



2024 Community Host Guide



Engaging communities

The Live Healthy Iowa 5K events were created in 2013 as an opportunity to connect with Iowans locally, to support community wellness efforts and to celebrate completion of the 10 Week Wellness Challenge. The inaugural year garnered 1,838 participants in 10 Iowa communities. In 2023, 9 communities partnered to offer a local race event. Live Healthy Iowa seeks community partners who are willing and able to host the LHI 5K events and who are actively working to improve wellness in the community. The date for the 2024 event is set for April 13. One goal is to have a Live Healthy Iowa 5K race in as many areas of the state as possible.

Partnership opportunity

Live Healthy Iowa is pleased to partner with local communities to offer multiple event sites across the state. Partner communities will receive a portion of the race registration fees to support local wellness efforts. Communities will receive \$3.00 of each LHI challenge participant's registration fee, and \$6.00 of each non-challenge participant's 5K registration fee.

In 2023, host sites received an average of \$304.67 with one community earning \$834.00. Race participation ranged from 8-166 runners/walkers. Communities have used proceeds for parks and recreation programming, community/fitness center programming, community gardens, park development, walking/bike trail construction and maintenance, amongst other community-based initiatives

Any remaining proceeds from the LHI 5K events will benefit Live Healthy Iowa Kids challenges and events. These challenges and events are offered throughout the year at no-cost to Iowa youth, primarily through schools and youth organizations.

Event details

The Live Healthy Iowa 5K event includes a timed 5K run/walk and a 1K kid's run that will take place Saturday, April 13, 2024. Registration for all locations will open on January 8, 2024.

5K run/walk

Early registration - (January 8 - March 25)

Late registration - (March 26 - April 7)

Late and On-site registration - not guaranteed a T-shirt

- LHI 10 Week Wellness participants receive a \$10 discount on registration.
- Registration fee includes: T-shirt, race number, finisher medal, post-race refreshments, opportunity to win door prizes

1K kid's run (ages 12 and younger)

Early Registration - online/mail (January 8 - March 26) | Late registration - (March 27 - April 7)

Late and On-site registration - not guaranteed a T-shirt

- Fee includes: T-shirt, finisher medal, post-race refreshments

Note: LHI Challenge participant discount does not apply. This is a non-timed event.

Event commitments

Live Healthy Iowa will provide the following for each Live Healthy Iowa 5K event:

Pre-event

- Support in event planning and preparation
- Event insurance
- Online registration portal
- Electronic list of pre-registered participants
- Marketing toolkit
- Event promotion
 - Community specific promotion on Live Healthy Iowa website
 - Statewide promotion through LHI social media channels
 - Inclusion in weekly e-messages to challenge participants
 - Inclusion in LHI monthly e-newsletter (during relevant months)
 - Promotion through Iowa Games, Iowa Senior Games, Adaptive Sports Iowa and Iowa Corporate Games as opportunities arise

Event day

- Electronic list of pre-registered participants
- Race numbers and pins (for 5K registrants)
- Finisher medals for all participants
- T-shirts for participants and volunteers
- Live Healthy Iowa 5K banner
- Door prizes for each race location (quantity based on number pre-registered)
- Signage - On-site registration, packet pick-up

Post-event

- Summary of participant feedback
- Survey opportunity for local coordinators
- Payment of event proceeds

Host communities will provide the following:

Pre-event

- Local event coordinator and assistant coordinator
- Race routes for 1K and 5K
- Local approval of race routes
- Local promotion of the event to community members, local businesses, schools, etc.
- Needed equipment and supplies (sound system, tables, chairs, water coolers, cups, etc)
- Coordination of race timing process/equipment
- Location for packet pick-up/participant check-in

Event day

- On-site volunteers
- Location for packet pick-up/participant check-in
- Medical/first-aid support
- Race route security
- Clearly marked race routes
- Start/finish line and timing process
- Post-race refreshments

Post-event

- Provide digital race results to Live Healthy Iowa directly following the event

Questions?

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