



RRCA Championship Bidding Information & Instructions

GENERAL INFORMATION

Purpose of the RRCA Championship Event Series

Since 1958, the RRCA has awarded championship events through a competitive bidding process at the National, Regional, and State level to RRCA member clubs and events to promote the sport of distance running.

The goal of the RRCA Championship Events is to shine a spotlight on well-run events and to award top performing runners in the open, masters and grand masters categories for both men and women.

The RRCA leverages sponsorship opportunities through the Championship Event Series that are designed to support the event host.

RRCA Championship status helps events attract sponsors and media attention for their event. A championship designation communicates to athletes and the community that the race organizers have agreed to follow approved guidelines in the conduct of the event. The RRCA establishes guidelines and standards for championship races, but organization, promotion, and management of the event is the responsibility of the event host.

Eligibility for an RRCA Championship Designation

Only RRCA member clubs and events in good standing may bid for an RRCA Championship designation. The event must be at least in its second year of operation. RRCA Championship Events are encouraged to start as RRCA State Championships then bid to be Regional then National RRCA Championships. However, well-established events may bid directly for Regional and/or National Championship designation. See Requirements for Championship Event Consideration section for more information.

RRCA's Role in the Championship Event Series

The RRCA establishes and manages the bidding process, outlines guidelines for championship event standards and safety expectations for the event. The RRCA also secures sponsorships for the Championship Event Series that are then passed on to the event hosts. The RRCA has clearly outlined branding expectations and assists with race promotion through the RRCA calendar and coverage of events in RRCA publications.

RRCA CHAMPIONSHIP DISTANCES

The RRCA Championship designation is awarded for the following standardized distances at the State, Regional & National level on an annual basis:

- **5 K**
- **10 K**
- **10-Mile**
- **Half Marathon** (13.1 miles)
- **Marathon** (26.2 miles)
- **Ultra** (any distance over 26.2 miles)
- **Cross Country** (variable distance; only one event)

(State Reps and Regional Directors may grant additional State or Regional Championship Event distances as requested, but only after the standard distances have been awarded.)

An event can only be awarded one RRCA Championship designation. However, if the event has multiple distances, the event may be considered for State, Regional or National status for the various distances in the event.

REQUIREMENTS FOR CHAMPIONSHIP EVENT CONSIDERATION

1. Race Management Guidelines. Your event organizing committee must agree to follow the **RRCA Guidelines for Safe Road Races**, which includes a no headphone policy for the event. Runners' safety is paramount and your bid must demonstrate that safety is a number one priority for your event. You must also demonstrate the ability to plan and conduct a high-quality event, which includes an experienced race organizing team and demonstrated success of the proposed event.

If a race is bidding for State Championship status and it is the first year of the race, the State Rep will use his/her discretion as to the safety and quality of the race for designation purposes. No first time events will be considered for Regional or National Championship designation.

2. Course Certification. The course must be one of the RRCA standard distances outlined above and be USATF-certified to ensure the correct event distance. The course must be certified no less than 30-days prior to the scheduled race date. Course certification is waived for courses that cannot be certified such as Cross Country events and ultra events on trails.

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REQUIREMENTS FOR CHAMPIONSHIP EVENT CONSIDERATION

3. Runner Eligibility. The RRCA Championships are open to all runners of any nationality and ability and there are no requirements of membership in any organization. RRCA National winners may reside in any country. RRCA Regional winners should reside in a state within the designated region for the event, however these winners may still be citizens of other countries residing in the US. RRCA State Championship residency requirements for winners are set at the discretion of the RRCA State Rep.

4. Award Divisions, Depth & Duplication. All RRCA Championship Events shall identify and recognize the male and female winners in each of the age-group categories listed below. *The RRCA also encourages the use of 5-year age categories from 18 and under and the 75-90+ age groups if runners in those age groups are entered in the event. The depth (the number of place awards given) in each division is at the discretion of the host club.

18 & under	30-34	45-49	60-64	75+*
19-24	35-39	50-54	65-69	
25-29	40-44	55-59	70-74	

For purposes of RRCA Championship Awards, the first open, master (40 and over), grandmaster (50 and over), and senior grand master (60 and over) male and female winners will receive RRCA Awards at the Regional and National Championship Races compliments of the RRCA. State Championship Awards are given at the discretion of the State Rep and one State Championship event will be designated by the State Rep to receive free awards.

RRCA Championship awards are above and beyond the race's awards. A separate winner should be designated for each award. For example, if a 40-year old person wins the overall then they should be given the RRCA Open Champion award. The second fastest person over 40 should receive the RRCA Masters Champion award. No person should receive the RRCA Champion award twice in one event.

5. Club & Team Competition. Club and Team competitions are optional and left to the host club to determine as part of their championship event. The RRCA highly encourages club competitions at RRCA Championship events. RRCA Clubs for club competition are designated as nonprofit running clubs that are all volunteer-managed. Team competitions would include competitive teams that are sponsored or managed by a paid staff person or coach. Bids should clearly outline if a club or team competition will be part of the Championship event so the RRCA can make considerations for providing awards for these categories. One club competition award will be provided at the RRCA National Championship held in conjunction with the RRCA Convention.

6. ADA Compliance. The event should make every effort to comply with the USATF guidelines on ADA compliance for disabled athletes. Bids should outline if awards will be provided for challenged athlete categories.

7. Entry Fees. Entry fees must be reasonable for what runners will receive. Races are encouraged to seek sponsorships to provide a high quality race and desired amenities while keeping entry fees reasonable. Hosts should utilize the RRCA Championship event sponsors as much as possible in the production of their event. RRCA Championship sponsors provide products, discounts for finisher awards, discounts for race shirts, and more.

Events bidding for a Regional designation are encouraged to provide free or, at a minimum, guaranteed entries to RRCA State Champions from the selected distance. Events bidding for the National designation are encouraged to provide free entries to all RRCA Regional Champions from the selected distance.

7. Promotion. A strong effort must be made to publicize and promote your RRCA Championship Event designation within your race budget. Visibility must be provided to the RRCA on the event website homepages, in press releases, brochures, promotional materials, emails, awards ceremony, official results and related items. Race materials should prominently display the RRCA Championship logo and the phrase "RRCA State/Regional/National Championship" or similar language under the race logo.

See the "**Branding Your RRCA Championship Event**" flier posted on our website for our branding expectations of your event. If awarded a designation, you will be expected to brand your event to our stated expectations. You must be willing to include the RRCA Championship flier in your event race bags along with fliers provide by RRCA Championship sponsors at no cost to the RRCA. You must be willing to hang an RRCA Championship banner or include the RRCA Championship logo on race banners.

CHAMPIONSHIP BID SUBMISSION PROCESS

1. Review the event requirements in this document and ensure your event can and will comply with our requirements.
2. Determine the appropriate designation for your event – State, Regional or National.
3. All bids must be made using the RRCA Championship Online Bid Form. See www.RRCA.org/programs/championships for the form link.
4. Complete the online bid form, print a copy for your records, and click submit. You will be notified of the status of your bid once championship designations are awarded.

CHAMPIONSHIP BID SUBMISSION DEADLINES

To ensure events have an opportunity to compete for all Championship designation levels, the deadlines for National, Regional, and State Championship bids are staggered as follows.

National Championship Bid Deadline: January 31st

Bids for National events are awarded one year in advance for marketing purposes. National **Championship bids are due by January 31st** for the next year. For example, bids for the 2011 National Championship events will be due on January 31, 2010.

There is a \$250 marketing fee for each race selected as an RRCA National Championship event. These fees assist with RRCA marketing of the National Championship Event series.

Regional Championship Bid Deadline: October 1st

Bids for **Regional Championships are due by October 1st** for the following year. For example, bids for the 2010 events are due on October 1, 2009. There is no marketing fee for regional championships

State Championship Bid Deadline: November 1st

Bids for **State Championships are due by November 1st** for the following year. Events that do not receive a Regional designation will be considered for State Championship status after the Regional selection. There is no marketing fee for regional championships.

To ensure a full slate of standard race distances for the RRCA Championship Event Series any distance not designated after the bidding period will be filled on a first come first served basis for qualified races.

Any questions about information contained in this document or about the Championship designation can be addressed by sending an email to:

programdir@RRCA.org



Sponsorship Opportunities for RRCA Championship Event Hosts

Gatorade

Races that have been designated as a State, Regional, or National Championship Event may receive Gatorade sponsorship as long as the event meets the following criteria:

- 10 K distance or longer (5 K National Championship may receive Gatorade);
- 400 finishers or more, in race events that are 10 K or greater distance
 - A cap may apply for races over 5,000 participants, however product may be purchased through the RRCA-Gatorade purchase program to cover additional participants);
 - Ultra distance races (50K+) with 400 or fewer participants may receive Gatorade
- Race must be a nonprofit organization. For profit events may take advantage of the RRCA-Gatorade purchase program that provides approximately a 25% discount on cups and powdered mix.
- If awarded Championship status you must submit your request for Gatorade at least **12 weeks in advance of your event**.
- You must submit a post race report to Gatorade within **3-weeks** of your event or you will not receive product the following year.

RRCA Championships may not seek other sport drink sponsors for their events if they utilize the Gatorade Sponsorship. You must display the Gatorade logo on your materials as a sponsor of your event.

Sports Authority

RRCA National & Regional events will receive eight gift cards for the male and female open, masters, grand masters, and senior grand master winners as follows:

- \$100 gift cards for National Champions
- \$50 gift cards for Regional Champions

All RRCA Championship events will receive participant discount cards that are RRCA – Sports Authority co-branded for inclusion in race bags. All National and Regional events will be provided with a Sports Authority Banner to hang at the event in consideration for the championship gift card prizes. The RRCA will refer to all RRCA National Champions as presented by Sports Authority.

Ashworth Awards

RRCA National and Regional Championships receive six awards from the RRCA and Ashworth Awards for their male and female overall, masters, grandmasters, and senior grand masters winners. One State Championship event per state will also receive eight awards. State Championship awards will be provided at the discretion of the RRCA State Representative. Ashworth Awards will also provide a 10% discount to RRCA Championship events for finisher medals/awards. Ashworth Awards clients included the Boston Marathon, the Marine Corps Marathon, Ironman World Championship, and much more.

FuelBelt

Free Bib Numbers - Championship races are eligible to receive free bib numbers for race participants with the race name included. Bibs are sponsored by FuelBelt and supplied by Rainbow Racing. Championship races choosing not to receive free bibs can still receive deeply discounted pricing on bibs by placing an order directly with Rainbow Racing and mentioning RRCA.

RRCA Championship Flier

All RRCA Championship events will receive the RRCA Championship flier that includes information about the RRCA and also provides great discount offers from RRCA Corporate Supporters. RRCA Championship events must include the flier in race bags out at packet pick-up without charging the RRCA an insertion fee.

RRCA Championship Event Marketing

The RRCA will outline the National and Regional Championship series in *Club Running* magazine and will refer readers to the RRCA Championship event calendar online to help market the RRCA Championship Event Series. The RRCA will include post race reports for a variety of championship events in *Club Running* magazine and in the RRCA Running News.

