

**RPF 6802 Event Staging Half Marathon
Comparison of Submissions**

Profile			
	Iron Girl	Women's Running	Beach Charities
Financial Resources	None provided	None provided	None provided
Years of Experience	20+ years	5 years	6 years
Event Components	Half-Marathon, Expo	Half-Marathon, 10K running event, health and fitness expo, two VIP dinners, and a post race celebration/awards ceremony	Half-Marathon, health & fitness expo, free concert, 5K, 1 mile, Kids run
Proposed Dates	Feb 8, March 14, 2010	November 21, 2009	November 7-8, 2009
Proposed Location	Downtown	Downtown	Downtown
Est. Participants	2,500	3,000	3,000
Est. Hotel Rooms	1,250	6,000	800
Advertising/Marketing	\$200,000	\$250,000	\$117,886
TV Coverage	Confirmed	In negotiations	In negotiations
Economic Impact	\$500,000	\$3M	None provided
Sponsors/Partners	AFLAC	Leukemia & Lymphoma Society's Team in Training (TNT)	Brighthouse, St. Pete Times, Turkey Trot, Publix, Sirata Beach
Charitable Partners	All Children's	Pinellas Hope	Beach Charities
Special Provisions	Exclusivity	None listed	None listed
Strengths	<ul style="list-style-type: none"> • 20-year history in staging similar and larger scale events • Pinellas County based • Qualified and experienced race director • Large pool of staffing resources • National TV coverage from NBC and re-airing on ESPN to over 60 countries • All Children's Hospital charitable contribution (\$25,000) • Expected additional proceeds from fundraising campaign to All Children's Hospital • Robust marketing/advertising plan (radio and TV commercials, magazines, internet site ads) • Proposes to cover all costs for the event • Will conduct the race rain or shine • Excellent references 	<ul style="list-style-type: none"> • Qualified race director (Boston Marathon) • Half marathon and 10K will be conducted on the same day • Proposed event date in November (slow tourism time) • Negotiating national TV coverage of the event • Pinellas Hope will receive 2% of the event profits • One confirmed and one verbal sponsorship commitments • Proposes to cover all costs for the event • Advertising plan (TV, radio, magazine, newsletter, email, publicity at similar events) 	<ul style="list-style-type: none"> • Experienced team organizing competitive events • Conducted events in St. Pete area • Excellent references • Signed letter of endorsement from agencies including GM, ESPN, and Brighthouse Networks • Flexible race dates • City to be named as co-sponsor • Geared to local runners • Co-ed event • Free events for general public

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Weaknesses	<ul style="list-style-type: none"> Limited experience in half-marathon events Significant volunteer resources Large outlay of police resources Overhead cost for approximately 30 employees Exclusivity for women and running events greater than 15k Three-year commitment and the race will be for women only Utilizes Albert Whitted Park for staging of event (limited capacity) One ancillary event, a women's wellness expo Second choice race dates near peak season for confirmed events (Crawfish festival) Race route through business district and residential sections of downtown 	<ul style="list-style-type: none"> Race date is November 21, 2009 (coincides Ribfest, Chillounge, Pirate Fest) Limited staffing resources Minimal experience in event planning and staging Event is exclusive for women athletes Currently locked into one date Undocumented guaranteed minimum of 1,000 TNT runners Has not previously staged a running event in St. Petersburg No reference feedback received 	<ul style="list-style-type: none"> City to cover all its costs Unconfirmed sponsorship Experience limited to small race events 5K is on different day from half-marathon Added costs for ancillary events Limited marketing/advertising budget Proposes using the Albert Whitted Park for staging of the event (limited capacity) Plans to use Mahaffey/Site of new Dali Museum (under construction) Limited to local TV coverage Course design requires more police resources

