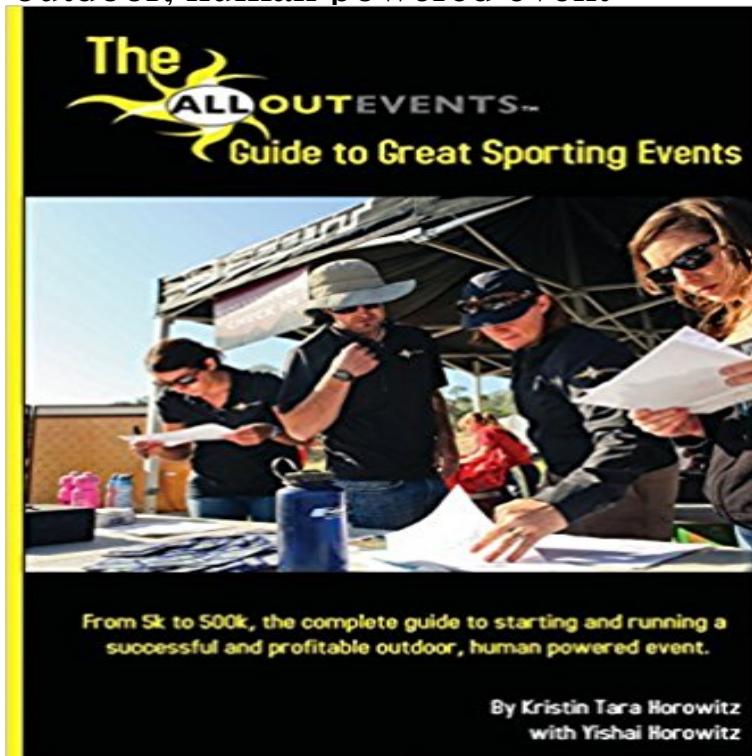


The All Out Events Guide to Great Sporting Events: From 5k to 500k, the complete guide to starting and running a successful and profitable outdoor, human powered event



From 5k to 5000k, whether its on foot, by bike, or with a paddle, All Out Events - a husband and wife team - bring 10 years experience in a variety of outdoor human powered events to you with this unparalleled guide. Whether its your first event or 100th, youll find tips for race and event directors for the entire process. We guide you from start to finish with information on: - Founding your own event business - Working for other people as an event producer or race director - Choosing and working with a non-profit - Working with land managers and authorities - Choosing your course - Branding, marketing, and developing your website - Seeking sponsorship - Budgeting - Hiring and managing staff - Race/event day preparations - Follow up after the event All Out Events companion website offers supportive articles, spreadsheets, forms, and even webinars to support book purchasers.

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