

Race Weekend Branding

Banners: If you print new banners annually for the race, include the Championship Event logo or Include “RRCA Championship Event” as text below your event logo. The RRCA will also supply a banner to events. Hang this in a visible location: at the start/finish, at registration, as a background for the awards stage, etc.

If you print sponsor banners, you **MUST** include Gatorade, Sports Authority, FuelBelt and Ashworth Awards if you take advantage of the free products offered by our national sponsors for your RRCA Championship Event.

Race Bags: The RRCA will provide you with our 1/3-page RRCA Championship fliers and discount cards from sponsors. Stuff these items in race bags or hand these out at registration.

Expos: Donate expo space for the RRCA Tent (5’x5’). Get local volunteers to man the expo if no RRCA representative is available.

Race Announcements: During your pre-race, during race and post race announcements, inform participants that your event is an RRCA Championship.

Presenting RRCA Championship Awards

All RRCA National and Regional Championships are provided with complementary RRCA Championship Plaques. Review the Championship instructions for scoring your RRCA Championship.

If an official RRCA representative (RRCA Board Member, Executive Director or State Rep) attends the event, coordinate with them to help present the awards.

The RRCA Championship awards should be presented first before your age-group awards. Be sure to award a male and female open, masters (40+), grand masters (50+), and senior grand masters (60+) for eight total awards. The RRCA representative may also have products from sponsor to give out as well.

Post Race Marketing & Results Posting

After your race be sure to e-mail a race recap press release with results and photos of your event to share@rrca.org. Include photos of the awards presentation or start/finish line that shows RRCA branding. Work with your State Rep, Regional Director or the National Office to get your eight RRCA Champions logged into our RRCA Championship Database.

GATORADE


FuelBelt
