

give yourself the advantage

Case Study

The City - Bay Fun Run... and the team that keeps it running!



Client: **City - Bay Organisation**

In November 1973, Mr. Bob Clarke, along with a volunteer committee established the first City - Bay Fun Run in Adelaide. Back then only 1600 enthusiastic runners took on the 11.5 km run... fast forward to 2018, over 26,000 participants are part of this fantastic annual event.

Challenge:

To provide a full print solution covering a range of information that needed to be conveyed to the City - Bay participants prior to and on the day of the event. Liaising with key staff including the race director, event coordinator, expo manager and administration manager to work through a timeline to get print collateral required delivered on time. This included working with the Adelaide and Holdfast Bay councils for signage approval and installation as well as printing the 28-page registration booklets for the 26,000 participants.





Solution:

Utilising the Bowden Print Group's Print and Print Display services, all the needs of the City - Bay Fun Run were easily achievable.

The Bowden Print Group worked on the following print collateral with the managers during the 2 months prior to the event;

- » Bow Banners
- » Corflute Signs
- » Finish line sash
- » Registration Booklets
- » Road closure mail out
- » Vinyl Banners (Hemmed and eyeleted)
- » Fence mesh (Hemmed and eyeleted)
- » Flags
- » Labels
- » Magnets
- » Arch material signage for start and finish lines of all events
- » Race Maps

Outcome:

All signage and print material was delivered on time and the successful completion of the 2018 City - Bay by over 26,000 runners, walkers and dogs!

Process:

Print Display is a new addition to the suite of services that the Bowden Print Group offer. With the addition of specific equipment to produce outdoor signage, the team from Bowdens has all the skills to produce all types of outdoor signage. The Bowden Print Groups' Print Display service utilises an Eco-Friendly HP Late x 360 7 colour printer. Items like corflute, outdoor vinyl banners, banner fence mesh and flags can be printed quickly, efficiently and with very short lead times.

