

Atlanta Track Club's Adopt a Mile Bonus Point Rubric

Each organization will be evaluated on race day to determine the amount of funds awarded. If your organization meets the minimum requirements, it will receive a base donation of **\$1,000**. But wait... there is more!

Your organization will have the opportunity to earn an even larger donation based on the Adopt a Mile bonus point system. Your organization can earn up to \$5,000 in donations through the base donation and bonus points combined! One organization designated "Best of the Best", can earn an additional \$500 for a total of \$5,500 by winning the final category. *

1. Number of Volunteers (in addition to the 30 required at your cheer zone) - (**\$1,000 maximum**)

5-20	21-35	36-50	51+
\$250	\$500	\$750	\$1,000

2. Energy Level- duration of support - (**\$1,000 maximum**)

Packed up and volunteers sparse before Back of Pack pass – \$250

Decorations still up but volunteers waning or thinning - \$500

Cheering the whole time, still going strong for the Back of the Pack team - \$1,000

3. Cheer zone- Theme, decorations, costumes, signs - (**\$1,000 maximum**)

Sparsely decorated, no theme, few costumes - \$250

Well decorated, not a strong theme, some costumes - \$500

Good decorations, theme present, costumes - \$750

Great decorations, very strong theme, everyone in costume, AWESOME! - \$1,000

4. Levels of Enthusiasm – sound level, volume of cheers, encouraging cheers, music - (**\$1,000 maximum**)

Quiet, cheering and mix of music - \$250

Encouraging, pretty enthusiastic, noisemakers cheer most of the time - \$500

Loud and motivating, enthusiasm, organized music, FUN to see - \$1,000

5. Cleaning Up - **\$500**

It is the responsibility of your organization to clean up all props and decorations from the cheer zone. Points may be deducted for groups that don't clean up.

* "Best of the Best" Cheer zone - **\$500 (only one prize will be awarded for this category)**

Race participants will have a chance to vote on the Atlanta Track Club Facebook page for their favorite cheer zone. Post your pictures to social media and tag us, or use **#AtlantaTrackClub** or **#Atl10Miler** to promote your cheer zones and gain support.

Important Race Day Reminders:

- **Better to be early, than late.** Please stress to your volunteers the importance of being on time. You don't want volunteers showing up late, getting stuck with road closures, having trouble finding parking, etc. Being late for this event can cause stress quickly since road closures could impede your volunteers.
- **Volunteer Safety!** Please note that roads are coned before they are closed. Just because cones are up does not mean the road is closed to traffic! Be aware of traffic when setting up your area, crossing the street or chalk writing. Drivers are not expecting or looking for people in the road.
- **The assigned times** are only an estimate, so please allow for time flexibility on race day. Our Back of the Pack volunteers will also be cheer zone judges, please wait till they pass your area before dismissing volunteers or breaking down your area.
- **Carpooling is Key.** While we have offered parking suggestions, parking is always limited in the city. Please encourage your staff and volunteers to carpool, especially if you plan to have a large group or your cheer zone is located in a highly residential area. Please do not park on the course.
- **Safety.** For the safety of your volunteers and the runners, please stay out of the road. If you have children in your cheer zone, it might be wise to draw a chalk line that they cannot cross. The entire street **will not** be shut down, so it is likely that cars will be driving down your road in one or both lanes.
- **Children must be supervised.** Tell parents that they cannot drop their child off without previously coordinating supervision.
- **Take Care of Your Volunteers.** Snacks and drinks will not be provided. We suggest bringing a cooler of drinks or thermos and snacks.
- **Prepare for the weather.** In the morning it will be cool, but as the sun comes up it will get warmer. Dress in layers to ensure you are comfortable throughout the day!
- **Bike and Course Judges.** Judges will be checking in periodically during the entire event, so please be sure that everyone stays the entire time to receive full credit for your efforts. The judges will be using the grading rubric.
- **Post, Snap & Tweet!** Use the hashtags **#AtlantaTrackClub** and **#ATL10Miler** and tag **Atlanta Track Club on Facebook, @atltrackclub on Twitter and @atlantatrackclub on Instagram**
- **Stay to the End.** The runners in the back of the pack often need the most support, so it is extremely important that you stay to encourage them, too. There will be a sag vehicle/cone truck behind the last runner. That is your cue that it is okay to start breaking down. Please then clean up your zone. Supplies will be provided for cleaning. Points will be deducted if the zone is not cleaned.
- **Have Fun!** If you are having fun, the runners notice and appreciate the positive energy!

On behalf of the Atlanta Track Club staff and the PNC Atlanta 10 Miler participants, thank you!