



Salem's Running Store • ActiveSalem.com

135 Commercial St. NE  
Salem Oregon

Mon-Fri - 10-6

Sat - 10-5

Closed Sun

503-364-4198

800-423-3460

## **Gallagher Fitness Resources + ActiveSalem.com Race Directors ToolKit**

### **ActiveSalem.com Local Races and Events Calendar:**

- ✦ Since 1999, [ActiveSalem.com](http://ActiveSalem.com) has been THE regional resource for walks, runs, races, and similar events. In 2014, with help from [RunSignUp.com](http://RunSignUp.com) we have made it better!
- ✦ Using the Race Director tools from RunSignUp, you can create both a race website and registration form that embed right into our ActiveSalem calendar. No extra clicking for your participants and you maintain complete control of your event.
- ✦ Instantly show the Date, Race Name, Location, Distance(s), Registration Info, Website Links, and a Post-Race Results link (if available).
- ✦ Other features available using the RunSignUp widget on ActiveSalem.com:
  - Map of start/finish location and parking information
  - All pricing information for all events at your race (multiple pricing levels)
  - Embed a Race course route using mapmyrun.com
  - Upload a PDF of your race flyer (for paper registrations)
  - Packet pickup date, times, and locations / Awards, age brackets
  - A multitude of information specific to your event (i.e. Volunteer signup)

### **Registration Form Display and Drop-Off at Gallagher Fitness Resources:**

- ✦ While online registration has taken over, paper registration forms haven't completely disappeared from the process. For many years Gallagher Fitness Resources has offered display space for local runs and walks. Customers still look for them. Bring them in and we will display them.
- ✦ Some people will always prefer to pay with cash or a check. GFR can be a registration drop-off location for your race. We have provided this service for many years as well.
- ✦ Contact Susan if you want to set up cash or check registration drop-off at Gallagher Fitness Resources prior to your registration form being distributed or published online.
- ✦ For GFR to provide this service, we ask that you:
  - List your event on ActiveSalem.com and list GFR as a sponsor.
  - Clearly let your participants know we accept cash or checks made out to your race only!
  - For this service, no one will be permitted to pay with a credit or debit card.
  - Have a plan for pick-up of completed registration forms and cash/checks at GFR.

### **Race Bibs:**

- ✦ Gallagher Fitness Resources has a limited supply of numbers that are distributed to races on a first come first serve basis.
- ✦ Contact Susan approximately **two months prior** to your event to reserve bibs
- ✦ Event must be posted on the ActiveSalem.com Event Calendar, and we ask that Gallagher Fitness Resources be listed as a race sponsor.



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### **Gallagher Fitness Resources Canopy on Race Day:**

- ✦ We like running in races. We like watching races. We like seeing our customers/your participants in person doing what they like doing best! Invite us to have a presence. We will bring our GFR/ActiveSalem.com pop-up canopy with us for you to use.
- ✦ We cannot attend every great event in the Mid-Willamette Valley, but give us lead time and we will do our best to be at your race!
- ✦ Send John your race name, date, location, and contact info **6-8 weeks in advance**.

### **Pre-Race Packet Pickup Suggestions:**

- ✦ The basement of Gallagher Fitness Resources is a great location for packet pickup. Your participants can pick up pre-race necessities and you will have shorter lines on race day!
- ✦ Your pre-race information should include details about Packet Pickup at GFR, and we ask that Gallagher Fitness Resources be listed as a race sponsor.
- ✦ Contact Susan to arrange/confirm Packet Pickup **at least one month prior** to event.
- ✦ For GFR to provide this service, we ask you to provide the following:
  - Race Director or Volunteer must arrive 30 minutes prior to posted pickup time
  - You must be ready to start distributing packets 15 minutes prior to posted pickup time (runners can be impatient and, um . . . compulsive).
  - Your packet pickup must take place during store hours unless pre-arrangements are discussed and agreed upon by your race and GFR.

### **Post-Race Awards Distribution:**

- ✦ Gallagher Fitness Resources can assist you as a post-race medal/award distribution point.
- ✦ Your race/event must be posted on the ActiveSalem.com Calendar and we ask that Gallagher Fitness Resources be listed as a race sponsor.
- ✦ If you would like GFR to serve as your Race Medals & Awards distribution point, contact Susan **at least one month prior** to your event to set up your post race plan.
- ✦ For GFR to provide this service, we ask that you provide:
  - An awards drop-off plan (people will be waiting!)
  - Accurate results and instructions on award distribution (avoid confusion!)
  - An awards pickup plan (we can't hold on to them forever!)

### **Gallagher Fitness Resources Contacts**

Susan Gallagher – [Susan@ActiveSalem.com](mailto:Susan@ActiveSalem.com)

John Gallagher – [JohnG@ActiveSalem.com](mailto:JohnG@ActiveSalem.com)