



TRIATHLON NZ EVENT INFORMATION

**TRIATHLON NZ NATIONAL CHAMPIONSHIP AND SELECTION EVENT
INFORMATION AND COMMUNICATIONS
JUNE 2018**

INTRODUCTION

Congratulations on being awarded a Tri NZ National Championship and/or Selection Event. We are looking forward to working with you to deliver a successful event.

To support you with this National Championship and/or Selection Event please find some steps below which will ensure maximum recognition and exposure of your event as well as clear pathways and communications to athletes.

What Triathlon NZ Wants To Achieve From Tri NZ Event Information Document

- Offer a transparent and clearly defined role, requirement, and responsibility document
- Enhance the quality of communication between Triathlon NZ and event providers
- To obtain maximum exposure for all National Championships and Selection events
- Ensure all National Championships and Selection events are supported effectively

The Event Information Document

This document will cover off the roles, requirements, and responsibilities regarding hosting a Triathlon New Zealand National Championship and/or Selection event.

It will be broken down into the following aspects, with both Triathlon New Zealand and the event provider sections for each.

1. Pre-event
 - a. Event Provider Requirements
 - b. Triathlon New Zealand Responsibilities
2. At Event
 - a. Event Provider Requirements
 - b. Triathlon New Zealand Responsibilities
3. Post Event
 - a. Event Provider Requirements
 - b. Triathlon New Zealand Responsibilities
4. Logos and branding information

Triathlon NZ will endeavor to work with each event partner to ensure that the above is fulfilled and cohesion for the full National Championship Series Races.

KEY CONTACTS

Key contacts for each area are:

General Point of contact / Event Accreditation / Technical Officials / Event Advice:

Daniela de Jeu - Technical and Events Advisor

Technical@triathlon.kiwi

Communications, Marketing and Promotion:

Scott Taylor – Media (contractor)

Media@triathlon.kiwi

Selection Criteria / Selection Information / Results and Athlete Information

Jen Gregory – Community Manager

Jen.Gregory@triathlon.kiwi

PRE EVENT

Event Provider Requirements

The following section covers off the requirements needed prior to the event day.

Event Accreditation System

All National Championship and NZ Primary and Secondary selection events must complete a sanctioning application through Triathlon New Zealand's Event Accreditation System.

Becoming a Sanctioned event shows that your event exceeds the highest level of requirements to be safe and fair. This is attained through adhering to Tri NZ safety standards with a Technical Delegate sign off.

More information and guidelines on this process can be found on our Event Accreditation page at our website: Triathlon.kiwi

For any questions regarding the sanctioning of your event please contact Technical@triathlon.kiwi

Triathlon New Zealand Event Calendar

The Triathlon New Zealand website will be used to highlight all National Championship and Selection events. This allows the community to have one central place to view where and when events are within the upcoming season.

For the event to be placed on the website the following information is required to be sent to Triathlon NZ:

- a. Event title:
- b. Feature Image: Size needs to be 500 x 500
- c. Any other images to use for this event:
- d. Event date:
- e. Start time:
- f. Finish time:
- g. Website:
- h. Registration link:
- i. Social media links for event: (do you have a # you want us to include / people to follow)
- j. About event host: (A short blurb on who is hosting this event)
- k. Any other information you would like to share about this event (what can participants expect, tips on what the course will look like etc.)

Registration Details

National Championships and/or Selection events need to capture specific information through the registration process to allow for accurate processing of athletes requiring to be selection for Age Group World Championship Teams.

The age categories for results need to be as per the Triathlon New Zealand Competition Rules. The current rules stipulate the following:

- Athletes aged 20 and over will race in 5-year age groups (20-24yrs, 25-29yrs, 30-34, etc.)
- For all National Championship events the age of the athlete must be taken on the 31st December in the year of competition. E.g. Event is on 20th November 2018, age needs to be taken as what age the athlete would be on 31st December 2019.
- For School events the age of the athletes is taken on 1st January in the year of competition. E.g. Event is on 5th March 2019, age needs to be taken as what age the athlete would be on 1st January 2019

For the full age category list and more details please see the [Triathlon Competition Rules](#), under section 2.5 Eligibility.

The following is specific information is needed to be captured during registration.

- a. Full Name
- b. Gender
- c. Date of Birth
- d. Age Group as at December 31 of the World Championship event that the event holds selection status for (**National Championship and Selection Events**).
- e. Confirmation of NZ citizen or permanent resident
- f. Selection acknowledgement: *"I acknowledge that in order to be selected for an Age Group world championship team I must submit a selection nomination form with 2 working days of the event, qualify and be eligible"*

One Day Memberships (ODM)

A ODM fee must be implemented and collected on behalf of Triathlon New Zealand for the entire event, not just the National Championship and/or Selection race.

ODM only apply to NON-Tri NZ Annual Members. The specific costs are based on the distance of the race; therefore, some events could have multiple fees. Team entries are only required to pay one licence per team. The fees are set out as:

- a. Long-distance events (3.8km swim/180km bike/42.2km run) = NZD\$25
- b. Middle-distance events (1.9km swim/90km bike/21.1km run) = NZD\$20
- c. Standard-distance or mid-distance events (incl. off-road, duathlon) = NZD\$10
- d. Sprint-distance, short-distance & School events (incl.off-road, aquathlon, short course Aquabike, duathlon) = NZD\$5

The following question and options are required to be a part of the event entry process:

You must have a valid Triathlon New Zealand or International Triathlon membership as of race date to participate in this event (either annual or one-day).

* Do you require a Triathlon New Zealand One Day Membership?

- Yes, I wish to purchase a One Day Membership
 - *If Yes selected the relevant \$NZD amount to be added to event entry total*
- No, I am a member of an international triathlon federation (proof of membership required at registration)
- No, I am a member of Triathlon New Zealand (membership confirmation may be required at registration)

Triathlon NZ require the event provider to supply them with a database of all those who have stated they are an annual member of Triathlon NZ. Triathlon NZ will then cross-reference against their membership database and ensure those who aren't members sign-up before the race.

This database is needed at two stages:

- Two weeks prior to the event
- One day post event entries opening

At Event Registration Tri NZ will have a representative present to check Tri NZ/International membership cards or take payment for one-day licenses/Tri NZ memberships.

Within one-month post event the event provider will supply Triathlon NZ with the number of people who purchased one-day memberships through the entry process, Triathlon NZ will invoice event provider accordingly based on license fee.

If needed Triathlon New Zealand can supply the event provider with a document outlining the Value of ODM to provide more context on the process.

Promotional Activity

Event participant notes are to include link to [Age Group Selection page](#) on the Triathlon NZ website. To ensure athletes are aware of selection process.

Supply Triathlon New Zealand with any specific dates, moments or athlete entries leading up to the event that you would like us to highlight.

Tri NZ Responsibilities

The following section covers off the responsibilities of Triathlon New Zealand prior to the event day.

Triathlon NZ Website

Triathlon NZ will upload your event details on to the Event Calendar and National Championship pages on their website.

This will highlight the event in one central area for the community to easily locate. Links to the event registration page and website will be there for athletes to directly link to the event.

National Championship Medals

All National Championship events will have medals supplied by Triathlon New Zealand, these will be delivered to the event at the cost of Triathlon NZ.

The number of medals provided to each National Championship will be in line with the Triathlon NZ Competition Rules age group categories; Gold, Silver and Bronze for each 5-year age group. Teams are not recognized with medals in any National Championship event except for NZ Schools events.

NZ School Duathlon and Triathlon Championships will be supplied medals for teams. Please ensure on the entry form for the teams, that the gender, date of birth and school from each team member is captured for ease of processing these results.

Promotional Activity

Being a National Championship and/or Selection event Triathlon New Zealand will promote the event to its media channels to ensure maximum exposure.

Upon allocation of being a National Championship and/or Selection event an initial announcement will be issued via EDM, Instagram, Facebook, and Feature on Website. This announcement will be coordinated with you to ensure it aligns with any promotional activity you wish to do for your event.

After the announcement a link will feature for the event in every TRIBE newsletter, which is Triathlon NZ's fortnightly newsletter.

The event will have a feature story within the TRIBE Newsletter in the weeks prior to the event a feature story will be published, this can coincide with any specific dates you wish to highlight but generally is sent 10-8 weeks prior to the event date. This article will highlight the event and any specific messages requested from the event provider.

All National Championship events will have 1 promoted Facebook Post will be done to the max value of \$60, for Secondary selection events that are not Sanctioned the Facebook post will have a max value will be \$30.

Continuous social media promotion will be offered for any press releases, stories, or significant dates you want to share for the event. This information needs to be sent through to Triathlon NZ to action.

Event Accreditation System

As a Sanctioned event you can access event delivery support, this support will be through a dedicated Technical Delegate and the Triathlon NZ Technical and Events Advisor.

Support that is available:

- Support during Health and Safety Audit process
- Review and consultation of event information
 - Course maps
 - Transition layout and flow
 - Marshal management
- Access to Triathlon NZ Safe and Fair Event Guidelines document
- Use of event Gear

AT EVENT

Event Provider Requirements

The following section covers off the requirements on the event day.

National Championship Branding

All National Championships are required to prominently display the Triathlon New Zealand National Championship banner mesh along with Triathlon New Zealand branded banner mesh and pop up flags are also to be displayed at the event.

Where the events existing sponsors don't conflict with the National Championship Series sponsors, their branding must be displayed at the event.

Prize Giving

As part of the prize giving schedule Triathlon NZ must have 5-10mins for the Triathlon NZ representative (Community Manager, Technical and Events Advisor, CEO, or Board Member) to speak about the prestige of being a National Champion or for qualifying and representing NZ at an ITU World Championship.

National Championship events must present the National Championship medals at the event's prize giving in an integrated way with the events own medal allocation (if the event chooses to provide separate medals).

Promotional Activity

All social media for the National Championship race to include mention of National Championships and tagging @TriathlonNZ

Tri NZ Responsibilities

The following section covers off the responsibilities of Triathlon New Zealand on the event day.

Triathlon NZ Presence

An employee of Tri NZ will be present at National Championship and Primary Selection events in the following capacity:

- At registration to provide information and answer any questions on National Championship and/or Selection
- Speak at Prize Giving and assist with or present medals

Technical Delegate and Triathlon New Zealand Technical Officials to be present at the event and administer the Triathlon NZ Competition Rules to the event.

Promotional Activity

All social media published by Triathlon NZ about the National Championship race to include mention of the event holding the National Championship and tagging the event (@Event)

POST EVENT

Event Provider Requirements

The following section covers off the requirements post event.

Results

Race results are required to be sent through to Triathlon New Zealand at the earliest possible opportunity once signed off by the Technical Delegate in Microsoft Excel format. Results are uploaded to the Triathlon NZ website for reporting and community to easily locate in future.

For accuracy with selection purposes please ensure the timing company can provide the following:

- a. Athletes full name
- b. Gender
- c. Age group(s) (as outlined in Pre Event section)
- d. DOB
- e. Age Group winners time (gendered)
- f. Category position (gendered age group finish place)
- g. Finish time

Results to be sent to Jen Gregory jen.gregory@triathlon.kiwi

Promotional Activity

Any event media release, or participant notes to include link to [Age Group Selection page](#) on the Triathlon NZ Website.

Provide Triathlon New Zealand with the following to allow for a post event report to be written on the National Championship event.

- a. Images from the event, preferably some with sponsor imagery
- b. Small blurb (80-100 words) on the event, it can include:
- c. How you felt the event went, the numbers that attended the event overall, weather conditions, and any other interesting aspects you feel should be highlighted. E.g. more females lined up for the event, head to head dash for the finish line.

Tri NZ Responsibilities

The following section covers off the responsibilities of Triathlon New Zealand post event.

Results

Triathlon New Zealand will provide the event a list of National Champions and/or Age Group World Championship Qualifiers for their communication purposes.

Promotional Activity

All National Championship events will have a feature story in the next scheduled TRIBE newsletter (once the previous section information is received from event). This story will also feature on the Triathlon New Zealand Website.

If you have any other marketing images or notices you would like Triathlon NZ to share, please send these through and it will be shared via our social media.

NATIONAL CHAMPIONSHIP LOGOS AND BRANDING REQUIREMENTS

All National Championship events are required to display the following logos and wording on their websites and within any other marketing material that is produced for the National Championship race. Triathlon NZ will supply High res logos for each event.

Event Website Homepage:

please use either of the two images below, you may use these on your website and any other marketing material that you produce.



**NATIONAL
CHAMPIONSHIPS**



**NATIONAL
CHAMPIONSHIPS**

Wording:

As a National Championship event (insert your event race name) is the primary selection event for The ITU (specific event - e.g. Sprint/Standard/Cross-Tri etc.)

World Championships held in (city, country) on (event dates). Head to the [Triathlon NZ Website](#) to find out more about being a part of the world champs team and representing NZ.

Registration Page:



**NATIONAL
CHAMPIONSHIPS**

Wording:

As a National Championship event (your selection event race name) is the primary selection event for The ITU (specific event) World Championships.

Find out more about age group racing here head to the [Triathlon NZ Website](#). To find out how to qualify for the world champs team follow the above link and head to the FAQ section.

Please read the relevant selection policy and complete a selection nomination form.

SELECTION EVENT LOGOS AND BRANDING REQUIREMENTS

All Selection events are required to display the following logos and wording on their websites and within any other marketing material that is produced for the Selection race. Triathlon NZ will supply High res logos for each event.

Event Website Homepage:

please use either of the two images below, you may use these on your website and any other marketing material that you produce.



Wording:

The (your selection event race name) is a selection event for The ITU (specific event) World Championships held in (city, country) on (event dates).

Head to the [Triathlon NZ Website](#) to find out more about being a part of the world champs team and representing NZ.

Registration Page:



Wording:

The (your selection event race name) is a selection event for The ITU (specific event) World Championships.

Find out more about age group racing here head to the [Triathlon NZ Website](#). To find out how to qualify for the world champs team follow the above link and head to the FAQ section.

Please read the relevant selection policy and complete a selection nomination form.