



***Special
Olympics***
British Columbia

Event Planning Guide for Locals

A guide to plan and host a community run
or walk to raise funds for your Local

Questions? Please contact Meg Ishida at mishida@specialolympics.bc.ca

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Event Concept Ideas

We recommend hosting events that are inclusive

- People register online to complete a run/walk and collect pledges on their personal fundraising page
- The distance can be pre-determined, or people can set their own goals based on kilometres, laps, time, etc.
- Secure an enclosed venue or specified route to host your event
- Secure a 'homebase' for your event and other festivities – a main gathering area for participants to check in, gather, and leave their belongings
- You may have a kick-off time where you host an Opening Ceremony, and everyone starts together and can complete their run/walk at their own pace
- People can enjoy the festivities when they are done. Festivities will also attract passersby, other members of the general public, and family/friends of participating runners, as well as generate additional opportunities to raise funds



Safety Considerations

- First-aid attendants and first-aid kit
 - St. John Ambulance, paramedics, volunteers with a medical background
- Road closures and traffic control, if needed
- Accessibility to drinking water
- Cooling stations, shaded areas
- Certificates of Insurance (COI) are often requested by the venue where you are hosting the event
- Participant waivers



Tip: COIs can be obtained through the same process as for your sports programs



Location Ideas

- Indoor or outdoor tracks
- Stadiums
- Walking or hiking trails

Tip: Things to consider when selecting your location

- Any permit application process or restrictions. Be aware that permit applications may take several weeks depending on the municipality!
- Number of participants you expect and the location's capacity
- Parking availability
- Coverage in case of rain
- Accessibility to public transit
- Restroom/change room facilities
- Access to drinking water
- Visibility to the general public / passersby

Event Page and Peer-to-Peer Fundraising

- A fundraising website can be set up for you on SOBC's platform, CrowdChange
- Donations collected through your event page will flow directly into your Local's bank account
- Eligible donations made online will automatically receive a tax receipt via email
- Within your event page, people can register and receive their personal fundraising page to collect donations online
- The event coordinator can be given access to: review registration and donation reports, obtain participant contact information, make edits to the content on the event page, etc.
- Local fundraising website request form – [CLICK HERE](#)

Encourage your participants to fundraise!

- Consider providing fundraising prizes and contests
 - i.e., Anyone who raises \$xxx by event day is entered into a draw for a prize; The top fundraiser receives a prize.

Tip: Try to get prizes donated in-kind from local businesses!

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Event Day Fundraising and On-Site Activation Ideas

- Consider ways for the general public to donate at the event
 - Cash donation boxes
 - QR codes to your event page so people can easily donate online
 - Square credit card device
- Concessions sales
 - Pancake breakfast, BBQ, popcorn, bake sale, pre-packaged snacks and beverages
- Dunk Tank
- Invite the community to volunteer and provide their services/activities “by donation”
 - Magician, balloon animals, face painting
- Raffles
 - Prize raffles, or 50/50s
- Auctions
 - Please contact Adjy at arahardjo@specialolympics.bc.ca if you would like to inquire about SOBC’s online auction platform (Givergy) and for available auction items
- Music / DJ



Tip: Reach out to a local service club as they often have experience hosting BBQs. Check with your local health authority if permissions are required.



Remember: There are strict regulations for hosting a raffle, including securing a license from BC Gaming.



Promoting Your Event

Within your Local:

- Emails to your entire Local mailing list Go to sports programs to speak to athletes, coaches, and volunteers
- Ask Committee Members and coaches to help spread the word

To the Public:

- Local businesses
- Schools, colleges, universities
- Sports teams
- Service clubs (i.e., Rotary, Kiwanis, Lions, Knights of Columbus, etc.)
- Special guests (Mayors, MLAs, MPs, local celebrities)
- Put up posters around the community

To the Media:

- Pre-event promotion through the media (local newspapers, radio, television, community websites)
- Event-day media coverage
- Press release template is available in the resources section



Tip: Encourage participants to share on social media!

On Social Media:

- Via your personal social media accounts
- Via your Local's social media accounts

Sponsorship vs. In-Kind Support

A **sponsorship** is typically a cash contribution from a company or organization in exchange for brand and/or logo recognition as part of an event.

In-kind support refers to goods or services donated (at no cost or at a reduced cost) to support an event. This may be in exchange for brand and/or logo recognition as a sponsor of an event OR for a tax receipt. Note: If a donor is considered a sponsor, they are not eligible to receive a tax receipt.

When thinking about sponsorship opportunities, consider what aspects of the event can be sponsored or provided in-kind.

Examples:

- Presenting Sponsor (cash sponsorship)
- Media Partner (in-kind support)
- Food and Beverage Sponsor (cash sponsorship used to purchase goods, or in-kind support)
- Prizing / Contest Sponsor (cash sponsorship used to purchase prizes, or in-kind support)
- Other types of in-kind support (e.g., production equipment rentals such as tents, staging and sound equipment sourced for free or at a reduced rate)



Tip: Remember to properly thank your sponsors/major donors! Thank them verbally during Opening Ceremonies, add their logos to the event website, send them cards after the event...

Post Event Wrap-Up

Send 'thank-yous' to:

- Participants, donors, sponsors, volunteers
- Consider emails and/or a physical card in the mail



Tip: Thank you cards handwritten by athletes are always well-received!

Tax Receipts

- If any cash or cheque donors requested a tax receipt, please send the appropriate requests to the SOBC Provincial Office
- *Note: Donations made online through CrowdChange are automatically issued a tax receipt, so you do not need to request these from the SOBC Provincial Office

Post-Event Debrief

- Make notes about what worked well and what could be improved for next time.
- If appropriate, ask participants for feedback about the event and their experiences
- Ensure to refer to your notes when you begin planning the next event!

Resource Templates

Resources and Materials

- News release template – [CLICK HERE](#)
- Sponsorship/donation letter template – [CLICK HERE](#)
- Invitation and thank-you email templates – [CLICK HERE](#)
- Sample paper waiver form – [CLICK HERE](#)
- Special guest invitation template – [CLICK HERE](#)
- Paper pledge forms for offline donations – [CLICK HERE](#)
- Opening Ceremony scripting template – [CLICK HERE](#)



Tip: Need more materials? Submit your Local design requests to SOBC Marcomms team [HERE](#)

