



IdeaTree
Events.

STRATEGY / PLANNING / PRODUCTION

ZILKER RELAYS MARATHON KIDS, INC.

EVENT MANAGEMENT
FITNESS EVENT

OVERVIEW

Zilker Relays Marathon Kids, Inc. contracted Idea Tree Events for project management of event logistics and City of Austin permitting requirements for a popular race in its 20th year held in Zilker Park in Austin, Texas. Having relocated, the race founder recognized the benefit of having a local team present to handle logistics during the pre-planning and on-site phase.

APPROACH

Idea Tree Events collaborated with stakeholders to define and streamline processes and priorities in planning an event of this scope. Areas were identified that Idea Tree Events could fully own such as City of Austin special event permitting requirements, race route lighting, barricades, sanitation, 15 race day supply vendors and overall consulting on best practices for risk and safety mitigation. Regular check-ins with the event stakeholders allowed for clear communication regarding the current status of key milestones and progress as well as identifying any potential gaps.

OUTCOME

The behind the scenes work and on-site presence of Idea Tree Events on race days has contributed to successful races over multiple years with positive social sentiment from participants. Off-loading the labor intensive work stream such as city permitting to Idea Tree Events allowed the race organization to focus on larger, more critical priorities of one of its signature events.



IDEA TREE EVENTS, LLC
AUSTIN, TX 512-799-1861
KATE@IDEATREEEVENTS.COM