

THE CREW BIB

Surprise & delight for the people who show up for runners.
Every runner brings a crew. Give the crew a bib.

MILE 20, COLD RAIN

A runner's sister has held the same spot for 3 hours. Her sign is soggy, her phone is at 9%, and she's refreshing a tracking app to guess when he'll pass. She's a big reason he finishes. Nobody planned anything for her.

THE INSIGHT WHO'S ON THE SIDELINE

Crews are active people who chose other sports. Strava's 2025 Year in Sport found 54% of its athletes log two or more sports, and multisport athletes are four times as likely to stay consistent week after week. The sister at mile 20 hikes, bikes, or plays volleyball. She's a future registrant, a future customer, and the loudest content creator on the course.



Mockup. Runner name & number are examples.

THE IDEA ONE FREE BIB, A WHOLE WEEKEND

At packet pickup, every runner can claim free Crew Bibs for their people, printed with the runner's name & number. The bib unlocks a crew-only weekend: a sign studio, a heated cheer station at the late miles, a reunion lane at the finish, and a recap with their runner's photo. The presenting partner rides along on every touchpoint.

RACE-DAY SEQUENCE EXPO → AFTER

1 · EXPO

CLAIM & MAKE

Runners claim Crew Bibs at pickup. A Sign Studio stocks pre-printed punchlines, markers, and partner swag.

2 · LATE MILES

CREW STATION

Covered, heated cheer zone with live tracker screens, phone charging, cowbells, partner sampling, and warm waffles.

3 · FINISH

REUNION LANE

Crew Bibs get access to a reunion lane and a photo wall. The hug happens on camera, with permission.

4 · AFTER

YOUR TURN

Recap email with runner's photo and a crew-only offer for the next race's 5K or a multisport event.

FOR RUNNERS

Their people feel looked after, so they stay longer and cheer louder.

FOR THE RACE

A new list of local, active, warm leads, and a reason to come back next year.

FOR PARTNERS

Sampling and content in front of an audience no other sponsor is serving.

PRODUCTION TRACKER

WORKING BACKWARD FROM RACE DAY

WHEN	TASK	OWNER	STATUS
T-10 wks	Brief sign-off with client & race; confirm footprint, crew-bib cap, presenting partner	Account lead + coordinator	KICKOFF
T-9 wks	Vendor RFQs: bib printer, tent & heater rental, waffle caterer, signage, tracker screens	Coordinator	RFQ
T-7 wks	Vet bids on cost, lead time, insurance (COIs), & past race work; recommend picks	Coordinator	VET
T-6 wks	Contracts signed, deposits requested, payment schedule logged	Coordinator + finance	CONTRACT
T-5 wks	Bib & signage art to printer; proof approvals tracked	Creative + coordinator	PROOF
T-3 wks	Run of show, staffing plan, site map, & crew-bib claim flow tested with registration	Experiential manager	ROS
T-1 wk	Rain plan locked; deliveries & load-in windows reconfirmed with every vendor	Coordinator	CONFIRM
Race day	On-site check-ins, live issue log, sampling & dwell counts	Full team	LIVE
T+3 days	Vendor invoices matched to contracts & processed; vendor quality notes filed	Coordinator	CLOSE
T+7 days	Recap deck: metrics, photos, crew quotes, & next-year recommendations	Coordinator + account lead	RECAP

RAIN PLAN

ANTICIPATE IT

- Covered Crew Station with side walls; patio heaters on standby.
- Crew Bib ponchos as the wet-weather version of the bib.
- Hot drinks swap in for cold sampling; waffles stay.
- Sign Studio moves under the expo roof; laminated signs.
- Go/no-go call 48 hours out, logged in the tracker.

VENDOR VETTING

WHAT I CHECK

- Race-weekend experience and references.
- Lead time vs. our proof dates, with a backup vendor named.
- Certificate of insurance and permit requirements.
- Deposit terms, cancellation and weather clauses.
- Post-event scorecard: on time, on spec, on budget.

WHAT WE'D MEASURE

FOR THE RECAP

CREW BIBS CLAIMED Share of runners who claimed one	STATION VISITS Visits and average dwell time	SAMPLES Partner samples handed out
SOCIAL POSTS Posts using the crew hashtag	CONVERSION Crew members who register for a future event	CREW SCORE Post-race survey: would you crew again?

I've done this job before, just in other uniforms. I readied towns for a touring cast, ran Target programs where the date doesn't move, and built team rituals like Waffle Wednesday for volleyball families.

The Crew Bib uses all three.

Concept and plan are illustrative; timelines would follow each agency's process and each race calendar.