

## 2017 National Series Bid Document



### National Series Overview

The National Series consists of a number of events including Sprint, Standard, Middle and Long distance. Triathlon Ireland will look to appoint an even distribution of Sprint and Standard Distance events along with a smaller proportion of Middle and Long Distance events.

The series caters for age-group athletes with rankings based off an athlete's best sprint distance result, best standard distance result + best two other scoring races. Rankings are displayed in respective male and female 5 year age bands.

National Series events are also used for scoring points towards the age-group Club Championships.

The 2015 National Series is the winner of the Sport Tourism Sponsorship of the Year Award.

As many organisers will be aware, in 2015 the ITU introduced draft legal racing for some of its World Championships, the results of this is that Triathlon Ireland now seeks draft legal age-group qualifiers for the following Championships:

- ITU World Sprint Triathlon Championships

We would therefore encourage race organisers to consider a draft legal event while ensuring they can adhere to rules and course specifications.

### **Triathlon Ireland Objectives**

- Host a safe, fair and enjoyable event.
- Develop a high quality event in Ireland.
- Provide a series of events for age group athletes to rank themselves against athletes in their respective age group.
- Foster a friendly and competitive spirit amongst athletes in their respective age groups and between clubs.
- Allow for easy accessibility to quality racing for athletes nationwide.
- Provide a spectator friendly environment to inspire the audience.
- Provide a series of age group events which are delivered to a recognisably higher standard.
- Provide an event and series which is attractive to sponsors and funding bodies.
- Provide an event that could be considered for hosting a ITU or ETU event.

### **Benefits to a National Series Local Organising Committee**

#### **Insurance**

- Robust Public liability insurance up to €6,500,000. This applies to all sanctioned events.

#### **Entry Numbers**

- National Series events can see a 20-30% increase in demand for places resulting in an increase in revenue for the local organising committee.

#### **Public Relations**

- Media and Marketing Support:
  - Social - FB 15,00+ followers , Twitter - 10,300+ followers
  - 300,000 monthly reach on twitter
  - New articles - Pre & Post race
  - Website hits - 191,000 unique visitors in 2015
- If supplied to [media@triathlonireland.com](mailto:media@triathlonireland.com), Triathlon Ireland will, in the week before the event, publish a race preview.
- Triathlon Ireland will publish a race report (if supplied) and provisional results to [www.triathlonireland.com](http://www.triathlonireland.com) within 2 working days of the event, a comprehensive report can be published when received by the race public relations officer.
- National Series events receive preferential promotion via Triathlon Ireland media partners. Previous publications have included listings with the Irish Runner Magazine, Outsider Magazine etc however no guarantee of future listings can be given.

## **Photography**

- Triathlon Ireland will endeavour to provide an approved TI Media Photographer for National Series events and publish a photo gallery from each race within 24 hours of the event.

## **Sponsorship**

- The local organising committee (LOC) must share advertising space on the field of play and on-site branding with Triathlon Ireland along with its sponsors up to a ratio of 60:40 (LOC : TI) inclusive of finish shoot and transition area.
- The category exclusivity of Triathlon Ireland title sponsor or series sponsor cannot be infringed upon. Triathlon Ireland will work with the local organising committee where additional sponsorship is obtained locally providing no conflict of interest exists between any parties.
- Triathlon Ireland will work to ensure sponsor activity at all National Series events, however, branding may be restricted due to competitor markets and the fair distribution of resources during peak season.

## **Technical Officials**

- Highly qualified and experienced technical officials guaranteed. Technical Officials are qualified through Triathlon Ireland's internal programme based on the International Triathlon Union's training and rules.
- Technical Delegate and Referee will be appointed to all events
- Number of additional Technical Officials appointed will be dependent on expected entries, race distance and as the Technical Committee advice.

## **Motorcycle Officials**

- Triathlon Ireland trained motorcycle officials to ensure the highest quality and safety measures are employed at all National Series events.
- Number of Motorcycle Officials appointed will be dependent on expected entries, race distance and as Technical Committee advice.

## **Local Organising Committee Delivery Requirements**

### **Race Delivery**

- Must be an affiliated club or organisation for 2017 before the event will be published.
- The event and safety plan must be received a minimum 3 months prior to the event. Triathlon Ireland will provide the 2017 event and safety plan template which must be used for all events.
- The local organising committee should communicate effectively with Triathlon Ireland on a regular basis.
- Triathlon Ireland expect a member of the local organising committee to attend the race organiser conference which will be held in early 2017..

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## Prize Fund

- Prize breakdown must follow International Triathlon Union Age Group Listings and Overall podium positions.
- Prize fund and breakdown must be clearly published in advance of the race on the race website.
- Competitor feedback has provided a preference for cash prizes; please keep this in mind where possible.

| National Series Overall Prizes       |                                                                                                                                 |                                                                                                                                                                             |                                                                                                                                                                                |
|--------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Award                                | Overall 1st Male                                                                                                                | 2nd Male                                                                                                                                                                    | 3rd Male                                                                                                                                                                       |
| Award                                | Overall 1st Female                                                                                                              | 2nd Female                                                                                                                                                                  | 3rd Female                                                                                                                                                                     |
| Age Group Award both Male and Female |                                                                                                                                 |                                                                                                                                                                             |                                                                                                                                                                                |
| Age Group Award                      | 1st Place                                                                                                                       | 2nd Place                                                                                                                                                                   | 3rd Place                                                                                                                                                                      |
| E.g. 20-24                           | Prize shall be given if anyone in this age group participates. Please note overall winners and not included in age group prizes | A second place prize shall be awarded where there are at least eight competitors in the specific category. Please note overall winners and not included in age group prizes | A third place prize shall be awarded where there are at least thirteen competitors in the specific category. Please note overall winners and not included in age group prizes. |
| E.g. 25-29                           | As Above                                                                                                                        | As Above                                                                                                                                                                    | As Above                                                                                                                                                                       |
| E.g. 30-34                           | As Above                                                                                                                        | As Above                                                                                                                                                                    | As Above                                                                                                                                                                       |
| Etc etc                              | As Above                                                                                                                        | As Above                                                                                                                                                                    | As Above                                                                                                                                                                       |

- Prizes after third place in any category and the provision of “Spot” prizes are at the discretion of the race organiser.
- The prize value in each category shall be equal for male and female.

### **Registration System**

- Using the Triathlon Ireland entry system will be favoured.

### **Benefits of the Triathlon Ireland entry system:**

- Race entry fees can be transferred to you prior to the event
- Triathlon Ireland handle all customer service in relation to any queries, refunds etc
- No sign on sheets required for your event, saving a huge amount of time.
- Ability to set multiple fees for licence type holders eg Race License €50, Non Race Licence €60 and Juniors €25 all for the one event.
- Ability to Include ODM fee into the entry price for non race license holders
- Competitors can only enter the race if they meet the minimum age requirements.
- Discount codes
- Refunds available
- Allows to advertise purchase of merchandise
- Allows Athlete to see race schedule
- Payments can be made with all major credit/debit cards credit.
- Track payments and manage refunds all in one place.
- Access to reporting and analytics.
- Greater convenience for competitors as they can now locate races on the calendar and purchase them in one location
- Lowest price on the market - 5% admin charge

Mandatory Requests for your race entry system if **not** using TI entry system:

1. Triathlon Ireland Membership Number
2. Gender
3. Date of Birth
4. Emergency contact name and number
5. Medical Conditions
6. Email Address
7. Contact Number
8. Name of affiliated club if applicable

### **Results & Timing**

- Results must be returned to Triathlon Ireland in the format provided within 48 hours.

- Please ensure your timing company have a manual backup system.

#### **The Bid Timeline:**

- Submissions must be received electronically via the Triathlon Ireland website.
- The closing date for submissions is 9am, 12th September 2016.

| Date                     | Event                          |
|--------------------------|--------------------------------|
| 4th August 2016          | Opening of Bid Process         |
| 9am, 12th September 2016 | Closing Date for bids          |
| 21st September 2016      | Organisers Informed of outcome |
| W/E 2nd October 2016     | Calendar Announced             |

#### **Bid Evaluation:**

Bids will be assessed and evaluated based on the following criteria:

- a) Geographical location and the number of events in the region
- b) Time of the season/ Event Date
- c) Sprint / Standard / Middle Long Distance split. Please note in previous years we have had a shortage in Standard/Middle and Long distance applications.
- d) Experience of the local organising committee
- e) Quality of the bid application
- f) Previous Technical Official Reports
- g) Capacity of the event
- h) Prize fund offered
- i) Marketing & Communications - easy accessibility of information for competitors
- j) Quality of spectator experience
- k) Long term event development plans
- l) Course design

If you have any questions please contact the events team: [events@triathlonireland.com](mailto:events@triathlonireland.com)

#### **DISCLAIMER**

*All information contained within this document is correct at the time of publication, but is subject to change pending 2016 season review*