
WORLD ATHLETICS CONTINENTAL TOUR REQUIREMENTS

GOLD LEVEL

Introduction

The World Athletics Continental Tour (The Continental Tour) is the road to the major championships for the vast majority of athletes, a destination for fans to see great athletics, plus a celebration of the unique nature of athletics and of the athletes related in each continental Area of the globe.

Following widespread consultation, it has been developed by World Athletics, the Area Associations, Meeting Organisers, Athletes and other key stakeholders within the sport.

The Continental Tour provides clearly understood differing levels of competition based on prize money and quality of organisation for every international one-day meeting worldwide, provided it fulfils minimum criteria.

Indications are that membership of the Continental Tour will be highly sought after. It will also require careful management, with a significant investment of World Athletics resources that includes a wide range of benefits such as World Ranking points, date protection, global link and reach, increased visibility, financial benefits and the wider power of aggregation.

The requirements below, which have been set out in consultation with all stakeholders, are intended to ensure that Continental Tour organisers are motivated to provide the highest levels of prize money for athletes and entertainment for broadcaster and stadium spectators.

1. **Stadium and Technical Aspects**

1.1. **Technical Requirements**

- Minimum Capacity (spectators) 5000 (minimum 60% attendance)
- Minimum Lanes 8 lanes (6 to be considered in exceptional circumstances only)
- Track Certification Minimum Class 2
- Equipment World Athletics Certified
- Implements Certified (all personal and those provided by the Organiser)
- Timing Fully automatic timing obtained from a Photo Finish System
- Measurement EDM and/or approved VDM equipment
- Display Minimum 2 clocks, 3 Electronic infield Boards
- Data processing TV compatible
- Video Screen Minimum 1 (minimum size 40m²) with both Image and data
- Electronic False Start Obligatory
- Electronic Wind Gauge Obligatory
- Warm-up Area Adequate for all disciplines

1.2. **Out of Stadium events**

A Continental Tour Meeting shall normally be staged over one day and at one venue.

When possible, organisers are welcome to stage events the day before and/or outside the main competition stadium to further promote these events and shorten the timetable.

All temporary facilities must be constructed according to point 11 Book C – C2.1 (former Rule 149) of the World Athletics Book of Rules. <https://www.worldathletics.org/about-iaaf/documents/book-of-rules>

1.3. **Technical Meeting**

The Organiser is recommended to stage a Technical Meeting or similar communication with all participants on the eve of the competition.

1.4. **Entry Lists / Start Lists / Results**

Entry lists should be sent to the respective Area and to World Athletics two days before the Meeting.

Start Lists should be sent the evening before the Meeting, following the Technical Meeting (if applicable).

The results should ideally be posted live on the event website and sent live (after each event) to World Athletics and the Area, but at minimum no later than 60 minutes after the end of the Meeting.

The Organiser must also ensure that the Area Association and World Athletics are informed of any correction to the Results.

2. Medical and Anti-Doping

The Organiser shall provide:

- a) Adequate Medical and Emergency Services on site, including emergency assistance and ambulance service, and minor stitching.
- b) Physiotherapy facilities at the stadium and at the Athletes' hotel

The Organiser shall organise and cover the costs of doping controls and analyses as follows:

- a) A minimum of 12 urine tests must be conducted at the event, of which at least 4 must be analysed for Erythropoiesis Stimulating Agents (ESA).
- b) Samples shall be collected in strict accordance with World Athletics Anti-Doping Regulations (and exhibits) using qualified doping control personnel.
- c) Samples shall be shipped to and analysed by a WADA-accredited laboratory
- d) Additional tests: World Athletics may decide to conduct pre-competition blood testing at its own expense. The Organiser shall assist the Athletics Integrity Unit should pre-competition blood tests take place at the Organiser's event (chaperones, hotel room for sample collection...).
- e) Additional tests may also be conducted:
 - systematically when an Athlete breaks or equals a World Record (if more than one athlete breaks or equals the record in the same event, then all athletes concerned must be tested)
 - when requested by any Athlete who has broken an Area or National Record
 - at the request of the Athletics Integrity Unit

The latest World Athletics Anti-Doping Rules and Regulations are available to download from the World Athletics website.

3. General Requirements

3.1. Insurance

The Organiser shall obtain liability insurance which covers eventual claims made by athletes, officials and/or spectators. Another insurance policy should be taken out against the risks of cancellation of the Meeting.

3.2. Broadcast Rights

From 2021, the meeting should grant World Athletics (in partnership with the Area Association) the right to collectively sell international broadcast rights.

Revenues achieved through the sale of international broadcast rights will be redistributed back to the meetings.

Each meeting has the sole right to sell broadcast rights in their host country.

World Athletics understands where existing broadcast distribution contracts exist, they must be honoured until expiry.

3.3. Commercial Rights

The meeting should grant World Athletics the right to sell title and common sponsorship and commercial rights across the whole series in non-conflicting categories. This will be completed in good faith and partnership and a deadline will be agreed with the organisers well in advance of the meeting.

Please note that centrally securing sponsorship is a medium-term goal rather than an immediate priority.

All the revenues achieved through the sale of international sponsorship and commercial rights will be redistributed back to the meetings.

3.4. Media Requirements

The services to be provided to the press and photographers should comply with World Athletics Media Guidelines. The following minimum requirements must be met:

- Tribune Dedicated seats
- Equipment High-speed internet access and TV monitors (recommended)
- Results Individual & Public access to live results
- Internet / Web Organisers are required to provide information to feed World Athletics Continental Tour website, whilst having possibility to maintain their own dedicated website.
- Press releases 2 minimum per month in the first 3 months prior to the meeting and 4 in the last month.
- Photographers High speed and large capacity internet access via WIFI for the purpose of quick upload and sending of digital photographs from the stadium Media working area
- Press conferences A minimum of 2
- Media Stand 2 places for World Athletics representatives (including 2 ADSL high-speed internet connections)

3.5. Broadcast

Television production and service to broadcasters shall comply with World Athletics Broadcast Guidelines.

Live broadcast, or in exceptional circumstances only, delayed significant broadcast on the day of the meeting is compulsory within the host country.

If possible, live streaming should be used to promote the field events to tell the story of each event.

3.6. Social Media

In time, the Continental Tour will establish common social media platforms to support the individual social media platforms of the meetings.

In order to grow the fan base of the sport, the social media team for each meeting should share footage of every event on social media as soon as possible after the event has happened.

In order to give additional profile to the individual meetings, full cooperation and partnership is expected.

3.7. Event Presentation

All the meetings should strive to have a consistent high level of Event Presentation with an Event Presentation Team consisting of:

- Event Presentation Manager
- Two announcers
- One Video Screen Manager
- One Sound and Music manager

The Event Presentation Plan should include a draft minute by minute schedule including all activities planned during the competition and all detail of equipment to be used.

It should be sent to World Athletics ideally one month prior to the meeting so that appropriate comments and recommendations can be provided to assist with planning.

3.8. Logistics

Meeting headquarters hotel and transport facilities to be provided by the Organiser must comply with the following minimum requirements:

- Hotel rating Minimum 4 star (****)
- Athletes transportation to/from hotel, stadium, airport, train station

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- Delegates Pool cars
 - Vaulting Poles Transport and storage

3.9. Technical Delegate & Continental Tour Coordinator

A Technical Delegate (TD) shall be appointed by World Athletics for each Gold level meeting on the Tour.

The role of the TD is to ensure the meeting is run in accordance with World Athletics Rules and Tour Regulations. Costs of travel and accommodation for the TD to be borne by the meeting.

In addition, a Continental Tour Coordinator will be appointed to manage all aspects relating to the Tour.

The role of the coordinator will be to support the meeting organisers throughout the year to ensure the highest quality meeting possible and oversee all requirements including Quality Control, Communication and PR, Social Media, Event Presentation and some technical aspects including the timetable.

Costs of travel and accommodation for the Coordinator to be borne by the meeting.

3.10. Advertising

The Organiser shall respect World Athletics Advertising Regulations. The latest version is available for download on the World Athletics website.

3.11. Promotion

The Organiser will be responsible for promoting the event within the host country through local marketing channels.

To ensure consistency of the events, the Continental Tour will have a unique look and feel which organisers will be expected to adopt. Guidelines and artwork templates will be provided by World Athletics.

The “Look and Feel”, which includes the Continental Tour Logo and relevant Area Association logo will be used on all event materials, including website and on all printed and promotional material, press and media backdrops and other event collateral (such as medals, certificates etc)

Boards containing the event name and location in the official look, will be displayed in prime position in the main TV configuration. (layout guidelines will be provided by World Athletics, with production provided by the organiser)

One World Athletics infield board and one World Athletics perimeter board will be displayed in prime position in the main TV configuration (layout provided by World Athletics and production provided by the Organiser).

One Area Association infield and Area Association perimeter board will be displayed in prime position in the main TV configuration.

A one-page advertisement for World Athletics will be provided in the Official Programme, should the organisers decide to produce one.

3.12. Programme of Events

Organisers must stage a minimum of 12 events, with minimum five (5) events per gender including at least one (1) jumping and one (1) throwing event.

Included in the 12 events will be:

- A core group of six (6) events which will take local interests into consideration as much as possible but also aim to ensure all disciplines are conducted uniformly throughout the Continental Tour. These will be agreed with World Athletics and the relevant Area Association.
- A discretionary group of six (6) events focussed on the Continent of the meeting and on rewarding the best athletes from that Area in a unique way.
- Organisers will be free to organise additional events and assign them to the core or discretionary groups.

The Organiser shall make every effort to stage the main programme within two and a half (2.5) consecutive hours.

3.13. Athlete Participation

- There shall be a minimum of 6 athletes in any one event.
- A minimum of 50% of the total athletes participating in the meeting shall be from the Area Association in which the meeting is held.
- A minimum of 15% of the total athletes participating in a meeting shall be from outside the host Area.
- A maximum of 4 athletes from any one country (other than the host country) make compete in any event.
- A minimum of **3 athletes** from the **Top 50** (counting a maximum of 3 per country) of the **World Athletics World Rankings** (in the month prior to the Meeting) to participate in each of at least **12** international events.

- Athletes requesting entry into a meeting shall receive priority based on their position in the World Rankings.
- The request must be received by the Organiser at least one month prior the date of the meeting.
- Negotiations for athletes to compete must be conducted only with authorised Athletes Representatives, through the athletes Member Federation or with the Athlete directly.
- Category “A” World Ranking points will be awarded for Continental Tour Gold Level meetings

3.14. Financial arrangements and Prize Money

A total prize money purse of **\$200,000** must be offered for the meeting.

A minimum amount of **\$10,000** must be offered for each event and **\$20,000** for the core events (the make-up of events will be confirmed in consultation with the organisers over the winter of 2019) according to the following structure.

Position	Core Events	Discretionary Events
1	6,000	3,000
2	4,500	2,250
3	3,000	1,500
4	2,000	1,000
5	1,500	750
6	1,200	600
7	1,000	500
8	800	400
Total	20,000	10,000

The following shall be at the organiser’s discretion:

- For middle distance races, awards for athletes finishing in places 9 through 12
- Bonuses for breaking a World Record

Prize Money shall be paid within 60 days of receipt of the doping control clearance from the AIU and a complete invoice from the Athletes' Representatives.

Travel costs shall be paid within 30 days of the Meeting.

Upon request from World Athletics, an Organiser has the obligation to provide within two weeks, proof of the payments made to the athletes.

3.15. Meetings Dates

In order to avoid calendar clashes, The World Athletics Calendar Hierarchy must be strictly adhered to at all times.

Priority will be given to Diamond League dates, followed by Continental Tour Gold, Silver & Bronze level meetings in that order.

In principle, a Continental Tour Gold level meeting cannot take place on the day either side of a Diamond League meeting.

Similarly, Continental Tour Silver level meetings cannot take place on the day either side of a Continental Tour Gold level meeting in the same continent.

Silver and/or Bronze level Continental Tour meetings cannot take place on the same day in the same continent.

In the event of a date conflict, following good faith mediation between the meetings, World Athletics in partnership with the Area Associations will be the final arbiter.

Date protection must be strictly adhered to and exceptions can only be granted in exceptional circumstances and only with joint agreement from the Area Association and World Athletics.

4. Evaluation, Promotion & Relegation

Membership to each of the levels of the Continental Tour will be assessed at the end of each season by an Evaluation Group comprising representatives of World Athletics, Area Associations, Meeting Organisers and Athletes.

This will be based on a report of each of the meetings, based against all the above criteria, as well

as preferences from Broadcasters which will be used as criteria in the event of broadcast rights being sold by World Athletics or the Areas.

An appeals process is available through the normal World Athletics Appeals channels.