



2017 Triathlon Ireland Super Series Bid Document

Triathlon Ireland Super Series Overview

The Triathlon Ireland Super Series consists of six events, of which one sprint distance is assigned the National Championships and one standard distance is assigned the National Championships.

The series caters for the top male and female athletes in the country (CAT 1, circa 150 males and 100 females) providing the most competitive environment for athletes to race head to head. Triathlon Ireland launched the Super Series in 2015, modelled on the British Super Series, French GP Series and USAT Super Series.

Triathlon Ireland Super Series events will also be awarded National Series status. Events which can provide draft legal racing for the two additional Super Series waves on closed roads will be preferred.

Triathlon Ireland Super Series events benefit from attracting the highest level of competition in Ireland and generate the most media coverage and race exposure. Triathlon Ireland will be promoting the series races internationally with the intention of attracting development athletes from the home nations and further afield.

Unsuccessful Super Series applications will also be considered for the National Series.

- **Sprint Distance National Championships** (includes junior NC, 16-19 years)

The Sprint National Championships will also form part of the Triathlon Ireland Super Series and as a Championship event must be capable of holding a draft legal wave for CAT 1 Males and CAT 1 Females. Age Group Sprint National Championship waves will be non-drafting.

The Sprint National Championships will also play host to the Junior National Championships (16-19 years). Preference will be given to those who can combine along with the Paratriathlon National Championships.

- **Standard Distance National Championships**

The Standard Distance National Championships will also form part of the Triathlon Ireland Super Series and as a Championship event must be capable of holding a draft legal wave for CAT 1 Males and CAT 1 Females. Age Group Standard Distance National Championship waves will be non-drafting.

Triathlon Ireland Objectives

- Host a safe, fair and enjoyable event.
- Develop a high quality event in Ireland.
- Provide competitive racing for the country's top athletes including elite development squad athletes.
- Attract International competitors from abroad providing Ireland's top athletes with the opportunity to gain high level racing experience at home.
- Provide a spectator friendly environment to inspire the audience.
- Maximise media coverage and exposure for the Triathlon Ireland Super Series, triathlon and the event.
- 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 Triathlon Ireland Super Series Local Organising Committee

Insurance

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

Entry Numbers

- Series events can see a 30-40% increase in demand for places resulting in an increase in revenue for the local organising committee.
- Increase in competitors taking part in your event from outside your region

Video

- Triathlon Ireland will look to maximise the video coverage and exposure of Super Series events. Budgets permitting, a highlights package will be produced and published to www.triathlonireland.com and related social media channels.
- Footage will be disseminated to media partners and news channels where possible. 2016 series coverage included RTE News features and National Newspapers.

Photography

- Triathlon Ireland will provide an approved Media Photographer for all Super Series events.
- Budgets permitting, Triathlon Ireland will commission a sports agency photographer to cover the event. Images will be release to relevant national and local papers in high resolution with the intention of maximising media coverage.

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
- Triathlon Ireland will issue a press release before and after the Super Series events to the relevant National and Local Media and publish on www.triathlonireland.com.
- Triathlon Ireland will work to issue one media release 2-3 days before the event and a further media release within 24 hours of the event finishing.
- Super Series events receive preferential promotion via Triathlon Ireland media partners. Previous publications have included listings with the Irish Runner Magazine, Outsider Magazine etc.
- Attendance by Official Triathlon Ireland representative.

Sponsorship

- An improved sponsorship offering
- National focus on your event
- Triathlon Ireland will make the event finish arch available to local organising committee free of charge on request.
- Sponsorship sampling requests will be referred to Triathlon Ireland Super Series races first.

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.

Motorbike Officials

- Triathlon Ireland trained motorcycle officials to ensure the highest quality and safety measures are employed at all Series & Championship events.
- Number of Motorcycle Officials appointed will be dependent on expected entries, race distance and as the 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.
- Ability to host two waves (CAT1 Males & CAT1 Females) separate to age group waves.
- High priority will be given to events capable of hosting Super Series waves as draft legal on closed roads.
- Ability to reserve up to 100 places for male and 70 places for females CAT 1 athletes up to 21 days before the event.
- 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.

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.

Prize Fund

1) National Championship Super Series Prize Fund

- **€3000 cash** minimum monetary prize fund, see table below for breakdown.
- Prize fund and breakdown must be clearly published in advance of the race on race website.

National Championship Prize fund breakdown:

National Championship Super Series Prize Fund - €3000		
Placing	Male	Female
1st Place	550	550
2nd Place	425	425
3d Place	275	275
4th Place	150	150
5th Place	100	100

2) Super Series Prize Fund

- **€2000 cash** minimum monetary prize fund to be distributed among CAT 1 athletes, equally among top 5 male and top 5 female competitors. See table below for breakdown.
- Prize fund and breakdown must be clearly published in advance of the race on race website.

Super Series Prize fund breakdown:

Super Series Prize Fund - €2000		
Placing	Male	Female
1st Place	30% = €300	30% = €300
2nd Place	25% = €250	25% = €250
3d Place	20% = €200	20% = €200
4th Place	15% = €150	15% = €150
5th Place	10% = €100	10% = €100

Registration System

- Using the Triathlon Ireland entry system is mandatory for the Super Series wave.

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

Race Results

- 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 August 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 Distance split
- d) Experience of the local organising committee
- e) Quality of the bid application
- f) Previous Technical Official Reports
- g) Ability to provide draft legal closed roads racing for Super Series waves
- h) Capacity of the event
- i) Prize fund offered
- j) Use of Triathlon Ireland recommended timing company
- k) Marketing & Communications - easy accessibility of information for competitors.
- l) Super Series Applications are automatically considered for National Series status.
- m) Quality of spectator experience
- n) Long term event development plans
- o) Course design

If you have any questions please contact the events team: 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