RRCA Championship Event Logo

You are encouraged to include the RRCA Championship Event logo on the homepage of your race website, in e-mail blasts, on entry forms, race bibs, in race ads, on race shirts, on banners, and more.

Find the logo at http://www.rrca.org/images/services/rrcachamp.jpg

Need a large copy or EPS? Email us at programs@rrca.org, and we can get you different file formats.

Spotlight your RRCA Championship Designation

It’s very easy to incorporate the RRCA Championship designation into your existing race name or logo. Simply include “RRCA Championship” in a small font below your race name or logo. See examples to the left.

Pre-Race Marketing

Include in your pre-race press releases and e-mails:

- Indication that the event has been designated as an RRCA Championship Event, and be sure to note if it is a State, Regional or National Championship;
- Information about registration, the race date, start time, and other important information;
- Special interest stories that help spotlight your event and can help the local media report on your event;
- Information about prize money or special offers for participants, and include information about the RRCA Championship Awards for Open, Masters, Grand Master and Senior Grand Masters male and female winners;
- Information about elite runners or special guests.

Include the RRCA Championship Event logo or “RRCA Championship” designation in all of your pre-race e-mail blasts.
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 plastic banners to your event. Hang this in a visible location: at the start/finish, at registration, as a background for the awards stage, etc. We will also supply you with a finish line tape that includes the RRCA Championship logo. Please use this for your first place finisher photo.

If you print sponsor banners, you MUST include Gatorade, Sports Authority, 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 RRCA Championship fliers. Stuff these items in race bags or hand these out at registration. We can provide digital copies for virtual race bags.

Expos: Donate expo space for the RRCA. 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 Championship events are provided with complementary RRCA Championship awards. 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 programs@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.