

Interior Running Association

Guidelines for Draw Prizes



INTRODUCTION

This document sets out guidelines for draw prizes at events that are part of the Interior Running Association (IRA) Road Race Series and Trail Race Series.

Draw prizes have become an integral part of the IRA road and trail races. To ensure consistency, fairness and effectiveness in including draw prizes as part of an IRA series event, the following guidelines have been developed by the IRA. Each Race Director is responsible for implementing these guidelines as they apply to their event.

GUIDELINES

Apply the following guidelines for the selection, collection and distribution of draw prizes for IRA series running events:

- Designate someone on the race organizing committee to manage the draw prizes. This person may have others helping with draw prizes, but there should be one person coordinating the effort.
- When selecting potential donors for draw prizes, look for businesses, organizations and/or individuals that could provide goods or services that are appropriate for the running community.
- Approach potential donors well in advance of the event so that they have time to budget for, order and prepare the draw prizes for the Race Organizers.
- Collect draw prizes beforehand with enough time to organize, label and safely store the items. The items should be labeled with what it is and who donated it.
- If there are a number of draw prizes, on race day assign at least one person to layout the draw prizes on tables in an appropriate location and ensure that they are kept safe until distributed.
- After the race starts, confirm from the list of people who registered, who is actually present and randomly select enough names or race numbers to match the number of draw prizes available. You may also have draw prizes just for volunteers. During the race attach the selected names to the specific draw prizes, except for the IRA arranged draw prizes, e.g. gift cards from gold sponsor, gift certificate for free entry into next IRA race, and gift certificate from

New Balance for pair of running shoes.

- During announcements after the race, remind participants to claim their draw prize if their name was selected and place on a draw prize. Unclaimed prizes should be retained by the race organizers for future events. Also inform everyone that the draw for the IRA prizes (e.g. free entry to the next race, Gold Sponsor Store gift certificates and a certificate for New Balance shoes) will be held right AFTER the awards presentation and will include all runners who actually participated in the IRA Series Race distance on that day and are present at the time of the draw. The New Balance Shoe Gift Certificate is the final draw and only runners who ran the IRA race distance are eligible even if they have already won another draw prize provided by the race organizers, but not if they have accepted another IRA draw prize (i.e. free entry to next race or Gold Sponsor Store gift certificate). However, to receive an IRA draw prize, the person must be PRESENT at the time of the draw.

IRA Arranged Draw Prizes

- For the IRA arranged draw prizes, mention which prize is being drawn for starting with the Gold Sponsor Store gift certificates, then the free entry into the next IRA race and finally the New Balance Shoes. Then draw a name/number out of a hat/bucket/bag that contains all the people who actually participated in the designated IRA race on the day of the event. This may include people who were already selected for another draw prize offered by the race organizers. However, do not include names of people who registered but did not start the race or people that registered for another distance other than the designated IRA race distance. If the person whose name is drawn is not present, then draw another name until a winner who is present claims the prize. For the IRA draw prizes other than the New Balance shoes (i.e. Gold Sponsor Store Gift certificate or free entry into next IRA race), ask the winner of the draw if they want to accept the draw prize or put their name back into the draw for one of the other draw prizes. If they accept the draw prize, they are not eligible for any other IRA draw prizes on that day. With permission, take photo of winner with IRA draw prize and send a copy to the IRA Executive so that it can be posted on the IRA social media for sponsors and others to view.