

AMERICAN  
VOLKSSPORT  
ASSOCIATION

EVENT  
HANDBOOK

1999

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## Part I. Event Coordinator Duties and Responsibilities

The duties of the event coordinator will vary depending on the nature of the event (for example, a trailmaster need not be assigned for a swim event), but the following should be considered if you are selected by your club to manage an event. If the club is new, ask for help from an experienced club, the state association or the Region Director. Do not over extend the club's capabilities. Make certain the club has enough members and resources to hold a quality event. If possible, plan a year ahead.

### DUTIES

A. **Choose a date.** Consider the time of year, potential weather conditions, and aiding or conflicting local events, such as fairs, festivals, public hangings, etc. If necessary, coordinate with other clubs in the area.

B. **Choose a location.** The old adage location, location, location certainly applies to volkssporting events. This may be the most important factor that the event coordinator and the club have under their control. See Part II.

C. **Obtain needed permits.** Contact local police and fire departments to determine any requirements for parade permits or other permits. Furnish them a copy of the trail description prior to the event. If the event will involve the use of a local, state, or national park or other controlled public property such as a school, check for their requirements. It is also advisable to work with the local Chamber of Commerce. The event coordinator should determine if co-sponsors require their name to be added as an additional insured under the AVA insurance coverage. If so, request that from AVA (see AVA Policy 4.03).

D. **Prepare a budget.** Determine anticipated expenses for sanction and other fees, brochures, advertising, awards, sale items, postage, rents, miscellaneous items, port-a-johns, etc. Determine expected income from event registrations, sales and donations. If expenses will exceed income, decide how the shortfall will be covered.

E. **Choose an award.** Use caution in the award selection. If the club is a new club, or one with a very low bank balance, it may be advisable to forgo an award and try to raise funds through IVV credit only participants, sales and donations. By not having an award, you may lose the participants who seek special and unique awards. Remember that awards must be paid for from club funds, and leftover ("B" Awards) have little value. Many clubs have thousands of dollars of leftover awards in storage. See Part IV.

F. **Pay attention to timing.** Make a milestone schedule indicating the actions with specified lead times, such as event sanction requests, preparation and distribution of brochures, purchase of awards, publicity releases, etc. See attached checklists.

G. **Obtain supplies.** Make sure the needed supplies and equipment are on hand. If the club does not own needed items (a tent, for example), make arrangements to buy or borrow these items.

H. **Plan a worker's walk.** This will allow your volunteers to participate in the event. It may be possible to combine the worker's walk with the trail marking on the day prior to the event. In some cases it may be better to complete these tasks separately.

I. **Use checklist.** Use the last minute items checklist attached. Mark up a copy of the checklist for each specific event, and refer to it daily during the last couple of weeks before the event. Also, use the checklist to assure that the after-event items are accomplished. See Attachment 2.

J. **Contact the media.** Be sure to contact local media outlets. The club's publicity chairperson should have a list of local contacts. Take advantage of any opportunity to obtain publicity. Many media outlets will place your event in the "things to do" announcements.

K. **Advertise electronically.** Send an E-mail event announcement to [Walklist@teleport.com](mailto:Walklist@teleport.com). Enter the event details into the fields provided in the Club Maintenance module. This information will display on the AVA website. Enter the information to provide directions to the event and the trail details.

L. **Remember IVV and AVA policies.** When using this handbook keep in mind that the information contained herein is to be used as a guideline to put together and conduct the event. It is not intended to be directive. It does amplify the AVA POLICY MANUAL and IVV directives.

## **PART II: PLANNING**

### **A. A Good Event Will:**

1. Be planned and organized;
2. Have sufficient space available for nearby parking;
3. Have sponsoring club members who are friendly, courteous, informative and helpful;
4. Have a well-marked trail;
5. Have checkpoints established at critical locations on the trail to ensure participants are having no difficulty; and
6. Have a start and finish area with enough space to allow the required business to be conducted.
  - a. There should be a "flow" of traffic;
  - b. Each participant should be able to see all stations in the start/finish area; and
  - c. Long lines of registrants and finishers should be avoided.

### **B. Safety.**

1. Safety must be the primary consideration in all aspects of every event.
2. Avoid potential hazards: busy highways and two-lane roads, narrow or slippery trails with sharp rocks, broken glass, sharp branches, low overhanging limbs, steep trails with loose gravel, rocks, bike trails with no shoulders, etc.

### **C. Additional Considerations.**

1. Each event should have a purpose - exercise, health, historic site, enjoyment of natural beauty, a newly opened area, wildlife refuge, local festival or celebration, an annual event, etc.
2. Participants' welfare should be a primary concern. Restrooms, water, and other refreshments should be available at or near the event.
3. The social aspects of volkssporting should be emphasized.
4. Information about the trail, the geographic area, and points of interest should be included in event flyers and brochures.

## **PART III: TRAILS**

**A. Selection of the Route.** Selecting the route is the most important decision a club will make when deciding to conduct an event. There are a number of factors to consider.

1. Choose a trail that is particularly scenic, historic, educational or unique in some aspect. It might go through some interesting parks, past some beautiful artwork or a museum. Walks that coincide with a celebration or festival may also increase participation.

2. Once a destination is selected, determine the best route to get there. Some considerations are:

a. Are there sidewalks, gravel, dirt or bark trails that will keep walkers out of the street? Walkers enjoy routes that are easier on the feet and more private.

b. Are there any alleys or little known public access paths that will give the walkers something new to see? Walkers appreciate the less traveled areas to avoid traffic and pollution. Walking next to a body of water (river, lake, pond, or the ocean) is highly desirable.

c. Are there restrooms and places to get something to eat along the route? The availability of water is an extremely important factor for summertime events.

d. Consider the incline of your route. Most people do not enjoy routes that are too steep or that have slippery walking surfaces (loose gravel or wet leaves, etc.).

e. Try not to back track on a route. The walker does not want to see the same route again and meeting or passing other walkers on the trail, especially a narrow trail, can be difficult. Additionally, when trails cross, walkers may become confused about which trail they should take.

f. For a night walk, be sure the areas are well lighted and that the walking surface does not have uneven areas or potholes that might cause people to stumble.

g. If the walk is through parks or private property, determine if permission is needed and if a usage fee is required. Ask permission to mark the trail and let the authorities know that the trail will be cleared and cleaned immediately after the event is completed.

3. Location of the start/finish is critical. Parking is a top consideration. There must be adequate parking, and it should be free if at all possible. Restrooms and water must also be available. Portable potties can be rented if facilities are not available. Indoor start locations are preferable--but covered areas that have some protection from the wind and weather are also possibilities.

4. Weather should be taken into consideration when selecting the trail. If the trail surface is natural, consider whether rain will make the route too muddy. If the route has quite an elevation gain, avoid times when there is a possibility of snow.

5. Measure the trail with a wheel and rate it accurately. Have an alternate route if inclement weather could affect safety of the original trail. The alternate trail should have the same or lower rating and distance as the original trail.

## **B. Marking a Trail**

1. A complete trail marking kit is provided to each club through the generous support of New Balance Athletic Shoe, Inc. This kit contains signs for the trail and the start finish area, trail marking arrows, and trail marking tape.

2. Trail marking tape (surveyor's tape) is brightly colored plastic tape about 3/4" wide. It is included in the trail marking kit or may be purchased in hardware and building supply stores. It can be torn off in strips and tied to trees and bushes, fence posts, street signs, etc.

2. Arrows on brightly colored paper help walkers find the direction easily. If the weather is bad, arrows last longer when put in plastic bags or laminated. The club's logo may be on the sign; it helps to generate interest in volkssporting and may give a contact name and phone number if desired.

a. Double arrows or ribbon/tape markers indicate a change in direction. Those signs should be followed up with a simple arrow or ribbon/tape marker a short distance later to reassure the walker that they are on the correct route.

b. As a rule of thumb, a walker should be able to see the next sign in the distance. There should not be long gaps where the walker wonders if he or she is on the correct route.

3. Where there are no sidewalks, walkers should walk facing traffic for safety reasons. Crosswalks and stoplights should always be used if available. Where there is congestion, walkers should be advised to "Cross with Caution."

4. Some clubs like to use one color signage or tape out to the farthest point on the route and another color on the route back. Multiple colors can be used for events with more than one route.

5. Informative signs are important. "Checkpoint Ahead" or "Restroom--This Way" are helpful to walkers.

6. Trails should be marked on foot, not by car. The signs should be on the side of the street/roadway where the participants are supposed to walk. Safety should be the

primary concern. Warn walkers of anything unexpected (e.g., "Slippery area - watch your step").

7. Kilometer markers are popular with volkssporters. It helps them judge how much farther they have to walk and helps them pace themselves. Fancy wooden markers cut into clever shapes connected with the club - birds, plants, trees, flowers, animals, club logos, etc., are popular. Plain paper markers work just as well, especially if vandalism might be a problem.

### **C. Checkpoints**

1. Checkpoints can be attended or unattended. At least one attended checkpoint halfway through the route is preferred. If a route has an area that could be missed or skipped, a checkpoint is a good way to assure that it is not.

2. There are numerous ways to mark the start card at a checkpoint:

#### **a. Attended Checkpoints.**

(1) Start cards can be stamped with a stamp that has something that corresponds with the theme of the walk (i.e., a flag for a patriotic walk; a bunny at Easter time, etc.).

(2) Hole punches with different symbols (i.e., hearts, spades, diamonds, clubs) are available. This is also a good choice for unattended checkpoints.

#### **b. Unattended Checkpoints.**

(1) Disguised hole punches can be made with two hinged, wooden blocks that have nails protruding in a set pattern. When the hinged piece is lifted, the card is placed inside, and when it is closed, the start card is punched. The blocks can be made into simple shapes--trees, birds, butterflies, so that they look like simple decorations. By not calling attention to themselves, these disguised, unattended punches are less subject to vandalism.

(2) Self-Checkpoints can be a word (written on a piece of paper, hidden behind a sign or landmark), or participants can write down a word or number from an existing sign or statue. Questions such as "What year was such and such built?" often make good checkpoint material. Counting something such as stairs or pillars is a possibility.

(3) These ideas for unattended checkpoints can also be applied to Year Round and Seasonal Events when it is not practical to use an attended checkpoint.

## **PART IV: AVA/IVV SANCTIONED EVENT AWARDS**

**PURPOSE FOR AN AWARD.** In keeping with the IVV premise that each registered participant in an AVA/IVV-sanctioned volkssporting event who completes that event or a portion thereof is a winner and, as such, is entitled to an award commemorating their accomplishment, an AVA-sanctioned event should offer an award to those participants who duly register and complete the course.

### **A. Event Award Classifications.**

1. **"A" AWARD** - An award specifically designed to commemorate an event which may be sold only to participants completing the event.
2. **"B" AWARD** - An award left over from previously held events that may be offered with an "A" Award or in place of an "A" Award.

### **B. Varieties of AVA Sanctioned Event Awards.**

1. An award may be any object that best suits the idea of the event in keeping with the definition of an award, i.e., ". . . to give as due or merited something awarded, as a payment of medal." (Webster's Encyclopedic Unabridged Dictionary of the English Language)
2. Some items are not permitted as AVA/IVV awards. Items that are deemed indecent and will reflect badly on the image of the IVV or the AVA are not allowed.
3. Some ideas for awards which have been offered for AVA events are: medals (cloisonne, pewter, etc.), patches, plates, mugs, glasses, coasters, jugs, pots, pictures, wall hangings, figurines, trophy cups, key rings, books and T-shirts.

### **C. Award Design.**

1. Award designs can be virtually unlimited in ideas and concepts. Just keep in mind when you set out to design an award that the AVA supports family, as well as health through exercise. Award designs must be in good taste.
2. Suppliers of awards generally advertise in *The American Wanderer* as well as through direct mailings to clubs. Also, check local crafts people for ideas and possible sources for awards.

**D. Rendering the Award.** While artwork for the final design does not have to be of a professional quality, it should be clean, neat and well defined. One does not have to be a skilled artist to produce a high quality and sought after award.

## **E. Keys to a Successful Award.**

1. **Theme.** The designer can tie the award design to the event in some way (i.e., season, location, historical, some related accompanying activity, etc.).
2. **Type of Award.** The locale may dictate what type of award will sell best. The type of event also may dictate the appropriate award. Some clubs have chosen to use a certain type of award exclusively, such as pewter figurines. Other clubs have gone with a theme and followed through with a serial award using a header bar as its focus to tie several awards together.
3. **Size.** This element can play into your design when working with a series and a specific theme. The human psyche also comes into play when designing an award. Value is often equated to size.
4. **Final Rendering.** For the best results, when showing and ordering the award, always do the final rendering in black and white. Do not shade in or reproduce from a colored rendering for the order copy and/or brochure copy. It is difficult to reproduce from a color rendering or color reproduction and expect a good clear product for further reproduction.

## **F. Required Information on the Award.** The IVV and AVA have some required information that must be on the award.

1. In an AVA sanctioned event, the award must have the word AMERICAN VOLKSSPORT ASSOCIATION or the initials AVA or IVV/AVA on the award. All chartered AVA affiliates may use the trademarked AVA logos. Placement of this information may be worked into the design on the front of the award or may be engraved or affixed on the reverse or bottom of the award. THE COPYRIGHTED IVV LOGO MAY NOT BE USED ON THE AWARD.
2. The distance MUST NOT be shown on the award except for a special event lasting more than one day or a distance longer than 30 kilometers. Marathons fit this category and the word "MARATHON" and/or the distance may be stated on the award.
3. Other information such as an event name or club name may be worked into the design and/or placed on the reverse or bottom of the award.
4. AVA policy requires clubs to submit their award design for approval to the AVA Region Director or designee before ordering. While this may seem controlling at first glance; no control is exercised over the actual design of awards. It is merely to verify that the required information is included in the design of the award.

## **G. Ordering the Award.** Work directly with the award manufacturer for details and requirements for ordering the award. Each company operates differently. This

handbook cannot be detailed enough to cover all of the various manufacturer's requirements.

H. **Quality of Finished Product.** Upon receipt of new awards, check for accuracy of information, subject, depiction, and color.

## **PART V: START/FINISH AREA**

A. **Parking.** There should be adequate parking for the expected number of participants. Parking should be provided adjacent to or in the proximity of the start/finish area. If parking is more than 400 meters from the start area, that distance should be included in the event distance.

### **B. Tables and Chairs.**

1. Tables should be arranged so that registering participants move in a continuous direction toward the exit.

a. **New Walkers Information Table.** Closest to entrance.

b. **Same Day Registration Table.** There should be a cashier and 10 to 20 pens on the table to fill out start cards.

c. **Pre-Registration Table.**

d. **Start Stamp Table.** Number the start cards to track how many people are on the trail. Some clubs use a two-part start card with the participant keeping part one and part two attached to the award at the finish table.

e. **Finish Table.**

(1) Stamp IVV Record Books

(2) Issue Awards

f. **General Information Table.**

(1) Display brochures of upcoming events from the sponsoring club as well as other clubs in the area. Club literature, Volkssport Associates Membership information, subscriptions for walking magazines, etc., are also good information table items.

(2) Clubs sponsoring upcoming events may wish to set up a table to display their event award, pictures of the area where the event will be held, etc. These clubs should contact the sponsoring club to arrange for space.

### **C. Restroom Facilities.**

1. Have an adequate number of restrooms with water to wash hands at start/finish. Facilities a mile away will not do.

2. Drinking water must be available.

D. **Social Area.** Ideally, there should be an area with tables and chairs that allows participants to sit down and relax, buy food and beverages, and visit with friends.

## **PART VI: REGISTRATION**

### **A. General.**

(1) The smooth and efficient operation of the registration and start/finish area is a major factor in an enjoyable and rewarding event. The following are some basic and simple principles that will help ensure this result.

(2) Registration should be divided into two categories:

(a) Preregistration - before the event(s); and

(b) Same day registration - the day(s) of the event(s)

(3) Depending on the club size and the number of participants expected, one person can be assigned all preregistration duties. This person must be available on the day of the event to work the start table for preregistered participants. One or more persons must be available at the start table to handle same day registrations.

### **B. Preregistration.**

1. An Event Brochure **MUST** be published. The brochure is the club's opportunity to tell volkssporters and non-volkssporters alike about the upcoming event. Brochures come in a variety of sizes and colors. Usually they are printed on 8 2" by 11" paper of various colors. Bright colors are more appealing to the eye and will draw attention more quickly than plain white copies. Most brochures are either bi-folded or tri-folded, but unfolded brochures work well especially if they are to be posted on bulletin boards. Refer to Attachment 7 for the AVA Brochure Checklist.

2. Event advertisements may be placed in regional and state publications and ***The American Wanderer***. Check for applicable fees before submitting an advertisement to any of these publications.

3. Event listings, by state, are published in ***The American Wanderer***.

4. The person in charge of pre-registration should, upon receipt of a pre-registration form, fill out an appropriate start card with the participant's name, address and payment made.

5. Start cards should be arranged alphabetically.

6. Retain pre-registration forms for reference. They must be available at the event registration area in case any questions arise.

7. The major benefits of pre-registration are the lower cost of an award and a guaranteed receipt of an award.

### C. Same Day Registration.

1. If a large number of participants are anticipated, at least two people should work the registration table.
2. Have separate pre-registration and same day registration areas at the table. Mark them accordingly.

#### 3. Same day registration area.

- a. Have appropriate start cards available. These may be color coded to indicate the status of the participant as follows:

(1) Awards - A;

(2) Awards - B;

(3) IVV Credit Only;

(4) Non-IVV; and

(5) Free.

- b. If fees are collected at the table, a cash box must be provided, along with cash for making change. Depending on the number of participants expected, experience has shown that the amounts below will meet most requirements.

Anticipated Participation 100 200 300 +

Cash Box Requirements \$50 \$150 \$300

The price of the award will determine the make up of the cash box. If the award is priced at \$5 then \$5 bills are needed for change. If the award is priced at \$6 or \$7, etc., then one dollar bills are needed for change. If the IVV Credit Only is priced at \$3 and the awards are priced in even dollar amounts then no loose change is needed.

- c. Have mailing labels available when awards have not been received or additional awards must be ordered. A sign-up sheet showing names, addresses and items to be mailed is another option. To save money, late awards may also be available at the next club meeting or event.

- d. Have a sample of the award and any other items that may be available for purchase.

- e. Have a space with writing materials available so that participants may fill out their start cards with their name and address.

4. IVV Event and Distance Books and New Walker Packets MUST be available for sale at each event.

a. These may be sold at the registration table or at the finish table as desired.

b. Funds collected for these items should be kept separate from other monies.

5. Make sure that registration closes at the published time. This may be extended by the event coordinator if circumstances warrant, but make sure that sufficient time is allowed for all participants to return by the finish time.

6. Clubs must ensure that each adult participant signs a Waiver and Release of Liability and that the parent or guardian of any minor child who participates signs a Waiver and Release of Liability for that child. The AVA will provide these forms. The sponsoring club must keep these completed forms on file for seven years after the event.

**D. Multiple Event Registrations.** The procedures for multiple event registrations are the same as the registration requirements above. If practical, the registration area for different events should be separated from the walk registration area. All volkssporting events must use the registration procedures outlined above.

**E. Miscellaneous.**

1. NEW CLUBS must seek assistance in conducting their first event(s). Your Region Director and/or State Association President are your first resources for assistance. If neither is available to assist at your event, they will refer someone close by to provide assistance. Established clubs and experienced volkssporters in the area are also invaluable sources for assistance. Please do not be shy; ask for help.

2. For night walks, sufficient lighting must be available at the registration and start/finish area. Participants should be encouraged to carry flashlights. Every effort must be made to assure safety along the route.

3. For multiple events, make sure that the registration and start/finish areas are clearly identified by event.

4. Registration and start/finish areas must be protected from adverse weather.

5. The start time window is usually at least three hours with the finish time at least three hours after the start time ends.

6. ABOVE ALL, A CHEERFUL, HELPFUL AND FRIENDLY ATTITUDE AT THE REGISTRATION AND FINISH AREA MAKES A DIFFERENCE.

## **F. Finish - Awards.**

1. Clearly mark the finish area.
2. Make sure that the correct IVV certification stamp is available and that the ink pad is inked.
  - a. Make a clear stamp impression in each IVV record book.
  - b. Enter the correct KM in the distance book.
  - c. If an individual completes the course more than once, the IVV Event Stamp will be placed in the IVV Distance Book EACH time an individual completes the distance. If only a short trail (normally 10 KM) is offered then the individual may complete the trail twice without paying an additional fee. The event stamp may be entered only ONCE in the Event Record Book.
3. The cash box and start cards should be available for those who wish to upgrade their registration status.
4. Event books, distance books and New Walker Packets MUST be available for purchase at either the start or finish table. Money received from these items should be kept separate.
5. Start cards should be bundled by type, i.e., Award, Credit Only, Non-IVV and Free. Bundles of 25 are convenient for large events. This helps to complete the after-action report.

## **PART VII: SALES AT A VOLKSSPORTING EVENT**

A. **Purpose.** Service to participants and fund raising

### **B. Sales Tax.**

1. Check local and state laws. Usually nonprofit status DOES NOT exclude collection and payment of sales tax. It is recommended that you include sales tax in your price and back off the tax from your gross sales.
2. The fewer computations the sales people make the fewer mistakes. Mark up each item 150-200% above total cost plus sales tax, i.e., \$1.25 pin cost +0.10 shipping x % markup + sales tax( $\$1.35 \times 150\% = \$2.03$ ) + (8% sales tax on  $\$2.03 = 0.16$ ) =  $\$2.19$ ). Mark at \$2.25 or higher. **Always make prices in 25¢ or \$1.00 increments.**
3. Provide a separate cash box with a couple of spare pens and at least \$50 in change: \$10 in quarters, \$25 in \$1 bills and \$15 in \$5 bills. If a large crowd is anticipated, more change may be needed.
4. Separate the sales table from the start/finish area. The sales area should be run separately with merchandise attractively displayed.
5. Any number of AVA and club specialty items may be sold at an event. All items offered for sale must be in good taste. The ideas of fun, fitness, fellowship must be kept in mind. The sale of food is another matter. Check with local authorities before committing the club to selling food. Local regulations and ordinances are becoming more prohibitive every day.

## **PART VIII: YEAR-ROUND (YRE) AND SEASONAL (SEA) EVENTS**

Year Round and Seasonal Events are great assets to the volkssporting community. They provide the participant with an opportunity of participating in an event at his or her convenience throughout the year. They also provide visitors an opportunity to walk in an area even though there is no weekend event scheduled at that time. Many volkssporters plan trips around available YREs and SEAs. Clubs sponsoring these events must ensure that they provide the participants with a quality, safe, and interesting event. They also must be aware of the continuing supervisory requirements as well as the long lead time required and the extended period necessary to recoup financial investments. Although this section will normally refer to Year-Round Events (YREs), the requirements for planning and operating Seasonal Events (SEAs) is the same.

### **A. General.**

1. There is a considerable difference between planning a YRE and a regular scheduled one or two-day event. The main differences involve a much longer lead time to plan and prepare for the event and up-front costs.
2. The longer lead time requirement is due to the difficulty in finding an adequate start/finish point and accomplishing the many administrative details required to plan, coordinate and conduct the event. These requirements will be discussed in detail in the following paragraphs. If this is the first YRE a club will conduct, it will require a minimum of one year to plan and prepare for the event.
3. Clubs considering sponsoring a YRE should be aware of the up-front costs. It may be sometime in the third quarter before the break-even point is reached. Items requiring up-front financing include: sanction cost; awards; brochure preparation, printing and mailing costs; preparing and printing the route map and instructions; preparing and printing start cards; a container to hold instructions, a cash box, waiver forms, IVV stamp and ink pad, start cards, awards, insert cards, etc.; and promoting and advertising of the event. Actual up-front costs will depend on the area in which the event will be conducted, and the attendance expected during the year.

### **B. Event Location/Route Selection.**

1. **General Considerations.** The event must offer something of interest to entice the volkssporter to come to your area. SAFETY of the area and route, as well as access to restrooms, water and refreshments must be considered.
2. **Start/Finish Point.** The most difficult part of putting on a YRE is procuring an acceptable start/finish point. Some possibilities for a start/finish point include: motel, inn or hotel; hospital; convenience store, or other establishments open seven days a week; city or state park centers whose hours of operation will support the YRE; fitness clubs; etc. Finding such a facility in the area of the event AND a management which will

consent to be the start/finish point can be an arduous task. The start/finish point must provide, or have, adequate parking available in the proximate area. Access by public transportation would be an asset. If at all possible the start/finish point should be staffed. While unstaffed start/finish points have been successful, they exacerbate the problems of controlling the use of the event stamp, collecting monies, and distributing awards and cards.

**3. Route Selection.** Once an acceptable start/finish point has been obtained, the next step is to select the route of the event. Make the route as interesting and varied as possible. Try to avoid any long stretches along busy highways or streets. Safety of the participant is MOST important. The route may be marked (most local governments will not allow permanent marking) or a map provided with written instructions to guide the participant EASILY through the event. After the route has been selected and measured (the MINIMUM distance for a walk is 10 KM), have a number of people walk the route and make suggestions for improvements. There should be access to restrooms and water along the route. One or two staffed (or unstaffed if necessary) checkpoints should be selected. If the event is subject to extremely inclement weather, consideration should be given to making it a seasonal event, or plan for alternate routes.

### **C. Event Sanction.**

**1. General.** Once the start/finish point and the route are finalized, the next step is to start completing the many tasks required to obtain an AVA sanction for the event. This is also the time to try to obtain additional sponsors for the event. Prior to submitting the sanction request the following items must be completed:

**a. Award Design.** The award design draft should accompany the sanction request. If plans are to make this an annual event, consideration should be given to a series of awards to be used for this and succeeding years. The requirements for award designs are the same as for other events. AVA POLICY MANUAL paragraph 4.04 gives details on event awards.

**b. Event Brochure.** The draft of the brochure must accompany the sanction request. Event brochures for YREs are normally typeset. Use Event Brochure Checklist (AVA Form 405) to assure all required information is included. Careful attention must be given to the description of the route especially if volkssporters are tourists and not familiar with the area. A clear explanation and map with directions to the start point are necessary.

**c. Route Map/Written Instructions.** A draft of the route map and written instructions must also accompany the sanction request. Maps should be a to-scale line drawing of the route and present a clear, well-marked, uncluttered representation of the route. The route description should be clear and in enough detail so the participant feels confident that he or she is on the correct route. Maps and instructions should be adequate to be used independently as some people feel more comfortable with one than the other.

Both the route map and written instructions should be user-tested by persons unfamiliar with the area of the event. Legibility, clarity and correctness of these documents cannot be over emphasized.

d. **Submission Procedures.** The Year Round/Seasonal Event Sanction Request (AVA Form 402Y) should be submitted to the State Association or Region Director by July 1 or on a date established by them to allow adequate time for the detailed analysis of the documents and drafts. If the managers of the start/finish point require that they specifically be included on the insurance certificate, a Certificate of Insurance Application (AVA Form 403) must be used. This form must arrive at AVA National Headquarters at least 60 days before the start of the event. This information appears in the **STARTING POINT**, an annual publication of the AVA. This is the best opportunity to boast about the quality of the event.

e. **Annual Renewal.** A Year Round/Seasonal Event Sanction Request Form must be completed each year the event is to be renewed. If the "Renew-no changes" block is checked, the second page of the form does not have to be completed. This block may be checked only if all the information in the previous year's **STARTING POINT** is correct. If there were changes to the event after the publication of **STARTING POINT** or the event was not listed in **STARTING POINT** because it was sanctioned in the second window, you must check "Renewed with Changes" and complete the second page of the form. If the "Renew with changes" block is checked be sure to highlight or asterisk the changes. If there are changes, the second page **MUST** be completed. Renewals must comply with the instructions outlined in paragraph "d".

f. **Second Chance Seasonal Events.** NEWLY ACTIVATED clubs may submit requests for Seasonal Events to start on Memorial Day Weekend in May or later in the year. These requests must be processed through the State Association and the Regional Director to arrive at AVA National Headquarters not later than March 1. This opportunity is not intended for established clubs. Requests from established clubs will only be considered on a case by case basis when exceptional circumstances are involved. Second chance seasonal events are not listed in the **STARTING POINT**.

#### D. Event Administration.

1. **General.** The start/finish point should, if possible, be staffed. In some cases this is not possible, and clubs have devised various methods to have the start/finish point be self-operated by the participant. In either case, there must be a system of control at the start/finish point which provides the sponsoring club protection for its supplies and collected monies, some assurance that the event stamp will be used only for its designated purpose, and reduce the impact on the people/organization/establishment while at the same time making it as easy as possible for the participant. Before deciding on a specific method of operation for the start/finish point look at several of the currently operating YREs in the area for ideas. If there are no YREs in the area, write to several clubs who have established YREs and ask them to describe their operation.

2. **Event Log.** YREs must use either AVA Form 900A or 900B which includes the liability waiver as the event log. The form may be modified to include Club Designation and special administrative requirements. The sponsoring club no longer has to submit these forms with the quarterly report, however, forms **MUST** be maintained in the clubs files for seven years.

3. **Start Cards.** Design one that supports the system of operation. The start card may be on the Route Map/Instructions. However, some participants like to keep the route map as a souvenir. Start cards should be maintained by the sponsoring club to support the Event Log. Start cards are available from the AVA National Headquarters.

4. **Club Supervision.** The sponsoring club must monitor the operation of the YRE on a continuing basis. Event logs, start cards, and monies should be reconciled and supplies replenished on a regular basis. Statistics should be compiled on a specially designed form to facilitate the timely and accurate submission of the quarterly report. More than one person should be trained in these duties. The YRE Event Coordinator should keep detailed administrative reports on the operation of the YRE including an overall financial analysis. Monthly reports should be given to the club and kept on file.

5. **Quarterly Report.** AVA requires the submission of AVA Form 406YS (Year Round/Seasonal Quarterly Participation Report) within 30 days after the end of each calendar quarter. This report is required even though the event may not have been in operation for the full quarter. The report is required even though the event may have had zero participation during the quarter.

6. **Event Listing in AVA's *STARTING POINT*.** All YREs and SEAs that arrive at the AVA National Headquarters **PRIOR** to September 1st are included in the next edition of ***STARTING POINT***. This publication is a guide for the many volkssporters who travel the country looking for superior events. It provides vital information for volkssporters planning their vacations and seeking to complete the 50 states and 51 capitals programs.

7. **IVV Event Stamp.** YREs will receive a new year "slug" to replace the current year "slug." Slugs are normally sent to arrive at the club mailing address in early December. Be sure to read the monthly edition of ***CHECKPOINT*** for the latest information on the shipment of the new slug. Clubs must return the Seasonal IVV Event Stamp to AVA National Headquarters within 10 days after the last day of the event. Failure to do so will place the club in a "not in good standing" status and will prevent the shipment of stamps for other events, the shipment of specialty items, etc.

8. **Historic/Scenic Information Sheets.** Many of the best walks include such a sheet as part of their Trail Map/Instruction Sheet. Walkers like information on what they are seeing. This information can be included with the instruction sheet. However, if the information is lengthy or detailed, it is more convenient to include it on a separate sheet. This allows walkers to easily follow the trail map without having to search through the sheet to determine the next turn. The local Chamber of Commerce and the Historical

Society are excellent sources of information and often have handouts and brochures available to help construct the information sheet. If this sheet is lengthy or an expense to the club, ask the walker to return it to the start box upon completion of the event.