DUST&RUN PHOTOS

Race Day Photography Checklist

For Race Directors Working with a Professional Photographer

Before Race Day (Prep Checklist)

- ☐ Send course map and timing schedule at least 3 days before race day
- ☐ Confirm photographer access and credentials (parking, check-in, vendor pass)
- ☐ Share sponsor logo files and overlay instructions (if applicable)
- ☐ Designate a contact person for photography on race day
- ☐ Place bibs in packets using clear, visible numbers (no folds or tears)
- ☐ Encourage runners to wear bibs on the front torso, not on shorts or back
- ☐ Provide expected finisher range and pacing info

Race Morning (Setup & Coordination)

- ☐ Ensure the finish line is clear of cones, signs, or staff blocking key angles
- ☐ Confirm that sponsor signage is visible and not obstructed by fencing, crowds, or tents
- ☐ Avoid placing speakers, coolers, or vehicles in front of branding or arches
- ☐ Set up directional signs early if 'smile zones' or banner placements are included
- ☐ Remind volunteers and emcees to avoid crowding around the finish chute
- ☐ Place hydration tables to the side—not centerline—for clean photos
- ☐ Communicate to volunteers where the photographer will be standing (to avoid blocking)

During the Race (Live Coverage Support)

- ☐ Keep the designated finish area clear for photographer movement
- ☐ Check in once mid-event to see if the photographer needs anything
- ☐ Alert the photographer to any timing changes or delays
- ☐ Ensure pacers or lead vehicles do not obstruct the view at the finish
- ☐ Maintain consistent bib visibility reminders over announcements (if needed)

After the Race (Wrap-Up)

- ☐ Thank runners and sponsors via announcements and direct them to the photo gallery
- ☐ Share the gallery link via post-race emails, social media, or text alerts
- ☐ Tag photographer and sponsors when sharing highlight images
- ☐ Send any feedback or notes to the photographer within 48 hours
- ☐ Request overlay download stats or social insights if part of a sponsor package