

How a Virtual 5k Operates

- Your participants sign-up online via a race sign-up website/software using your link.
 - Runsignup.com is a good one to use.
- Send a swag bag with a t-shirt (or something else that your participants would appreciate) and other goodies to your participants.
 - See if you can get the company printing your t-shirts or swag bag item(s) to do the shipping for you.
- Participants run on their own wherever they are and track their own time (honor system).
- Encourage participants to post photos on social media of themselves running the 5k wearing their t-shirt from the swag bag.
- Participants post their time on the website where they registered to race (you can categorize competition groups how you like).

How Long to Keep Your 5k Open

- You want to have it long enough to get a good amount of participants, but short enough to where it's not something that is a constant headache with a deteriorating return and amount of momentum.
 - Two months made sense for Elizabeth's team.
 - Don't forget you have the ability to extend a virtual run.

Comparison: Virtual vs. Traditional

- If you've done tiered pricing for your traditional 5k, you may consider doing a single price for everybody (shipping and processing fees included to keep things simple).
- People don't have to be local to participate in a virtual run.
- Overhead costs are way down when putting on a virtual run.



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Course Maps and Prizes

- Although race maps could help level the playing field if people are competing for prizes, they are an added and unnecessary complication that could deter people that aren't local from participating.
- People don't need prizes to sign-up and by not having prizes, you're cutting out both the cost of the prize and shipping costs. On the flip-side, prizes could result in more people posting their times and pictures on social media. Which could lead to more sign-ups.

Ways to Give Value to Your Sponsors

- Put their logos on your t-shirts and website.
- Shout out to them in your emails and registration confirmation pages.
- Put flyers from sponsors in swag bags.
- If your sponsor does something relevant to, be willing to pass their content along to participants or include it as part of your event process.
- They also may be just as excited or more excited to help out now even if they don't get the same exposure, so don't be hesitant to ask!

Marketing Your Virtual 5k

- Be sure to email past participants.
- Be active on social media.
- Print and post some flyers.

Biggest Piece of Advice: Just do it!



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