

IAAF ROAD RACE LABELS - REGULATIONS 2020

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“IAAF Road Race Labels” is the programme that brings together the world’s leading marathons and road races. An IAAF Label denotes high standards in event organisation, full application of the IAAF Competition Rules, support from public authorities to the event, and a tangible commitment to anti-doping. For events with a mass participation component, Labels signify superior standards in safety and runner experience. Most importantly, Labels categorise elite competitions – from Bronze, all the way up to Platinum.

“Road Race Labels” for 2020 will be assigned based on:

- compliance of a race with Label criteria in 2019, *and*
- acceptance of the present regulations including payment of the Label Fee and Athletes’ Contribution (see Financial Obligations below), i.e. the ability to deliver a Label race in 2020.

This document, therefore, also defines the criteria to be met in 2020 to obtain Labels in 2021.

Application procedures and timelines

New applications shall only be accepted from races that have been contested for at least two editions (over the distance they are applying for) prior to the date of Application, i.e., Labels can be granted from the third edition of a race. New races applying for a Label must begin with Bronze the first year.

Application for Platinum Labels shall only be accepted from races that have been Gold Label for at least 3 consecutive years (2017-2019).

The acceptance or rejection of an application is at the sole discretion of the IAAF.

The following categories of races can apply for a Label:

- Races over the following official distances for which World Records are recognised (see Rule 261 of the IAAF Competition Rules): 5km – 10km – Half Marathon – Marathon.
- ‘Classic races’ over standard or non-standard distances.

There shall be 4 Labels in 2020: Platinum, Gold, Silver and Bronze.

Organisers of races that have met or expect to meet Label criteria in 2019 (criteria listed [here](#)), are required to **submit an application by 15 September 2019**, irrespective of the date of the race in 2020. Applications from organisers whose 2019 race has not been held yet will be considered provisional, and the deadline to submit a post-event report to the IAAF – completing the application – is strictly 30 days after the race.

On **14 October**, the Label Races’ calendar will be published for races scheduled between 1 January – 30 September 2020. The 2020 Calendar will then be completed in the second half of January 2020.

Financial obligations for the funding of dedicated out-of-competition testing programme

Label Fee

As a condition of receiving an IAAF Label, all Label Races are subject to the payment of a “Label Fee”, to contribute to the funding of a dedicated out-of-competition testing pool. The Label Fees for 2020 shall be as follows:

	Platinum	Gold	Silver	Bronze
Marathons	\$66,667	\$15,000	\$10,000	\$5,000
Any other distance	\$20,000	\$10,000	\$5,000	\$2,500

(amounts halved for single-gender races)

Athletes' Contribution

In addition to the fee above, there shall be a 1.5% levy on the published gross prize money (before any penalties and taxes) for the top 5 ranked athletes at the 2020 race. This levy represents the “Athletes Contribution” into the fund. The prize purse for the 2020 race must be disclosed in the Label application and the levy shall be paid by the race organiser directly to the IAAF.

The IAAF will issue invoices in respect of the Label Fee and the levy on the prize money to race organisers in October 2019, for Road Races to be held in January-September 2020, and in January 2020 for those scheduled for October-December 2020. A Label will only be granted upon receipt of payment. All invoices shall be payable within 30 days after the invoice date. The IAAF reserves the right to withdraw Labels and remove races from the 2020 Label Calendar at any time in case of noncompliance with these financial obligations.

For races with a Platinum Label in 2020 as part of the “Athletes Contribution” there will be an additional 1.5% levy on the total of the appearance fees paid to the athletes. The levy shall be paid by the race organiser directly to the IAAF. The IAAF will contact race organisers individually after their 2020 edition to arrange invoicing and payment of the levy on appearance fees.

Elite races: requirements for 2020

Platinum Label Races shall have per each **gender at least 3 athletes with Platinum Status, and at least 4 athletes with Gold Status (or higher)** start the race and compete with a bona fide effort.

Gold Label Races shall have per each gender **at least 4 athletes with Gold Status (or higher) and at least 3 athletes with Silver Status (or higher)** start the race and compete with a bona fide effort.

Silver Label Races shall have per each gender **at least 5 athletes with Silver Status (or higher)** start the race and compete with a bona fide effort.

Bronze Label Races shall have per each gender **at least 5 athletes with Bronze Status (or higher)** start the race and compete with a bona fide effort.

Athletes' "Label Status" for 2020, and out-of-competition Registered Testing Pool for athletes with Platinum and Gold Status

In 2020 there will be an expanded out-of-competition "Registered Testing Pool" (RTP) for road race athletes. These athletes will be placed in the out-of-competition testing program of the AIU. All Platinum and Gold Status athletes will be part of this pool.

The number of Platinum Status athletes is fixed at 25 per gender.

The number of Gold Status athletes will be determined on 15 October, and it will depend on the total number and mix of Label Road Races that form part of the Calendar 2020, and on the availability of funds to test athletes out of competition.

Note: a realistic projection based on the number and mix of Road Races in 2019 is 100-130 Gold Label athletes per gender, on top of the 25 Platinum per gender.

Athletes' "Status" for 2020 will depend on their position in the IAAF Rankings. Athletes will be able to use their Status across all distances, irrespective of how they have acquired it.

Platinum Status (25 athletes per gender)

- First induction (based on positions in the World Rankings as of Tuesday 15 October 2019):
 - Top 14 ranked in the "Marathon" event group
 - Top 3 ranked in the "Road Running" event group (excluding athletes who already acquired Platinum Status from the "Marathon" event group)
 - Top 1 ranked in the "10,000m" event group (excluding athletes who already acquired Platinum Status from the "Marathon" and "Road Running" event groups)
- Second induction (based on positions in the World Rankings as of Tuesday 28 January 2020):
 - Top 4 ranked in the "Marathon" event group among those not yet Platinum
 - Top 2 ranked in the "Road Running" event group among those not yet Platinum
 - Top 1 ranked in the "10,000m" event group among those not yet Platinum

Gold Status (number of athletes to be determined)

- First induction (based on positions in the World Rankings as of Tuesday 15 October 2019):
 - Top 70 ranked in the "Marathon" event group (excluding athletes with Platinum Status)
 - Top 15 ranked in the "Road Running" event group (excluding athletes with Platinum Status, and those who already acquired Gold Status from the "Marathon" event group)
 - Top 5 ranked in the "10,000m" event group (excluding athletes with Platinum Status, and those who already acquired Gold Status from the "Marathon" and "Road Running" event groups)
- Second induction (based on positions in the World Rankings as of Tuesday 28 January 2020): as needed, based on the number of athletes that is necessary to fill up the quota determined on 15 October, and keeping the same proportion between event groups of the first induction (14 from "Marathon", 3 from "Road Running", 1 from "10,000m").

Athlete Representative Fee for Platinum and Gold Status athletes

Athlete Representatives (ARs) of Athletes eligible for Platinum or Gold Status will be contacted and asked to confirm the Status of the Athlete by paying the “AR Contribution”: a fee of USD 1,000 for Platinum Status or USD 500 for Gold Status. If either an AR declines to pay the AR Contribution or an athlete is ineligible for any other reason, then the athlete will not be allocated the relevant Status, which will be offered to the next ranked athlete, until the quotas are filled.

Where an Athlete does not have an AR, the Athlete will be contacted to pay the fee directly.

Silver Status (one induction only, on Tuesday 15 October 2019. Automatically assigned, no confirmation or payment needed)

Per each gender:

- Any athlete ranked in the top 250 in the “Marathon” event group, who doesn’t have yet Platinum or Gold Status
- Any athlete ranked in the top 150 in the “Road Running” event group, who doesn’t have yet Platinum or Gold Status
- Any athlete ranked in the top 50 in the “10,000m” event group, who doesn’t have yet Platinum or Gold Status

Bronze Status (one induction only, on Tuesday 15 October 2019. Automatically assigned, no confirmation or payment needed)

Per each gender:

- Athletes ranked 251-400 in the “Marathon” event group
- Athletes ranked 151-250 in the “Road Running” event group
- Athletes ranked 51-125 in the “10,000m” event group

If two or more athletes are tied for the same position, they are all eligible for the higher status (for example, if 4 athletes are placed 249th in the men’s “Marathon” ranking, all 4 get Silver Status).

Appearance negotiations, athletes’ contracts, prizes and payment terms

Race Directors may only conduct negotiations for the appearance and promotion of athletes:

- through the Athletes’ Member Federation;
- directly with the Athletes (in this case, the relevant National Federation must be informed);
or
- through duly authorized Athletes’ Representatives (ARs)

A complete list of authorized ARs is available from the IAAF website at www.iaaf.org/athletes/athlete-representatives.

As part of the post-race report, organisers shall provide a list of the Athletes Representatives with whom they negotiated the participation of Elite athletes together with the athletes they represent.

A contract established in good faith by both parties in compliance with the IAAF Rules governing International Competitions and any applicable laws of the host country of the event

and outlining clearly the arrangements between the race organiser and the contracted athlete shall be signed and respected by both parties.

Organisers shall pay all sums due to the contracted athletes for reimbursement of expenses and appearance fees and any prize monies and bonus awards within the period of time specified within the contract which is normally 60 days after the receipt of doping control results conducted at the race. Suitable accommodation, meals and transportation shall be provided for the athletes. As a general rule all travel expenses should be paid upon the athlete's arrival at the race venue and no later than the day before the athlete's departure from the race venue.

The contract between the Athlete and the Organiser shall mention any withholding taxes in respect of appearance fees, prize monies or bonuses that may be levied by the fiscal authorities of the country hosting the race. The Organiser shall in due course supply the Athlete or their AR with the relevant document from the fiscal authorities certifying that any such charges have been duly paid.

The contract shall stipulate that any athlete who is subsequently determined to have committed a doping offence at the time of the event or is suspended from competition due to an offence committed prior to the event resulting in his/her performance at the event being invalidated, shall be liable to refund any and all sums from the race organisers relating to his/her performance at the event. This includes any commission paid to an Athlete Representative.

Prize money offered to competitors, including bonuses for times achieved shall be equal for all competitors regardless of their nationality or gender – in other words prize money for places should be equal for men and women and for nationals of the host country and athletes of other nationalities. Races may offer specific incentive prizes to nationals of the host country to encourage national participation and development.

IAAF Observers and Technical Delegates

The IAAF may nominate one Observer or International Technical Delegate (TD) to applicant or Label Road Races. For Platinum or Applicant Platinum races only, the IAAF may appoint up to 2 Observers/TDs. The Observer / TD will ensure compliance with IAAF Rules and the IAAF Label Road Race Regulations and may also be available to assist the race organisation if such assistance is requested by the Race Director.

The race organisation will provide all necessary passes, accreditation and assistance to give to observers and TDs access to the requested operational areas and pre-race meetings, and generally facilitate their work.

The IAAF will send to the Race Director a copy of the report completed by the IAAF Observer/TD whenever relevant.

The race organisation shall pay the following for any designated Observer or TD: economy class travel, on-site accommodation for a maximum of three nights, meals and local transport.

Technical, Safety & Runner's Experience

Races shall be organised in accordance with the IAAF Competition Rules.

Courses must hold an IAAF/AIMS international measurement certificate valid at least through race day.

Before race day

It is mandatory to organise a pre-race technical meeting with the elite athletes and their representatives, where all arrangements for the race (warm-up schedule, desired, configuration of refreshment stations, how to reach the finish line in case of drop-out; etc.) must be communicated, and the pacemakers introduced to the athletes. If the technical meeting is conducted in a language other than English, English translation should be provided.

The Referee must be present at the technical meeting.

A check of the athletes' race kits can be organised for the eve of the competition (or, for afternoon/evening competitions, no later than the morning of the race day) if so wished by the Race Director, to ensure compliance of the elite athletes' race kits with the advertising regulations in force. In an effort to make all athletes more recognisable, it is strongly recommended to provide personalised bibs with names of the elite athletes, for them to wear on race day.

Organisers shall permit all athletes with Label Status to provide their own refreshments, in which case the athlete shall nominate at which stations they shall be made available to him. Refreshments provided by the athletes shall be kept under the supervision of officials designated by the Organisers from the time that the refreshments are lodged by the athletes or their representatives. Those officials shall ensure that the refreshments are not altered or tampered with in any way.

Transport to the start

Transport of all runners to the start must be efficient. For events with a mass race, transportation arrangements must factor in the field size and the proximity of accommodations to start line.

Before the start

There must be adequate means to control access to secured areas (ID accreditation or similar). Sign-posting in start areas shall be clear and sufficiently informative. There shall be adequate, safe and well-lit space for elite runners to warm up. Separate men/women changing facilities must be provided. If wheelchair or hand-bike races are held with the event, there must be toilets for disabled people. Efficient baggage drop-off service must be provided for both the elite and, if applicable, the mass race. Starting corrals (or waves) must be seeded by pace / expected finish time.

Road Closures

The whole course must be closed to vehicular traffic, with the exclusion of official vehicles, for the duration of the event until the published cut-off time. The start will be traffic free until the last runner has started and the finish will be traffic free until the last runner finishes or the cut-off time is reached.

In the case of dual carriageways, only the carriageway on which the participants will run needs to be closed to vehicular traffic. Whenever possible, for safety reasons, all carriageways should be closed to vehicular traffic. In Platinum Label races, the route shall be free of all traffic other than event vehicles.

The safety of all runners is paramount; therefore, police and/or traffic controllers must be present at all intersections.

The race

The original Course Measurer or other suitably qualified official designated by the Course Measurer with a copy of the documentation detailing the officially measured course shall ride in the lead vehicle during the competition to validate that the course run by the athletes conforms to the course measured and documented by the official Course Measurer. In the case of separate men and women races, a certified Measurer or other suitably qualified person should be in the lead vehicle for each race. All intermediate timing points shall be measured and marked by the Course Measurer and included in the course map. Mile and/or kilometre markers shall be installed, prominent and easy to see.

Each Label Race shall be started independently of races on any other distance. Exception to this rule can be made only if the buffer between the elites taking part in the Label competition and the participants of other races is ample enough to prevent disruption to the elite race. Once the race is started, it is essential that elite athletes participating in the Label race do not enter in contact with persons not participating in the same race, as this would result in a violation of IAAF Competition Rule 144.3(a) on assistance.

There shall be a lead vehicle preceding the lead runners to direct the runners around the course and – whenever possible – that should also include a time clock indicating the time elapsed since the start of the race. Where it is safe to do so, in mixed races, a lead vehicle shall precede both men's and women's race leaders.

The Referee, or designated person, shall have the possibility to follow the leading groups of a road race closely, on a motorbike or bicycle, if he or she so determines. The Referee can give warnings in case of rule violations and, for particularly serious cases, disqualify athletes.

In Platinum and Gold Label races, a photo-finish device shall be utilised to determine the placings in case of close finishes.

Pacing

Pacemakers are authorised and should be clearly identifiable through a distinctive uniform or similar. To better promote the image of all athletes, a pacemaker's main bib shall include his name. If a pacemaker has no distinctive uniform, it is possible to have the word "PACE" or similar together with his name on the bib, or on a second bib to be placed either on the chest or on the back of the athlete.

Drinking/Sponging and Refreshment Stations

Drinking/Sponging and Refreshment stations adequately staffed by competent personnel shall be available on the course in accordance with Rule 240.8 of the IAAF Competition Rules.

Umpires or other suitably qualified officials designated by the Referee shall be present at all refreshment stations, to ensure the treatment provided to all elite athletes is fair, and to report any violations.

Elite athletes may only take water or refreshments at the official stations provided by the race organisation.

Refreshments can be shared between competitors, including pacemakers. However any continuous support from any athlete to one or more others may be regarded as unfair assistance and warnings and/or disqualifications may be applied. In mixed-gender races, the handing of a refreshment from a male to a female athlete may result in the disqualification of the latter if a situation of unfair assistance is perceived.

Timing Data Processing and Results

Races must provide fully electronic timing by transponders to all finishers. Real time splits and final results which shall include the official time based on the “gun time” should be made available to media, spectators and on the official race website within the shortest possible time. Where available, split times shall be properly recorded and made available for statistics, records and judging purposes.

Races shall email the official results of the competition for the top 20 male and top 20 female finishers to the IAAF immediately following the completion of the competition in a PDF file containing both men and women results. As per the Note to IAAF Competition Rule 165.24(e), with “official time” it is meant “...*the time elapsed between the firing of the starting gun (...) and the athlete reaching the finish line...*”.

Insurance

Race Organisers shall subscribe to an appropriate third-party liability insurance policy in conformity with the laws of the country, to cover the risks for which the race organisation may be held liable, including any accident which might occur to athletes and officials.

Additional criteria for Platinum Label

The following additional criteria, in event operations, safety and runner’s experience, must be met by races applying for a Platinum Label.

- The event must be accessible to athletes with a disability who are able to participate within the specific regulations of the relevant event.
- A dedicated, identifiable Event Safety Officer is required.
- In the year preceding that for which the Platinum Label is sought, the event must have had at least 15,000 finishers (10,000 if shorter than the Half Marathon) in the distance for which the application is submitted. Event cancellation insurance is required, or other means enabling the organizer to refund all entry fees in circumstances of cancellation.
- The porta-toilet to runner ratio at the start must not exceed 1:62. If wheelchair or hand-bike races are held with the event, at least 1 every 40 portable toilets must be for disabled participants.
- Under normal conditions, the event must start within 1 minute of the advertised time.
- There must be no parked cars on the race route, or there should be a way to ensure cars are clearly separated from the racecourse via fences, tape or similar.
- There must be capability to communicate real-time on-site to all the participants (“mass notification”)
- The runner density in the starting corrals and after the finish line must not exceed 0.25 per square metre.

Medical

The availability of medical services shall be commensurate with the number of participants in the race and the prevailing weather conditions. A Medical Director shall be identified, and his/her contact details transmitted to the TD should the IAAF appoint one for the race.

Race organisers should fully comply with the IAAF Competition Medical Guidelines in the organisation of the medical services provided to participants. As part of the post event report, Medical Directors will be required to share with the IAAF anonymised, aggregated data on medical encounters. Continuing medical education of Medical Directors will progressively become mandatory from 2020 for the Medical Directors of all Label Races (for more information, please contact paoloemilio.adami@iaaf.org). The IAAF Health and Science Department will publish on www.iaaf.org/about-iaaf/health-science/next-events a list of recognised courses.

In-competition Anti-Doping Tests

Three weeks prior to race day, organisers shall submit to the Athletics Integrity Unit by email (to the address: virginie.ocguidant@athleticsintegrity.org) their most up-to-date provisional entry lists, as well as details on the official hotel where the elite athletes are to be accommodated.

All tests shall be conducted in accordance with the IAAF Anti-Doping Regulations at the expense of the race organiser. The minimum number of samples to be collected shall be:

- Platinum Label: 12 samples for mixed races (6 men and 6 women) or 6 samples for single gender races. At least 6 samples must be tested for EPO. Additionally, there shall be systematic pre-competition blood tests in the context of the Athlete Biological Passport for all athletes with IAAF Status (Bronze, Silver, Gold, Platinum).
- Gold Label: 8 samples for mixed races (4 men and 4 women) or 4 samples for single gender races. At least 4 samples must be tested for EPO.
- Silver Label: 8 samples for mixed races (4 men and 4 women) or 4 samples for single gender races. At least 2 samples must be tested for EPO.
- Bronze Label: 6 samples for mixed races (3 men and 3 women) or 3 samples for single gender races. At least 2 samples must be tested for EPO.

Races applying for a Label upgrade must collect the number of samples corresponding to the level of the Label applied for. This also applies to races not holding a Label for 2020 and applying for a Bronze Label for 2021.

The doping samples shall be analysed by a WADA accredited laboratory.

Additional doping tests shall be conducted:

- Systematically when a World Record is broken or equalled;
- When requested by any athletes who has broken an Area or National Record (costs to be borne by the athlete's Area Association or National Federation respectively).

Communications

On-site Video Screen

All Platinum and Gold Label Races must provide in the finish area at least one giant video screen to allow spectators to follow the race.

Media Services

Appropriate media services shall be provided to the press and photographers which shall include the following minimum requirements:

- Individual delivery of results of top 20 men and women
- Dedicated website with at minimum start-lists and results in English. For Gold and Platinum Label Races, a fully-functional website in English is required.
- TV monitors + high-speed Internet connection

In Gold and Platinum Label races, there must be at least one post-race elite athletes' press conference, with English translation provided.

International Broadcast Requirements

Label Races must ensure the following.

- Platinum Label Races:
 - In the host country/territory: full live coverage on at least 1 country-wide TV network
 - International: full live coverage on TV or web-streaming in at least 20 countries/territories.
- Gold Label Races:
 - In the host country/territory: full live coverage (TV or web-streaming)
 - International: full coverage (either live or delayed) on TV or web-streaming in at least 10 countries/territories.
- Silver Label Races:
 - In the host country/territory: full coverage (either live or delayed) on TV or web-streaming.
- Bronze Label Races:
 - In the host country/territory: race highlights on TV or web-streaming.

For Platinum and Gold Label applications, media reports in English might be requested by the IAAF.

TV Coverage to the IAAF

Each IAAF Label Road Race shall provide the IAAF with the full race footage ("Dirty International Feed"), in the form of a web-link to a video-sharing website (YouTube, Vimeo, Youku, etc.) or a digital file. This is for reviewing purposes only, and the IAAF will NOT redistribute, or have any rights on any of this footage.

Upon request of the IAAF, the organiser shall provide a broadcast-quality record of the competition ("Clean Feed"), allowing the IAAF to use, free of charge, up to five minutes of footage, unless existing media rights contracts prevent the organiser from doing so.

IAAF Branding and Promotion

The IAAF is changing its name. From 1 January 2020 the organisation will be known as “World Athletics”. The new name and visual identity will be progressively rolled out starting from November 2019. This implies that “Label Road Races” in 2020 will be “World Athletics Label Road Races”.

While it is recommended to phase out any IAAF-related logos and branding, a degree of flexibility will be granted, and the simultaneous existence of both IAAF and World Athletics branding will be tolerated, especially for events taking place early in 2020.

New World Athletics Labels and artworks will be made available starting from November 2019, together with usage guidelines.

All Label Road Races part of the 2020 Calendar are required to:

- Produce and display, at their cost, at least two promotional, perimeter boards or banners (using artwork provided by IAAF/World Athletics) in the finish area within the final 100 metres, and/or prominently display the IAAF Road Race Label logo on the finish gantry, as part of the non-commercial partner recognition programme. The placement of the boards and/or logos should ideally be visible in key broadcast views.
- As part of the post-race report, organisers shall be required to provide photographs of the Road Race Label recognition.
- Display the relevant Road Race Label logo on the homepage of the race website.
- Include the relevant Road Race Label logo on all promotional printed and digital material (examples may include marketing campaigns, posters, brochures, leaflets, official programme, start lists, results, press and victory ceremony backdrops social media, etc)
- Allow a full page advert in any official programme made available to spectators or media Artwork provided by IAAF/World Athletics in line with specifications provided by the organiser.

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