



PROGRAM & SERIES

PURPOSE

1. To raise the profile of Canadian road running events who, in turn, will offer a superior participant experience
2. To increase the number of high-level road running events in Canada
3. To improve the consistency in competitive events and categories
4. To create value for race organizers serving as a valuable marketing tool with sponsors, media, governments, etc.
5. To increase the number of competitions whereby Canadian athletes can earn World Ranking points
6. To lead a National Road Race Series Anti-Doping Program to be facilitated by the Canadian Centre of Ethics in Sport (CCES)

VALUE TO RACE ORGANIZERS

Via World Athletics:

- Publication on the World Athletics Global Calendar
- Use of World Rankings Competition label for use on official website documentation, and promotional material (For World Athletics Label Road Races Only)
- Processing and publication of the race's full results
- Athletes' profiles created and updated as required
- Awarding of World Ranking points according to the corresponding category
- Evaluation of the competition through the Competition Performance Rankings

Via Athletics Canada (For WA/AC Road Race Labeled Events):

- AC Technical Delegate assigned to support event in applying World Athletics Rules & Regulations
- Enhanced listing on Athletics Canada Events Calendar
- National event exposure and increased economic impact on tourism
- Use of Athletics Canada Road Race Label on all promotional materials
- Athletics Canada Social media promotion (Twitter: 40.1K; Instagram: 44.5K; Facebook: 26K)
- Athletics Canada Newsletter features and promotion
- Eligible to host Canadian Championship Series Event (5km, 10km, Half, Marathon)
- Valuable marketing tool with sponsors, media, govt, etc.
- Community of Practice among Event Directors in the Series (i.e., networking, best practice sharing, etc.)

COMPETITION ELIGIBILITY REQUIREMENTS

For consideration for the 2024 Athletics Canada Road Race Label Program & Series races must meet the following eligibility requirements:

- Race must be sanctioned by World Athletics & World Para Athletics
- Race must be sanctioned by a Provincial/Territorial Branch
- Race must meet the Athletics Canada Road Race Label Minimum Requirements
- Pay a "Label Fee" to cover World Athletics Sanctioning Fee (\$25 USD), contribute to the funding of the National Road Race Series Anti-Doping Program, and to support the nationwide promotion of the Series. The Label Fee for 2024 is: \$1,000.

APPLICATION TIMELINE

- **Applications Close:** Sept 30, 2023
- **2024 Series Announcement:** October 2023

MORE INFO

www.athletics.ca/get-involved/race-directors/sanctioning-and-labeling/

Questions may be directed to:

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WORLD ATHLETICS WORLD RANKING SYSTEM – A BRIEF OVERVIEW

World Athletics has undertaken to create a global Ranking System where athletes score points based on a combination of result and place depending on the level of the competition in which the result is achieved. The ranking is then based on their average score over a certain number of competitions in a defined period of time. The calendar of the competitions, where athletes can score ranking points, is limited to competitions holding a World Athletics Label and/or Sanctioning. Events without a World Athletics Label or Sanctioning will not have their results processed for inclusion in the World Rankings.

More information on the World Rankings can be found on the World Athletics website.