



## Timing & Media Services

### A Proposal To:

Wheaton Park District

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## Reindeer Run – December 1, 2018

Proposal submitted by:

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## About Us

Big River Race Management (BRRM), one of the nation's premier race management and timing company was founded in 2007. Founder Matt Helbig, after years of hiring event management companies for his own events, decided it was time to bring a more professional approach to the industry. Big River began helping local charities and race organizations time and manage 20 events in its first year.

In 2008, race timing pioneer Tom Eckelman partnered with Big River bringing over 30 years of race management experience to the table. Their first step was to purchase a chip timing system and after much deliberation the two decided on ChronoTrack, the industry leader in endurance event timing and scoring. Since then, BRRM has expanded into additional markets, including Chicago, and created an in-house timer network that includes 6 states, added six full-time employees and dozens of part-time event management professionals, timing over 180 events and 180,000 participants in 2016.

Staying on the cutting edge of technology, BRRM has since adopted ChronoTrack Live RaceCasting services which feature online registration, onsite registration, dynamic race check-in, mobile results, real-time online results, mobile and social media athlete updates, onsite results, athlete photography and athlete video and has led to timing and management contracts with such organizations as CARA, LifeTime, The North Face Endurance Challenge Series, USATF USA Cross Country Championships, New York Road Runners, GO! St. Louis, Men's Health Urbanathlon Series, ZOOMA Women's Race Series, The Bourbon Chase 200-Mile Relay and many more.

## Timing Services Overview (see page 3 for a complete description)

Big River Race Management (BRRM) uses ChronoTrack Systems disposable chip timing system, complete finish line set up, live results services and race management tools on the ChronoTrack Live race platform.

## Live Services Overview (see page 4 for a complete description)

In addition to standard timing services we can offer your athletes and participants additional ways to engage with your event through online, mobile and social race experiences, including:

- Live, real-time online results
- Mobile optimized, real-time results page
- On-site computer results via kiosk displays
- Athlete updates on Facebook, Twitter and SMS (text messaging)
- Athlete finisher video with the ability to add pre-roll sponsor video



## Customers Say

*"You guys are extremely professional and on your game, and I am honored to work with you."*

Brooke Reiley  
Event Organizer  
ZOOMA Women's Race Series

*"The most valuable part of your services was the knowledge that your team brought to the table. We felt supported the entire time from receiving our proposal up through race day. You were always available to answer the smallest of questions and work through any concern or issue. Thank you!"*

Brian Lyons  
Race Director  
GO! St. Louis Great Halloween Run

*"Your media services brought a whole new dimension to our event this year! The real-time results, text message updates, live social media posts and finisher videos had our participants talking about our race for weeks after it was over. Looking forward to working with you all again next year!"*

Jerry Bruce  
Race Director  
Flat as a Pancake 5k/10k

# Timing Services Overview

## Timing & Media Services Costs and Inclusions:

### ChronoTrack B-Tag Disposable Chip Timing

- \$2.00 for each timed registrant
- \$1.00 for each tagged, unused bib

### Timing Points:

- \$175 – 5k Start Line with Truss Structure
- \$400 – 5k Finish Line (includes clock & inflatable)

### Race Clocks:

- \$0 – Clock provided (1) at each finish line
- \$200 – Two (2) additional clocks, with clock stand(s)

### Above pricing includes:

- Application of B-tag timing device to each bib
- Computer kiosk registration system for packet pick-up and race day (6-12 computers)
- Dedicated personnel on site for Race day packet pickup, race timing and media services
- Setup and tear down of all timing equipment on race day
  - Finish Line inflatable included
  - Finish Line clock included
- Redundant back-up (via HD Camera and Time Machine) of the finish line to ensure the accuracy of all finishers
- Onsite kiosks (6-12 computers) for onsite results
- Delivery of awards report(s) to race director in a timely manner
- Printing of paper results for posting
- Individual finisher video for each participant with ability to add custom 15-second pre-roll
- Participant photos can be integrated into results (photographers hired by event, not provided by BRRM)
- Mobile optimized results interface
- Athlete updates on Facebook, Twitter and SMS
- **Bibs provided** by BRRM
- **Safety pins provided** by BRRM

### Additional Available Digital Media Services

- \$0 – Photo Branding
- \$0 – Video Branding
- \$0.10 per email – Photo Email Marketing – if requested

### Additional Available Services

- \$75 per measured mile – if requested - Course measurement & USATF certification



# ChronoTrack Live Services Overview

**ChronoTrack Live Race Services:** Real-time online, mobile and social race experiences that are engaging for spectators and athletes and increase your event exposure. Services are subject to reliable internet connection.

*Sponsor opportunities in italics*

## ✓ Real-time online results:

- *Online results page can be branded for your event*
- Results come off the course in real-time
- Awards reports available for print at anytime
- Leaderboard updates as participants cross timing points
- Results are easily shared via email, Facebook and Twitter

## ✓ Real-time onsite results at your event:

- Results come off the course in real-time
- Athletes enter bib via on-site kiosk to view results immediately
- Eliminates the need for paper results and long delays or waits to receive results
- Can include scrolling results on 42" flat screens at results tent

## ✓ Mobile results:

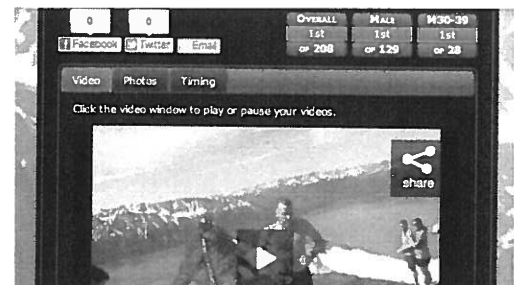
- Provide real-time leaderboard, athlete splits and finish times
- Can promote on site and through personalized QR codes printed on every bib

## ✓ Facebook, Twitter & Text (SMS Mobile) Athlete Updates

- *Messaging customizable to fit the brand of your event or to boost sponsor exposure.*
- Real-time updates from the course
- Athletes opt-in during registration
- Event exposure via each participant's social network

## ✓ Athlete Video

- *Sponsor Video pre-roll able to be added and viewed for every athlete video play.*
- Finisher video integrated into the results page at no additional charge
- Athlete video also available crossing various splits on the course (additional charges apply)



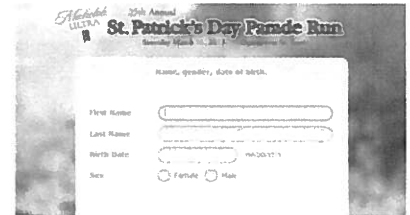
# Race Registration Management

## RACE DATA MANAGEMENT SERVICES

*Sponsor opportunities in italics*

### □ Online Registration

- *Client can customize registration banner with sponsor images.*
- Allows you to keep registration open until the start of the race
- Platform allows for custom questions, donations, add-on purchases, custom fees, coupon codes...
- Manage t-shirt sizes automatically with inventory controls



### □ On-Site Registration & Dynamic Race Check In

- Allows you to keep registration open until the start of the race
- Go green and eliminate data entry with paperless on-site registration on computer kiosks
- Can pre-assign or dynamic bib assignment
- Eliminate packet assembly & bib assignment with kiosk check-in
- Accepts credit card transactions
- Power supply & sheltered area needed

Race staff will now assign your bib

<b>Bib</b>	<b>10045</b>
<b>Name</b>	JULIE MATHUS
<b>Hometown</b>	Belleville, US-IL
<b>Sex</b>	F
<b>Age</b>	32
<b>Race</b>	5 Mile Run
<b>T shirt</b>	WS

## DIGITAL MEDIA SERVICES\*

### □ Photo Branding

- *Custom branding of logos laid on top of your finisher photos*

### □ Photo Email Marketing

- *Branded photo emailed to each finisher*
- Customizable script of 200 + 200 characters
- 79% click-thru rate

\*\*\* \$0.10 additional cost per email \*\*\*

### □ Video Pre-Roll Advertisement

- *Sponsor commercial precedes individual finisher video playback*
- Static hi-res image is also supported

\*included with BRRM registration. See attached sheets for more information & instructions.



# Terms & Conditions

## COVERAGE OF SPECIAL EVENT LIABILITY INSURANCE

- Client is to provide a certificate of event liability insurance for coverage of at least \$1,000,000 per occurrence no later than 30 days before the event date.
- Client is to list Big River Race Management as an additionally insured member under their liability insurance.
- Client understands that they are solely responsible for managing the event course on race day which includes but is not limited to: recruiting/placing volunteer course monitors, traffic control and runner safety. Client understands Big River Race Management under no circumstances will be held accountable for these aspects of the event.

## CLIENT TO PROVIDE

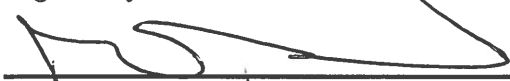
- Sheltered Registration and Results areas
- Access to start finish areas by BRRM timing vehicles. If access is not available, alternate transportation is to be provided by the event

## PAYMENT SCHEDULE

- \$300 deposit due upon signing
- An invoice will be sent within 5 days after the conclusion of the event for the full amount of the services
- Invoices are due within 30 days after they are sent.
- Invoices must be paid by the next scheduled event in order for services to be rendered.
- If an event is cancelled less than 24 hours in advance, 75% of full amount of the services shall be due.

**This proposal includes the above timing and media services for the Reindeer Run on December 1, 2018. Signing this proposal, Wheaton Park District agrees to outlined services and associated costs above.**

Signed by:



Signature



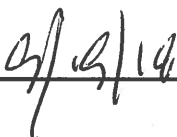
Name



Title



Organization



Date



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