

HARRISON
CREATIVE

RACE

PRODUCT GUIDE





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WHO WE ARE

We understand what goes in to planning a race, whether it's a 5k, 10k, marathon, endurance or obstacle race. Hundreds of emails and calls with suppliers, sponsors and attendees to ensure your event runs smoothly. Your adrenaline-fuelled days on-site solving last minute snags.

Finally, the huge sigh of relief when you see the pure joy on the face of attendees as they cross the finish line, knowing that all of your hard work has paid off and the event was a huge success.

We know that after a quick pat on the back you're already thinking about how your next event can be even bigger and better.

We want to be your helping hand.

We understand there's a long to-do list when planning an event and we want to take the hassle out of the process. Covering everything from event dressing, wayfinding, temporary signage and engagement opportunities, our event branding experts make sure your event is a memorable one.

We also understand your desire to be as environmentally friendly as possible.

We work with some of the world's biggest events including the London Marathon, Tough Mudder, and Great Run. Whether you're a first time organiser or a seasoned pro, we partner with you to maximise sponsorship opportunities, ensure your event is visible and well-branded and leave your participants coming back year after year.

OUR SERVICES



Creative Services & Custom Design

Your event deserves a unique approach to make it truly memorable for your participants. Our in-house designers will work with you to bring your ideas to life whilst suggesting new and exciting branding and engagement opportunities.



Production & Printing

We make it our mission to find and develop new solutions for your event. With a wide range of in-house fabrication skills, high quality graphic printing and off-the-shelf products at your finger tips, we have the expertise to take your vision and turn it into reality. We also offer environmentally friendly alternatives to many popular products.



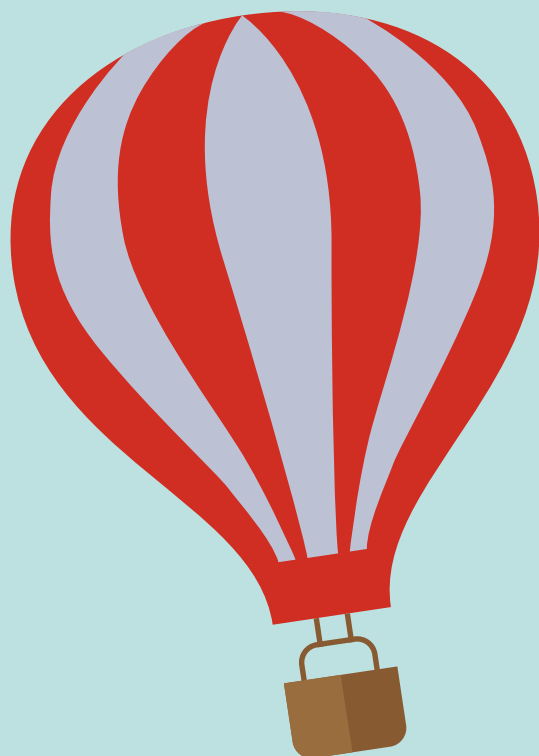
Delivery & Installation

Working locally or globally within the most challenging environments is all in a day's work for our experienced team. We ensure your branding looks at its best and gets noticed for the right reasons. We understand that efficiency, a timely delivery and expert installation is a critical part of any event, therefore a smooth process is guaranteed.

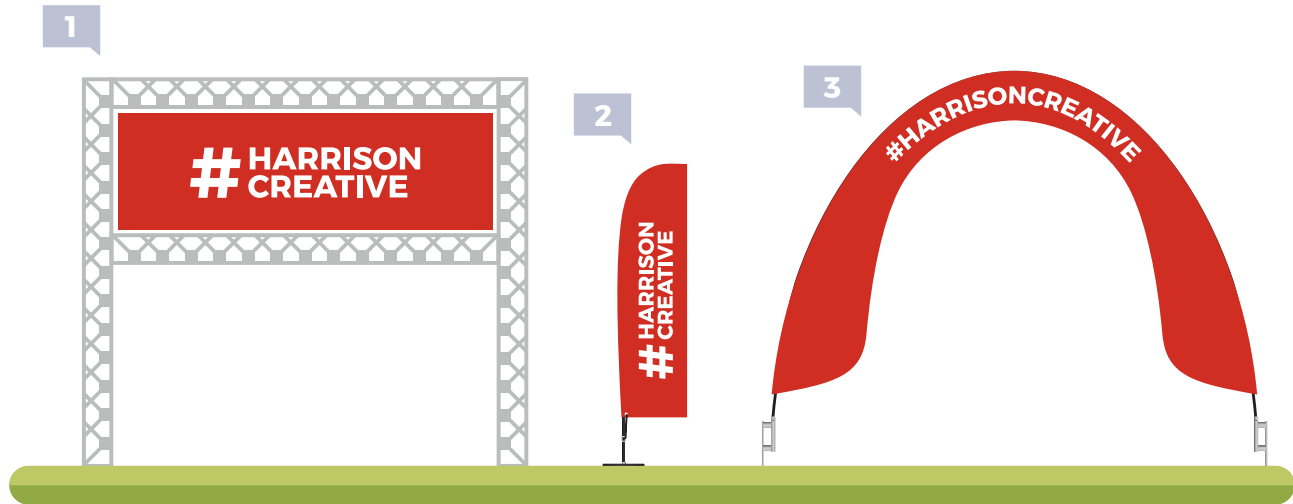


Storage or Recycling

While you are revelling in the success of your event, we do the tidying up. We remove the dressing and can store it for you or dispose of it; recycling and up-cycling items wherever possible. Then it's time to start planning our next event together!



**OVER 5 MILLION PEOPLE
SEE OUR BRANDING AT
EVENTS EACH YEAR**



START & FINISH

Dressing your start and finish line is essential; they are the main focal points of your race and will be seen by both participants and spectators so high quality, impactful dressing is a must.

All eyes will be on these areas of your event, more so than any other, which makes them the perfect opportunity to showcase key messages, display important information and offer sponsorship opportunities.

Both the start and finish line of any race - from a 5k to the biggest marathons and endurance events - make for the perfect photo opportunity, meaning your event has continued exposure long after the last participant crosses the finish line. We have a number of options to suit all budgets and event types.



1. GANTRY

It's the **key area** that everyone focuses on, whether it's as a participant or spectator. With so much attention, it makes for the perfect photo opportunity and is essential to any well-dressed race.

Environmentally friendly option available see page 19.



2. FEATHER FLAG

With a **variety of bases available**, we have options to suit even the most challenging routes. Available as **blade, teardrop and rectangular shapes**, in a range of sizes, the feather flag is super versatile and an essential addition when dressing a race.

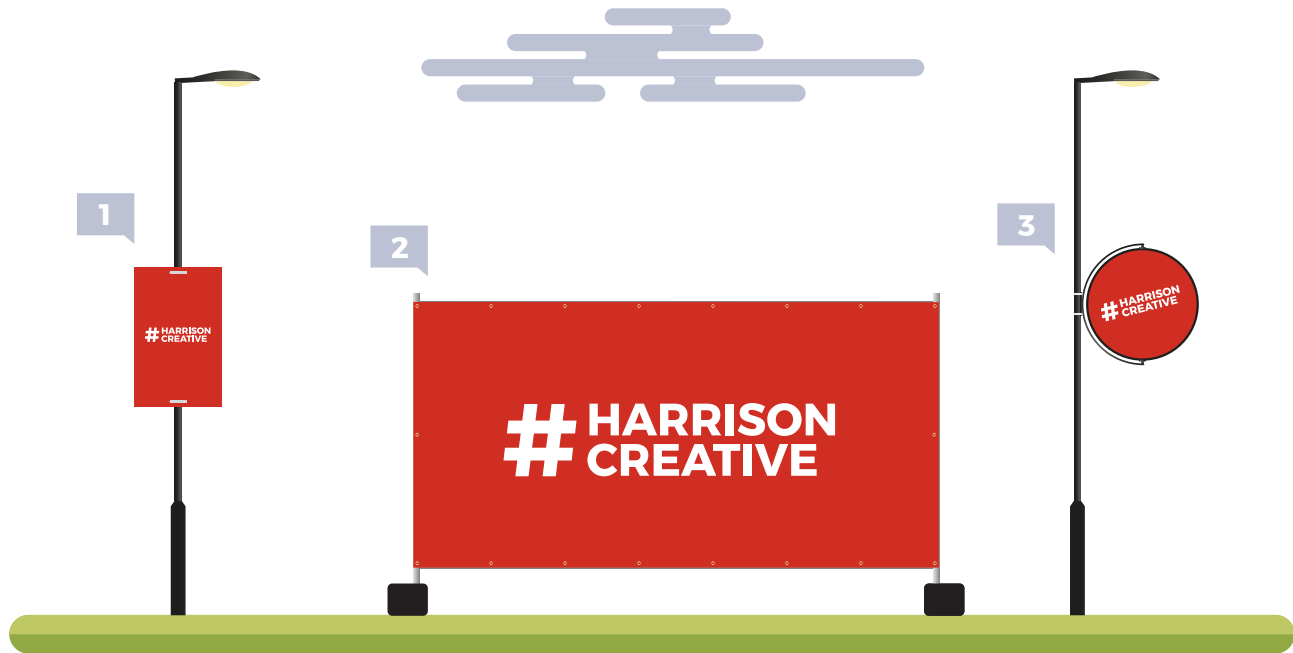
Environmentally friendly option available see page 18.



3. RACE ARCH

A brand new product, ideally used to **highlight the start and end of a smaller race**. Custom branding makes the race arch a perfect eye-catching focal point for your participants and spectators. There are multiple options available, ensuring your exact requirements are met.

Environmentally friendly option available see page 18.



ROUTE DRESSING

There isn't one part of the route which won't be seen by participants, attendees or spectators, therefore it's essential that you don't miss the opportunity to display your key messages, increase brand awareness and showcase additional messages from your sponsors as part of their packages.

Whether it's giving directions, offering encouraging messages of support to spur on those tired legs or to provide safety information, we have the perfect product, (available with hire or purchase options) for your event branding messages.

We can utilise the space in all aspects of your route - whether it's on the ground, along the edge of your route or at height on fencing, lampposts and poles, there's a number of options to suit all different races, no matter how big or small.



1. CORREX & FOAMEX SIGNAGE

Available in a **range of shapes and sizes**. Ideal for giving information or as a way finder throughout the event to improve the participant journey. Ask us about our eco-friendly option.

Environmentally friendly option available see page 19.



2. HERAS SCRIM

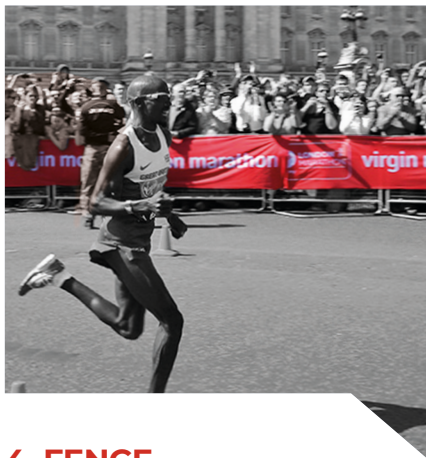
Popular at **marathons and mass participation, sporting events and ideal for screening areas**, our heras scrim is available in varying standard sizes and lengths (custom sizes available) with a number of material options. There's something to suit your individual needs and budget.



3. LAMP POST SPINNER

A brand new, eye-catching product to **enhance the branding at your event and create interest above eye level**, helping to reinforce ground level branding messages. With 360° rotation, it can be seen from all directions, ensuring your messages reach a wider audience.





4. FENCE SCRIM

Ideal for **brightening and dressing your race route**, along with showcasing your sponsors. Available as a continuous roll for easy installation and maximum impact with a variety of material options to suit your preferences.



5. BACKPACK FLAG

Perfect for **marketing on the move** and as a pacer during races. Practical, durable and comfortable to wear, it is perfect for advertising at large events and in crowded areas while continuously drawing attention from a wide audience.

Environmentally friendly option available see page 18.



6. MILE MARKER

Available for **purchase or hire**. Can be used to mark miles, as information points or for wayfinding and directional messages. For indoor or outdoor use and a number of options and styles to choose from: *Overhead, Ski Feet, Pylon*



ENGAGEMENT OPPORTUNITIES

Engaging with participants and spectators is an essential part of making any race or event successful and leaving a positive lasting impression on all of those involved.

We can help to make your event a memorable one by creating unique and engaging photo opportunities that are tailored to your exact requirements; whether it's a custom selfie board to more extravagant stage dressing, backdrops and personalised podiums.

Ensure your marketing campaign is successful and your brand exposure continues long after your event has finished with our range of products specifically designed to encourage engagement between your audience and your brand.



1. DIRECTIONAL POLE

Indispensable at large events, the Directional Pole offers a practical and eye catching way of directing spectators and participants around your event, making their experience as hassle free as possible and encouraging them to visit key areas.



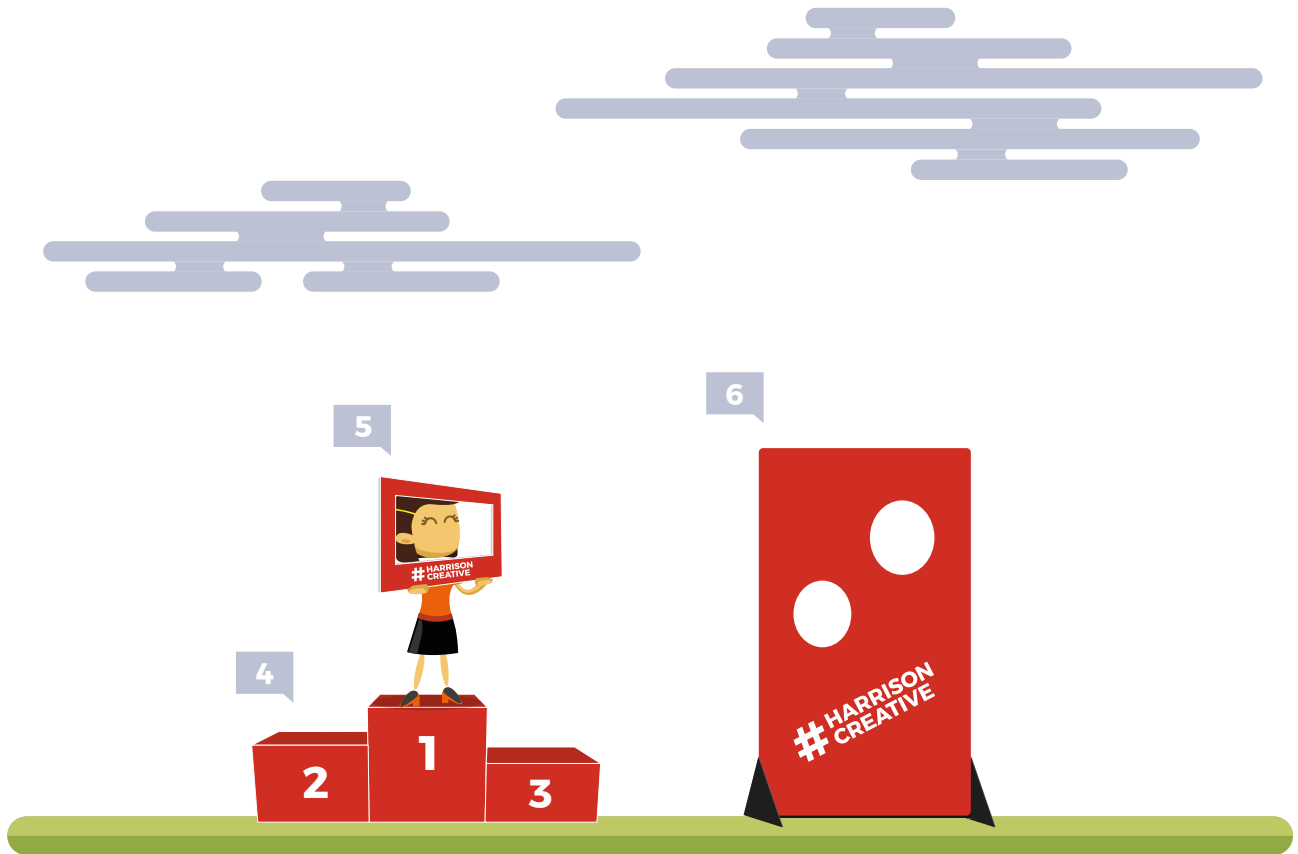
2. OUTDOOR BACKDROP

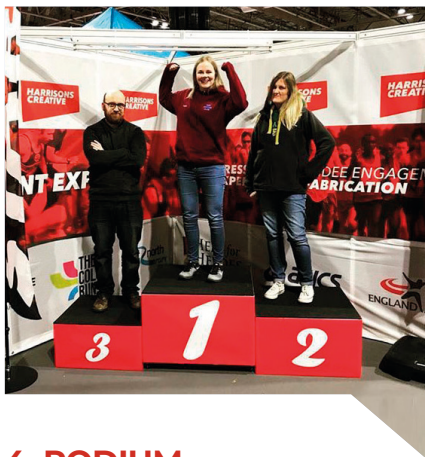
Get your message seen outdoors no matter what the weather. Ideal for photo opportunities, event information or general event dressing, this high impact backdrop can withstand harsh weather conditions to provide you with an attention-grabbing display.



3. DECK CHAIRS

A fun and simple product that helps create a relaxed environment for attendees to engage with your brand. A perfect portable branding solution to boost your social media platforms and offer race goers a place to enjoy a well earned rest, post-race!





4. PODIUM

What better way to award your winning participants than with a **three-level reskinnable, fully customisable podium**? It is the perfect opportunity to generate conversation on social media and to attract attendees and participants for fun photo opportunities.

Environmentally friendly option available see page 19.



5. SELFIE BOARDS

Fun and simple product to encourage participant engagement and **maximise your social media presence**. Add additional messages to further enhance your marketing and guarantee your race is remembered.

Environmentally friendly option available see page 19.



6. SEASIDE BOARDS

The perfect setting to attract attendees for a photo opportunity and a great way to **increase exposure at your event**. Strengthen your marketing presence with this all weather photo opportunity that will leave people with lasting memories from your event.

Environmentally friendly option available see page 19.

OUR PRODUCT RANGE



ENVIROFLAG™

An alternative to knitted polyester for all flags, feather flags, race arches, backpack flags and giant crowd flags.

Enviroflag is an eco friendly alternative to knitted polyester. Our revolutionary material is produced from recycled waste including single use plastic PET bottles and has the same durability, strength and versatility of it's knitted polyester equivalent but with a much lower environmental impact. It also meets the requirements for the OEKO-TEX 100 standards and is free from toxic elements.



ENVIROBANNER™

An alternative to PVC banners.

Our **Envirobanner** material is the latest addition to our range and offers an environmentally friendly option for all our banners and backdrops. Instead of PVC, this lightweight option is completely PVC free and has a much more environmentally friendly process, as well as being more lightweight making it easier to transport and store.

OUR ECO-FRIENDLY OPTIONS

At Harrison Creative, we are committed to reducing our impact on the environment and want to help like-minded customers do the same. We believe that your event can deliver high impact, memorable branding without compromising on sustainability. We are continuing to work with leading manufacturers to bring the latest environmentally friendly materials and products to you.

Our team can work with you to choose the best options for your site, no matter how big or small. Speak to our event branding experts to find out more about our eco friendly range.



FOAMLINE™

An alternative to Foamex for temporary signage.

The PVC free display solution that does not compromise on quality. In fact, **Foamline** is stronger and more rigid than Foamex. It also has a scratch resistant surface, which is perfect for high traffic areas at mass participation events and keeps your graphics looking their best.



BUBBLE BOARD™

A recycled replacement for Correx.

Made from 25% recycled content and 100% recyclable, **Bubble Board** is an excellent choice when considering the environment. Due to its cellular structure it is lightweight yet exceptionally rigid, and unlike Correx that has fluted walls, it will not bend or crease when subjected to high winds or other pressure. It has good resistance to impact and won't chip and mark.



Our aim is that 100% of the fabric we print is recycled or upcycled and we're proud to be the first UK supplier to offer a fabric upcycling scheme. Once your event is finished, return your fabric to us and we'll transform it into giveaways for your next event.

THE SUSTAINABLE EVENT BRANDING EXPERTS

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