

**SAMPLE RACE BUDGETS -- 5k run**

<b><u>500 runner:</u></b>	<b><u>Income</u></b>	<b><u>200 runners</u></b>
\$ 6,800	400/150 pre-registration @ \$17	\$ 2,550
\$ 2,500	100/50 race day registration @ \$25	\$ 1,250
<i>see below</i>	corporate sponsorship	<i>see below</i>
<b>\$ 9,300</b>	<b>TOTAL INCOME</b>	<b>\$ 3,800</b>

<b><u>Expenses</u></b>		
\$ 500	Design entry form	\$ 500
\$ 500	Design race logo	\$ 500
\$ 800	Speedy print 10,000 entry forms	\$ 800
\$ 700	Mail 5000 entries @\$.14/pc.	\$ 700
\$ 300	Rent 4000 names on CARA mailing list	\$ 300
\$ 200	Mail house fee @ \$50/m	\$ 200
\$ 306	on-line registration fee (half of pre-reg @ 9%)	\$ 115
\$ 1,800	Chicago Athlete -- full page ad	\$ 1,800
\$ 350	Design magazine ad	\$ 350
	Permit fees - not-for-profit applicant --	
\$ 500	City of Chicago or suburban park district	\$ 500
\$ 495	USATF insurance	\$ 360
\$ 50	USATF course certification	\$ 50
\$ 2,800	t-shirts-- 700/300 100% cotton, 2-color \$4 ea	\$ 1,200
\$ 420	Bib numbers - 700/300 @ \$.60 ea	\$ 180
\$ 25	Pins	\$ 25
\$ 350	Security	\$ 350
<i>sponsor</i>	Water and food	<i>sponsor</i>
\$ 800	Toilets 10/5 @ \$80 ea.	\$ 400
\$ 700	Banners -- start & finish @ \$350	\$ 700
\$ 500	Truck and van rental	\$ 500
\$ 1,000	Equipment - chutes, fencing, scaffolding, etc.	\$ 1,000
\$ 150	Ambulances @ \$150/hr	\$ 150
\$ 750	Sound system	\$ 750
\$ 200	Generator	\$ 200
\$ 225	digital clock	\$ 225
\$ 1,500	Tables, chairs, tents	\$ 1,000
\$ 300	Clean-up crew	\$ 300
\$ 400	Photographer	\$ 400
	Registration, finish line, and results --	
\$ 900	mgt fee @ \$150 + \$1.50/entrant	\$ 450
\$ 500	Awards - 90 age group, 2 overall - (not medals)	\$ 500
\$ 150	Evaluation forms, course maps, info sheets	\$ 75
\$ 1,000	Misc. personnel	\$ 1,000
\$ 3,500	Race management fee (varies based on use of race mgt. co., pk dist/hospital staff, volunteer, etc.)	\$ 2,000
<b>\$ 22,671</b>	<b>TOTAL EXPENSES</b>	<b>\$ 17,580</b>
<b>\$ (13,371)</b>	<b>NET PROFIT OR LOSS</b>	<b>\$ (13,780)</b>

*Sponsorship income must offset loss*

1/20/04