5K Run/Walk Proposal

Goals

- Have 750-1,000 People in attendance
  - Have at least 500 Adult Participants
  - Have at least 250 Youth Participants
  - Have at least 1-2 International Patients in attendance
  - Have at least 1-2 Local Patients in attendance
  - Have at least 2-3 Speakers, in addition to the patients
    - Have Tony as one speaker
- At most 20% of income to go towards expenses
  - Keep expenses under $16,900 OR $25,150
  - Keep Operation Walk Expenses at/under $5,000
- Raise at least $84,500 (registration fee) OR $100,600 for Operation Walk Pittsburgh
  - Secure at least $55,000 in Sponsorships
    - Have 1 $15,000 Title Sponsor
    - Have at least 1 $10,000 Presenting Sponsor
    - Have at least 2-3 $5,000 Sponsors
    - Have at least 2-3 $3,000 Sponsors
    - Have at least 1-2 $3,000 Patient Sponsors
    - Have at least 5 $1,500 Kilometer Sponsors
    - Have at least 1 T-Shirt Sponsor $4,000
    - Have at least 1-2 Refreshment Sponsors $3,000
    - Have at least 10 Corporate Teams $350/team
  - Raise at least $22,500 from registration (at $35/adult registration, $20/youth registration)
    OR
  - Raise at least $63,750 from participants
    - $10-$15/registrant: $7,500 ($10/participant-750 participants)
    - Each registrant is suggested to raise at least $75-$100: $56,250 ($75/participant-750 participants) (NOT GUARANTEED)
    - Can raise more, various incentive levels for raising so much as an individual or as a personal team (corporate teams separate)
- Secure one media sponsor
  - Have at least 3-4 Newspapers write a story on the event
  - Have story picked up by at least 1 radio station
  - Have story picked up by at least 1 TV station

- Social Media
  - Have Facebook likes increase by 10% from beginning of promotion through week after event
Outline of the Event

Participants can register as an individual or as a team to run or walk at the Operation Walk Pittsburgh Run/Walk event. It should be decided whether or not the walk will be themed or traditional.

Funds can be raised from participants by two methods. Either there can be a set amount registration price and participants are not required to raise any more—like a traditional 5K—price goes up closer and closer to the deadline (ex. early bird, regular, late registration time periods). With this you can offer incentives for each registration period (early gets a t-shirt & a water bottle, regular just gets a t-shirt, day-of/late does not get an incentive, etc.).

The other way is to charge a small registration fee ($10-$15/participant) and then encourage them to raise additional money on top of that (ex. set a $75-$100 goal/participant). Set up levels of incentives for different amounts of money raised. Give prizes for top three individual teams, corporate teams & individual participants that raise the most money. With this you could give every person a t-shirt, or you could say everyone who meets the specific goal gets a shirt and everyone else just gets free water and fruit. You will need to start advertising for this one very early, giving the participants a lot of time to raise money, and consider keeping the window open for accepting donations until a month after the event ends for last minute donors.

When participants show up on the day of the event, they will go to the registration table where they will turn in their waiver form and any additional money that is to be turned in. There can then be two race formats that are followed: Traditional or Fun Run/Walk/Roll.

For the Traditional Race, they will get their numbers and then wait for their heat to begin. There should be some entertainment & food vendors for people while they are waiting and for those who are just watching as spectators. The emcee announces wave times and there should be an official time keeper (if the run/walk is traditional). Smaller events can be offered for kids (100 yard dash/egg walk/etc.). For this version, it is going to be necessary to have an official timer, bibs, and a measured 5K course (this will attract serious runners who want to keep track of their times, and are not necessarily motivated by the cause).

For the Fun Run/Walk/Roll, participants can all start at the same time. There are no timers or bibs and the distance does not have to be exactly 5K, can be longer or shorter. Participants here would be allowed to move at their own pace, but children can walk along
with them. This event is less likely to attract serious runners, but more people interested in the cause. If it is possible to get wheelchair rentals donated for the day, patients who might not be able to walk can still feel included (flat course necessary). There can still be vendors and entertainment at the end of the course for people when they finish.

Potential Locations

- Pittsburgh Zoo & PPG Aquarium (Pittsburgh)
- Schenley Park/Plaza (Pittsburgh)
- North Shore (Pittsburgh)
- North Park (North Hills)
- Hartwood Acres (North Hills)

Day of Event Volunteers Needed

Planning Committee

Set-Up

Sponsorship Packet

Budget

Media Plan

Timeline