



M/50/20
Monaco, 27 November 2020

To: MEMBER FEDERATIONS
Copy: Council Members
Executive Board Members
Commission Chairpersons
Area Associations
Dentsu Athletics

Re: Regulations for Label Road Races 2021

Dear all,

It is my pleasure to send you the Regulations for the Label Road Races which were recently approved by the World Athletics Council. The new Regulations are in Appendix 1 and will be available on the World Athletics website [here](#) (Book C: Competition – C1.6).

The Label Road Races system has been substantially reviewed for 2021 due to the continuing disruptions to global travel and the subsequent difficulty for many race organisers to invite international elite athletes; as well a result of the cancellations of several events in 2020; and because of the financial strain created by the COVID-19 crisis among race organisers worldwide.

The resulting programme is one that:

- **Keeps creating value for race organisers wherever possible**
For many operators a World Athletics Label is a valuable marketing tool (with sponsors, media, governments, runners, etc.) that contributes to drawing money into the sport: the new system makes Labels more attainable, while upholding the important quality-control function that sits with World Athletics and its Member Federations.
- **Enables the continuation of our collective efforts to protect the integrity of the sport**
The programme is designed to generate resources for anti-doping through a fee structure that is reasonable, progressive, and well-balanced between the contributing parties. The integrity framework built with these funds by the Athletics Integrity Unit is optimised to match integrity risk and necessary measures.
- **Encourages investment in elite races**
A system of incentives is kept, so that organisers willing and able to invite elite athletes and provide adequate prize money can qualify for a more high-profile Label.

There will be three Labels for road races in 2021:

- World Athletics Label
- World Athletics Elite Label
- World Athletics Elite Platinum Label

The basic **World Athletics Label** is available to all duly sanctioned road races as long as the event has taken place for at least two consecutive years prior to 2021 and holds an international measurement certificate. For the **Elite**



Label, there are certain prize money requirements. The **Elite Platinum Label** is only available to races that had been granted Platinum in 2020.

We expect to be back to the traditional tiered system of Labels (Platinum/Gold/Silver/Bronze) in 2022.

To apply for a World Athletics Label, race organisers should complete the attached Application Form (in Appendix 2) and submit it to Alessio Punzi at alessio.punzi@worldathletics.org by **10 December 2020**. The Application Forms have also been shared with the organisers of Label Races in the World Athletics database. The application window for 2021 Labels runs **from 27 November to 10 December 2020**.

Please note that an online **info session about Label Races and road race course measurement** is being organised for **Wednesday 2 December** (at the usual times of 10am and 4pm CET). Further information will be provided in a separate email.

If you have any questions, please contact Alessio Punzi at alessio.punzi@worldathletics.org.

Kind regards,

A handwritten signature in black ink, appearing to read "Jon Ridgeon".

Jon Ridgeon
Chief Executive Officer

Appendices: Appendix 1 - Regulations for Label Road Races 2021 (under separate cover)
 Appendix 2 - Application Form for a World Athletics Label