

# IUAA CROSS-COUNTRY CHAMPIONSHIPS 2003 REVIEW

*Hosted by Dublin City University on Saturday 8<sup>th</sup> March 2003*

## ORGANISING COMMITTEE

Event Director:	Enda Fitzpatrick
Sponsorship:	Michael Gilroy Gary Park Enda Fitzpatrick
Website:	Bobby McDermott
Course Construction:	Gordon Murphy
Program/T-shirts:	Gary Park
Registrations/Results:	Jackie Mulhall Shane Healy
Starter:	Cyril White
Entertainment:	Michael Gilroy

## CHAMPIONSHIP RESULTS

### Men's

1. Mark Kenneally, TCD	32.15	1. TCD (1, 5, 8, 11, 13, 31)	69
2. David Kelly, NUI Galway	32.30	2. DCU (7, 9, 12, 16, 23, 41)	108
3. Gary Hynes, Dublin IT	32.34	3. NUI Galway (2 6 17 27 44 51)	147

### Women

1. Kathryn Casserly, NUI Galway	14.31	1. DCU (3 5 9 17)	34
2. Suzanne McCormick, QUB	14.46	2. NUI Cork (6 10 11 21)	48
3. Katie Duggan, DCU	15.00	3. NUI Dublin (12 19 20 23 4)	74

### Overall

1. DCU	84.86
2. TCD	110.50
3. NUI Cork	118.17

## PLANNING

Preparations for the event began in the summer of 2002. Due to insufficient area around our playing field extensive building work had to take place in order to host these championships. Though the assistance of the college, JCBs cut paths through waste land, two bridges were build and woodchips were laid to make a surface suitable for the championships. The course was marked around the total perimeter of the race and a finish banner was erected courtesy of Redbull.

We include a race in the program for graduates of the various competing universities, with the prizes sponsored by Reebok. The addition of this race has been suggested in the past but this was the first year it was included and was very well received.

## **COURSE AND FACILITIES**

The course was specially designed and built for the championships, which included hills, parkland and trails.

Check-in area and eight dressing rooms with showering facilities were provided adjacent to the course. Additionally two tents were erected between the start and finish areas to provide shelter on the course.

The committee would like to thank Prof. Cyril White who acted as official starter for all races.

## **WEBSITE**

[www.iv2003.athletics.club.dcu.ie](http://www.iv2003.athletics.club.dcu.ie)

A website was set-up for the event and was online in the two months before the event. All information needed for the event was available on the website, any additional questions were answered via the event email address set-up by the IUAA.

Digital photos were taken on the starting line of each team, which were subsequently made available to all teams online. Photos throughout the race were also taken and appeared on the event website within 2 days.

## **INFORMATION PACKS**

Four weeks prior to the event information packs was send out by post to participating colleges and officials. An accommodation list was sent to various college three weeks prior to that. All information was available via the website already.

Seven day before the event an email reminder was sent to all college with details of the timetable, dinner and course location.

## **PUBLICITY**

Articles previewing the event appeared in Irish runner Magazine, Evening Herald newspaper and various websites both before and after the event. Spin FM radio station was contacted. Due to the vast extent of other sporting events (6 Nations Rugby, Irish Schools Cross-Country etc) that weekend acquiring media coverage was difficult.

Due to the lack of time between the finish of races and the deadline for Sunday papers it would be of benefit to have one designated person in charge of supplying results to the papers as the post race period is a busy time for the organiser.

## **SPONSORSHIP**

In the months prior to the event letters seeking sponsorship were sent out to various types of business.

1. Local businesses
2. Businesses which may provide merchandise suitable for a goodie bag
3. Business that would benefit from advertising within the program

Supply of merchandise for goodie bags was the main form of support received. Goodie bags were handed out to all finishers that included: - a can of Redbull, a Toblerone chocolate bar, a Reebok mug and key ring.

## **PROGRAMME & T-SHIRT**

One hundred and fifty programs which included a course map, list of competitors, past results and history was printed free of charge by Reads of Nassau street and distributed free of charge at the race.

One hundred t-shirts were produced with the championship logo on the front and list of colleges on the back. These were sold on the day and at the dinner below cost price.

## **ENTRIES AND RESULTS**

Entries and booking of meal tickets were received via the IUAA online system. Race numbers were collected prior to the races in the check-in area adjacent to the course.

## **POST EVENT FUNCTION**

The event dinner was held at ALSAA complex beside Dublin Airport. Its close proximity to Dublin Airport insured adequate bus routes and supply of taxis.

Prizes were presented by Irish Para Olympic athletes Patrice Dockery and John Fulham. Photos from the presentation were on the event site with two days.

Two video cameras had been used to record the races and the film was shown on a big screen before the dinner.

## ACCOUNTS

	<i>Exp</i>		<i>Income</i>	
<i>First aid</i>	€	500.00	€	3,000.00
<i>Tents</i>		400.00		<i>Student union grant</i>
				<i>Sponsorship</i>
				<i>IUAA grant</i>
<i>Grounds men</i>		200.00		<i>Meals</i>
<i>Course work &amp; Markings</i>		1,100.00		<i>T-shirts</i>
<i>Catering</i>		135.00		
<i>Pa clock</i>		100.00		
<i>Results &amp; stationary</i>		100.00		
<i>T-shirts</i>		765.00		
<i>Video</i>		50.00		
<i>Markings</i>				
<i>Dinner</i>		6,055.00		
<i>etc</i>		125.00		
		€ 9,530.00	€ 9,660.00	€ 130.00

Report compiled by Gary Park.