

**CHEER COORDINATOR
ROCK 'N' ROLL MARDI GRAS MARATHON & ½ MARATHON
benefitting the American Cancer Society**

Race Date: Sunday, February 13, 2011

Job Description

The Cheer Coordinator for the Rock 'n' Roll Mardi Gras Marathon & ½ Marathon is responsible for overseeing the organization and coordination of the spirit-on-the-course cheer squads. They will serve as the main contact and liaison between Elite Racing and the spirit squads/ cheer sponsors. The Cheer Coordinator works from September through February, with the month of February requiring increased attention and longer hours. On race weekend the Cheer Coordinator will manage and monitor the project continuously.

Project Background

The Rock 'n' Roll Mardi Gras Marathon & ½ Marathon will be held on Sunday, February 13, 201, with 18,000 participants, and a two-day Health & Fitness Expo on Friday and Saturday, Feb 11-12, at the Convention Center. One course element unique to the Rock 'n' Roll Marathon series includes cheerleading squads positioned every mile on the Marathon & ½ Marathon course(s). Cheer Squads are recruited to fill these locations from local high school and middle schools; club and playground squads can be used as needed. Cheer squads will also be recruited for the Health & Fitness Expo, Press Conferences, and as needed and outlined by Elite Racing staff.

Project Support

The Cheer Coordinator will work closely with the Event Manager and Spirit on the Course Coordinator, who coordinate timetables for this project, recruitment and training and tasks that are completed in San Diego (e.g. graphic design, printing, mailing, payments). The Event General Manager will be available to provide direction and advice. The Cheer Coordinator completes most of the assignment at his/her home or personal office, with a dedicated Marathon email address/post office box, phone and fax line serving as the virtual headquarters for the Marathon.

Responsibilities and Requirements

- Cheer Squad Recruitment:**
- Work with Competitor Group to recruit cheer teams (based on number of cheer locations determined by Competitor Group operations team). Cheer coordinator should target to the following groups:
 - _ Local/ regional public & private High schools (primary)
 - _ Local regional Middle schools

_ Local dance troops, competition cheer groups and local sports team Squads

Rules/ Talking Points:

_ High School squads should be recruited first. School-related squads receive a donation for participating (local troops and squads will not receive donation). Donations will be on sliding scale based on time on course.

_ Ideally, each squad should consist of 25-30 members (may combine a school's Varsity and JV squads)

_ Each squad must have at least one adult supervisor/ sponsor

_ All squads will be a part of a spirit competition. Top three cheer teams will receive cash prizes:

1st place: \$1,000

2nd place: \$750

3rd place: \$500

_ Judging will be based on creativity and overall spirit, not just technical routines. Costumes & group themes are encouraged!

_ All squads must wear the T-shirt provided but are allowed to alter it (in good taste). Squads can wear cheer skirt/ shorts/ pants or bottoms that correspond with their costume/ theme.

_ Squads must arrive early on race morning before road closures (car pooling recommended)

_ Non-school squads are permitted to bring signage since they are not eligible for cash prizes or the \$250 donation

_ Cheer teams will not be provided with food or snacks on race day

Timeline: (*subject to change*)

_ September-October: Make initial contact with local and regional high schools to determine cheer sponsor contact information

_ November: Send out email to each cheer sponsor's attention
Information to include:

_ Event overview/ competition explanation (mention donation & cash prizes for top squads)

_ Application (attached)

_ 1-2 pictures of past cheer squads (example of themes, etc)

_ Waiver form (attached) for each squad member to complete

_ Cheer coordinator contact information

*Note: Respond to squads that express interest and follow up with hard copy packet of applications and waivers and have them Fax back/ mail back completed forms. Remind them that a final packet will be sent out approximately one month prior to race.

_ December: Reach out to squads that did not respond initially via phone and email. If response is low, begin to reach out to middle school squads and local dance/ cheer squads. Continue to collect waivers and applications.

_ January-February: Compile and send out final information packets for confirmed squads that include assigned cheer location, directions, parking passes, etc. Include T-shirt pick-up time and location (schedule 2-3 weeks prior to race).

Application Coordination:

- Manage all spirit on the course submissions
- _ Compile applications and waivers (CGI will need a copy)
- _ Create spreadsheet with squad t-shirts numbers and sizes
- _ Maintain contact with interested squads to let them know of updates and other important information
- _ Ensure all squads have a sponsor contact and each squad member has signed a waiver

Location Assignments:

- Receive list/ map of cheer locations from Elite Racing's operations team
- Assign squads to locations based on number of members (i.e. larger cheer squads should be placed toward the end of the course) to be sent out with final packet
- Inform squads that they must car pool, arrive early and follow directions provided to ensure that they do not run into issues with road closures

Race Day Duties:

- Call to check in with each sponsor on race morning to ensure that squads have arrived
- Serve as contact and troubleshoot any issues that may arise
- Ride on press truck to judge cheer squads
- Compile votes from all judges and announce top three winners; provide Competitor Group with names to post on event website

Post-Race Duties:

- Coordinate with Competitor Group to submit donation and winner check requests
- Send out a letter to all participating squads. Letter should thank them for participating, invite each to participate next year, announce winners and remind them that all donations will be sent out within 6-8 weeks