



ATHLETICS CANADA ROAD RACE LABEL PROGRAM & SERIES

INTRODUCTION

As stated in its 2028 Strategic Plan, Athletics Canada aims to develop an “Increased number of high-level competitions in Canada”. To achieve this Athletics Canada aims to work closely with its Provincial/Territorial Branches, Clubs, Local Organizing Committees (LOCs), and Race Organizers to develop a National Road Race Label Program and Series.

The purpose of this label program and series is to:

1. Raise the profile of Canadian races who, in turn, will offer a superior participant experience
2. Create value for race organizers serving as a valuable marketing tool with sponsors, media, governments, etc.
3. Increase the number of high-level competitions in Canada
4. Increase the number of competitions whereby Canadian athletes can earn valuable World Ranking points
5. Improve the consistency in competitive events and categories
6. Reduce the amount of travel required by Canadian Athletes
7. Help to develop athletes for future National Team representation

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.

World Athletics has the exclusive right to determine to which Category a given competition should be assigned. WA Label events will be categorized based on their category of label while all other World Athletics Sanctioned competitions (other than National Senior Championships) will be placed in category E. 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 [here](#).

COMPETITION ELIGIBILITY REQUIREMENTS

Race Directors wishing to have their events considered for the 2024 Athletics Canada Road Race Label Program & Series must meet the following eligibility requirements:

- Competition must be sanctioned by World Athletics & World Para Athletics
- Competition must be sanctioned by a Provincial/Territorial Branch
- Competition must align with one of the Competition Label Minimum Requirements outlined below

MINIMUM REQUIREMENTS FOR APPLICATION – MATRIX

(See World Athletics “C1.6 - Label Road Race Regulations” for full documentation)

[illegible]

Prov/Terr Branch Sanctioning	Required	Required	Required	Required	Required	Required
Timing	Fully Automatically Timed performances (F.A.T.) Transponder Timed performances (T.T.)	Fully Automatically Timed performances (F.A.T.) Transponder Timed performances (T.T.)	Fully Automatically Timed performances (F.A.T.) Transponder Timed performances (T.T.)	Fully Automatically Timed performances (F.A.T.) Transponder Timed performances (T.T.)	Fully Automatically Timed performances (F.A.T.) Transponder Timed performances (T.T.)	Fully Automatically Timed performances (F.A.T.) Transponder Timed performances (T.T.)
Live Broadcast (TV or Web Streaming)	In the host country/territory: race highlights on TV or web-streaming.	In the host country/territory: race highlights on TV or web-streaming.	In the host country/territory: race highlights on TV or web-streaming.	In the host country/territory: race highlights on TV or web-streaming.	Recommended	N/A
Technical Delegate	WA Technical Delegate	WA Technical Delegate	WA Technical Delegate	WA Technical Delegate	Athletics Canada Technical Delegate	N/A
Program (Events)	5km, 10km, ½ Marathon, Marathon. Plus “Classic races” over standard or non-standard distances.	5km, 10km, ½ Marathon, Marathon. Plus “Classic races” over standard or non-standard distances.	5km, 10km, ½ Marathon, Marathon. Plus “Classic races” over standard or non-standard distances.	5km, 10km, ½ Marathon, Marathon. Plus “Classic races” over standard or non-standard distances.	5km, 10km, ½ Marathon, Marathon. Plus “Classic races” over standard or non-standard distances.	N/A
Sustainability	Min 90 Points	Min 60 points	Min 45 points	Min 30 points	N/A	N/A
Athletics Canada National Championship Series Eligible	Yes	Yes	Yes	Yes	Yes	No
Elite Athlete Program						
Elite Field	7 + 7 gold athletes, at least 3 + 3 of which must be platinum athletes	5 + 5 gold or platinum athletes	5 + 5 elites (1115 points standard in 2021, 2022 or 2023)	N/A	N/A	N/A
Prize Purse Minimum	Not Stated	\$140,000 (8 deep/gender)	\$70,000 (8 deep/gender)	N/A	\$5,000 CDN (4 deep/gender)	N/A

(Marathon / Other distance)		/ \$48,000 (5 deep/gender)	/ \$24,000 (5 deep/gender)			
Anti-Doping	12 tests (6 men and 6 women) including 6 with EPO analysis	10 tests (5 men and 5 women) including 5 with EPO analysis	8 tests (4 men and 4 women) including 4 with EPO analysis	4 tests (2 men, 2 women) including 2 with EPO analysis	At the discretion of Athletics Canada & CCES	N/A
Elite Athlete Hotel	Minimum 3 star (***) (Wheelchair accessible)	Minimum 3 star (***) (Wheelchair accessible)	Minimum 3 star (***) (Wheelchair accessible)	Minimum 3 star (***) (Wheelchair accessible)	Minimum 3 star (***) (Wheelchair accessible)	N/A
Elite Athlete Transportation	to/from hotel, stadium, airport, train station including wheelchair accessible options	to/from hotel, stadium, airport, train station including wheelchair accessible options	to/from hotel, stadium, airport, train station including wheelchair accessible options	to/from hotel, stadium, airport, train station including wheelchair accessible options	to/from hotel, stadium, airport, train station including wheelchair accessible options	N/A
Elite Wheelchair Racing Chairs	Transport and storage	Transport and storage	Transport and storage	Transport and storage	Transport and storage (recommended)	N/A

By applying for competitions to be considered for World Rankings, Road Races undertake to:

- I. Conduct the competition according to World Athletics Rules and Regulations;
- II. Be responsible for any non-compliance with World Athletics Rules and Regulations which could lead to results no longer being considered for World Athletics statistical purposes following investigation;
- III. Send to Athletics Canada, in a clear, timely and co-ordinate process, the complete results post each competition.

VALUE TO RACE ORGANIZERS

- Via World Athletics:
 - Publication on the World Athletics Global Calendar showing:
 - Competition name
 - Venue
 - Date
 - World Rankings category
 - Additional information (link to competition website, contact information, events staged, etc.)
 - Use of World Rankings Competition label for use on official website, documentation, and promotional material

- 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):
 - Enhanced / unique listing on AC National Events Calendar
 - National event exposure and increased economic impact on tourism
 - Use of Athletics Canada Road Race Label on all promotional materials
 - AC Social media promotion
 - AC Newsletter promotion
 - Eligible to host Canadian Championship Series Event (5km, 10km, Half, Marathon)
 - Valuable marketing tool with sponsors, media, governments, etc.
 - Community of Practice among Event Directors in the Series (i.e., networking, best practice sharing, etc.)
 - ***WA Sanctioned Races will be listed on AC National Events Calendar

APPLICATION TIMELINE

- **Applications Open:** August 2023
- **Applications Close:** Sept 30, 2023
- **2024 National Road Race Series Announcement:** October 2023

If you have any questions, please contact:

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