



ORGANISING YOUR COLOUR RUN EVENT

Organising your colour run event can at first seem a daunting task, however there is no need to worry or get stressed. With over 12 years' experience talking to other schools and PTA, s we have learnt.

“Keep it simple keep it SAFE” is the only way to go.

Colour runs are now one of the most popular fun events for PTA's and schools to organise, whether as a single event or as part of a larger event incorporated into the summer fair, or sports day.

If your event is to raise funds or just a fun activity at the end of term, there are a few simple rules to adhere to. Below is our “How to Guide”

WE WILL ASSUME YOU HAVE THE OK FROM THE HEAD TEACHER!

(believe us some PTAs just assume this will be the case)

Speak to us. We have learnt so much over the past 13 years from supplying to 1000's of schools and PTA's, we believe our knowledge is second to none, pick out the bits that suit your situation and remember, every school, every head teacher, every PTA, every budget, every location is different. There is no right or wrong way to organise your event, this is your event do it your way! At Event Colour Ltd we urge everyone to speak directly to ourselves prior to ordering our powder or diving straight into the risk assessment and risk management, our safety record is second to none, our powders cannot be matched for quality, safety, and price. We certainly do not want to oversell you our powders and eat into your valuable profits, and we most certainly don't want to undersell. As a colour run without colour is just a run!

Things that we need to Know An idea of the number of participants is always good to know from the outset, age and ability should always be taken into consideration this will help us guide you in the right direction for quantity of powder required on the day and how to set up your stations along the route. Again, this can be tailored to your situation and budget. If you have a last-minute rush on participants don't worry, we can always get the odd boxes on an overnight delivery.

It's now time to plan your event. Yes, in an ideal world you have at least 3 months, however we get calls all summer from PTA's and schools, who have 2 weeks to sort from start to finish although not ideal it can be done with a little determination and the right mindset.

Event Date This needs to be agreed with the school or organisation / council it's pointless going to the organising volunteer stage until this has been agreed, spring / summer / early autumn gives you the best chance of our good old UK weather being good on the day. Make sure your event date does not clash with other local and national events, and your volunteers are free on the date.

Volunteers are biggest problem we come across almost on a weekly basis, or should we say the lack of them, you need lots, at least 2 per station (3 or 4 stations) never 5 stations too many unnecessary strains on volunteer numbers and safety. Marshalls, first aiders, and policing of the event, from the event entrance to start and finish lines, you will also require a couple of bodies close to the finish line with squirty bottles of powder. More about that later. Typically, at least a dozen volunteers. Allocate duties, and have standby volunteers at the ready, all should be made fully aware of their duties and agree now to train and plan.

Throwing Stations

Throwing from pre-arranged stations along the route is the simplest and most cost-effective way to dispense the powder. We recommend the first station is 30-40 metres forward of the start line. This allows you to set the children off in groups, by class or year group.

A station is 2 school tables 8-10 feet apart dispensing 2 colours, one from the left and one from the right, and you funnel the children in between these tables ensuring the powder covers the children and not end up on the floor or blow away in the wind. Repeat for the remaining stations using obstacles along the route. Twice around the course is where we get our 400grams of powder per child. This is more than enough powder for the stations.

100gm Sachets

A great way to raise additional funds by selling on the day or given away as part of a starter pack. Most schools sell an average of 1.3 per person, but are you an average school?

Using a dedicated area at the end of the run so children, parents and teachers can have a “free for all” can double the number of sachets sold. At 60p per sachet there is good profit to be made from these.

Squirter Bottles

We sell these full (300gm or empty) and these add a touch of colour at the beginning of the event great for a photo opportunity. These are also very good for use near the end of the final lap to use if you see the odd child with less powder on them a quick squirt as they go past to ensure all the children are completely covered and colourful, there is nothing worse than the odd child with less colour than the rest, we want all to enjoy the event.

Plan your Route Now is a good time to plan your route, prior to the risk assessment, this will allow you to see how much space you really have, map it out, see many outside vendors you can cater for, how many colour stations you can fit in, and a free for all area at the end to raise additional funds.

Decide how many laps for the younger children, and children with less ability, is the route shorter for these children? Two laps is our recommendation, as our experience tells us children always want two laps no matter how long or short your course is, this also comes in handy for schools that are raising funds via sponsorship, as the children can be sponsored per lap.

Risk assessment It's now time to write your risk assessment.

The purpose of the risk assessment is to identify and evaluate potential risks associated with the event from throwing powder at participants and spectators close by, to the risks associated with other onsite activities, food vans, bouncy castles and the like. All these associated risks should be addressed now. Our risk assessment goes into detail of the run itself and problems associated with throwing powders. Our risk assessment document can be downloaded directly from our website.

Funding How are we raising funds for the event are we charging a fixed fee or is sponsorship your preferred method of raising funds. This year over 70% of our PTA'S and schools have chosen the sponsorship route, with a minimum amount payable. Again, this differs school by school, are you in a more affluent area, or are parents finding it tough. Can families with 2 or 3 children afford a fixed fee? Are you including anything in the price, T-shirt, eye protection, medal, how much will these items cost? Do we really need to supply these? Superkind.org are worth checking out as they are the only company to offer a fund-raising platform FOC for children to use.

We are happy to share where you can buy the accessories forementioned at silly low prices, at time of compiling this document sunglasses were from 59p per pair, t-shirts from £1, medals, no

one wants to buy a medal companies want to sell you them, a simple printed certificate does the job at 5p it costs less than 5% of the price of a medal and its recyclable.

Corporate sponsorship is always worth considering, we have many companies pay the PTA's invoice, local estate agents, shops, and businesses, some in return for a little advertising, remember we can produce bespoke colours if a sponsor wishes to sponsor a station in their corporate colours.

Promote your event It's now time to promote your day, if this is an in-house event without any parents or siblings, your main goal is to promote to the children a fun exciting day, if however, you are allowing parents siblings and the local community to take part, social media, local press if you have a contact, flyers in shop windows etc as much as possible. When your finished start over again and promote, promote, promote, do a countdown of days to go.

Food and refreshments. Are you supplying these yourselves? or are you allowing outsourced vendors on site for a fixed charge or percentage of the takings, these should all be included in your risk assessment. Now is the time to book and negotiate with these external vendors and work out your own food and drinks costs and prices, a cash float will be needed on the day. Site location is also very important.

Toilet Facilities Do you have access to these in the school, please remember post event there will be a lot of colourful powder covered children! Consider Portaloo's as an option, if needed reserve well in advance and access for these must be available for a large van to deliver.

Pre event warmups and fun. Are you considering a warmup pre-event, this always goes down well with children and adults alike, do you need to hire a DJ or are one of the volunteers stepping in? Do you need a TENS licence if serving alcohol and food, check with your local council, we have a guide on our website. Music licence, do you need one or does the school have one. Are the local fire station bringing along a fire engine to hose the children down before or after the event, this always goes down well, if so, they will need access which enables them a quick exit in case of an emergency You don't need water for the powder to adhere however water pistols and rifles are widely used to add extra fun for the children.

Bouncy castle and inflatable hire, many companies just won't bring these to a colour run, time to check now, or these are just for pre run fun, negotiate a price, and these can differ greatly from area to area.

Additional Fund Raising Our free give away and the selling of additional sachets of powder is proving to be a great way of recouping most of if not all the initial powder costs easily and with little effort. All our powder customers get a freebee gunge powder, this is proving be to a great way of raising additional monies. A "gunge the teacher" promotion selling raffle tickets to the children for £1 at present is raising over £1 per child as some buy 2 or 3 tickets to improve their chances of being drawn out the hat, simply draw one child out the hat at the end of the colour run and they can "gunge the teacher" A school chair, and a willing teacher is all you need. A step behind the chair is all that is needed, help from an adult to pour the 10 litres of gooey gunge over the teacher, our reports say the children really enjoy this and it's the talking point for days afterwards. Additional 10 litre mixes can be purchased from us for under £10.

100gm sachets can also be purchased for 60p inc VAT and delivery, to sell on the day, the average school sells one per person, so a 200 children event should clear at least £100 profit. However, this year our clever PTA's have doubled the number of bags sold, by having a sectioned off "free for all" area, at the end of the run for children, parents, and teachers to have fun throwing powder about. This seems to have doubled the number of bags sold, typically a 200 children event will

now sell 400 sachets raising an additional £200. Please also remember our 100/200 and 300 participant packs come with these bags discounted included.

SAFETY & ABOUT US.

Our Powders

We are proud to manufacture our powders here in the UK, we hold stock in Leicester, Newcastle, and Belfast. We can deliver over night for emergency orders. Being manufactured in the UK means our powders have less environmental impact on the planet with their lower carbon footprint. Oh, and we never run out of stock!

All our powders are manufactured to EN71 certification.

WE FEEL WE NEED TO HIGHLIGHT THIS. EN71 Certification is a mandatory European requirement for all children's toys including powders and chemicals, whether they need to be certified to this standard or not we do this as a matter of safety, respect, and duty of care to our children, we want all our children to have a fun day the safest way possible. For the record, our children and grandchildren are not breathing in or encountering anything that has been manufactured in India or wherever without this certification. No matter how "safe" it is.

Our powders are made from ground maize (corn flower) and cosmetic dyes, they are gluten free and vegan friendly. Parents should always check prior to allowing their children to take part as our powder are made from very fine powders.

With this in mind we urge all our customers to ensure **that no other powders are allowed on site on the day of the event**, as can lead to the wrong powders mistakenly being purchased and thrown.

PTA'S and schools are renowned for wanting to buy "Powder Paint" from us for their colour run and as such parents pop online and buy powder paint. Our powders are not powder paint they are throwing powders! When it all goes wrong we have the expense of having a t-shirt analysed, and you have no one to blame apart from a good intentioned parent, and possibly no insurance! We are requested weekly for small samples which we send out without hesitation for concerned parents whose children are taking part in an event with our powders.

We supply our powders in lots of different pack sizes 100gm / 250gm /500gm /1kg / 5kg/ 10kg and 20kg. Cannons and squirters.

Cannons really are not suitable for primary schools and a drain on resources for a 20 second burst of colour.

By far the 10kg boxes are the most practical for the stations, 5kg bags are useless for a school event, hard to get powder out, most need popping into ice cream tubs or something to dispense properly and quickly, 20kg is just too heavy, limits colour choice for small events and goes against health and safety guidelines for weights for women. (16kg max)

10kg boxes are perfect, not too heavy, cut the top off and away you go dispense straight from the box.

FAQ'S

Are your powders safe?

We believe our powders are the safest powders available, EN71 certified for use by children, made from ground maize (cornflower), not recommended for children under 3 years old.

Do we need eye protection?

There is an advisory for eye protection, goggles meet this advisory, sunglasses do not! as they technically are not sealed at the top/ bottom and sides. However, they do give a good amount of

protection and most of our schools / PTA'S choose this route, we will however not sell you these but can show you where to buy these from as low as 59p per pair.

Are The powders washable?

Our powders may stain clothing as they contain a coloured dye, we advise a white t-shirt to show off our bright colours to their true effect, and old clothing. Let's be honest we wash now at 30-40 degrees and this just won't washout the powder in one wash.

Can we protect the colour and reuse the t-shirt?

Great question as the children seem to love the t-shirt now all bright and colourful, and you can semi fix the powder into the t-shirt simply by spraying white vinegar onto the t-shirt and ironing with a hot iron over grease proof paper. This will allow a quick wash 2 or 3 times before the powder fades.

Skin and hair - will the powder wash out?

Our powders are coloured with cosmetic dyes so washing should not be a problem, but please remember that some hair products will make washing more difficult, stick to your normal washing routine, and repeat of necessary.

Let's do some Sums!

Last year (2024) seen a great increase in funds raised, although every school is different let's look at how to get the powder costs as near to net 0% as possible. This is being worked out on the average school of 200 children.

Our 200-participant pack is currently £ 559.99 Including VAT and mainland UK delivery.

You get 80kg of bulk powder supplied in our 10kg boxes and all 8 colours.

You also get 200 x 100gm sachets.

You also get our free gunge (enough powder for a 10-litre mix)

If we sell the 200 sachets at £1.25 (4 sachets for £5.0) that's £250 straight back (net powder cost now only 309.99.)

The average school sells 1.3 raffle tickets per child at £1 each for a chance to "gunge the teacher" that's another £260

Net powder cost now only cost £49.99 . Achieving this isn't always possible but it goes a long way to raising most of the outlay and without eating to the fixed fee or sponsorship money.

We are here for you

8am-8pm Monday to Friday and 10am – 1pm Saturdays, but feel free to call anytime as we normally pick up.

Tel 0191 4877752

Email info@eventcolour.co.uk

KEEP IT SIMPLE, KEEP IT SAFE AND PROMOTE – PROMOTE - PROMOTE.

