

Race, Club & Event Editions — what to send us

Thank you for choosing a personalised, branded edition of *The Wisdom of the Run* for your runners or members — a finisher keepsake for your race, a loyalty gift for your club, or a branded edition for your event. To create it we need three things from you: **your photos**, **your logo**, and a short **welcome letter**. Everything else — the 58 wisdom cards, the quotations, the layout and the design — we supply. This sheet tells you exactly what to send. You'll upload it all through a private link we email you.

Your photos — 17 in total

What	How many	Where it appears
Cover photo	1	The front cover
Organiser photo	1	The welcome page — a start-line or club view works well
Race / club photos	14	Two for each of the seven sections of the book
Closing photo	1	The final page — a finish line or sunrise works well

Every photo: landscape (wider than tall), shaped roughly 3:2 like an ordinary photo print · JPEG · at least **1400 pixels wide** (1600 × 1067 is ideal) · sharp and well-lit. They print almost full page-width, so please avoid small or blurry phone snaps. Race-day, route, start/finish and training-ground shots all work well. Each photo also takes a one-line caption (about 6–10 words).

Your logo (and sponsor logos)

Send your **race or club logo as a transparent PNG** — that way it sits cleanly on the page with no white box behind it. A landscape or square shape works best; at least 600 pixels on its longest side. If your race has sponsors, send the **title sponsor's logo** the same way (transparent PNG) plus a short message of about 40–80 words — that adds a tasteful “With Thanks to Our Sponsors” page. Supporting-sponsor logos are welcome too. Sponsors are entirely optional.

Your welcome letter (from the organiser)

This is the one personal letter from the race or club. It opens “*Dear [name],*” automatically — each person's copy is personalised. Aim for **150–400 words** — or longer if you wish; the letter automatically resizes to fill its page, so write as much as you like. A good letter does five things: thanks the runner for taking part (or the member for their loyalty); says plainly that this is a gift; shares a little of your race's or club's spirit; connects running to life (that's the heart of the book); and signs off with a name (for example, “*The Organisers, [Race Name]*” or “*The Committee, [Club Name]*”). You may write “[name]” anywhere and we'll fill it in.

Example — *Thank you for running with us. Whatever the clock said today, you showed up, you started, and you finished what you began — and that is the whole of it. We wanted you to carry something home that lasts longer than a medal or a finisher's shirt: a little book of the wisdom of the run, gathered from the real voices of the sport, and made for you. Keep it by the door for the cold dark mornings, open it before a hard session, or let it fall open to the page that finds you. The road taught you something out there today. May these pages help you keep it. We will see you on the start line next year.*

Optional extras — a gallery and an “About” page

Two optional additions you can include at the back of the book, at no change to the price. You add them in the same upload form when you send your branding — leave them out and the book is exactly as before.

Extra	What it is
Photo gallery	Up to 12 more of your race's photos, shown four to a page with captions, near the back. It only appears if you send at least 4.
"About your race" page	A short paragraph or two about your race or club, plus your website and social handles, on a page at the very back.

How to send it all

We'll email you a **private upload link**. Open it, and you'll find a simple page with a labelled box for each photo, your logo, and the letter. Upload each photo where it belongs and add its caption — the page checks each one as you go and tells you immediately if a photo is too small or the wrong shape, so there are no surprises. It takes about 15 minutes. When you're done, press submit and we take care of the rest. Your participant or member roster (names & emails) you can hand to us separately — it never goes through the upload page.

One important note on copyright: please send only images your race or club owns or has permission to use (your official race photographer's images are ideal). We're glad to help if you're unsure what you have.