

September 28, 2011

## **USATF – New England invites you to bid for one of our seven 2012 Road Race Championship Grand Prix races!**

Going into its 27th year, the USATF-New England Grand Prix series consists of seven races at distances from 5K to the marathon. Championships are held at 5k, 5 miles, 10k and marathon, two races at distances of 12k through 30k, and a “wild card” which can be a third longer race; a second race at a same 5-30km, or a unique challenge event.

### **Why be part of the Championship series?**

- The race can expect increased participation of **25 to 30%** or more for 1<sup>st</sup> time championships; some have more than doubled. Championships have great depth of quality as well
- The proven increase in numbers which come with championship designation can help your race with improved publicity and prestige when presenting the events to your community and sponsors.
- The Grand Prix series, a club-based series, draws multiple runners from teams.
- Runners who complete all seven races and earn “Ironrunner” status get awards with race logos.
- Championship races receive **free advertising** in the 2012 New England Runner calendar, on Coolrunning, an entry printed in the USATF-NE newsletter, and other media listings.

### **What are runners and clubs looking for?**

- The 2011 series included events from 500 to 2500 entrants with \$1000 to \$20,000 in prize money and ran from March through October.
- Team prize money must be limited to New England clubs. Where there is individual money, a portion must be limited to New England-athletes-only. Amounts have varied by race and by year.
- Runners are looking for quality events spread throughout the region and from February through late October which will offer an interesting, exciting, and fair competition schedule.

### **What's needed on your part?**

- The race course must be certified for distance to assure record and ranking eligibility
- The race must obtain a USATF Sanction (discounted if the event has other insurance).
- There is a \$600 Championship fee for races up to 1000 runners, \$700 for races of 1001+
- The suggested minimum for team prize money is \$2000
- The race must submit a bid and make a presentation at the Grand Prix review meeting
- Full race requirements and the new selection process are posted at [www.usatfne.org/road](http://www.usatfne.org/road)

**Monday, November 7, 2011, 7:00 p.m.**

**Site: Brandeis University, Waltham MA  
Napoli Room in the Gosman Sports Center**

**The procedure in use since since 2009 - all races make presentations on November 7.  
A committee of clubs will review, discuss, and present up to four options for the 2012  
competition series to be voted on by members online between November 14 and November 21.  
This allows better scheduling and more members to take part in the voting**

### **How do the numbers stack up?**

- Most races bring in an additional 200 to 300 runners
- This amounts to a significant increase in entry fees - at \$25 per entrant,  $250 \times \$25 = \$6250$
- Most race costs are fixed – Police, Port-a-Johns, Permits, Tents, Facilities, Timing
- The variable costs are still minimal – T-shirts, Timing, Food/Water
- The rights fee is \$600 (up to 1000 runners) or \$700 (1001 or more runners)
- Prize money varies. Team prize money is typically at least \$2000
- The cachet of a Grand Prix Championship can bring in more sponsorship and more runners. Many times the sponsor picks up the cost of the T-shirts.