



THE HYBRID GROUP

THE HYBRID RACE SYSTEM COMPLETE OPERATIONAL PLAYBOOK

A PROVEN SYSTEM FOR BUILDING COMMUNITY & REVENUE THROUGH REPEATABLE EVENTS.

For gym owners building culture, community and consistent revenue through in-gym events.

11 STEPS

SCRIPTS

CHECKLISTS

EVENT DAY



BEFORE YOU READ THIS

Use this as a proven starting point, then adapt it to your facility, people, community and brand.



CONTENTS

01 **DEFINE THE EVENT**

02 **BUILD FOR REPEATABILITY**

03 **DESIGN THE EVENT**

04 **TIMING & MOVEMENT STANDARDS**

05 **ROLES & STAFFING**

06 **MONETISATION & COST CONTROL**

07 **SIGN-UP SYSTEM**

08 **MARKETING & BUILDING HYPE**

09 **EVENT DAY EXECUTION**

10 **CONTENT & POST-EVENT**

11 **MAINTAINING MOMENTUM**

+ SCRIPTS, TEMPLATES & CHECKLISTS

EXECUTIVE SUMMARY

A Hybrid Race is not just an event. It is a repeatable engine for retention, community, content and revenue when the system is simple enough to run again.

BUILD THE SYSTEM ONCE, THEN REFINE IT.

BEFORE YOU READ THIS

IMPORTANT: What This Document Is

This document is a collection of real-world experiences, lessons learned, and ideas gathered from running events at Coolum Fitness and working with gym owners. It is not a rigid rulebook. Not every idea will apply to your gym, your space, or your community — and that is completely fine.

Think of it as a starting point — a bank of proven ideas you can draw from, adapt, and make your own.

EXECUTIVE SUMMARY

The Hybrid Race Series is not just an event. It is a system — a repeatable, scalable engine designed to retain members, build a stronger community, and create consistent revenue for your gym. Done right, it becomes the single most powerful retention and marketing tool you have.

Before you run your first event or start planning logistics, you need to understand what you are actually building — and why it matters.

What This System Delivers

- Member retention: People stay because they have something to train for
- Community identity: Your gym becomes known for running serious events
- Revenue: Entry fees, merch upsells, sponsorship, and consulting potential
- Content: Every event generates weeks of social media material
- New members: Great events attract athletes from outside your gym
- Brand authority: You become the gym that runs events — not just classes

This system is built on one core principle:

REPEATABILITY WINS.

People come back when they have something to improve on.

Think about why HYROX works. It is not because of a different workout each time. It is because the format is identical, athletes can benchmark their progress, and they keep coming back to beat their previous result. That is exactly what you are building inside your gym.

This playbook will walk you through every step — from defining your event concept, to signing up athletes, to running the day smoothly and building momentum into the next event. Read it in order the first time. Then use individual sections as reference when you need them.



Important: This Takes Work

Running great events requires planning, coordination, and follow-through
The first event is always the hardest — it gets easier with each iteration
Build the system once, then refine it — do not reinvent every time
The reward is significant: retention, revenue, and a gym people are proud of

01

STEP 1: DEFINE THE EVENT

This is the most important step. Everything else — logistics, marketing, judging, sponsorship — comes after this. If you cannot explain your event in 10 seconds, it is too complicated.

RULE: If you cannot explain it in 10 seconds, simplify it.

CHOOSE YOUR EVENT TYPE

Pick ONE format to start. Do not try to combine everything. Clarity in format creates better athlete experience and easier logistics.

FORMAT	DESCRIPTION & BEST FIT
HYROX-Style Simulation	Run + functional stations. E.g. 500m run between each station. Best for: members training for HYROX, high-energy comp feel.
ERG-Only Event	Rower, ski erg, assault bike. Sprint heats + endurance format. Best for: high participation, low logistics, most gym spaces.
Strength + Engine Hybrid	Benchmark lift (back squat / deadlift / bench) followed by a conditioning race. Best for: CrossFit-style gyms, differentiating from HYROX.
Team-Based Event	Athletes compete in teams of 2–4. Best for: community events, inclusive format, higher participation numbers. Note: events can run multiple formats simultaneously — solo, doubles, team of 3, or team of 4. Offering divisions across formats allows all members to participate regardless of who they can recruit.
Sprint vs Endurance	Two-part event: Part A is a short sprint, Part B is the longer endurance piece. Best for: all levels, creates clear scoring split.

Competition Formats Within Any Event Type

Regardless of the event type you choose, you can offer multiple entry formats within the same event. This increases participation by giving every member a way in, regardless of who they can recruit to join them.

Solo — Individual athlete, purely against the clock. Creates the most direct competition.

Doubles (pairs) — Two athletes sharing the workload. Great for couples, training partners, or members who want to compete but are not ready to go solo.

Team of 3 — Less common but can work well for ERG-style relay events where the odd number creates interesting rotation dynamics.

Team of 4 — Highest participation numbers. Great for community events where inclusion matters more than pure competition. Works well for relay formats.

You can run multiple formats on the same day. For example: Solo and Doubles divisions running in separate heats within the same event. More options = more entries = more energy on the day.

DEFINE THE GOAL OF THE EVENT

Before you design the workout, you need to know what this event is for. The goal shapes every decision.

GOAL	WHAT IT CHANGES
Community / Fun	Lower stakes, all-inclusive, focus on vibe and experience over competition
Competitive Benchmark	Strict judging, defined standards, leaderboard, athletes care about results
New Member Attraction	Accessible format, spectator-friendly, strong marketing push before event
Gym Launch / Relaunch	May justify prize money as a marketing investment to attract elite athletes

LOCK IN THE FORMAT

Write your event description in plain language. This becomes your marketing copy, your briefing script, and your operational guide.

SCRIPT / TEMPLATE: EVENT FORMAT EXAMPLES (REAL)

HYROX Sprint Simulation (Coolum Fitness):

- 500m Run, Sled Push 2x12.5m
- 500m Run, 50 Alt DB Snatch
- 500m Run, 50 Burpee to Plate
- 500m Run, 500m Ski
- 500m Run, 50 Wall Balls
- 500m Run, 50m Sandbag Lunges
- 500m Run, 500m Row
- 500m Run, 100m KB Carry
- Ring the finish bell.

ERG Comp (Coolum Fitness):

- Part A — Sprint: Individual efforts on ski/row/bike (scored separately)
- Part B — Team Endurance: Rotating ski erg while teammates hold KBs

Strength + Engine Hybrid (Template):

- Part A: 3RM Back Squat (10-minute window)
- Part B: For Time — 1km Run, 1000m Ski, 50 Wall Balls, 500m Row, 100m Sled Push, 1km Run

THE 10-SECOND TEST

Before you proceed, test your format:

Can you explain it to a stranger in 10 seconds?

Would an athlete know what to train for based on the description?

Can a volunteer judge it without complex training?

If you answer NO to any of these, simplify the format before moving on.

EVENT LEVEL ROADMAP

Not every gym needs to run a Level 3 event from day one. The most common mistake is trying to produce a large, complex event before the system is proven. Start simple, build confidence, and scale up as your community grows with it.

There are three levels of event. Each one builds on the last. You move up when the previous level is running smoothly and consistently — not before.

Level 1 — Community Event (Start Here)

Low pressure, high participation. The goal is people showing up and having fun.
Simple format: ERG relay, partner workout, or one-movement open challenge
Minimal judging — honour system with a couple of volunteers
No prize money required. Energy and experience are the reward.
Focus: get 15–30 people in the room and create a great vibe

Level 2 — Competitive Event (Once It's Running)

Judged, timed, and results-driven. Athletes train specifically for this.
Multiple divisions: solo, doubles, team of 3, team of 4
Proper judging structure, movement standards, whiteboard leaderboard
Basic sponsorship to cover costs. In-gym sign-up board live.
Focus: run it consistently every 6–8 weeks and build the benchmark culture

Level 3 — Signature Event (When You Have a Crowd)

A full-day experience. Sponsors, merch, food vendors, recovery activations.
External athletes attend, bringing their own social following
DJ, MC, photographer, time-lapse, live streaming
Multiple event formats running in parallel across the day
This is your brand moment. Every element reflects the gym's identity.

You do not need Level 3 to have a great event. Some gyms run Level 1 events for years and they are the highlight of their community calendar. Level 3 is an option, not a requirement.

02

STEP 2: BUILD FOR REPEATABILITY

This is what separates a one-off event from a system. The magic of HYROX is not the workout — it is the fact that it is identical every time. Athletes train for it, benchmark against themselves, and come back to improve.

Your goal is to create the same effect inside your gym.

DESIGN FOR YOUR SPACE FIRST

Before you get creative, ask what your facility actually allows. The best event format is the one that works consistently in your space — not the most impressive one on paper.

Questions to Ask About Your Space

- What equipment do I always have available?
- What layout always works without causing bottlenecks?
- How many athletes can move through simultaneously without chaos?
- Where does the run route go and is it always accessible?
- What happens if it rains? Is there a backup plan?

YOUR CORE FORMAT VS VARIATION

Once you have a working format, stop changing the structure. Instead, vary the details.

KEEP CONSISTENT	WHAT YOU CAN VARY
Station order	Weights per division
Movement types	Rep counts
Run distance	Time caps
Flow direction	Slight equipment swaps if needed
Scoring method	Divisions and categories

Example

Your event always has sled push, ski erg, and wall balls. But Event 1 uses 152kg sled and Event 2 uses 102kg sled. Athletes feel the difference. The format is familiar but the challenge is fresh.

WHAT REPEATABILITY CREATES

- **Training purpose:** Members say 'I need to fix my sled push before the next one'
- **Retention:** Nobody leaves a gym they are training for a specific event at



- **Progress tracking:** Athletes compare times across events and get addicted to improving
- **Content loop:** Every event feeds the marketing for the next one
- **Gym identity:** You become 'the gym that runs these events' in your local market

WHEN TO CHANGE THE FORMAT

Give any format a minimum of 2–4 events before making structural changes. Assess based on:

Are numbers growing event to event?

Are athletes talking about training for it between events?

Are new people signing up because they heard about it?

If YES to most — double down. If NO — make one adjustment at a time, not a full overhaul.

03

STEP 3: DESIGN THE EVENT

With your format locked, you now build the operational detail. This section covers workout design, floor plan, and equipment planning.

WORKOUT DESIGN PRINCIPLES

- **Keep flow simple** — athletes should never be confused about where to go next
- **Minimise bottlenecks** — avoid stations where multiple athletes queue at once
- **Choose movements that are easy to judge** — saves time, prevents disputes
- **Include a strong finish station** — wall balls, sled push, KB carry all work well
- **Test it in a class before the event** — this is non-negotiable

At Coolum Fitness we trialled running 8 teams per heat in class before the ERG comp. It confirmed flow worked and gave us confidence on the day.

FLOOR PLAN

Draw your floor plan before anything else. A well-designed floor plan prevents 80% of event-day problems.

Floor Plan Must-Haves

- Start line clearly marked
- Direction of flow is obvious (arrows on floor if needed)
- Athletes never cross paths between stations
- Each station has clear lane markers (tape, cones, numbered signs)
- Spectator areas defined and separated from athlete areas
- Warm-up area away from competition floor
- Check-in desk at entry point
- Photography position at finish line or key station

[INSERT FLOOR PLAN DIAGRAM HERE]

Sketch or photograph your gym layout showing station positions, run route, athlete flow direction, spectator areas, and warm-up zone.

ERG EVENT LAYOUT

The core principle for an ERG event layout is simple: cluster the machines together by team pod, then create a separate tag-in tag-out area so athletes waiting for their turn are not crowding around the erg itself. This keeps the floor clear, the flow clean, and the energy in the right places.

Pod Setup

Group one ski erg, one rower, and one bike together as a single team pod
 Each pod is one team's station for the duration of their heat
 Space pods so athletes can transition between machines without crossing other pods
 Number each pod clearly with a laminated sign — athletes should be able to find their pod without asking anyone
 Allow enough room on all sides for the athlete to get on and off each machine freely

Tag-In Tag-Out Area

Create a designated waiting zone away from the erg — a marked line, a cone, or a taped box on the floor
 Only the working athlete stands at the machine — all other team members wait at the tag zone
 The outgoing athlete tags the next person before stepping off or immediately after finishing their piece
 This prevents crowding around the ergs, keeps judges' sightlines clear, and gives the event a structured look
 The tag zone is also where team energy happens — teammates cheering, coaching, and watching creates atmosphere
 Mark the tag zone with tape, cones, or a small sign for each pod so it is obvious without explanation

INSIGHT

Design your tag zone so it faces the ergs rather than sitting beside them. Athletes watching their teammate work — rather than standing next to them — creates better energy and makes the event more spectator-friendly.

LEVELLING UP: PM5 NETWORK & LIVE DISPLAY

At its most basic, an ERG event uses individual monitors on each machine and athletes track their own scores. That works well and should be your starting point. But there are multiple levels above this that significantly upgrade the experience — especially as your events grow.

ERG Tech Levels

Level 1 — Individual PM5 monitors: each athlete reads their own screen. Simple, no setup required. Works for any event size.
 Level 2 — ErgData or Concept2 Utility app: connect multiple PM5s to a phone or tablet via Bluetooth. View live splits and rankings on a single device. Free and straightforward to set up.
 Level 3 — PM5 connected to a PC: plug each erg into a laptop running Concept2 Utility or a third-party race manager. All machines visible on one screen, live data updating in real time.
 Level 4 — PC output to a TV or projector: mirror the race display to a large screen visible to all athletes and spectators. Athletes can see their placing mid-race. Crowd can follow the leaderboard live.
 Level 5 — Full race software with custom overlay: tools like ErgRace or similar allow branded overlays, athlete names, team scores, and live leaderboards displayed on screen. This is the broadcast-quality version.

INSIGHT

Even Level 2 (a tablet showing live splits) dramatically changes the energy of an ERG event. Athletes competing against a live number on a screen rather than their own monitor creates a completely different level of intensity. Start simple, but know the ceiling is high.

EQUIPMENT PLANNING

List every piece of equipment required before committing to a date. Nothing derails an event faster than missing equipment.

EQUIPMENT CHECK	ACTION REQUIRED
Count all required equipment per station	Confirm counts 2 weeks out
Identify any borrowed equipment	Arrange with other gym areas or hire companies
Kettlebells for ERG team events (2 per skier)	Pull from Mini Hub or Open Gym if needed
Laminated lane signs and numbers	Print + laminate at least 1 week out
Clipboards, pens, score sheets	Print multiple copies
Whiteboards for scoring	Confirm positioning in venue
Stopwatches / timing equipment	Test all before event day
Microphone / PA system	Check noise restrictions for your venue first

04

STEP 4: TIMING & MOVEMENT STANDARDS

This is where events earn — or lose — their credibility. Athletes who compete seriously care about fair judging. If standards are inconsistent, results mean nothing and trust breaks down fast.

RULE: If it is being timed, it must be judged.

TIMING SYSTEM

OPTION	HOW IT WORKS & WHEN TO USE
Large running clock	Best for events where athletes track their own start/finish time. Athletes note their start time, clock runs continuously.
Stopwatch per heat	One person responsible per heat. Records finish order and time on score sheet.
Whiteboard heat tracking	Write athlete name, heat number, finish time. Visible = builds trust and energy.

INSIGHT
 At the Coolum HYROX Sprint Simulation we used a large running clock. Athletes noted their start and finish time. We also encouraged wearing a Garmin or smartwatch as a backup. Simple and it worked.

Timing Rules
 One person is responsible for timing per heat — not multiple people guessing
 Record results immediately after each heat — do not wait
 Post results on the whiteboard as they come in — visible results build energy
 Have a backup timing method (smartwatch, phone) always available

MOVEMENT STANDARDS — WHY THIS MATTERS

Here is a real scenario that breaks event credibility: Athlete A finishes first with half-depth wall balls and no judge watching. Athlete B finishes second with full reps. The wrong person wins. Everyone sees it. The event loses integrity.

This is preventable. Define standards before the event. Publish them. Brief athletes. Then enforce them.

REAL MOVEMENT STANDARDS (COOLUM HYROX SIM)

MOVEMENT	STANDARD
Sled Push	Whole sled must pass completely past the line

MOVEMENT	STANDARD
DB Snatch	Both heads of DB on ground, full lockout overhead, alternating each arm
Burpee to Plate	Full chest to ground, then both feet jump on plate
Ski Erg	Athlete must not leave the ski until clock shows 500m or more
Wall Balls	Below parallel squat + ball must hit target
Sandbag Lunges	Knee must touch ground, body vertical between lunges, foot must fully pass the line
Row	Athlete must not leave the rower until clock shows 500m or more
KB Carry	Complete full out-and-back, place KBs carefully in correct spot before running to bell

WHERE TO POSITION JUDGES

You do not need a judge at every station. Put judges where it matters most.

Priority Judging Zones

- The final station — this is where fatigue leads to shortened reps
- High-rep movements (wall balls, lunges, burpees) — standards drop under fatigue
- Sled push and carries — range of motion is easy to shortcut
- Any movement where the standard is technical or easy to miss

In ERG team events, the key judging role is confirming that the skier only goes when KB holders are standing tall. One judge per 2–3 lanes watching for this standard is enough.

CONSISTENCY OVER PERFECTION

You do not need CrossFit Games-level judging. You need consistency across all athletes. One judge being strict while another is relaxed creates frustration and disputes.

RULE: Be fair, not perfect.

Brief all judges together. Use the same language. Agree on any grey areas before the event starts, not during it.

05

STEP 5: ROLES & STAFFING

Never try to run an event alone. Clear roles create smooth events. Every person should know exactly what they are responsible for and nothing else.

RULE: Brief every person the day before. Confirm arrival time. Share the run-sheet.

CORE ROLES

ROLE	RESPONSIBILITIES
Event Manager	Owns the run-sheet and overall flow. Makes real-time decisions. Does NOT judge, check people in, or get pulled into small tasks. Single point of contact for all staff.
Head Judge	Briefs all judges before event. Enforces consistent standards. Handles any disputes or challenges. Has final say on results.
Lane Judges (x2-4)	One judge per 2 lanes. Count reps, call no-reps, enforce standards. Stay at their station for entire heats.
Check-In Volunteers	Confirm athlete name, assign to correct heat, direct them to warm-up area. Manage the first impression of your event.
Equipment Manager	Pre-event setup and monitor/screen reset between heats. Post-event pack-down. Liaises with Event Manager on any issues.
Content Creator / Photographer	Photo and video throughout the day. Key moments: start, effort, finish, podium. Uploads to Google Drive. Links shared via Instagram story.
DJ (Optional)	Music and atmosphere. Brief on heat start/finish cues so they know when to drop or pull back volume.

VOLUNTEER STRATEGY

Use your community for judging and check-in roles. Most members are happy to help — you just need to ask in advance and make them feel valued.

How to Make Volunteers Feel Great

- Branded judging shirt — they feel official and part of the team
- Coffee from the cafe in the morning — goes a long way
- Shoutout on social media during and after the event
- Priority entry or discounted entry to the next event
- Personal thank you message after the event

INSIGHT

Volunteers who feel valued become your most loyal promoters. They tell their friends about the event. They come back. They recruit other volunteers. Do not underestimate this.

MICROPHONE & SOUND

A microphone and PA system creates significant energy — athletes feed off being called out by name at the finish line. However, check your noise restrictions first. Mic sound carries much further than you expect and can create issues with neighbours or council.

CONTENT & PHOTOGRAPHY

Assign this role formally and brief the person specifically. A great content creator who knows what to shoot returns 10x more value than photos taken randomly on someone's phone.

Content Brief for Your Photographer

Capture: athlete faces showing effort, not just bodies

Capture: start line energy, finish line moments, podium

Capture: crowd and spectators — shows the community atmosphere

Set up a time-lapse camera high in the corner to capture the whole event

Upload all photos to Google Drive immediately or within 24 hours

Share the Google Drive link on Instagram story — let members download and repost

06

STEP 6: MONETISATION & COST CONTROL

The goal is not just to run a great event — it is to run a great event at zero cost, or better still, at a profit. This is achievable through smart pricing, sponsorship, and the strategic use of prizes.

FIRST DECISION: SHOULD YOU CHARGE?

Not every event needs to be a paid event. The right approach depends on where your gym is right now and what you are trying to get from running it. Different facilities will get different things from these events — so the first question to answer is not how much to charge, but whether to charge at all.

<p>OPTION 1: FREE EVENT Lead Generator Run the event at no cost to athletes. Invite the public in. Show off your facility and coaching quality. Cover your costs through local business sponsorship — a real estate agency, a tradie, a local café. You break even on costs and gain leads, content, and community credibility. Best for New gyms building a brand. Gyms wanting to attract non-members. Any time community growth matters more than short-term revenue.</p>	<p>OPTION 2: PAID EVENT Revenue Generator Charge entry fees and use sponsorship on top. Members get a discounted rate as a reward for loyalty. Non-members pay full price. Done correctly, a well-run paid event covers all costs and generates meaningful profit on top of entry fees. Best for Established gyms with an existing community. Events with 20+ athletes. Any time you are putting serious work into logistics and production quality.</p>
---	---

HOW TO STRUCTURE YOUR PRICING

You know your facility and your community better than anyone. There is no single correct price. What matters is that the pricing reflects the effort that goes into running the event, rewards your members for their loyalty, and keeps the barrier low enough to drive strong participation numbers.

The member versus non-member split is important. Members should always pay less — this reinforces that membership has tangible value and creates an incentive for non-members to join. A real-world example from a facility in this network: members were charged \$15 and non-members \$30. Entry numbers were strong and athletes felt the price was more than fair for what they got.

CATEGORY	ENTRY POINT EXAMPLE	NOTES
Gym member	\$15 – \$30	Discounted rate. Rewards loyalty and drives participation from your existing base.
Non-member	\$30 – \$55	Full price. Creates a natural incentive to join your gym. Also an opportunity for a conversion conversation on the day.
Ideal range (per entry)	\$40 – \$50	The sweet spot. High enough to reflect the quality and effort. Accessible enough to not deter participation.

INSIGHT

These events take a real investment of time and energy to run well. Price them to reflect that. Charging too little sends the wrong signal and makes it harder to justify running the next one.

ENTRY PRICING

CATEGORY	RECOMMENDED PRICE
Individual entry	\$35 – \$55
Team entry (2–4 athletes)	\$100 – \$160
Early bird (2+ weeks out)	10–15% discount to drive early sign-ups
Full series pass	Discounted rate for all events — locks athletes in and improves cash flow

DO YOU NEED PRIZES?

For in-gym events, the honest answer is no. Members compete for community, progress, and recognition — not prize money. The experience is the reward.

When Prize Money Makes Sense

- Launch events — use prize money as a marketing expense to attract high-level athletes
- When you want elite athletes who bring social media following and credibility
- When competing against another gym or running a regional event

The reframe: prize money = buying attention. It is a marketing tool, not an event requirement.

SPONSORSHIP STRATEGY

This is where most gyms leave serious money on the table. Local businesses want community exposure — your event gives them exactly that.

SPONSOR TIER	INVESTMENT / WHAT THEY GET
Naming Partner	\$500+ / Business name in event title, all materials, MC mentions, banner, social posts
Prize Sponsor	\$200+ / Product or voucher donation, logo on podium and results post, social tag
Community Sponsor	\$100+ / Logo on event board and A-frame, tag in event recap post
Product Partner	Product only / Samples in athlete bags, logo on run-sheet and website

Best Local Sponsor Categories

Real estate agencies — they want community presence and name recognition
Trades: electricians, builders, plumbers — local audience is their market
Physio and massage clinics — direct alignment with your athlete community
Cafes and food businesses — on-site activation opportunities
Supplement brands — natural fit, often willing to provide product donations
Apparel brands — potential for athlete kit and branded items

At Coolum Fitness, Eastell & Co (local real estate agency) sponsored the HYROX Sprint Series. They got logo on all event communications and social posts. Local businesses like this genuinely value the exposure — you just need to ask correctly.

ZERO-COST EVENT STRATEGY

The target: sponsors cover all event costs, leaving entry fees as pure revenue.

How to Get to Zero Cost

Sponsors cover prizes, food, print costs, and any equipment hire
Community volunteers replace paid staff where possible
Branded corflute signage (triangle boards, approx 1m) placed along run track — sponsors pay for their sign, you get a professional-looking event at no cost
Local cafes and food sponsors often provide product in exchange for social exposure
Equipment borrowed from other gym areas rather than hired

Corflute triangle signs along your run track serve two purposes: they look professional and they give sponsors the physical presence they are paying for. These are a legitimate trade — businesses get their brand seen in photos and videos shared to your whole audience.

07

STEP 7: SIGN-UP SYSTEM

The sign-up system is where social proof does the selling for you. Done correctly, you will not need to hard-sell anyone. The system creates its own momentum.

RULE: Make sign-up visible, easy, and social.

IN-GYM SIGN-UP BOARD (HIGHLY RECOMMENDED)

This is your single most effective sign-up tool. It sits in the gym where members see it every day — before class, after class, when they walk past. It does silent selling 24/7.

How to Set It Up

- A-frame board or large wall poster (A1 or A2 size)
- Grid layout with individual squares for name sign-ups
- Marker attached to the board or nearby
- QR code in the top corner linking to the booking page
- Clear event name, date, and format at the top

Why it works: When someone sees 'Johnny signed up', they think 'I should sign up too'. Writing your name on a physical board is also a psychological commitment — far stronger than clicking a button online. People do not want to be the one who backs out after writing their name publicly.

[INSERT SIGN-UP BOARD PHOTO OR MOCK-UP HERE]

A-frame or wall board with name grid, QR code, and event details. Visible on the gym floor at all times leading up to the event.

ONLINE BOOKING PLATFORM

The QR code on your board links directly to your booking page. Choose a platform that handles payment, confirmations, and ideally merch upsells.

PLATFORM	NOTES
Merchable (Recommended)	Built for gyms. Handles ticket sales + merch upsell in one checkout flow. Can display multiple event dates so athletes book for specific events or the full series.
Eventbrite	Widely used, easy to set up, good for larger events or when you want wider public visibility.
Google Form + Manual Invoice	Simple starting point. No payment processing built in — requires follow-up for payment.
Basic Spreadsheet + DM	Works for early events when numbers are small. Not scalable.

INSIGHT

Merchable was built for gym merchandise but was retooled to handle event ticketing. The checkout flow prompts athletes to purchase event merch after buying their ticket — this means athletes arrive wearing your gym logo and become walking advertising on event day.

MERCH UPSELL

When athletes buy their ticket through Merchable, the platform prompts them with a merch offer. Branded event shirts, caps, or shorts available to purchase in the same transaction. The benefits compound:

- **Athletes wearing your logo on event day = massive brand content**
- **Social media posts of athletes in your gear reach their networks**
- **Additional revenue on top of entry fees**
- **Creates event identity — people feel part of something official**

MULTI-CHANNEL PROMOTION

Use all channels simultaneously. The same link goes everywhere.

- **In-gym board (primary — this is your highest conversion tool)**
- **Instagram bio link and story swipe-up**
- **WhatsApp gym community group**
- **Email to members**
- **Facebook event page**

INSIGHT

Repetition converts. Most people need to see something 3–5 times before they take action. Multiple channels ensure no one misses it.

INSIGHT

Instagram Story reminder: post the sign-up link to your story every single day in the lead-up to the event. Stories expire after 24 hours — if you post it once and leave it, most people will never see it. Make it a daily habit from when registrations open until the event is full or closed.

SERIES SALES

Offer a discounted full-series pass for athletes who commit to all events upfront. This benefits both sides:

- **Athletes: lower per-event price and guaranteed spot**
- **You: committed revenue, guaranteed attendance numbers, better planning**

08

STEP 8: MARKETING & BUILDING HYPE

You do not announce your event. You build hype for it. These are very different approaches.

Announcing is posting once and hoping people sign up. Building hype is creating a content campaign that makes people feel like they are missing out if they are not involved.

TIMELINE

TIMEFRAME	WHAT TO DO
4–6 weeks out	Teaser posts: 'Something is coming...' Reveal the event type only
3 weeks out	Official launch post: full details, link live, in-gym board goes up
2 weeks out	Daily stories: workout reveals, division breakdowns, past event highlights
1 week out	Name callouts ('these people have signed up'), 'only X spots left'
3 days out	Pre-event athlete email sent with all logistics
Day before	Final story reminder, heat schedule posted
Event day	Live stories, content captures, results posted same day
Day after	Photo dump, highlights reel, announce next event date

CONTENT IDEAS (PRE-EVENT)

- **Workout reveal videos — show each station, tease the challenge**
- **'Can you beat this time?' — post a target time based on past results**
- **Past event highlight reels — show the energy and atmosphere**
- **Member callouts: 'Tag someone you want to compete against'**
- **Division breakdowns — show athletes exactly what category they fit into**
- **Behind the scenes setup photos as the event approaches**

USING FOMO AS A STRATEGY

FOMO (fear of missing out) is one of your most powerful marketing tools. People who miss an event and see the photos and results are highly motivated to sign up for the next one.

How to Amplify FOMO

Post results publicly — names on a leaderboard create social proof
Share photos of athletes who competed — their friends see them and want in
Video the finish line atmosphere — show the community and energy
At the end of the event, announce the next one before people leave
Post 'next event registrations are now open' within 24 hours

Pro Tip: Use AI to Personalise This for Your Gym

Now that you have a clear picture of the full planning process, this is a great time to use AI to adapt what you have read to your specific situation. Copy the relevant sections of this document into an AI tool (like ChatGPT or Claude) alongside details about your own gym — your space, your equipment, your community size, and your goals. Ask it to help you design a format that actually fits. Example prompt: “Here is a playbook on running gym events. My gym has X members, Y equipment, and Z space. We run mainly [class type] and our community skews [demographic]. Help me design a repeatable event format that suits us.” The AI already knows the framework — you just give it the details that make it specific to you. The ideas in here are only as powerful as how well you apply them to your community. Use this as a conversation starter, not a fixed plan.

09

STEP 9: EVENT DAY EXECUTION

All the planning comes down to this. The day should feel smooth for athletes — not like everyone is figuring it out in real time.

DAY-OF TIMELINE

TIME	ACTIVITY
T-90 min	Arrive. Full equipment check. Test erg screens, lane markers, timing equipment.
T-75 min	Staff and volunteer briefing. Head judge briefs all judges on standards.
T-60 min	Doors open. Athlete check-in begins.
T-45 min	Cafe/coffee area opens (if applicable)
T-30 min	Warm-up area opens. Athletes directed to correct zone.
T-15 min	Athlete pre-event briefing: movement standards, flow, timing, judging.
T-5 min	Heat 1 athletes to start line.
T-0	Heat 1 starts. DJ/music at full energy.
Between heats	Reset equipment. Update whiteboard scores. Direct next heat to warm-up.
Final heat complete	Post results. Podium if applicable. Announce next event.
Post-event	Pack down. Content uploads. Thank volunteers.

CHECK-IN SYSTEM

A smooth check-in sets the tone for the whole event. If athletes are confused at the door, that energy carries in.

Check-In Flow

- Confirm athlete name against master list (printed, not just on a phone)
- Confirm heat assignment and division
- Give athlete their heat number — wristband, sticker, or card
- Direct athlete to warm-up area with arrival time of heat
- Have a 'late arrivals' plan — if athlete misses their heat, what happens?

From the Coolum events: we communicated clearly in the pre-event email that heats start on time and athletes not present would not be rescheduled. This significantly reduced late arrivals.

ENERGY & ATMOSPHERE

This is your edge. Most gyms run technically correct events with flat energy. You run events where the atmosphere makes people want to come back.

- **Music loud — DJ or playlist at the right volume from the first heat**
- **MC calling athletes by name — especially at the finish line**
- **Community cheering from spectators and finished athletes**
- **Results going up on the whiteboard in real time — people watch the leaderboard**
- **Photographer capturing the emotion — not just the mechanics**

9B

STEP 9B: ACTIVATIONS & MAKING A DAY OF IT

A great event ends when the last heat finishes. An elite event keeps people there for hours after. The goal is to build enough activation around the competition that athletes want to stay, recover, eat, drink, and be part of the whole experience — not just their heat.

Every extra element you add to the event gives athletes another reason to hang around. That lingering crowd creates atmosphere, more content, and a stronger sense that something real just happened at your gym.

RECOVERY ACTIVATION

One of the most effective event-day additions is a recovery activation. If your event is designed so that athletes blow out their legs early (high-intensity start, heavy sled, long run), they will be sitting around anyway. Bring a recovery company in — compression boots, massage chairs, ice baths — and give athletes somewhere to go after their heat.

Why Recovery Activations Work

- Athletes who have finished their heat stay on site instead of leaving immediately
- The recovery company brings their own audience and social media — extra exposure for your event
- It creates a visual — rows of athletes in compression boots is a great content shot
- Sponsors can activate alongside it (physio clinics, supplement brands, massage therapists)
- The chair or boot setup becomes a social space where athletes talk, compare times, and build community
- It signals that your event takes athlete welfare seriously — this elevates the brand perception

INSIGHT

Approach recovery companies directly with a sponsorship offer. Most are happy to attend for free in exchange for exposure to your athlete community. They bring the equipment, you provide the audience.

SPOT ACTIVATIONS & SIDE CHALLENGES

A side challenge running alongside the main event gives non-competing members, spectators, and walk-ins something to participate in. Keep it simple, easy to judge, and hard to cheat.

Activation Ideas

- 500m row challenge — open to anyone, fastest time wins a prize. One erg, one judge, runs all day between heats.
- Max bar hang — impossible to cheat, no equipment needed beyond a pull-up bar, works for all fitness levels
- Sled push for distance in 30 seconds — simple, visual, and crowds love watching
- Wall ball max reps in 60 seconds — easy to run, easy to judge, high energy
- These activations give spectators and non-entrants a reason to get involved and stay longer
- Tie a prize to them — even a supplement pack or gym merchandise. The prize creates the incentive to try.

FOOD, COFFEE & VENDORS

Food and coffee are not extras — they are infrastructure. Athletes arriving at 5:30am for a 6am heat need coffee. Athletes finishing a hard race need food. If you do not provide it, people leave to get it and do not come back.

Food & Beverage Strategy

- If you have a cafe on site (like Grain & Grind at Coolum), open it early and promote it in the pre-event email
- If you do not have on-site food, approach local cafes or food trucks about setting up outside
- This is a sponsorship opportunity — food vendors pay for the activation or provide product in exchange for exposure
- Post-event is the highest-traffic food moment: athletes who just finished want to eat and socialise
- Coffee in particular is a retention tool — people with a coffee in hand stay and watch
- Smoothie or protein shake sponsor alongside a food vendor creates a full recovery station feel

FULL DAY EVENT DESIGN

Once you have activations, food, and multiple heats, you have the building blocks of a full day. The structure below shows how a Level 3 event day can flow:

TIME	ACTIVITY
5:30am	Cafe opens. Volunteers arrive. Equipment final check.
5:45am	Staff and judge briefing.
6:00am	Doors open. Check-in live. Recovery activation set up.
6:15am	Warm-up area open. Side challenge (500m row) opens.
6:30am	Heat 1 starts. DJ at full energy. Photographer on the floor.
Between heats	Recovery activation running. Side challenge open. Food vendors active.
Final heat	Biggest energy. Whole crowd watching. MC calling every finish.
Post-race	Podium. Results announced. Next event announced. Athletes in recovery.
1 hour post-race	Most athletes still on site: eating, in boots, watching the side challenge leaderboard.

PHOTO WALL

One of the simplest and highest-return things you can add to any event is a photo wall. Athletes who have just finished a hard race want to capture the moment — give them somewhere intentional to do it. A well-placed branded backdrop turns every post-race photo into content for your gym.

It does not need to be expensive. A pull-up banner, a wall with your gym logo, a step-and-repeat print, or even a clean branded sign with good lighting is enough. What matters is that athletes know it is there and that the photo looks great when they post it.

Photo Wall Setup

Place it near the finish line or podium area — somewhere athletes naturally end up after competing
 Use your gym logo, event name, and year — every photo shared becomes branded content
 Good lighting is the most important element — natural light or a simple ring light makes a big difference
 A pull-up banner (approx 85cm x 200cm) is affordable, reusable across all events, and easy to transport
 Step-and-repeat banners (repeating logo pattern) look the most professional and work well for sponsor logos too
 Have a staff member or volunteer stationed nearby to offer to take photos — groups are more likely to stop if someone offers
 Post the location in the pre-event email and on the day — “Head to the photo wall after your heat”
 Athlete photos taken at the wall = immediate social media content you can reshare and tag

INSIGHT

The photo wall also keeps athletes on site longer. They finish their heat, head to the wall, get photos taken, share them, and by then they are watching the next heat rather than leaving. It compounds the retention effect.

SUPPLEMENTS & NUTRITION ACTIVATION

Supplement sampling at events is an underused sponsorship lever. Most supplement brands are actively looking for events to activate at — they want direct access to athletes who are mid-performance and receptive to recovery products. You provide the audience; they provide product and often a cash contribution too.

Think about the event experience from an athlete's perspective: they finish a hard race, they are depleted, and there is a table with cold recovery drinks and samples. That moment of genuine need is where brands get their best conversion. It benefits the athlete, the brand, and your event's professional feel.

Recovery Supplement Activation

Protein shakes, electrolyte drinks, or recovery powders sampled immediately post-race
 Partner with a local or national supplement brand — they bring product, you give them a table and branding space
 Cold drinks at a recovery station after the finish line create a natural gathering point
 Brand gets social media mentions, athlete exposure, and direct product trial
 You get a funded activation that adds perceived value to your event at zero cost
 Pair with the recovery boot activation for a full post-race recovery zone

Energy Gels & Mid-Event Nutrition (Longer Events)

For events over 45–60 minutes, carbohydrate gels are genuinely useful for athletes, not just a nice-to-have
 Maple Movement gels or similar carb-based gels — approach them for event sponsorship or product donation
 Set up a gel station at a natural mid-point (halfway through a long course or between stations)
 Brief athletes in the pre-event email that gels will be available and where to find them
 This is a strong sponsor story: “fuelled by [brand]” in all event content
 For fundraiser or ultra-endurance events (8-hour formats), a full nutrition station with real food is worth considering

INSIGHT

When approaching supplement brands, lead with your audience size and athlete demographic rather than just the event. “We have 60 athletes competing, mostly 25–40 year olds who train 4+ times per week” is a more compelling pitch than “we are running a fitness event.”

10

STEP 10: CONTENT & POST-EVENT

A single well-run event can fuel 2–4 weeks of content if you capture it correctly. This is not an afterthought — it is part of the strategy.

WHAT TO CAPTURE ON THE DAY

- Athlete faces at the finish — the expression of effort is what resonates
- Crowd and spectator energy — shows scale of the event
- Start line atmosphere — everyone lined up, nervous energy
- Key movements (sled push, final station) — visually compelling
- Podium and results announcement
- Time-lapse of the full event from a high corner position

GOOGLE DRIVE STRATEGY

Upload all event photos to a shared Google Drive folder immediately or within 24 hours. Post the link on your Instagram story.

Why this works: athletes download their photos and post them to their own social media. Every post reaches their personal network — free marketing for your gym. A single event can generate 20–50 organic social posts from athletes alone.

POST-EVENT CONTENT CALENDAR

TIMEFRAME	CONTENT
Same day	Results post, top 3 on podium, highlight video (30–60 seconds)
Day after	Photo dump — athlete shots, crowd shots, key moments
2 days after	Reflection post: key learnings, thank you to sponsors and volunteers
1 week after	'Next event is coming' teaser post
2 weeks after	Next event officially announced — registrations open

11

STEP 11: MAINTAINING MOMENTUM

The event ending is not the finish line. It is the starting gun for the next one. Most gyms run an event, enjoy the hype, then let it fade. You do not do that.

RULE: The event is the trigger for the next one — not the end point.

EVENT CALENDAR

Lock in multiple events upfront — ideally 4–6 for the year — and promote all of them at once. Athletes plan their training around dates they can see.

Sample Annual Calendar

- February — Event 1 (community launch, lower stakes, high participation)
- April — Event 2 (slight format refinement based on feedback from Event 1)
- June — Event 3 (mid-year, potentially larger format or new division)
- August — Event 4 (highest competition level of the year)
- October — Event 5 (end of year, team format or special edition)
- December — End of year celebration / social event

INSIGHT

6–8 weeks between events is the ideal spacing. Close enough to maintain training momentum, far enough apart that athletes have time to actually improve.

THE TRAINING LOOP

Once you have a calendar, your programming connects directly to your events. This is where the system becomes self-sustaining.

- After each event, identify the most common athlete weaknesses
- Programme those weaknesses specifically in the weeks leading to the next event
- Call this out publicly: 'We are building sled push capacity for April'
- Members training for your event = members attending your classes = retention

SEASON LEADERBOARD (OPTIONAL BUT POWERFUL)

Track points across all events in the series. Athletes earn points for finishing position in each event. The overall series winner is determined at the end of the year.

This transforms your event series from individual competitions into a season. Athletes who miss one event are still invested in the next. Athletes near the top of the leaderboard train harder to defend their position. The gym becomes a sport.



ANNOUNCING THE NEXT EVENT

Do this at the event. Not the next day. Not the next week. At the event.

At the podium or final announcement, the MC says: 'The next Hybrid Race is on [DATE]. Registrations open tomorrow. Early bird closes in two weeks.'

The hype from the current event is at its absolute peak in that moment. Use it.

SCRIPTS & TEMPLATES

Use these scripts as-is or adjust to match your gym's voice. They are built from real events at Coolum Fitness.

SPONSOR PITCH

SCRIPT / TEMPLATE: SPONSOR PITCH — LOCAL BUSINESS

Subject: Community Event Partnership — [Gym Name]

Hi [Name],

We're running the Hybrid Race Series at [Gym Name] — a monthly fitness competition event that brings 40–80 local athletes together to compete in a structured race format.

The event has strong social media visibility before, during, and after — and attracts an engaged local community of health-focused people who are also homeowners, tradespeople, and professionals in the area.

We have a small number of sponsorship spots available for local businesses who want genuine community exposure. What we offer:

- Your logo on all event materials and signage
- Branded corflute sign along the run track (seen in all event photos/videos)
- Social media mentions before, during, and after the event
- MC shoutout on the day to all athletes and spectators
- Direct access to [X] local athletes and their personal networks

This is a genuine community fit — not just advertising. Would you be open to a quick 10-minute call to run through the details?

[Your name]

[Phone number]

JUDGE BRIEFING

SCRIPT / TEMPLATE: JUDGE BRIEFING — DELIVER 15 MIN BEFORE FIRST HEAT

Thanks for being here today. Your role is the reason this event is fair and worth competing in. Without good judges, results mean nothing.

Your responsibilities:

- Count every rep clearly and consistently
- Ensure movement standards are met on every rep
- Call NO REP immediately and clearly when required
- Stay focused on your assigned station for the entire heat

Movement standards for today: [review each movement standard here]

Important:

- If a rep is not clearly full range — it does not count
- Be consistent with every athlete, no exceptions
- Call no-reps loud and clear so the athlete hears immediately
- If an athlete disputes your call, your decision stands
- Escalate serious disputes to the Head Judge only

Remember: athletes have given up their weekend for this. Your consistency is what makes their result mean something.

Any questions before we start?

EVENT ANNOUNCEMENT (SOCIAL MEDIA)

SCRIPT / TEMPLATE: EVENT ANNOUNCEMENT — SOCIAL MEDIA POST

THE HYBRID RACE IS BACK.
 This is not just a workout.
 This is a race.
 Run + stations + a clock that does not lie.
 ■ [DATE]
 ■ [GYM NAME]
 ■ [10-SECOND FORMAT DESCRIPTION]
 Divisions: Rx / Scaled / Masters / Teams
 Entry: \$[PRICE] | Early bird closes [DATE]
 Spots are limited. Link in bio to register.
 QR code on the gym board if you're in this week.
 Tag someone you want to race against.
 #HybridRace #[GymName]

PRE-EVENT ATHLETE EMAIL

SCRIPT / TEMPLATE: PRE-EVENT EMAIL — SEND 3 DAYS BEFORE

Subject: Everything you need for [EVENT NAME] this [DAY]
 HEY TEAM,
 We are pumped to have you joining us for the Hybrid Race. Here is everything you need before race day:
 HEAT SCHEDULE
 [Attach or link to heat schedule]
 Please allow 15 minutes either side of your heat time — these may shift slightly.
 BRIEFING
 Full event and movement standards briefing at [TIME] before the first heat.
 If you cannot make this, read the movement standards below carefully.
 TIMING
 We use a large running clock. Take note of your start time and finish time.
 Wear your Garmin or smartwatch as a backup.
 JUDGING
 Judges will be at key stations. You are responsible for knowing your weights and counting your reps honestly. Respect all no-rep calls — judges are here to make this fair for everyone.
 WARM-UP / MARSHALLING
 Be at the start zone at least 15 minutes before your heat.
 If you miss your heat, we cannot guarantee a reschedule.
 SPECTATORS
 Bring your crew — the atmosphere is part of the event.
 Viewing areas are available throughout the gym and run track.
 PARKING
 [Insert parking instructions specific to your venue]
 THANK YOU TO OUR SPONSOR
 [Sponsor name] — [one line about them and their website]
 See you [DAY]. Let's go.
 [Your name]
 [Gym name and contact]

COMMON MISTAKES TO AVOID

These are the errors that consistently trip up first-time and experienced event organisers. Read this section before your first event and re-read it before each subsequent one.

MISTAKE	WHY IT HURTS & WHAT TO DO INSTEAD
Overcomplicating the format	Athletes are confused, flow breaks down, judging becomes impossible. Simplify until you can explain it in 10 seconds.
No judges at the final station	This is where standards drop due to fatigue. Always have a judge at the station athletes finish at.
Inconsistent judging standards	One strict judge and one relaxed judge creates unfair results and frustrated athletes. Brief all judges together.
Too many athletes per heat	Overcrowding creates chaos. Better to run an extra heat with fewer athletes than to pack them in.
No backup timing method	Technology and people fail. Always have a secondary timing method ready.
Announcing the next event too late	The hype from your current event is highest at the event. Announce the next one then and there.
Not posting results the same day	Results that come out days later lose their impact. Post them within hours.
Trying to run it alone	The Event Manager needs to be free to manage the flow. Delegate every other role.
Changing the format every time	This destroys the benchmark value. Athletes cannot improve on a format they cannot train for. Keep it consistent for at least 2–4 events.
No merch or sponsorship strategy	You are leaving revenue on the table. Even a basic sponsor and simple merch upsell significantly improve the event's financial return.

BONUS: THINKING BEYOND THE STANDARD EVENT

The Hybrid Race Series is your core event system. But once it is running well, there is real value in occasionally running something completely different — events designed not for competition, but for community attention, charity, and shared experience. These are powerful tools for bringing your whole gym together and attracting people who have never been through your doors.

FUNDRAISER EVENTS

Charity and fundraiser events serve a completely different purpose to your competition series. They are not about performance — they are about participation, generosity, and community identity. When your gym is seen doing something good for the local area, it generates a different kind of attention that no paid advertising can replicate.

What Makes a Good Fundraiser Event

- A cause that resonates with your community — local charity, mental health, cancer research, community group
- Entry fee or donation-based — all proceeds going to the cause
- Inclusive format — designed for all fitness levels, not just your regulars
- Open to non-members — this is your most natural new-member acquisition opportunity
- Strong social media angle — people share charity content far more readily than competition results

LONG-FORMAT & COMMUNITY CHALLENGE EVENTS

These are events that go well beyond a standard 30–60 minute competition format. Think an 8-hour workout, a relay that runs all day, or a challenge that the whole community can drop in and contribute to. They do not require every member to be an elite athlete — they require people to show up, support, and be part of something bigger than a normal training day.

The real power of these events is attention. A small group of athletes doing something physically extraordinary — watched, cheered on, and documented by a crowd — draws eyeballs to your facility in a way a regular competition never will. People who walk past, follow on social media, or hear about it from a friend are suddenly curious about what happens inside your gym every day.

Long-Format Event Ideas

- 8-Hour Workout:** A small core group (2–6 athletes) commits to working for 8 hours straight, rotating through movements or ergs. Members, friends, and the public can drop in at any point to join a round, cheer, or donate. The event runs all day and becomes a spectacle. Works incredibly well for charity fundraising.
- Community Relay:** A collective distance or rep target shared across the whole gym. Everyone contributes what they can. The goal is met by the community together, not by any individual. Great for internal motivation and shared identity.
- Open-Door Challenge Day:** Run a longer-than-usual workout (2–3 hours) and open the gym doors. Invite the public to come and watch, participate in a warm-up, or try one station. Low barrier, high curiosity. Perfect for showcasing the energy of your facility to people who have never been inside.
- Live-Streamed Attempt:** One or two athletes attempt something notable — a max distance row, a 24-hour bike, a benchmark HYROX time — while the gym live streams it. Even a modest following watching in real time creates energy and brings attention to your brand.

Why These Events Work Differently

They attract people outside your existing membership — neighbours, passers-by, local media

They generate the kind of content that gets shared far beyond your usual audience

They show what your community is capable of, not just what happens in a regular class

For fundraisers: the cause does a lot of the marketing for you — people share charity content without needing to be asked

They deepen loyalty in existing members who want to be part of something meaningful, not just train

Tip: You do not need 100 people doing an 8-hour workout. You need 3–4 committed athletes working hard, and a community willing to show up and support them. The spectators are part of the event. That energy is what brings new people through your doors.

QUICK REFERENCE CHECKLIST

6 WEEKS OUT

- Event format locked and tested in class
- Date confirmed, no clashes with local events
- Booking platform set up (Merchable or alternative)
- Sponsor outreach started
- Teaser content begins

4 WEEKS OUT

- In-gym sign-up board live
- Official launch post published
- Athlete email list prepared
- Volunteer roles advertised to community

2 WEEKS OUT

- Heat schedule drafted based on entries
- Equipment confirmed and counted
- Judges and volunteers confirmed
- Movement standards document finalised
- Photographer/content creator briefed

1 WEEK OUT

- Pre-event athlete email sent
- Heat schedule finalised and shared
- Sponsor logos added to all materials
- Floor plan walkthrough completed
- DJ/music playlist confirmed

DAY BEFORE

- All staff and volunteers briefed individually
- Equipment pre-staged where possible
- Erg screens and timing equipment tested
- Printed materials: score sheets, heat lists, movement standards
- Arrival time confirmed with all staff (90 min before doors)

EVENT DAY

- Full equipment check on arrival
- Staff briefing at T-75 min
- Check-in desk open at T-60 min
- Athlete briefing at T-15 min
- Results updated on whiteboard in real time
- Next event announced at final podium

WITHIN 24 HOURS

- Photos uploaded to Google Drive, link shared on IG
- Results post published
- Thank you message to all volunteers
- Next event registrations opened
- Feedback captured from athletes and staff

YOU ARE NOT RUNNING ONE-OFF EVENTS.

You are building a repeatable, competitive, community-driven system that gives members a reason to stay, train hard, and bring their friends.

THE HYBRID RACE SYSTEM™ | The Hybrid Group