

# IAAF ROAD RACE LABELS

The IAAF Road Race Label

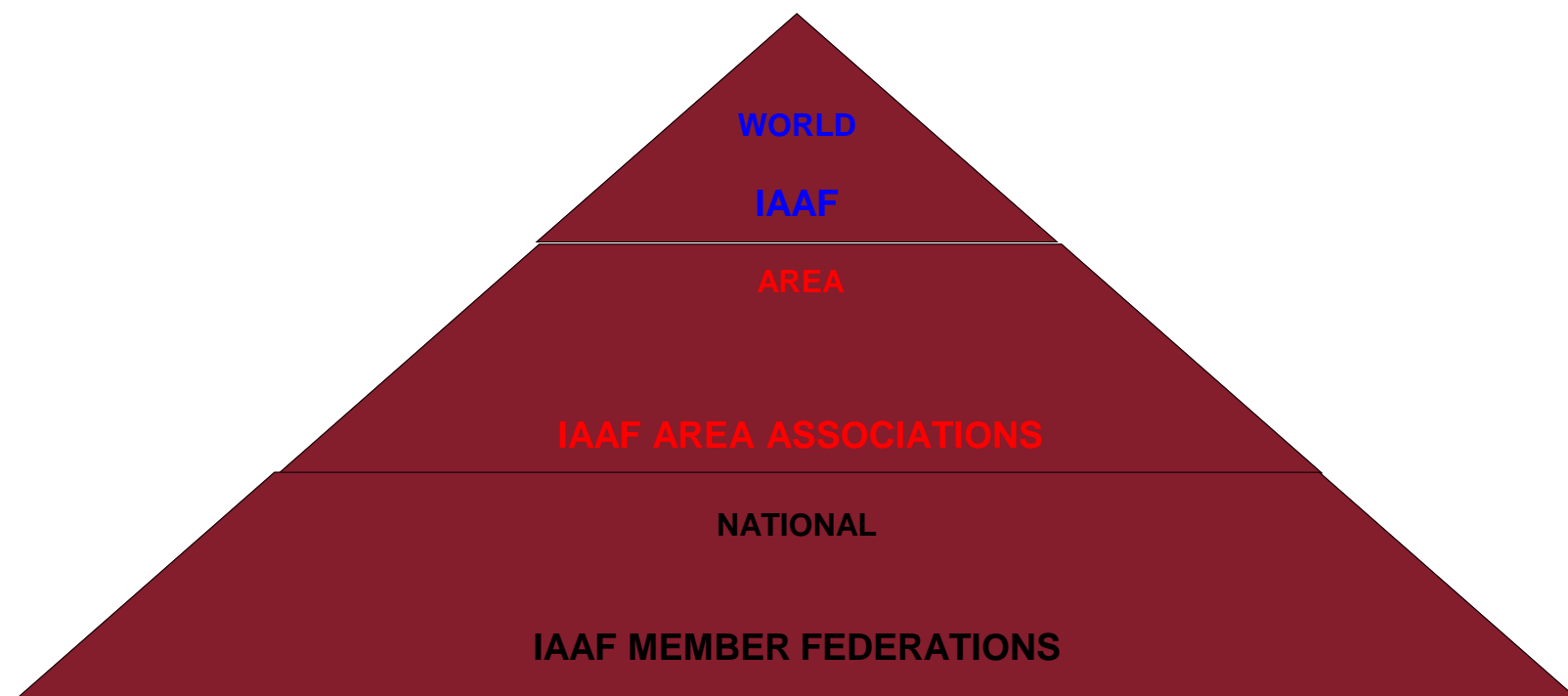
## The IAAF in Numbers

Date of creation 1912

6 Area Associations

213 Member Federations

## Responsibilities within IAAF Structure



## Some Key Dates

- 1992 first IAAF World Half Marathon Championships
- 1994 IAAF & AIMS agree to work together on Course Measurement and jointly appoint Measurers
- 2003 IAAF Congress approves introduction of official World Records for Road Races (previously World Bests)
- 2006 IAAF publishes list of Qualifying Marathons for Olympics and IAAF World Championships
- 2006 Special Working Group set up to advise on IAAF and Road Running Matters
- 2007 Creation of IAAF Road Running Commission
- 2008 Introduction of IAAF Road Race Labels

## Why an IAAF Road Race Label?

- The IAAF Labels for Road Races are intended to:
- Recognise and Reward Leading International Road Races
- Encourage Organisers to Aspire to Excellence
- Create a dialogue with Race Organisers
- Help identify ways in which we can work together for the benefit of all parties
- Promote Road Running among the Athletics Community
- Promote the IAAF and Athletics to the Road Running Community

## Basic Principles

- IAAF Road Race Labels are subject to Application by the Race Organisers
- Applications are sent to IAAF and the Member Federation at the same time
- Applications must be countersigned by the IAAF Member Federation
- IAAF makes NO CHARGE for an IAAF Road Race Label
- Member Federations MAY NOT CHARGE ANY FEE for signing the Application
- The Member Federation should inform IAAF of any reason for not countersigning an Application

## Strict Criteria

- Races aspiring to an IAAF Label are expected to satisfy extremely high standards:
- **Measurement**
- All IAAF Label Races must have been measured by an IAAF/AIMS A or B measurer within the 5 years preceding the race. There must have been no changes to the course since that measurement
- **Health and Safety**
- All IAAF Label Races must satisfy minimum requirements with respect to the health and safety of participants and officials, particularly in matters of road closures and provision of water stations and general medical assistance

## Strict Criteria

- **Timing and results**
- All IAAF Label Races must provide full electronic timing and, where possible, transponder (chip) timing for all participants. Results should be available in a timely manner.
- **Media and Promotion**
- All IAAF Label Races should provide the best possible services and facilities to Media commensurate with local constraints and possibilities. Good facilities for Media mean good promotion of the Race and of our sport!
- **Anti-Doping**
- All IAAF Label Races are expected to carry out a certain number of tests for doping including EPO, in accordance with the prevailing IAAF/WADA Anti-Doping Guidelines



## Strict Criteria

- **Elite Fields**
- IAAF Label Road Races are required to have both elite Men and Women fields of a minimum of 5 athletes of each gender who have performed at the level indicated in the current Regulations and in the Applications Forms
- Exception is made only for Single Gender Elite Invitational Races where only one gender is required, but in all cases at least 5 different nationalities must be represented at the appropriate level
- The intention is to ensure DIVERSITY of the elite fields at the highest level, hence encouraging wider participation

## Strict Criteria

- TV coverage is required for all IAAF Gold and Silver Label races
- Gold Label Races must be able to demonstrate TV coverage in at least 5 foreign territories of at least 2 hours for a marathon and pro-rata for shorter distances
- Silver Label races must have at least domestic coverage of at least 2 hours for a marathon and pro-rata for shorter distances
- *TV coverage helps the promotion of the sport as a whole and adds great value to the individual race. The wider the coverage the greater the value!*

## Permits versus Labels

- In 2007 - 6 Applications for an IAAF Road Race Permit
- In 2009 - 60 Applications for an IAAF Road Race Label for 2010



# IAAF Road Race Labels



## IAAF Road Race Labels 2010

Silver 23

Gold 20

Bronze 7



# IAAF Road Race Labels



## Road Race Label Certificates

International Association of Athletics Federations



### ***IAAF Road Race 2010***

*We hereby certify that*

Virgin London Marathon

*Has been awarded the*

IAAF Road Race Gold Label

A blue ink signature of Lamine Diack.

Lamine Diack  
IAAF President

A blue ink signature of Pierre Weiss.

Pierre Weiss  
IAAF General Secretary



# IAAF Road Race Labels



## IAAF Road Race Promotional Banners

Races can display this board/banner in the last 100 metres, increasing public awareness of the association between Athletics and Road Running and between the Race and the IAAF. Labelled Races are promoted in a special section of the IAAF website.



## A quote from the Road Running Commission report to Council

“Many of the 213 Federations are proactive, a number are disinterested in road running, whilst there are others who try to exert their authority at all costs and see the road races purely as a source of revenue whilst making no contribution themselves to the races.

Road Running is the biggest participation area of the sport of athletics and is the first introduction to athletics for millions of people. There needs to be a quid pro quo for any fees charged by a Federation, which should be reasonable.

Federations and races should try to work together in harmony.”