

COLOUR RUN CHECKLIST

To make hosting your run as easy as possible, use our checklist – we've included the tiniest details – so you won't miss anything! Don't forget to tick when complete

Planning Your Colour Run

- ☐ **Choose a name for your event** - be careful with trademarked names such as 'The Colour Run'
- ☐ **Choose a suitable date** - Running on a hot day can be tiresome, so opt for a late spring/ early autumn event if you are planning a long run.
- ☐ **Choose a suitable route** - always make sure you receive permission if you are not using your own land.
- ☐ **Map out the course** - are you following a longer, picturesque trail or simply running laps around one field?
- ☐ **Work out a budget** - there's nothing worse than overpromising and under delivering! Set a realistic budget and get in touch with local businesses who may be happy to help in return for sponsorship opportunities e.g displaying a banner at the event or sponsor logos on merchandise

Recruit Volunteers

- ☐ **Set-up crew** - gather a team to help set-up (and take down) the course, powder stations, start and finish lines, checkpoint areas and any staging or stalls you plan on having.
- ☐ **Powder throwers** - assemble at least 3 volunteers to be stationed at every colour station - 2 volunteers to throw powder at the runners and one volunteer to refill supplies
- ☐ **Course marshals** - scatter general helpers at various points around the venue where they can direct runners and monitor behaviour and safety

Donation Based or Entrance Fee?

- ☐ **Donation-based fundraisers** - These often have tier formats. Each participant works to raise funds to reach different tiers that have unique incentives and prizes which they can claim at the event. For example, if a participant hits £10 they get a small packet of powder, if they hit £20 they can add a wristband, if they hit £50 they receive a branded white t-shirt, and so on and so forth. This makes the event accessible to those who aren't able to give much money but still want to take part, or those who are happy bringing their own supplies. Incentives also make it more exciting for those willing to fundraise, and encourages larger donations as participants compete to hit targets
- ☐ **Entrance fee-based fundraisers** - This option is a lot more straightforward. All participants pay a flat fee to enter and can be supplied with a runner's pack, which could include event merchandise such as a t-shirt, wristband, colour powder, whistle and headband. This type of fundraiser allows for no confusion and makes sure everyone receives equal handouts

Before The Colour Run

- ☐ **Warm up the crowd** - although the colour run starts at the start line, the event starts as soon as the participants enter the venue! Create that party atmosphere with a mass warm up hosted by your DJ, event announcer or a local fitness coach to get your runners all fired-up!
- ☐ **Stagger your starts** - this could be categorised by age or class es. For larger runs, a staggered start helps to prevent traffic jams at the colour stations and gives everyone the chance to get covered in colour.
- ☐ **Colour fountains** - Use our fabulous colour fountains as a way to get everyone thoroughly covered in colour powder when the starting gun goes off.
- ☐ **Colour cloud countdown** - hand out individual colour packets at the start line for an exciting and colourful photo opportunity. Participants throw their powder in the air at the same time to create a fantastic display of colour! Be sure to take plenty of "before" photos to compare with those taken at the finish line

During the Colour Run

- **Colour stations** - set up multiple colour stations along the course with volunteers ready and waiting to spray runners as they pass by. Allocate each station with one colour and add colour-appropriate flags and displays. This way, all participants will be covered head to toe in all colours by the time they cross the finish line.
- **Equip your volunteers** - there are so many different ways to throw colour powder, but the most common (and effective) way is to open the bulk bags of powder and use your hands to scoop the powder and aim it at your targets! We love the artistic effect this creates - very Jackson Pollock-esque!
- **Stay hydrated** - depending on how long your run is, add a couple of water stations between checkpoints. Make sure these are separate from the colour throwing stations! Even though our colour powder is non-toxic, we still wouldn't recommend eating it.

After The Colour Run

- **Make it visual** - the finish line is where everyone is completely covered in powder and celebrating their achievement, but more importantly, where they'll be taking most of their photos. Make sure the finish line looks visually appealing with plenty of signage linking to your event and your sponsors. You could even create and display your own event hashtag and encourage everyone to use it when sharing their photos on social media in order to link all images back to your event.
- **Colour cloud countdown: round 2** - if you didn't do one at the start, make sure you definitely do one after your event! Everyone will certainly be in the spirit by then, so there'll be no holding back. You can use this as a countdown to a colour fight as runners love to throw some powder too.
- **Picture perfect** - don't forget your photographers! You've put so much effort into your event, you need someone to capture it! Photographers can get action shots during the run or group photos at the finish line. Drone shots are also excellent. Share these photos on social media or send them to your local newspaper. Either way, these images will be great promo for next year!

Don't Forget...

- **Don't forget your licence!** - if you need a permit for your venue, you may also need to seek out licences if you'd like to sell alcohol, play loud music or sell food past 11pm. For more details, speak to your local authority or visit the [gov.uk website](http://gov.uk).
- **Safety first** - it's paramount to identify first aid-trained volunteers at any type of smaller event, but if your colour run has attracted a large crowd, it's worth thinking about hiring extra personnel, such as [St John's Ambulance](#)
- **Where's the toilet?** - although it's not a legal requirement to supply sanitation facilities at your colour run, it is common courtesy to be able to point your runners in the right direction of the nearest public toilets. However, if you are planning on selling food and drink after the run, it is recommended that you supply portaloos on site.
- **The more the merrier!** - Everyone will be in high spirits on the day, and those who initially didn't want to get involved might want a piece of the action! It's always a good idea to have extra colour powder to sell around the venue on the day to raise extra funds. Spectators and supporters on the sidelines should also be highly encouraged to aim for their loved ones as they run past!
- **Let's get the party started!** - A colour run may be quite onerous for smaller schools, so why not host a colour party instead? Supply each child with a few small colour powder bags, and let them go crazy! This is a great way for children to let off steam at the end of term, or a final, colourful farewell at their leavers' do

