



The 2017 Run & See Georgia Grand Prix Series

Presented by Georgia Runner, Inc. & *Georgia Runner Magazine Online*

Dear Race Director:

Attached is an overview of the "2017 Run & See Georgia Grand Prix Series" and the benefits to your race of being part of this growing Series. In 1989 we started the Run and See Georgia Grand Prix Series with just 34 races. Since then, we have grown the Series to over 400 races throughout the state, with nearly 100,000 runners or walkers participating each year. In 2017, we anticipate another big year, exceeding the 2016 numbers, and would like to offer you the opportunity to be a part of this exciting and growing running series. Participating races on the series have increased their number of runners by being a part of the Series each year, as more and more people are discovering the fun and excitement of traveling our state to run in different cities and towns and seeing other parts of the state.

The primary purpose of the Series is to encourage runners to travel around the state and participate in quality running events, while at the same time seeing some of the great tourist attractions and cities/towns in our state. At these events the runners will earn points for their age group placing (regardless of the age groups you may use at your race, for points purposes, we calculate the race standings based on 15 age groups beginning at 10 & under and going to 80 & over in 5-year age groups); they will accumulate these points over the year and at year-end there will be the awards ceremony and awards presentation to honor the top 20 in each age group.

We are currently putting together the **2017 Run & See Georgia Grand Prix Series** calendar and wanted to see if you and your race would be interested in joining or rejoining the Series. **AGAIN IN 2017** - We have divided the state into twelve (12) regions (map attached) and plan to have no more than one race in a region on the same date at the same time, except in the Atlanta region, which because of its large number of runners can have 2 races).....there could be races in the morning and afternoon and another in the evening...just not two at the same time. Those races that were on the **2016 Run & See Georgia Grand Prix** will have first priority for their race on the weekend they had in 2016 provided they send in their application and check before January 31, 2017. After those priorities, the calendar will be filled on a first come - first served basis. **(Races that were on the 2016 Series who may be changing their date should contact us before assuming your race can have the new date for the 2017 Series. Another race in your region may already have the date... please check first!)**

The fee to be on the 2017 Run & See Georgia Grand Prix Series is \$250, which includes:

- Your race flyer placed as early as you want on the *Georgia Runner Online Magazine website*, but we strongly encourage you to get the ad to us at least 3 months prior to the month of the event - again, you can send it earlier if you want.
- Listing in the *Georgia Runner Online Magazine web site* complete event calendar for all races on the Series including date, distance, contact person, phone number and website (if provided).
- Distribution of your race flyers at other races around the state that we attend.
- Discounts on race awards through Georgia Runner Awards, a sponsor of the Series. Call 678-214-5294.



- **Special pricing on chip timing your finish line and start line, if needed, through Georgia Runner Race Timing – contact Danny Potts at 678-214-5294.**



- **Reduced rates for regular Finish Line Services (use of finish cards or tearoff tags) through the Run & See Georgia Grand Prix Series finish line services partners around the state – call, write or email for a list of names and numbers.**
- **Special prices on race T-shirts from New World Graphics, the Run & See Georgia Grand Prix Series screen-printing sponsor. Contact New World at 706-353-2517 or email them at nwgart@bellsouth.net.**
- **Special rates for porta-johns (in metro Atlanta) from Pit Stop, Inc., the Grand Prix Series porta-john sponsor. Contact Jeff or Terri Wigley at 770-439-2888.**

In addition, for 2017: Optional ways to promote your race can be added to your Run and See Georgia Grand Prix membership, including: graphic design and layout, e-marketing, and printing services.

Upon receipt of your application and membership fee, you will receive the “2017 Run & See Georgia Grand Prix Series” logo to put on your race flyer. The Grand Prix Series logo is what the runner looks for when perusing all the various race flyers available. Better to have the logo and to have runners know the race is on the Series than to take a chance. Though not required, but certainly encouraged, the Series recognizes the following age groups for point standings: **10 & under, 11-14, 15-19, 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, 70-74, 75-79, 80 & over.** These age groups are the same for males and females.

***** Immediately following your race, please send the complete race results of all participants (preferably an Excel or .txt file) – to include place of finish, first name, last name, age, gender, and time – each in a separate column.** The easiest and fastest way would be to send them as an attachment, either as an Excel file or a txt file....for those of you using chip timing or other computerized results you can email us whatever the timing company gives you but it must be **COMPLETE** results, to include all participants! **AGAIN IN 2017 – races not timing all finishers will not be allowed on the Grand Prix Series... we feel that all runners deserve to be timed as part of their entry fee and should not have to pay extra; besides, it does not give an accurate accounting of the finishers, for points purposes, if you time your race this way!** It is imperative to the Series that this is done on a timely basis - especially if you want the runners to continue coming to your race for those points! Participants get very upset if those results are not available shortly after the race so they can be published in the magazine. ***If we do not receive your results your race will not be permitted to be a member of the Series next year!***

We want to make this the biggest and best Series to date and therefore we want to help you increase the numbers at your race and the number of runners traveling across our state for all the races. I look forward to hearing from you as soon as possible.

Good Running!

Gary Jenkins



2017 Run & See Georgia Grand Prix Series Application



To secure your membership in the 2017 Run & See Georgia Grand Prix Series just complete the attached Series application and forward it and your check for \$250 to Georgia Runner, Inc. at the mailing address below: (Check must be received prior to ad placement in Georgia Runner Online Magazine)

Georgia Runner, Inc.
P.O. Box 2062
Mableton, GA 30126

Name of Race: _____

Date of Race: _____ Start time of Race: _____

Website address: _____

Distance of race (circle all that apply) 5K 8K 10K 15K 20K 1/2 Marathon Marathon Other

Location of Race (Start/Finish area - if you know the exact street address, that would also help)

Race Director: _____ Phone: (Day) ____ - ____ - ____

Address _____ (Night) ____ - ____ - ____

Email _____

Asst. Race Director: _____ Phone: (Day) ____ - ____ - ____

Address _____ (Night) ____ - ____ - ____

Previous year's turnout (# of entrants) _____

Festival, Arts & Crafts, Historic events associated with race? _____

Chamber of Commerce contact: _____

Phone _____ E mail address _____

Do you need information on any of the options? (circle all that apply): Awards T-shirts
Finish Line Timing Toilets E-Marketing Graphic Design



Optional Run & See Georgia Grand Prix Promotional Support



- **E-marketing and Online promotion:** Reach thousands of runners through the Georgia Runner subscriber and visitor database each month leading to your race through a customized pre-race marketing plan that includes your race flyer to all Run and See Georgia subscribers and proprietary Run and See Georgia email list of over 14,000 runners, walkers around the state. Cost: \$100.
- **Graphic Design and Layout:** Need a fresh new look for your race? We can create a new logo, flyer, registration form, fundraising pledge sheet, banner, poster or sponsor packet to help you promote your race properly. We will create a unique design to your specifications. Please allow 2-4 weeks lead time for design and approval process. Cost: \$100-150, based on specifications.
- **Printing:** Duplication and distribution of 500 Black print on white paper race flyers (1-sided, 8 1/2 X 11). Cost \$50

Also, there are limited Run and See Georgia Grand Prix series sponsorship opportunities available. Ask how your local business or organization can gain year-round visibility with over 100,000 runners, walkers and spectators at over 400 events throughout the state!

Remember! - Your \$250 membership fee includes an up to 12-month run full-page ad in Georgia Runner Online Magazine. If you are having difficulty in getting your flyer together, please call and we can probably help. (There is no discount in the membership fee if we do not receive your ad in time for the placements!)

Membership fee of \$250 must be included (your cancelled check is your receipt):

_____ Yes, I have included my membership fee of \$250

For Pre-Race distribution, mail 500 flyers to:

Georgia Runner, Inc.
P.O. Box 2062
Mableton, GA 30126

Or send a clean black and white laser print of your flyer along with \$50.00 and we will reproduce 500 flyers for distribution.

FOR THE RACE DIRECTORS - Please read and sign as part of your membership.

Yes, the _____ race wants to be on the 2017 RUN & SEE GEORGIA GRAND PRIX SERIES. I (check one) _____ have _____ have not enclosed the membership fee of \$250. I understand that the age groups recognized by the Grand Prix are not mandatory for my race to use but are meant as suggestions only. I further state that I will, as soon as possible, after the completion of the race, send the results for inclusion in the Georgia Runner Online Magazine, both for the results section and the Grand Prix standings - therefore I will send complete results, to include name, age, sex, time and place of finish. I understand that if I do not forward my race results my race will not be allowed to be a member of the Grand Prix in 2014!

RACE DIRECTOR'S

SIGNATURE _____

DATE _____

