



2018 Triathlon Ireland Super Series Bid Document

Triathlon Ireland Super Series Overview

The 2017 Super Series was the most successful yet with greatly increased competitor numbers, some great draft legal racing and most importantly, colourful showcase events.

In 2017, 104 athletes raced at least one of the five Super Series events, a 19.5% increase on the 87 athletes that raced in 2016 and a 108% increase on the 50 athletes that raced in 2015.

The introduction of Cat 2 classification allowed athletes to compete in the National Series while trying their hand at draft legal racing. This was one of the reasons for a 6% increase in the average number of male and female athletes that competed across each of the five races.

Ultimately however, the success of the 2017 Super Series was in no small part down to the five excellently organised and exciting races staged by City of Derry, Lough Cutra Castle Series, Two Provinces, Dublin City Triathlon and Pulse Port Beach Triathlon.

The Super Series is now entering its fourth year and Triathlon Ireland is conscious that despite its success, there remain areas for improvement, most notably around female participation. With this in

mind, Triathlon Ireland welcomes all feedback so we can work with our clubs, race organisers and members to continually evolve and improve our sport.

Introduction

This document outlines the guidance for Event Organisers to bid for any of the major event titles, detailed in the document. It details the process through which interested Event Organisers need to follow, the expectations and requirements that they will be required to meet.

- **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.

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 10-20% 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

Exposure

- The Super Series will receive extensive media support from the largest platform for endurance sports in Ireland (TI website 200,000 page views monthly, TI facebook 19,000 followers , TI twitter 11,500 followers, TI Instagram 3,000+ followers).
- Super Series events will receive preferential promotion via Triathlon Ireland media partners. Previous publications have included listings with Outsider Magazine and the Irish Independent.
- Each Super Series event will be previewed on TI's platforms in the week before race day, bringing your triathlon to the forefront of Irish endurance community and bolstering its reputation to enable future growth.
- Triathlon Ireland's media team will be present at every Super Series event and will provide live or close to live video and text updates on TI's social platforms.
- Triathlon Ireland will publish a race report and budgets permitting, a video highlights package for each Super Series event.
- Triathlon Ireland will distribute a press release race report to all its media contacts within five hours of the conclusion of each Super Series event.

Photography

- Triathlon Ireland will at its cost, provide at least one approved TI Media Photographer for all Super Series events and publish a photo gallery from each race within 24 hours of each event.

Race Support

- Triathlon Ireland's dedicated race activation team and all current equipment will be made available for each Super Series event. Race equipment includes finishers arch, swim booms and buoys, finish line decorations and generator.
- The Sungard AS recovery area will be made available to Super Series events, subject to the local race organisers ability to provide sufficient volunteers to assist with erection and dismantlement.

Sponsorship

- Sponsorship opportunities from existing TI partners will be referred to Triathlon Ireland Super Series races.
- Triathlon Ireland's race activation team will work to ensure sponsor activity at all Super Series events, however branding may be restricted due to competitor markets and the fair distribution of resources during peak season.
- 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.

Technical Officials

- Highly qualified and experienced technical officials guaranteed. 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 2018 before the event will be published.
- Ability to host two waves (Super Series Males & Super Series Females) separate to age group waves.
- Super Series waves are draft legal and are required to be on closed roads.
- Ability to reserve up to 100 places for male and 70 places for females 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 2018 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 expects a member of the local organising committee to attend the race organiser conference which will be held in early 2018.
- All events will be required to comply with TI's Anti-doping policy and provide the necessary information in advance, in case testing occurs at their event.

Prize Fund

1) National Championship Super Series Prize Fund - 2018 TBC

- Please note there will not be any increase in 2018. Exact Prize fund -TBC
Note: 2017 Fee was €2550

2) Super Series Prize fund - TBC

- Please note there will not be any increase in 2018. Exact Prize fund -TBC
Note: 2017 Fee was €1700

- Prize fund and breakdown must be clearly published in advance of the race on race website.

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.
- Competitors can only enter the race if they meet the minimum age requirements.
- Discount codes
- Refunds available
- Allows to advertise purchase of merchandise to competitors
- 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.

Date	Event
9 th October 2017	Opening of Bid Process
9am, 30 th October 2017	Closing Date for bids
6 th November 2017	Organisers Informed of outcome
W/E 10 th November 2017	Calendar Announced

Bid Evaluation:

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

- Geographical location and the number of events in the region
 - Time of the season/ Event Date
 - Sprint / Standard Distance split
 - Experience of the local organising committee
 - Quality of the bid application
 - Previous Technical Official Reports
 - Ability to provide draft legal closed roads racing for Super Series waves
 - Capacity of the event
 - Prize fund offered
 - Use of Triathlon Ireland recommended timing company
 - Marketing & Communications - easy accessibility of information for competitors.
- I) Super Series Applications are automatically considered for National Series status.**

- m) Quality of spectator experience
- n) Long term event development plans
- o) Course design
- p) Submission and communication with Triathlon Ireland events team

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 2017 season review