

**Application for
Best Festival or Event Video**

**Suwanee Running Series
Suwanee, GA**

Judges' score - 8.7

Detailed description of video

Background In 2022, during one of our annual event year planning meetings, someone quipped, “You know, we’ve got the runs!” They were referring to the huge calendar of 5Ks, charity walks, and one half-marathon that the City of Suwanee plays host to each year. At last count, almost 50% of our 42 event weekends see a walk or a run through our town center and along our paved greenway. Taking inspiration from, where else? - a pub crawl concept - we decided to have a lot of fun with this idea of having so many 5Ks. We created the Suwanee Running Series, knitting together they myriad runs into one calendar that could easily be rebranded and focused on people who are runners, walkers, or who just want to support a new charity. The Series was given its own identity in collaboration with Big Peach Running Company (a local fitness gear store) and a sponsorship with Saucony brand running shoes. We created a Running Series poster highlighting all 20+ runs, a logo and color palette that identified all of the runs in the series by overlaying the logo with their own, and Saucony sponsored a concert-style t-shirt that listed all of the dates and names of the races. The idea was for participants to set goals to run at least five races during the event season. Completing all five and submitting their results would earn them a limited-edition t-shirt, bragging rights, and a social media post. The absolute best part of the brief 1:05 video, however, can be seen at the very end. An unsuspecting – and completely unplanned – older gentleman slowly shuffles his way across the camera’s view as Coach Bobcat runs back down the stairs in a huge hurry. This unaware passer-by looks bewildered as a wild, loud, wig-wearing crazy man shouts at a camera and blows his coach’s whistle! The accidental humor of it is priceless! The 5Ks in our park range from raising funds for diseases, food banks, special needs adults, and other charitable goals - to those that are truly just for fun, as several of the runs involve beer or wine elements! Our events are not aimed specifically at trained and toned runners. Even walkers, wheelchair users, and strollers are welcome at any and all of our events. They are truly for all, and we wanted to reach more people with a fun and exciting new promo.

Video development: Our unofficial spokesperson and frequent emcee, Brandon, has become the “face of Suwanee” and frequently hosts our videos and stage productions. Brandon has made a career of creating charismatic and energetic characters including Coach Bobcat. Coach Bobcat was the perfect wacky choice to kick off the Suwanee Running Series concept. We wrote a short script for Brandon to explain what the series was, how to track participation in at least five races to earn the new “brag swag,” and provide a dash of humor and motivation. We often call Brandon “one-take Jake,” as he nails the delivery and remembers his script flawlessly nearly every time we record him. This was no exception. Coach Bobcat races up the steps of Suwanee City Hall with our beautiful Town Center Park in the background. He blows his shrill coach’s whistle and announces the creation of the new running series and encourages everyone to get signed up for our many races throughout the coming year. He commands viewers to “Get your fit together!” (At the City of Suwanee, we can’t resist a good pun!)

Can it track statistics? or ROI Please provide explanation

Video stats Creation: the video took about three total hours of staff time including script-writing, shooting, and editing. The budget was super affordable, as we were able to wrap our talent’s hourly rate into shooting several other shorts throughout his time slot with us. The video ran in July of 2022 on the City’s Facebook and Instagram pages. Facebook stats: over 1,600 views for the first showing, and 950 the second time. The video received Instagram: nearly 2,000 impressions and 45 likes. 767 views. YouTube: 760+ views

Please provide event video link

<https://www.youtube.com/watch?v=SAFW2GzJ9U>

2023 SFEA Awards 10: Best Event Video

City of Suwanee, Suwanee Running Series

<https://www.youtube.com/watch?v=SAFHW2GzJ9U>

Or, visit [youtube.com/@CityofSuwanee](https://www.youtube.com/@CityofSuwanee) and play the video titled Suwanee Running Series 2022.

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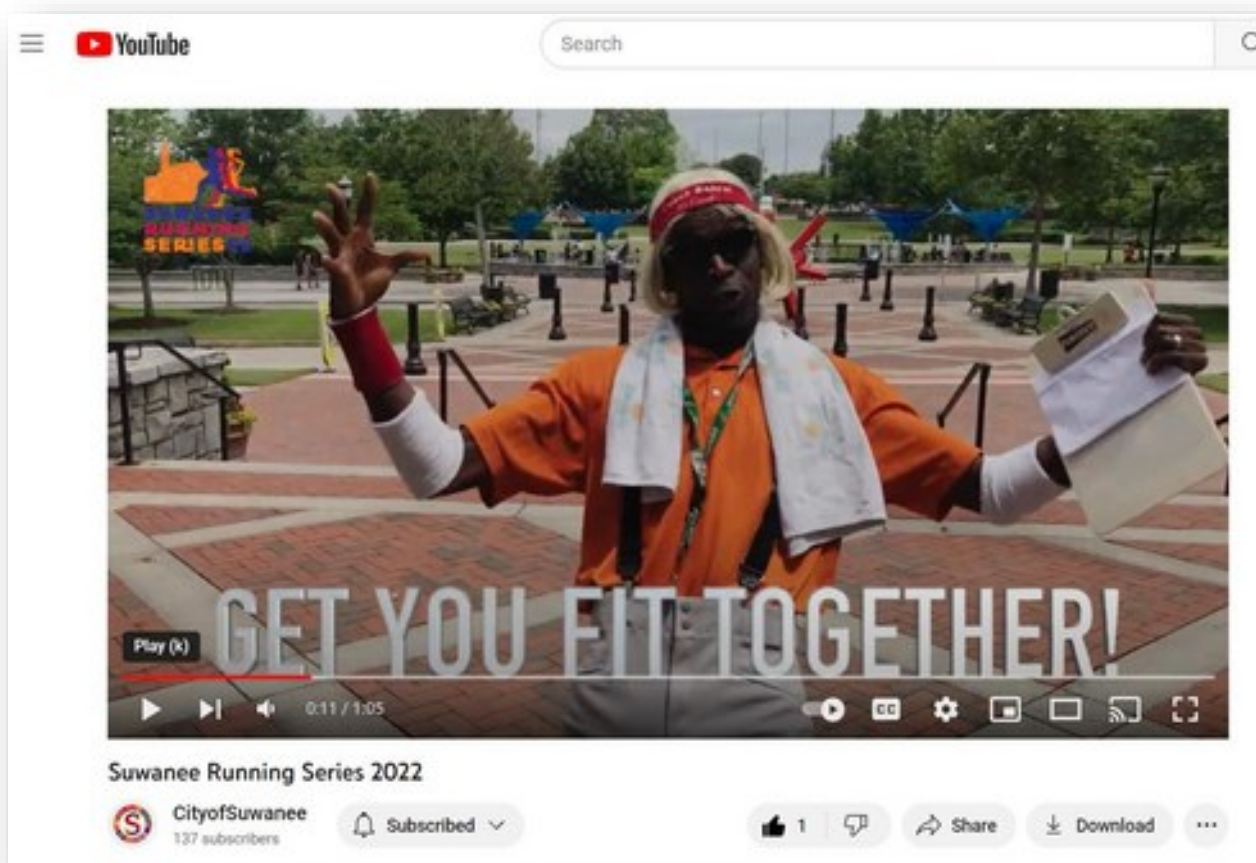
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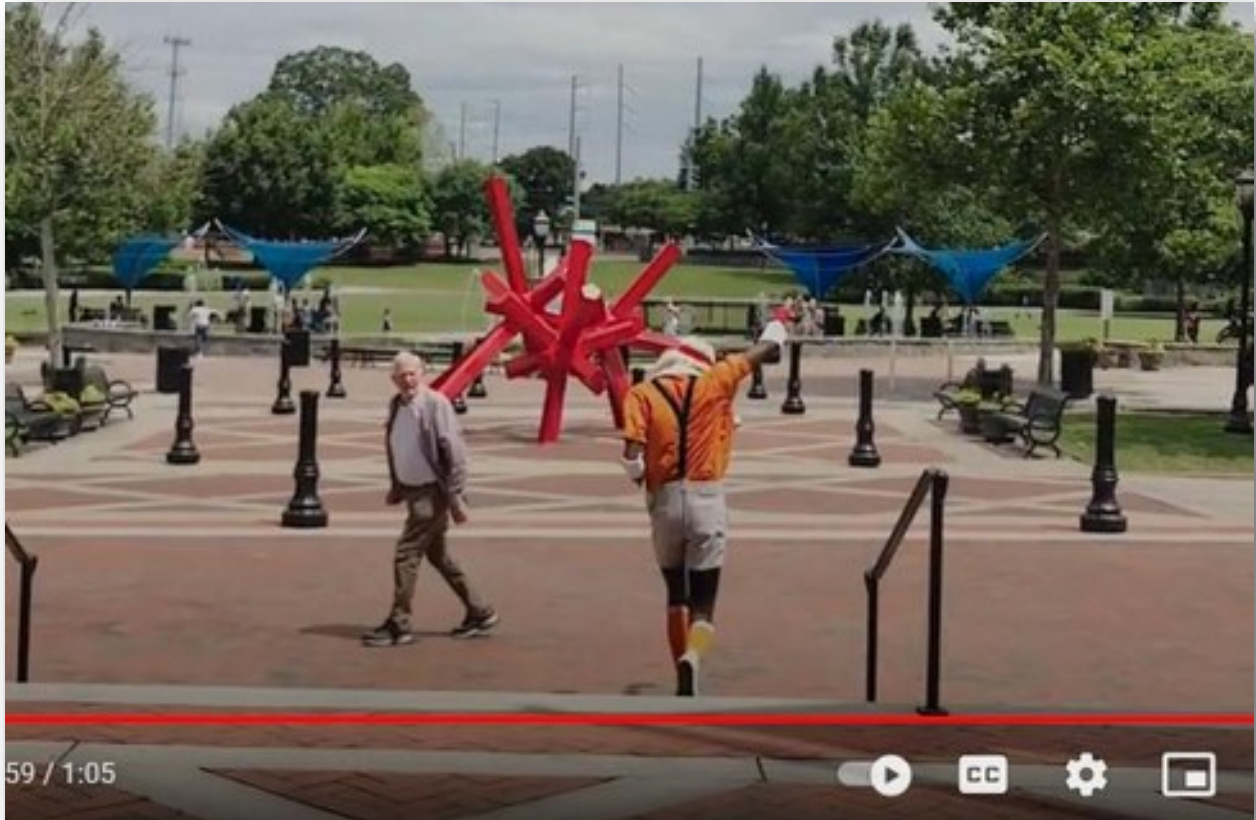
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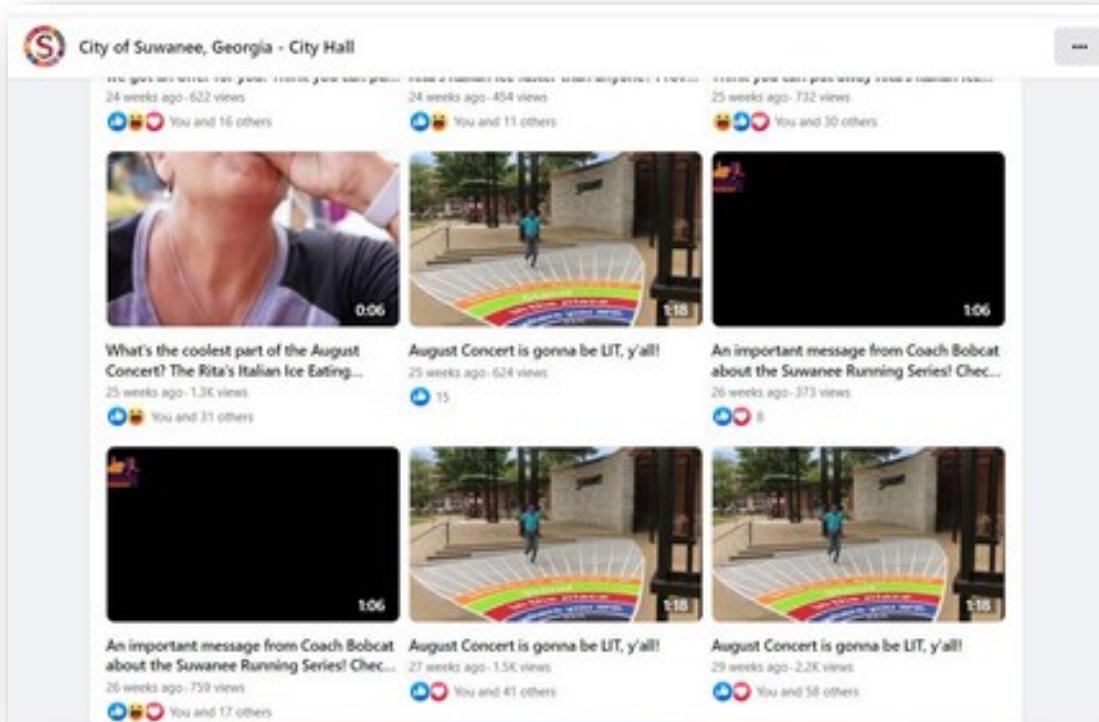
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SRS Results

In all, over 20 people completed the five-5K challenge and earned their free Saucony Big Peach Suwanee Running Series brag swag! But the goal was never in getting the highest number of five-5K runners; it was to pull the runs together into a single brand, and give more visibility to the variety of charities who use our trail system for their events.



We were able to cross-promote all of the charity 5Ks, increase participation and awareness, and create visibility to new audiences.

Other collateral supporting the Suwanee Running Series (SRS)

Use of the newly created SRS logo in conjunction with existing 5K marketing materials.



Social media overlay of logo - used for each race to boost registration.

Poster and postcards (for stuffing swag bags for all race participants throughout the series)



BRAG SWAG
IT'LL ONLY COST YOU
25K (KILOMETERS)



More Info



SUWANEERUNNINGSERIES 22

PARTICIPATE IN AT LEAST FIVE SUWANEETOWN CENTER RACES WITHIN ONE CALENDAR YEAR AND RECEIVE A LIMITED EDITION T-SHIRT DECLARING YOUR ALLEGIANCE TO RUNNING IN SUWANE.

- 2.12 Suwanee Sweetheart Sprint**
- 2.20 Suwanee Half Marathon & Old Town 5K**
- 3.5 Suwanee Beer Chaser**
- 3.12 Care for Cops 5K**
- 3.19 Kiwanis Shamrock 5K**
- 3.26 Run 4 Hope**
- 4.16 HappyFeat Happy Hour 5K**
- 4.23 Race to Cure Sarcoma Atlanta**
- 5.6 Max's Moon Run**
- 5.7 Tacos and Tequila 5K**
- 5.21 Great Strides Atlanta**
- 8.6 Button Down Dash 5K**
- 8.27 Annandale Village Extra Mile**
- 9.10 Care for Cops 5K**
- 11.12 Walk to End Alzheimer's**
- 12.3 Run Run Rudolph 5K**
- 12.17 Cheyenne's Ugly Christmas Sweater 5K**

PRESENTED BY

