

I.U.A.A. CROSS COUNTRY CHAMPIONSHIPS 2004 REPORT

Hosted by Institute of Technology Carlow on 28th February 2004

- **Organising Committee**

Event Director: Carmel Lynch

Sponsorship: Aideen Farrell
Jennifer Farrell

Website: Robert O'Rourke
Linda Ryan

Course: Denis Shannon
Pat Kelly

Program: William Hoyne
Paula Hickey

Registration / Results: Bernadette Scott
Colm O'Conner
Stephen Lipson

Entertainment: Matt Givens

Starter: Cyril White

Race Commentator: Eamonn Byrne

Sound: Richard Ryan

Course Stewards: Pat Kelly
Noel Richardson
Olivia Maye
Cormac O'Toole
Geraldine Parr
Valerie Creen
Mary Jordan
Enda Dunican
Anthony Friel
John Cummins
David Franks
Ray Jordan
Alan Byrne

- **Championship Results**

Overall Teams

1. Dublin City University
2. University College Dublin
3. University College Cork

Men's

<u>Individual</u>			<u>Team</u>	
1. Mark Kenneally	TCD	28.01	1. DCU	60
2. Mark Christie	DCU	28.12	2. UCD	86
3. Eoin Higgins	DCU	29.12	3. TCD	139

Women's

<u>Individual</u>			<u>Team</u>	
1. Fionnuala Britton	DCU	14.51	1. DCU	26
2. Orla Drumm	UCC	15.18	2. UL	49
3. Gladys Ganiel	UCD	15.39	3. UCC	50

- **Planning**

Preparations for the event began in May 2003. A meeting was held and the committee was set up.

Discussions took place with Denis Shannon, principal of Tinryland athletics club regarding the use and layout of the course.

Originally it was planned to hold the captains meeting and refreshments in IT. Carlow, however on realisation that the facilities were available in Tinryland, this was chosen to be more suitable.

Bunting and electronic timing had to be sourced and organised.

The hotel for the post event meal was booked in June 2003 but one week before the event renovations were taking place, which disrupted the running of our function.

Eventually the problems were remedied and the event went ahead as planned.

It was decided to have complimentary soup and sandwiches for all the athletes after the races. The National Defence Forces and Campbell Catering were approached for assistance with this.

The Gardai were informed about the event and on the morning of the competition road signs were erected on all access roads.

- **Course and Facilities**

The 2004 championship took place in the renowned cross-country course in the town land of Tinryland, 5 miles outside of Carlow town. Toilets and changing facilities were provided at the course. Showering facilities were available at IT Carlow for those who required them following the races.

In addition two tents were provided in the finishing field for changing, shelter and refreshment distribution.

The Order of Malta provided ambulance and first aid personnel.

Both the men's and women's races were recorded. Eamonn Byrne provided the commentary and Michael Heary, president of the I.A.A., attended the competition and spoke to the crowd after.

- **Contact and Information**

Two and a half months prior to the event, an invitation letter was sent out to all member colleges - club captains and/or sport's officers- containing initial championship details and plans for the event.

A website **www.itcarlowathletics.com** was set up for the event and was online two months before the event. All information regarding the event was available on the site, including contact details and other sources of related interest. The website was updated as soon as new information surfaced and after the event photographs were added to the site. A link to the IUAA website, from where the results could be accessed was included in our event site. The organising committee, via telephone and email (which was set up by the I.U.A.A., especially for the event) dealt with additional queries and comments. A reminder letter with all other relevant information was then forwarded to the colleges three weeks before the competition. This information pack included:

- Closing dates and entry details
- Map of Carlow
- Course map
- Accommodation List (Had been previously sent out and was available online also)
- Details for post event function and presentation meal

- **Publicity**

The local Carlow newspapers, The Nationalist and The Carlow People were following the progress on the organisation of the championships since the previous year's event. They advertised the event on a number of occasions. The main press release was one week prior to the event, where all details were again reported and the races were previewed. A reporter from The Nationalist and The Carlow People also attended the competition. A full race report was published along with results and photographs, the following week. The day after the fixture, the results appeared in the Sunday Independent on February 29th and The Irish Times published them on Monday the 1st March.

- **Sponsorship**

During the preceding months to the event, letters were sent out to local businesses in search of sponsorship. Phone calls were made as well as 'in person' visits to follow up on this, however attempts were quite unsuccessful. Most of the sponsorship received was internal; from the on-campus companies and the Student's Union. The town businesses did supply us with spot prizes for the Athletics Club Annual Table Quiz the proceeds of which went towards the event.

The main sponsorship received from on-campus companies was in the form of contents for the 'goodie bags'. These packs, which were given out to all the competitors after the races included: coca cola - drinks and bags, lollipops, chew bars, crisps, wallets, key rings, folders etc. Campbell Catering also provided soup and sandwiches, for distribution at the course at a discounted rate for the athletics club.

- **Programme**

200 Programmes were printed in the Sports Office. The programme included: a list of competitors, schedule of events, course map and previous winners. Colour and black and white copies were included in each club's registration pack and additional copies were distributed to the athletes.

- **Administration**

Race entries and bookings for meal tickets were made on the IUAA online system. Athlete race numbers, team declarations and meal tickets were dealt with at the check-in area adjacent to the course.

The results were compiled immediately after each race and distributed to the team captains at the Captains Meeting.

The Captain's meeting was held approximately half an hour after the men's race in the Primary School beside the course. 15 people attended the meeting, including team captains and the IUAA President Stephen Lipson.

Due to the smooth running of the event, there were no complaints and most of the discussion was about the upcoming IUAA Track and Field Championship in Cork.

- **Post Event Function**

The event dinner and presentation function was held in the Seven Oaks Hotel, in Carlow's town centre. A mulled wine reception was provided in the hotel foyer before the four-course meal was served. Two special guests were invited to the meal, the president of the I.A.A. Michael Heary and International Athlete, Anne Keenan-Buckley. Both guests presented the prizes.

Results were again distributed at the meal and a video of the race was shown on a big screen before the dinner.

A D.J. was hired for the night, who entertained after the speeches and presentations. Also, an agreement was made with the local nightclub that the athletes would get in for half price.

- **Income and Expenditure**

Source of Income (to include sponsorship, fees, university contribution, etc.)	euro €	Expenditure	euro €
IT Carlow Students Union Sponsorship	468.00	188 Meals @ €17 per head	3196.00
IT Carlow Athletics Club Fund Raising	532.00	Hire of DJ for Disco	250.00
Meal Tickets: 157 @ €27	4239.00	Hire of sound at Tinryland	200.00
IUAA Grants	400.00	Order of Malta	50.00
		Electronic Timing	400.00
		Campbell Catering: Soup & Sandwiches X 200	500.00
		Guest's Expenses	50.00
		Commentator at Tinryland	50.00
		Timber for signs	35.00
		Hire of Course- Tinryland	400.00
TOTAL	5639.00	TOTAL	5131.00

Report compiled by Aideen Farrell
(I.T. Carlow Athletics club captain)