is willing to give this to you. BUT if you cannot get this sponsored – one bottle of water per anticipated registrant and one gallon of water per 30 registrant for water stops.

- **Race Numbers/pins** \$0 - \$150
 - We include this in our timing package. However, these are \$15 for pins and then \$.30 a bib plus \$30 for shipping and handling.

- **Timing & Scoring** \$1,000 - \$1,200
 - This should get you everything you need. A decent timing company's standard charge is inclusive of bibs and pins but always double check.

- **Miscellaneous supplies** \$200
 - Maybe you do need to grab 50 gallon jugs of water, a few rolls of duct tape, a box of pens, and who knows what else.

- **Finish line photos w/ sponsor logos**
 - Free

- **Finish line video**
 - Free

- **Results Email** with certificate, photo & video to participants
 - Free



Sample Road Race Budget

- **Port-O-Potties (1 per 75 registrants)** \$150 Each
 - \$300 – not needed if you have access to bathrooms e.g. schools or parks.

- **Truck Rental**
 - Chances are you do not need one. Standard rental rates apply however U-Haul has some very inexpensive local options.

- **Tables/chairs rental**
 - Chances are you do not need this. Everyone has these laying around – speak to your committee/team.

Total Estimated Expenses \$2,250-\$4,000

Help Articles

Please [click here](#) for a list of Help Articles on event management.