

Step-by-step: colour run

Great for: Everyone **Fun factor:** ★★★★★ **Effort:** ★★★★★ **£ potential:** ★★★★★

Colour runs have been growing in popularity as a public event, but not everyone can attend city-held runs, and there are often age restrictions. This is where you can fill a gap in your community, hosting an event that will promote healthy activity while being enjoyed by the whole family.

Step-by-step

1. **Six months before:** Agree a date with the school and ensure a key-holder is available on the day. Book radio station to attend. Book St John Ambulance (or equivalent). Start booking external stalls and portaloos, if using. Decide on the route, distance and timings.
2. **Three months before:** Put together an information pack with details of the run and T&Cs. Prepare an entry form. Finalise the entry fee and registration process, and start advertising the event and selling tickets through an online platform or in person, possibly offering an early-bird discount.
3. **Two months before:** Continue promoting the event, both at school and publicly through social media. Approach local companies to ask for sponsorship. Contact local press to come and take photographs. Work out how many volunteers and marshals are required and put out a request to parents and staff. Collate a list of volunteers and allocate roles. Check PTA supplies for any extras such as charcoal for the barbecue and face paints etc.
4. **One month before:** Put up the early bird ticket price, if using. If planning to sell alcohol, apply for a Temporary Event Notice. Agree floats for any refreshments stalls with the treasurer. Book a local fitness instructor to lead a group warm-up before the run.
5. **Two weeks before:** Finalise runner numbers and order coloured powder, plus medals, certificates, T-shirts and wristbands. Running Imp can supply all of the above. Continue to promote the event via banners and posters. Send a press release to local media. Ensure you have enough helpers on the day.
6. **One week before:** Create signage for the event and make sure the registration area, toilets and race starting point are clear. Compile registration lists, splitting into groups by surname.
7. **On the day:** Collect floats from the bank. Measure and mark out the route clearly to ensure participants are running the distance advertised. Set up your refreshment stalls and a registration tent or desk. Open for registration around an hour before the event begins, and factor in time for participants to take part in a warm-up. Have medals/certificates ready.
8. **After the event:** Have a post-event debrief to discuss what worked well and what may need tweaking for next time. Thank your volunteers after the event and ask for feedback. Give details about how much the event raised and how this will be spent.

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Tips & advice

Date: It can be too hot for this kind of event in the summer, so spring or autumn work well. Ensure the event doesn't clash with local runs.

The route: Decide whether the route will have a separate start and finish, or be a circuit with laps. Consider whether these should differ for different ages.

Charging: You may not make much profit from the entry fee, but there are other ways to boost profits. Make it clear what's included in the entry fee, e.g. colour, a medal, a wristband or even a T-shirt. Find out how to sell event tickets online.

Application pack: This should include event details, a sponsor form, T&Cs, an application form and possibly FAQs. Advise participants to wear light clothing for maximum colourful effect, and sunglasses to protect their eyes from the powder.

Licensing: If playing music, make sure you have a music licence (the school's may cover it). If selling alcohol, ensure you have a TEN, and, depending on numbers, rope off a serving area limited to 500 people.

Equipment: Encourage sign-ups early to help you work out how much coloured powder to buy. See if any local businesses can supply medals for free. Consider hiring portaloos to avoid a mess in the school.

Boost profits: Sell refreshments, snacks, or a BBQ. Have some stalls to engage spectators, and make sure you have plenty of extra bags of colour to sell on the day!

Sponsorship: Encourage participants to collect sponsorship by setting up an event page on a platform such as JustGiving or Give As You Live Donate.

Volunteers: Volunteers are required to register participants, act as marshals, run stalls, hand out water or medals, set up and clear away. Talk to organisers of any local running events to see if they can help.

Registration: Make sure your registration lists are organised in a logical order, split into manageable chunks. Boost the atmosphere with music or a group warm-up.