



9/11 Heroes Run Race Director Guide

Uniting Your Community to Honor
Our Nation's Heroes

WELCOME

Dear Community Leader,

In 2008 we hosted our inaugural 9/11 Heroes Run Event in the hometown of my nephew, Travis Manion - , Doylestown, PA. Since that day, runners, walkers, and ruckers have come together each year to honor our nation's first responders who selflessly sacrificed on September 11, 2001, and veterans who have served in the wars since. Today the 9/11 Heroes Run has expanded to events in over 90 communities nationwide, with over 60,000 participants.

Each year, on and around September 11th, we set out to make those who serve our communities, our country, and ourselves proud. Our event in Doylestown, PA has grown to host over 2,400 runners and nearly 200 volunteers! The spirit of honoring and remembering those who serve is absolutely contagious and is kept alive during all the planning meetings in every town where a Heroes Run has taken root. We work hard and prepare to make our event one to remember.

Our family will never be able to fill the void that losing Travis has left. However, this event has given us an outlet to pour our love and energy into while honoring his legacy. We also do it for others who have given us so much and continue to serve our country with selflessness and bravery.

The 9/11 Heroes Run is an expression of love and service that has the potential to bring communities together, help families of the fallen, inspire a love for service and support those in our own backyard who deserve our very best. Each event is a unique expression of your love, dedication, and service. Thank you all for carrying this torch. Without your tremendous hearts the 9/11 Heroes Run would just be another small town 5K.

May God bless all of you for everything you do to make this event one to remember.

To our heroes,

Chris Manion
9/11 Heroes Run – Doylestown, Race Director



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CONTACT INFORMATION

TMF 9/11 Heroes Run Team Contact

Jessica Gardner: 9/11 Heroes Run National Manager
Email: Jessica.Gardner@travismanion.org
Cell: (724) 331-7263

Corinna Lomasney: Athletic Events Senior Coordinator
Email: Corinna.Lomasney@travismanion.org
Cell: (206) 849-0211

Ally Bailey: Athletic Events Senior Coordinator
Email: Ally.Bailey@travismanion.org
Cell: (757) 235-7023

TMF Contact Information & Mailing Address:

Office: (215) 348-9080

TMF EIN # 41-2237951

Via US Postal:
Travis Manion Foundation
PO Box 1485
Doylestown, PA 18901

Via FEDEX or UPS:
Travis Manion Foundation
C/O 9/11 Heroes Run
140 E State Street
Doylestown, PA 18901

Open Forum Q&A Conference Calls:

We will host monthly Zoom meetings with any LRDs (Local Race Directors) interested in calling in to participate in an open forum Q&A discussion about the race planning process.

Zoom meetings will be held every week during race season on Wednesdays at 7:00 pm EST.
(Zoom recordings and notes will be sent out after each meeting)

Private Local Race Director Facebook Page:

The private group "9/11 Heroes Run - Race Director Forum" is invite-only to allow private & open discussions between LRDs only. Request to be invited or email TMF Heroes Run Team to get an invitation sent to you.

Private Local Race Director Information Portal:

This private webpage will host electronic copies of all support documentation you will need during the planning, execution, and post-race reporting processes. You will need to use your Heroes Run email to login.

The password has been emailed to you.

<http://www.travismanion.org/guide>

LOCAL RACE DIRECTOR SUPPLIED MATERIALS LIST

TMF will supply the following:

- Budget Support
 - TMF will cover all basic event-related expenses (upon approval), including the cost of insurance
- Website
 - A unique race webpage linked from 911heroesrun.org to house and display all of your specific race details
- Online registration & peer-to-peer fundraising pages
- 9/11 Heroes Run specific email address for communications (e.g. location@911heroesrun.org)
- Marketing Materials
 - 8.5" x 11" location specific race flyers (to be printed locally)
 - 11" x 18" location specific race posters (to be printed locally)
- T-shirts
 - Participant Race T-Shirts (Adult S – XXXL, and Youth large only)
 - Volunteer T-Shirts (Adult S – XXXL, will be sent in predetermined specific size/quantity shipments)
- 9/11 Heroes Run race bibs and Honor Bibs
- One start/finish line race banner - digital file - to be printed locally)
- Gold, Silver, and Bronze place medals
 - Medium - Large races (over 500 runners) will receive 96 medals: 28 gold, 28 silver, and 28 bronze medals, plus 4 Large gold, silver, and bronze medals for overall.
 - Top 3 male and top 3 female overall run winners (Large gold, silver, bronze)
 - Top 3 male and top 3 female GORUCK overall winners (Large gold, silver, bronze)
 - Top 3 male and female winners for 14 different age groups (Small gold, silver, bronze)
 - **Top 3 overall finishers CANNOT also win in the individual age categories)**
 - Smaller Races (less than 500 runners) will receive 60 medals: 16 gold, 16 silver, and 16 bronze medals, plus 4 Large gold, silver, and bronze medals for overall.
 - Top 3 male and top 3 female overall run winners (Large gold, silver, bronze)
 - Top 3 male and top 3 female GORUCK overall winners (Large gold, silver, bronze)
 - Top 3 male and female winners for 8 different age groups (Small gold, silver, bronze)
 - **Top 3 overall finishers CANNOT also win in the individual age categories)**
 - ALL races no matter the size must have top 3 male and top 3 female runners AND top 3 male and top 3 female Ruckers.
 - We do not offer a separate category for Ainsley's Angels participants. The pusher registers as a runner and receives a regular chipped race bib. The rider will register as a rider and receive an honor bib (unchipped). Awards will be given if the pusher places in the overall or age group divisions for running.
- Communication & support from the TMF 9/11 Heroes Run Team throughout the entire season
- Access to digital Race Director Guide

GETTING STARTED

1. EMAIL ADDRESS:

- Each Race Director will be assigned a @911heroesrun.org email address. All communications will filter to this email account from any local participants and it is **your** responsibility to answer all local inquiries.
- To access your account go to www.gmail.com and type in the username provided by the TMF 9/11 Heroes Run Team (yourcity@911heroesrun.org)
- **Check emails daily!** All participant & pertinent info/updates will be emailed to this account. If you would like to have a forward set-up to a personal email, please contact Corinna Lomasney at Corinna.Lomasney@travismanion.org.

2. WEBSITE:

Each race will have its own website page linked from 911heroesrun.org—simply scroll down to the event map and select your race location. Your race location’s direct URL will follow the formula 911heroesrun.org/racecity (e.g. 911heroesrun.org/doylestown). It is your responsibility to communicate unique details you wish to have displayed or updated. These pages will include, but are not limited to:

- Date, time, and location of race
- Registration costs and options
- Link to participant and volunteer registration
- Link to donate or participate in peer-to-peer fundraising
- Packet pick-up details
- Local sponsors
- Additional essential race information, specific to your event

3. REGISTRATION:

Your online registration platform will be initially built & published by the TMF Heroes Run team. Publish date is dependent upon when you provide your race date, start time, and race location to the TMF Heroes Run Team. Pages will be opened incrementally in May, with all pages being open on National Running Day in June..

4. PRICING:

Registration Type	Kickoff Pricing thru June 30	July 1 - August 31	Sept. 1 - Race Day
5K Run Registration	\$35	\$40	\$45
5K Run Active Duty Military or First Responder	\$32	\$36	\$41
5K Ruck Registration	\$40	\$45	\$50
5K Ruck Active Duty Military or First Responder	\$36	\$41	\$45
1-Mile Run Registration	\$20	\$22	\$25
5K Virtual Run Registration	\$40	\$45	\$50
5K Virtual Run Active Duty Military or First Responder	\$36	\$41	\$45
5K Virtual Ruck Registration	\$45	\$50	\$55
5K Virtual Ruck Active Duty Military or First Responder	\$41	\$45	\$50
5K Shadow Event Run Registration	\$40	\$40	\$40
5K Shadow Event Ruck Registration	\$45	\$45	\$45

GETTING STARTED (2 of 3)

5. SELECT YOUR EVENT DATE, TIME, AND LOCATION:

- Select a weekend as close to 9/11 as possible
 - Other weekends within September are acceptable but not preferred
 - Research other events that are already scheduled in your community to help determine the best date for your location. Your race date should take place AFTER Labor Day, and not be the weekend OF Labor Day.
- Select your race location
 - Consider established and certified road racecourses in your area. There is no need to reinvent the wheel if you do not have to! Research existing racecourses in your community and reach out to the organizers of those races to get direct information on the pro/cons of the course and who/where/how to permit the course efficiently. Talk to timing companies. A lot of them have established courses that work well.
 - Adequate parking and safe accessibility from parking to starting area (do participants have to cross major intersections and thus require traffic control assistance? Etc...)
- Course Design
 - If you are considering creating your own course, www.MapMyRun.com will help you determine exact distances. You can also use Google Maps pedometer at <https://www.gmap-pedometer.com/>.
- Course distance must measure 3.1 miles. Site selection goes hand in hand with safe course configuration. Keep spectators in mind and try to avoid:
 - Narrow lanes at start
 - Abrupt and/or sharp turns
 - Busy streets and intersections
- Ensure course markings will be visible
 - Use volunteers, signs, cones, neon ribbon, etc.
 - If your course is an "out & back," a turn-around point must be marked
- Water stations
 - Runners appreciate at least one water station throughout the course. At minimum, water must be available for runners at the finish line.

6. PERMITS: This can be a very time-consuming process, as it typically involves government or city administrative work. So, start early to ensure procurement. Delays in securing a permit may cause you to lose your location to another event. **Apply as soon as you have your date and location selected! We cannot advertise your race until you have ALL approvals!**

- Once you have determined your date, time, and location, contact the necessary city officials to determine the approval and permitting process.
- You'll most likely need approval on anything from location/venue, road closures, noise, event, food service, law enforcement, medical, etc. Your race timer, city officials, or other race event directors are all usually very helpful in sharing processes information.
- Some permits may require you to have insurance prior to applying for the permit - this is okay, simply apply for the insurance ASAP as to not hold up the permitting process.
- Ask if they offer a non-profit discount. A lot of organizations do! It doesn't hurt to ask!

7. INSURANCE: You cannot hold your event without insurance. TMF will cover all costs, but **you** are responsible for applying online. Insurance provides protection for the policyholder (each race location/TMF) against claims of bodily injury, property damage liability, and the litigation costs to defend such claims should they arise.

- a. Please refer to the Race Application Instructions on how to apply for insurance for your race. You can find them on the Race Director Guide page [.http://www.travismanion.org/guide](http://www.travismanion.org/guide). New race locations will need to be set up. Reach out to Jessica for more information.
- b. Follow the step-by-step instructions below from Road Runners Club of America at <https://www.rrca.org/my-account/>. Jessica can walk through the steps with you.

8. **RACE TIMING:** You may not time the event yourself or rent the equipment necessary for your volunteers to use. You must use a contracted race timing company.
- You can use this [Find A Timer Search](#) to look for race timers near you - we recommend filtering the search to show timers that are Run Sign Up certified as they will be familiar with the registration platform and should already know how to accurately pull reports, filter by event types, input results, etc.
 - Research local race timing companies and solicit price quotes to discuss with the TMF Heroes Run Team prior to signing a timing contract. You can expect most companies will provide a fixed flat fee + a quote per runner. They will typically offer a la carte options for additional services. Be careful with including “race management” as an add-on service, as this gets very expensive, and the overall race management responsibilities fall on the race director.
 - Your timing company should be involved with or responsible for the following:
 - Matching timing chip with the provided TMF race bibs and assist during packet pick-up
 - Providing fast and accurate on-site finish time results. They must also provide an age category awards list immediately ahead of your awards ceremony
 - Posting online race time results to their website
 - Providing a link for results so we can post it on the 911heroesrun.org recap page
 - Displaying a time clock at the finish line
 - Consult in formation and execution of the racecourse
 - Set up starting line and finish line safety parameters
 - Assist marketing your event on their website and database
9. **MEDICAL INFO:** Each race is required to provide a certified medical personnel on-site.
- Medical teams should be prepared and properly equipped to treat: heart attack, stroke, heat or other weather-related illness, broken bones, cuts, minor scrapes and abrasions, and allergic reactions
 - Professional medical personnel must be present with all necessary medical equipment. A medical kit manned by a volunteer is not sufficient.
 - Smaller races may choose to have an EMT or medic in lieu of an ambulance. This will help save on costs.
 - Always ask if they will donate their services. Offer them free comp codes or a race shirt.
10. **LOCAL COMMUNITY BENEFACTOR:** Only grandfathered race locations are eligible to continue their existing local community benefactor partnerships.

No new partnerships will be approved outside pre-approved nonprofits for returning locations. New race locations joining the roster will not be granted local community benefactor partnerships opportunities. 100% of new race location proceeds will support TMF programs.

Existing community benefactors will be paid out **only** if your race nets at least a \$2,000 profit, after all overhead has been taken out. Any race that does not net a profit **will not** receive a check.

RACE STANDARDIZATION PROCESS

If your race is brand new or a smaller event (100 participants or less), our team recommends sticking to the following race plan, until your race grows to 200 participants, or you offset additional costs with sponsorships or race required line items with in-kind donations.

- **Venue:** Consider a school or park that has very little cost for permitting and use. The budget should be less than \$500.
- **Race Timer:** Select a race timer who allows you to cherry-pick the items you require for your event. Some timers are all or nothing. They throw in things like a blow up arch, time clock, split time clock, multiple timing mats, advertising, race bibs, shirts and more. You do not need all of these things! You will need the following at the very least:
 - Race Timing Services up to the # of participants that you plan to have
 - Race bib chips. You may offer to attach the chips yourself if they require an additional cost to do so
 - Race Results link for participants

If you do not have someone who knows how to mark and set up a racecourse, I would recommend asking if the timing company can handle that task. If your race is at a location that has held multiple 5Ks in the past and the company has timed it, ask for them to offer up course ideas based on what has worked in the past.

We do not require a certified course! If they have one that is already certified, that is fine, but TMF WILL NOT pay for your racecourse to be certified.

TMF provides race bibs, we just need the 5K bibs chipped. If you have a 1-mile race, these bibs are neither chipped nor timed.

Forego the arch, split clock, advertising, bibs, shirts, and multiple timing mats, and photography options. You can offer an out and back course that requires only 1 timing mat.

- **Photographer: (For all race locations, regardless of size)**
DO NOT pay for a professional photographer! If you can get this service donated, by all means, take them up on their services and offer them in-kind sponsorship benefits. TMF sends photographers to our larger races, have staff at all locations. We recommend having a volunteer take pictures if the service has not been donated. You do not need professional photos, so please do not pay for this service.
TMF asks that you **do not** pay for videography services – we have a team that captures video for us. If you need video clips for promotion, please let us know, and we will share what we have.

RACE STANDARDIZATION PROCESS (2 of 2)

- **Medical/Police Coverage:** Talk with local medics/EMT to see if they would consider donating their time (typically you won't need their services for much more than an hour). You do not need a full ambulance service, as they can be costly, and with 100 or less participants, an EMT or emergency management personnel will be just fine, as long as they have a way to communicate with emergency services if there is a need.
- **Sponsorship:** The first year, it can be a little daunting to solicit sponsorships. We recommend having a goal of \$1000. This can be broken into smaller sponsorships, which is a lot easier to achieve. For example, 4 - \$250 sponsors would be an easy ask, given that it includes booth space at your event. Free advertising to hundreds or even thousands of your local community members! Consider sharing the TMF 1 Pager and Overview with your potential sponsors, so they can see what the money is used for. Draft a quality letter to your sponsor. You can find a draft on the [Race Director Guide](#) page under Sponsorships and Peer to Peer Fundraising.

[TMF 1 Pager](#)

[TMF Overview](#)

Any level of sponsorship is beneficial to your race and net profit. Events cost several thousand dollars to put on, so the more revenue coming in, the greater chance to return each year. In-kind sponsorship—which is donated items or services at no cost—is also important, especially if it eliminates a necessary line item expense, like medical, the venue, timing, finish line refreshments, water etc. This kind of sponsorship should be treated the same as monetary sponsorship, along with the same benefits.

If the sponsor is offering to include coupons or a free item in the swag bag, this is **not** considered a sponsorship. In order to do this, they must sponsor at the lowest level to have a booth or be part of the race day event. Please contact Jessica if you have questions regarding certain circumstances and one off requests.

BUDGET

TMF will cover all event execution-related costs. All major expenses and contracts must be approved by the TMF 9/11 Heroes Run Team in advance. Please keep in mind that this is a charity race series so the more expenses tallied, the less money goes to support and empower veterans and families of the fallen through TMF Programs.

Hosting and executing a 5K race can cost up to \$7,000.00 - \$12,000.00 depending on the size, location, and community participation. The average 5k race costs around \$5,000. If you are bringing in 100 participants at \$30 per person on average, race participants alone will not cover the cost to hold the event.

There is not a set standard budget, because costs vary across the country, but we ask that you do due diligence in finding a race location, timer, etc. and get quotes from several before signing any contracts. As your event grows, you can consider other locations and add-ons as your revenue grows.

It is extremely important to remember to solicit as many in-kind donations as you can. You will be pleasantly surprised how willing companies and businesses are to donate materials and services to a cause. Ask if the business offers a nonprofit discount.

Expense payment is dependent upon completing the editable [Digital Check Request Form](#). The form must be filled out and submitted to the TMF 9/11 Heroes Run Team for payment. You must also include a receipt, official invoice, or contract showing cost. Any contract exceeding \$500 will require a W-9 from the business along with the contract/invoice (W-9s are a 1 page document ALL businesses hold and should be available to you upon request).

Some small personal expenses may need to be incurred upfront, which can be reimbursed through the same Payment Request Form. These may be small purchases such as poster board for course directions, pens for registration, etc. Personal reimbursements will not be processed without a receipt or invoice – **no exceptions. If your purchase is over \$500 and has not been approved in previous years, you must get approval from Jessica Gardner prior to purchase.**

All requests are subject to payment and/or personal reimbursement denial if they do not fall within race-related expenses.

Attention: All final invoices, and reimbursement requests must be submitted to Travis Manion Foundation by November 1st. If they are not received by this date, you may forfeit the opportunity for reimbursement.

SPONSORSHIPS & IN-KIND DONATIONS

Sponsorships provide opportunities for donors and community partners to support your race while receiving public recognition and other benefits. TMF will provide you with all necessary official sponsorship documents.

We encourage each race to set a goal of bringing in *at least* \$1,000 in monetary sponsorships, and suggest that you try to get as many in-kind donations as possible. All items, big or small, that can be provided by a donor are costs that the race, and TMF, will not incur, which means a larger revenue for your race.

Please refer to the linked [Sponsorship & Check Request Forms](#) section of the Race Director Guide to obtain all necessary information and attachments needed to properly submit Sponsorship requests. Should you have any questions regarding your sponsorship application or proposal, please contact the TMF 9/11 Heroes Run Team directly for assistance. Once submitted, please log all donations and requests according to instructions below.

In-Kind Donations (donations of goods, services, or facilities)

- In-kind donations are NON-MONETARY donations: Examples include food or drink, starting line or finish line infrastructure, packet pick up location, items for race packet bags, tents, barricades, etc.
- **IMPORTANT:** In-kind donations, despite being non-monetary, are a major revenue source for TMF and should always be properly recorded and acknowledged! Please fill out the attached [In-Kind Donation form](#) with the donor, make a copy for them, and send the original copy to **Corinna Lomasney at Corinna.Lomasney@travismanion.org**. This [Digital In-Kind Donation Form](#) can also be filled out by the Race Director or the sponsorship point of contact and will be directly submitted to the TMF Heroes Run team. These forms will be integral to sponsorship tracking & thanking the donor.

Sponsorship/Monetary Donations (cash/check/credit card)

- There are many different ways to approach sponsorship relationships with potential funders. In addition to submitting sponsorship requests via a potential partner's online donation portal, we welcome you to use the attached "[Local Sponsor Solicitation Letter](#)" to solicit sponsorships for your race as a base template for initial communications. Feel free to alter the wording to make it more personal to your location. To edit the Local Sponsor Solicitation Letter, select "File" then "Download." The letter can be downloaded as a Microsoft Word document (.docx) and personalized in Microsoft Word, or the letter can be downloaded as a PDF Document (.pdf) and personalized in Adobe.
- Those who wish to be a vendor at your race are expected to pay \$250. This is equal to a Bronze sponsorship, which entitles sponsors to booth space at the event. Vendors are encouraged, but not required, to fill out the [Sponsorship Pledge Form](#). *There is not a separate form for "vendors only."* A vendor booth space (payment required) is considered a sponsorship for TMF.

As you receive donations, whether in-kind or monetary, please **communicate them immediately to the** so that we can be prepared to receive them at the office. It is imperative that all donations and sponsorships are turned in with a **completed [Sponsorship Pledge Form](#)** so that your event is credited with the contribution. Also, please DO NOT hold on to sponsorship checks - send them directly to TMF headquarters (P.O. Box 1485, Doylestown, PA 18901) upon receipt.

BUILD YOUR TEAM AND SETUP FOR SUCCESS

Create a team that will be able to support you and follow your direction. Recruiting, coordinating, and instructing volunteers is the most important factor in executing a safe, enjoyable, and organized event. It's recommended to develop the following structure to your volunteer team:

1. Local Race Director (LRD) - YOU

- Directly reports to TMF 9/11 Heroes Run Team and acts as the sole point of contact for all communications to and from TMF
- Manages, directs and oversees all details of the race. Has final say for local race over all other local volunteers.
- Negotiates all terms for race vendors (e.g. port-a-potties, location, sponsorships, etc.)
- Sends personal thank you notes to your committee, volunteers and sponsors.

2. Co-Director(s) (not required, but helpful)

- Works directly with and reports to LRD. Able to answer a majority of questions and act as LRD in case of emergency.
- Assists the LRD in race planning and management, research race locations, volunteer management, social media management, and writing thank you notes.

3. Committee Members

- This should be a small team of people (5-10 or more if you wish) that will have input in regard to race details who will work with the LRD throughout the whole planning period via committee meetings, assisting in task management, etc.
- Work as the main POCs for smaller delegated committees and managers on race day. As a start, we recommend forming the following event committees:
 - **Sponsorships** – responsible for coordinating with local businesses, vendors, etc. to secure donations of time, goods or services, or money for your race.
 - **Marketing** – responsible for spreading the word about your race through print media (flyers, posters, etc.) and social media (Twitter, Facebook, Blogs, etc.) and broadcast media (TV, radio).
 - **Medical logistics** – responsible for coordinating with local EMTs, athletic trainers, etc. to ensure sufficient medical staff will be on hand and properly prepared.
 - **Registration Manager** – responsible for dealing with race-day registrations. This is a very important committee and should be comprised of at least 2 people.
 - **Start Line/Finish Line/Course Managers** – responsible for ensuring start/finish lines and racecourse are clearly marked, safe, etc. and that runners are properly lined up.
 - **Volunteer Manager** – responsible for managing volunteers and directing volunteers to where they are needed.

4. Volunteers

- You will need to identify 30-40 volunteers to execute the event (more if your race is larger than 250 runners). Keep in mind that there is a 20% no show rate with volunteers--the more, the better.
- Volunteers are responsible for manning on site duties such as water stations, registration, start/finish lines, parking, crowd control, etc.
- Asking is the first step to recruit volunteers. Tap into your local resources, groups that are looking for volunteer hours, high school groups.
- Reach out to local police, fire departments, and military units. Their presence will help to ensure success.
- **All volunteers who do not register via Run Sign Up must sign the TMF [Volunteer Waiver](#) for safety & liability. We ask that all register via Run Sign Up. This is how we assign tasks and collect shirt sizes.**
- Volunteer shirts are guaranteed for those who register by the shirt deadline, and any additional shirt provided on a first come, first served basis.
- **We typically will not allow the closing of volunteer registration.** We never want to turn away people willing to help, so try to think of creative ways to utilize all who volunteer. You can always send volunteers to the racecourse to cheer on runners, or ask volunteers to make signs the morning of the race and at packet pick-up.



MARKETING

Local Marketing: As our Local Race Director, we look for you and your volunteers to focus on the local level marketing.

1. **TMF will provide:**

- 4"x 6" location specific flyer design (printed locally) to leave behind at business, hang on community boards, flyer other 5K events, etc.
- 11"x 17" location specific posters and 8.5"x11" flyers (printed locally)
- Electronic layouts of all materials for use in online marketing
- Press Release

2. **Advertising suggestions for you to seek locally**

- List your race on www.rcca.org/events/find and on <https://runningintheusa.com/>
- Radio stations: Contact local radio and forward a press release and/or race event details. Suggest an interview about the race closer to 9/11 (majority of local stations will be looking to do specials near the 9/11 anniversary)
- Television outreach: Utilize the press release included in this LRD Guide to inform the local television stations about the 9/11 Heroes Run. Ideally your press release should identify the mission of Travis Manion Foundation, the 9/11 Heroes Run, and any local community benefactor. Be sure to list the date, time, and location of the run, along with your contact info. Your press release should be submitted to local TV networks approximately 1 month prior to your event and again 1 week prior. Check your local stations websites and look for contact info on who to reach out to.
- Print media: Contact all local media including local magazines, community newspapers, city newspapers and outlets that keep the public informed about upcoming local events and forward press release or digital version(s) of marketing flyers/posters.
- Retailers/Restaurants: When approaching a business for this type of sponsor, create a relationship that allows you to have flyers or posters at their location.
- Running Blogs and Clubs: Research and find out the POC/President at local running clubs or blogs – contact them and send them the <https://www.travismanion.org/about-us/who-we-are/> link to share with their club members
- Free online race listings and prints: Research local racing magazines and websites to post your race information on.
- Typically, these forms of media are free for listings and our participants will search this avenue for 9/11 events or even just casually to see if anything catches their eye.
- Social Media: Post info about event on your personal Facebook, Twitter page, or Blog and if your town has a Facebook group post it there as well.

3. **Go Grassroots**

- Promote your event at other local races leading up to your event. Create a list of all local 5K races that are happening around your area and designate 2-5 volunteers (depending on the size of the race) to attend the event and pass out flyers to runners (these volunteers may also make note of what vendors, sponsors, donators are around that you could possibly add to your list)
- If you have 9/11 Heroes Run t-shirts from a previous year, we encourage you to wear them while marketing or out and about in your community.

4. **Share Your Event Page Via Email**

- Email your network of friends and co-workers to help spread the word and include a link directly to your race registration page. If you forward emails sent by TMF, be sure to provide specific information about your own event. Always be sure to double-check all information and hyperlinks before you send.

LOCAL RACE FACEBOOK PAGES

Step 1: Creating a Facebook Event for Your Race

- Go to the “event” tab on Facebook found [here](#) and click “create new event” (be sure to select your event page and NOT your personal page when creating your event)
 - Use this format to title your Facebook Event: “9/11 Heroes Run - **EventCity**”
 - The text in **red** should be unique to your race location (e.g. [9/11 Heroes Run - Salt Lake City](#))
 - Add a cover photo, date, time, and information about your race
 - Add [TMF](#) as a host/collaborator to add authenticity. TMF’s national page will accept your co-host request as long as it is titled properly
- Grow event awareness
 - Pin the event to your race page (directions on pinning posts can be found [here](#))
 - Invite followers or page members to the event
 - Share on your personal page to encourage friends to view and share

**Don’t have a Facebook race page? Reach out to Jessica Gardner at Jessica.Gardner@travismanion.org to get yours set up.*

Step 2: Determine Frequency of Posting

- TMF begins posting about 9/11 Heroes Run events at the end of May or early June
 - Follow along to see how often they are posting registration links, stories, and sales and re-share on your page
 - At minimum you should be posting 1x per week and more frequently as race day approaches

Step 3: Determine What to Post on Your Page

- CTAs (call-to-action)
 - Include registration links to your posts
 - Re-share TMF’s 9/11 Heroes Run posts that encourage registration
 - Share any discounts or specials TMF is promoting
- Engage Audience
 - Ask questions to engage followers
 - How many years they’ve been running, why they run, who they run for, etc.
- Thank Sponsors
 - Post shout-outs to your sponsors and charity partners
 - Share information about your sponsor and post their logo, thanking them for their support
- Spotlight Runners
 - Post pictures, stories, and/or quotes from local runners
 - If they’ve been running the 9/11 Heroes Run for several years or have a unique story, it’s a great opportunity to share with your community

Step 4: Community Management

- Check direct messages and comments on your page often
 - Answer participant questions in a timely manner and interact with any positive comments on your posts
 - Any questions not covered in the FAQs can be directed to TMF’s 9/11 Heroes Run team

Best Practices for Growing Your Community

- You can build a community for your page by doing the following
 - Invite your friends to like your page
 - Re-share your event page often
 - Share your page (or your race details) on local community pages
 - Like and follow all the 9/11 Heroes Run sponsor pages, local sponsor pages, and charity partner pages
 - Include the links to your Facebook page in all emails about the 9/11 Heroes Run and in your local press release

Posting Pictures on Your Page

- Only use engaging, high-quality Heroe Run pictures
 - 2024 9/11 Heroes Run pictures can be found [here](#)

Helpful Links

- TMF
 - 9/11 Heroes Run website: www.911HeroesRun.org
 - TMF homepage: www.TravisManion.org
- Facebook
 - [Updating your Facebook race page](#)
 - [Editing your Facebook event](#)
- 9/11 Heroes Run Digital Assets
 - Profile picture and cover photos will be provided
 - Social media graphics for race promotion will be provided



TIPS FOR PITCHING LOCAL MEDIA

We have included a template press release, radio spots, and video PSAs on the Race Director Guide page under the [Media Information](#) section for you to use to garner media coverage in your local area. The template press release has designated spaces for inserting local race information. You can add additional information, such as special local guests and any important logistical information, but keep in mind that you generally do not want a press release to run longer than one page.

Tips for Contacting the Media:

- Using the included template, create a press release with your local race information. Plan to reach out to local media at least one month in advance of the event.
- Identify the outlets in your local community that you would like to contact. Local newspapers, radio stations, TV stations and online media are always looking for news. Don't forget to add local blogs and relevant local influential people to your list.
- Visit the publication's website to try to locate a reporter who specifically covers community events/news or call the front office and ask for a contact. Usually, you can locate a direct email address for reporter or editor. If you can't find direct contact information you can ask for the news desk email address.
- Send a short, personalized email to the reporter/editor and include your local press release by copying and pasting it in below the message. You can send it from your 911heroesrun.org email or personal email. Be sure to introduce yourself, give a short description of the event, and tell them why this is an important local event for their audience. You can send the same email to multiple outlets, but the more personal the email is, the more likely they are to pay attention to it.

Here is an example:

Good afternoon <insert name>,

On <date>, Travis Manion Foundation, in partnership with local volunteers, will hold a 9/11 Heroes Run in <location> to honor first responders, military personnel, veterans and survivors. With the anniversary of 9/11 around the corner, I want to invite you to attend in the race and interview our team about TMF's mission to empower veterans and families of the fallen to develop character in future generations.

Each year, Travis Manion Foundation, one of the leading veteran service organizations in the country, founded in honor of fallen hero 1stLt Travis Manion, USMC, hosts the 9/11 Heroes Run 5K race series to bring communities together to remember the events of Sept. 11th.

This year, there will be more than 90 races across the country and we will host one right here in our community.

Below, please find a press release with all of the event details. If you're interested in covering or attending the run, please do not hesitate to contact me. As the local Race Director, I would be more than happy to speak with you and do an interview. To learn more about the 9/11 Heroes Run, you can visit www.911heroesrun.org.

Thank you for your time, and I look forward to working with you.

<Signature with email and cell phone number>

TIPS FOR PITCHING LOCAL MEDIA (2 of 2)

- Remember that radio and TV are looking for different things. While a press release or a quote might be sufficient for print media, radio and TV media want interviews. Attach the press release so that the TV or radio station have the event details, but also be sure to suggest an interview in your email so they know you are available and willing. Don't forget to send video PSA links and/or radio spot scripts - this is an easy way for them to promote your race and fill time. These can be found on the online Race Directors Guide
 - Be sure to follow-up with the reporter if they reach out to you. Often reporters want a quote from the Local Race Director. If they do not follow-up with you, try calling them to confirm that they received your email. Reporters like to be contacted because they get so many emails, they could have missed yours.
 - Some news outlets also have local event calendars or sections where users can post news or events. Utilize these community forums if they are available to you and post your press release to them.
 - If you have TV outlets or newspapers who let you know they will be attending the event on race day, it is ideal to assign a volunteer to media relations. Provide the reporters with a cell phone number and a meeting place so that someone can show them around and identify any key people at the event that they may want to interview.
 - Don't get discouraged! It can be tough to get media coverage – remember, it is full time job for some people. The more outlets you pitch to, the better chance you have of gaining coverage.



RACE DAY MUST-HAVES & NICE-TO-HAVES

"I make sure I am the first one to show up. I don't want people to park or set up things where they're not supposed to ... preparation is key because once the gun fires, it has a life of its own"

-Dave McGillivray, Race Director of the Boston Marathon

Race Day is all about the details – and there are A LOT of them!

Must Haves According to 9/11 Heroes Run Participants:

- **Start on time.** Opening ceremony times should be listed on the webpage and the actual race start time needs to be stated and adhered to.
- **Mark your course clearly.** Many runners complained that the courses was not marked and if there is a turnaround point, mark it well. If the course is a cross country course (aka not on pavement, cement, road) or on a beach, etc. it needs to state that on the registration page.
- **Promote the awards ceremony and keep it brief.** Many attendees are not aware that an awards ceremony will take place after the race. And many others leave if the ceremony is too lengthy. Be sure to make runners aware of the ceremony and encourage them to stay by keeping a tight pace.
- **Make sure the course is truly a 5K – 3.1 miles exactly.**
- **Provide water.** There **must be at least one** point on the course where water is available to runners.
- **Speak up.** Make sure you have and use a sound system to speak to the crowd and hold opening ceremonies.
- **Separate the fun runners.** If your location provides a 1-mile fun run, make sure if you have a mile course separate from the 5K course or stagger your start time. Make this clear and concise.
- **Advertise with and invite local law enforcement, first responders, fire departments and military.** The local community wants to be invited to support our cause.
- **Have a Facebook page for your race!**

For your convenience, here is a checklist of race day items you may need for your event. You may need to ensure you have these, they will not be provided for you by TMF.

- First aid kit
- Safety pins
- Cash box & petty cash (where required)
- Clip boards
- Check-in lists
- Registration/packet pick-up tent signs
- Blank bib #'s
- Sharpies
- Day-of registration forms & waivers
- Pens
- Highlighters
- Tables
- Tents
- Zip ties
- Caution tape
- Stop watches
- Extra t-shirts
- Top Finisher awards (beyond provided medals)
- Printed items for TMF table
- Paper towels
- Trash bags
- Mega phone(s)
- Generator
- PA system/mic
- Extension cord
- Duct tape
- Rope
- Laptop
- Hot spot
- Ruck scale

RACE DAY REGISTRATION

Offering registration on race day is optional and up to LRD discretion. Prior to event day, let the TMF 9/11 Heroes Run team know so that participants can be made aware. Please make this decision early and talk to your race timer. TMF recommends letting registration open through race day, as many sign up last minute.

Same-day registrations **do** require additional logistical planning and support, but can also provide a significant last-minute participant number boost. Please encourage all participants to register using the RSU kiosk, if available, using the provided QR code. Paper registration is a **last resort**, and is a thing of the past. You can manually add a participant on a laptop, if they will not do it themselves. As a precaution, you must be prepared with several volunteers equipped to handle on-site registrations along with a plan with your race timer.

Keep in mind that an overwhelming number of race-day registrations may cause delays if not properly planned. Make sure to prioritize equipping pre-registered runners and work with your race timer to strategize accordingly. Although they require extra hands, you can potentially increase your participants numbers up to 30% with race day registrations.

1. All pre-registered runner shirts must be pulled **prior** to race day. Those who register on race day or after the online deadline will receive shirts on a first come, first served basis. Only those registered before the deadline are guaranteed a shirt in their size on race day.
 - Ensure all runners get their requested shirts by preparing all pre-registered runner packets ahead of time.
2. Be sure you and all volunteers are documenting registration money and additional donation money **separately**. Sponsorship, donations, and registration revenue should be split out accordingly.
3. Some locations will have a capacity limit. If you reach capacity ahead of race day, please notify the TMF 9/11 Heroes Run Team, and we can shut down registration.



RACE DAY EXECUTION

- Weather:** You will be responsible for monitoring the weather prior to and up through the day of the race. As race day approaches and weather forecasts become more reliable, you may need to make adjustments such as, but not limited to, adding more water stations, alerting medical team to the forecast so they can bring additional supplies, personnel, etc.
As a late-summer race series, there is a possibility you will encounter extreme heat conditions or lightning. If either is forecast on your race day, please communicate with the TMF 9/11 Heroes Run Team ASAP.
 - **Extreme Heat:** You must be mindful of the weather forecast leading up to race day and plan accordingly. If extreme heat is predicted, you should advise runners in the days leading up to the race to remain properly hydrated. Ample water stations should be available and attendees should be encouraged to hydrate during and after the race. On-site medical personnel should be prepared and equipped with proper supplies to treat any heat-related illness.
 - **Lightning:** Any thunderstorm in the area of the course within 1 hour of the start of the race is potentially dangerous and should be considered as such for runners and spectators. You will be responsible to determine whether your race should go on as scheduled, be delayed until the storm cell has passed, or be cancelled/postponed.
 - **Delay vs. Cancel:** If at all possible, your race should continue as scheduled. If questionable weather arises on race day, consult with your race timing company, as they often may have experience with those situations. Please make sure that you are in contact with the Heroes Run team throughout the process.
- Rental items:** If not otherwise provided in-kind, you may need to rent the following:
 - Tables (for registration, a TMF informational table, check-in, first aid, race timing, etc.)
 - Barricades (if not provided by your Race Timing company or event location) for crowd control and organizing runners at your start and/or finish line. Alternative could include neon tape, cones, etc. Some locations require barricades. Check with your race venue.
 - Restrooms. Each race will be required to provide restrooms unless your location has permanent ones in place. If you are unsure of how many portable restrooms you may need, consult your portable restroom contractor.
 - Inclement weather/tent coverage: Be sure to have canopy coverage if possible for registration, medical and/or food stations.
 - Sound System. If your location allows, be sure to secure a sound system that will adequately cover the area of your race start/finish, vendor area, and restrooms.
 - Start/Finish Line Infrastructure: Each race will be unique to its own start and finish line. Many times your race timer will provide this and we encourage you to have them take care of it.
 - Examples of infrastructure for start and finish: metal light truss, scaffolding, nature (trees), ladders etc...
 - Ensure the bottom of your banner is high enough that everyone will clear underneath
 - Items to have on hand for securing the banners: zip ties, rope, nylon rope, etc.
 - In cases where it is raining or extremely windy, cuts will need to be made in the banner to allow wind to pass through. Do not make these cuts until closer to the race and the weather is confirmed.
- Race T-shirt Etiquette** **[WARNING: If a runner does not show up on race day, they may still request their t-shirt. Do not give their shirt away to someone requesting a different size.]**
 - a. **Only pre-registered participants are guaranteed a t-shirt in their registered size on event day.** The inventory TMF provides is exact to registration requests with a set amount of extras to account for same-day registration as available.
 - b. Stand strong--runners will have been made aware of these rules in advance.

RACE DAY CHECKLISTS: PRE-RACE

As you prepare for race day, it's helpful to break down the responsibilities into 3 major segments:

1. **PRE-RACE:** Prepare to welcome all participants, supporters, and vendors. Be sure the course is safely marked, set up signage, and begin day-of registrations. Don't forget to delegate! The following areas are key race aspects and should be assigned a volunteer manager, preferably a member from your race committee.
 - Parking - Each race location must provide parking for your participants. The TMF 9/11 Heroes Run Team must be made aware of special parking instructions so they may post to your event page. If necessary, assign parking attendants and directional signs.
 - Vendor Village - Designate an area for vendors to set up tables for participants to peruse before and after the race. Charge each vendor a fee to be a part of the Village as listed in the Sponsorship Pledge Form. Be sure to log any in-kind donations to be distributed in the Village.
 - Each vendor should provide their own tent and table for their area (average tent 10'x10')
 - Potential vendors may be: Local bakery providing muffins or fruit, running store, local restaurants, energy drinks, etc.
 - Vendors may also provide coupons or giveaways to include in race packets, based on sponsorship level. When recruiting businesses for the Vendor Village please use the Pledge Form.
 - Registration - Designate at least one main volunteer to work the registration table on race day. Consider choosing one volunteer for pre-registrations and one volunteer for day-of registrations.
 - Starting Line - Assign a volunteer to ensure the following is completed:
 - Set up starting line infrastructure
 - Hang TMF Banner
 - Ensure race timers are in place and set up
 - Ensure the area where runners will be starting is clearly marked
 - Follow the dedicated timeline for an on-time start and all corresponding wave starts
 - Break down of starting line
 - Finish Line - Assign a volunteer to ensure the following is completed:
 - Set up of finish line infrastructure & hang TMF Banner
 - Ensure the area where runners will be crossing the finish is clearly marked
 - Ensure race timers are in place and set up to capture finish times
 - Breakdown of finish line
 - Opening Ceremony - Work together with your race committee to make your opening ceremony unique. **Your opening ceremony should start prior to the advertised race start time** (ex: if your race starts at 8am, your opening ceremony should start at 7:30am or 7:45am. Please provide times to the TMF 9/11 Heroes Run Team to list on your web page.)
 - Your ceremony should include:
 - Welcome Statement (write yourself a brief introduction)
 - Opening Ceremony on behalf of TMF (this will be supplied to you in August by the TMF Team)
 - Moment of Silence
 - Guest of Honor speech(es)
 - Thank all National Sponsors by name as well as any local sponsors
 - State the race rules
 - National Anthem (we do not pay for this service)

RACE DAY CHECKLISTS: PRE-RACE & MAIN EVENT

- Closing Ceremony/Awards - This can be as formal as you'd like, but must include:
 - Thank you to everyone for attending/participating to honor the heroes of 9/11
 - Announcement and distribution of awards
- TMF Tent - TMF staff will be provided to man the TMF table at your event, sharing information about TMF's mission and programs.
- Photography & Video Management - Choose a volunteer or committee member as the point of contact for your photographer.
 - Photo & Video Direction will be provided to you by the TMF 9/11 Heroes Run Team, including careful directions for providing final files
 - Consider requesting a photographer donate their services as in-kind. If this is not possible, designate a volunteer to capture pictures. Cell phones can capture great pictures and video content. It is imperative that TMF has full access and rights to all pictures and proofs from professional photographers.

2. MAIN EVENT: Make sure the water stations are ready, volunteers are in their assigned areas and know their tasks, and there is no confusion along the course. Make sure the medical area is clearly marked in case of injury. Make noise, especially at start and finish—it's awkward to run in silence! Use cow bells, bull horns, noisemakers, music, and plenty of cheering. Make the finish line area fun! Look to have music, entertainment, refreshments, etc.

Don't underestimate the cleanup effort required for breakdown. Make sure you have enough volunteers to help you – you can even consider signing up a team of volunteers specifically to show up at the end to help with this task. Ensure volunteers clean up their stations and surrounding area and assign a volunteer to sweep the course and grab mile marker signs, trash etc. as they follow the last participant. Clarify in advance what equipment and area your timing company representatives are responsible for cleaning.



RACE DAY CHECKLISTS: POST-RACE

2. POST-RACE:

- **Post-Race Accounting:** The information that the TMF 9/11 Heroes Run Team will be collecting from you within the first 48 hours of race execution is just as important as the actual race. Without proper post-race reporting, there is no way for TMF to review, evaluate, and grow the race series properly.
With that said, it is super important that prior to race day, you prepare yourself (or designate a volunteer) to make sure all the following are ready to be tallied. We have worked to make this as easy as possible for you by creating templates that just need to be populated.
You will receive an Airtable form via email after your event. Please fill out your record your final participant numbers on this form. This is one of the most important data points for your race. Please make sure that you are able to supply the TMF Heroes Run team with the required participation numbers. Document the following details for end of year reporting.
 - Run: How many total people ran in your race? Registered? Non-registered?
 - Volunteer: How many people helped you with your race? This includes all people, whether they only helped for one day or for one hour or throughout the season.
 - Donate: What is the total dollar amount of in-kind donations received on race day and/or leading up to it?
 - Cheer: What is your best estimate of the number of volunteers and spectators who came to support your event?
 - Honor: Find your total by adding Run + Cheer + Volunteer = Honor
- Timing results: Your timing company is responsible for sending you a link to all race timing results, a hard copy document of race timing results, and returning any race related documents including registration forms. As the LRD, you are responsible for providing this information directly back to the TMF Heroes Run team **within 72 hours of your race completion**. We will send you an Airtable form that you can add the results link to.
- Image upload: Whether you have a professional donate their time or you simply designate a few volunteers, we want to see pictures of your event to post on the website, use for future marketing materials, show national sponsors, and much more! Please consult the Photo & Video Direction provided to you by the TMF 9/11 Heroes Run Team for instructions.
- Invoices & reimbursements
 - Some of these may be required to be paid in advance to your race day, and that's ok. The TMF 9/11 Heroes Run Team just needs to know as soon as you do. Copies of all other invoices and reimbursements will be required to be submitted in order to be processed.
 - Please use this [Payment Request form](#) and submit it to Jessica Gardner at jessica.gardner@travismanion.org.

POST DAY CHECKLISTS: POST-RACE (2 of 2)

f. Race day paper registrations - All registrations should be done on the Run Sign Up race registration platform. However, in the rare occasion you encounter a participant who refuses to register online, print and use the form on the TMF Guide page at <https://www.travismanion.org/guide>. Keep a few copies on hand for race day and submit to the TMF Heroes Run Team after your event.

g. Local Wrap-up: Be sure to post the following to your Facebook Page, Instagram and Twitter post race:

- All race day photos
- A link to the race times
- A thank you to all special guests, sponsors, and people who came out to Run, Volunteer, Donate, Cheer, and Honor.

h. Thank You Notes

- Anyone who made a monetary donation to TMF will automatically receive a thank-you note. All other thank you notes are the responsibility of the race director. It's always a good idea to send a handwritten note when possible!
- Make sure to send your personal thank you notes to everyone who helped make your race possible: volunteers, vendors, sponsors, etc. Thank you notes go a long way in building good relationships and may lead to a larger participation in your race the following year!



PARTICIPANT FAQs YOU'LL NEED TO ANSWER

Q: Is the Travis Manion Foundation a tax-exempt, not-for-profit charity?

A: Yes, the Travis Manion Foundation is 501(c)(3) as determined by the IRS.
Our EIN# is: 41- 2237951.

Q: Is my personal registration fee to participate in the run tax deductible?

A: No, but any additional donation made on top of your registration fee is.

Q: Are the race participant t-shirts true to size?

A: All race shirts are TulTex Blend t-shirts: pre-shrunk, 65% Polyester / 35% Ringspun cotton. They typically run true to size in fit. Size exchanges are not available, so if you are unsure, we recommend registering for one size larger.

Q: Am I guaranteed a race shirt and participant swag?

A: **Only** online, pre-registered runners signed up by **September 1st** are guaranteed a race shirt and participant swag. Inventory is distributed on a first come, first served basis while supplies last, so we urge you to register early.

Q: Do I have to run or can I walk?

A: Walking is allowed and welcomed.

Q: Are there age limitations?

A: No.

Q: How do I register to volunteer at a race location?

A: You are able to register to volunteer at no charge directly through the registration process.

Q: Do you offer team registrations?

A: Yes. You can register as part of a team via the online registration process – after entering your name and information, simply select to add a team name (or select an already existing team name) to add to your registration details when entering your registration & payment details.

Q: Is there a military discount to participate?

A: Yes! We are pleased to offer a special rate for military and first responders.

Q: Can I get a refund on my ticket or donation if I decide not to participate / incur an injury / realized I will not be in town for the event / would like to transfer my registration to someone else?

A: No, unfortunately there are no refunds or transfers of registrations for any reason.

Q: What should be done in the case of inclement weather?

A: All 9/11 Heroes Runs should go as planned, whether rain or shine. However, if in the event of a major weather emergency your race location must cancel the race, your race fee will not be refunded. It will be deemed 100% tax-deductible as a donation to Travis Manion Foundation 9/11 Heroes Run.

Q: Can I register on race morning?

A: Not all locations will offer race day registration, so please check your race location details page. You also are not guaranteed a race shirt & participant swag if you wait to sign up on race day – **only** those who register online before the deadline are guaranteed a shirt.

PARTICIPANT FAQ'S YOU'LL NEED TO ANSWER (2 of 2)

Q: Are running strollers permitted?

A: Depends on the specific race location, but generally yes running strollers are permitted. However, out of respect for runners/walkers without strollers, those with strollers should start at the back of the main group to not create a 'traffic jam.' Double check with your specific race location to make sure the terrain will be compatible with strollers – not all races are on flat pavement.

Q: Will I get a t-shirt and runner swag if I register as a Virtual Runner?

A: Yes, Virtual Runners will receive an official race tee shirt, race bib, and runner swag which will be mailed directly to you.

Q: If I sign up to fundraise on behalf of the 9/11 Heroes Run, do you have any tips I can use?

A: Absolutely! Here is awesome guide to get you started fundraising today!

<https://www.travismanion.org/peer-to-peer-fundraising-tips/>

Q: Do I get a patch for rucking the Virtual Run and when will I receive my patch?

A: Patches will be mailed directly to participants and will continue to be shipped through the end of Virtual Runner Registration, which closes in October. Participants of both Virtual Runner and in-person events will receive patches.

Q: Is there a minimum weight requirement to ruck?

A: There is NO minimum weight requirement to ruck the 9/11 Heroes Run. It's an honor system – challenge yourself! There are requirements, however, if you are trying to place for a top 3 award medal.

Q: Will there be medals given for the GORUCK divisions?

A: At in-person events only, there will be a total of six medals given: one each to the top three male and top three female ruck finishers. There will be no age bracket awards!

Q: Will awards be mailed to winning participants if they do not stay for the awards ceremony?

A: No, awards will NOT be mailed. Winners must be present to receive awards. You may offer for awards to be picked up if a 2nd packet pick up is scheduled for shirts. That is the responsibility of the LRD to set that up. TMF will not pay to ship awards to participants.



BRAND GUIDELINES

Approved Logo to be used:



Logos that are no longer in use:

