

NCAA Emerging Sport Growing Fast



WHY ADD WOMEN'S COLLEGIATE TRIATHLON?

As an Emerging Sport for Women, triathlon is on the precipice of becoming a full-fledged NCAA Championship Sport, that will allow female triathletes the opportunity to be official NCAA student-athletes and participate in competitive draft-legal racing. Women's Collegiate Triathlon is a smart addition to any athletic program.

LOW COST

- No infrastructure needs to be built for practice or competition – pool use rental only requirement
- Affordable sport to not only start but also to maintain – operational costs average: DI-\$99K, DII-\$45K, DIII-\$35K
- Lower impact on athletic department costs because of educational and merit coverage in other areas of the institution
- Low need to reach up to 6.5 scholarship equivalences for DI and up to 5 scholarship equivalences for DII because of educational aptitude of S-A
- Ability to apply for USA Triathlon Foundation grants
- Event costs are minimal –
 - Can host pool swim/runs around noted facilities to meet sports sponsorship
 - Can also host duals and triangulars which are produced by local event directors (aided by close proximity to other programs) as well as piggybacking events with other age group races
- Lowest number of minimum (4) and maximum (6) competitions of any NCAA Championship or Emerging Sport

RECRUITING and CROSS OVER SPORT OPPORTUNITIES

- Ability to recruit top talent from a deep pool of athletes competing in triathlon, swimming, track & field and cross country
- Triathlon is an international and Olympic sport (130 countries currently) so vast recruitment opportunities (26 countries represented on current rosters)
- Access to 2,500 certified coaches to serve in salaried or volunteer coaching positions
- Combines and Talent identification representatives (coaches and members) helping to ID new talent
- Cross over into other sports (cross country, track, swimming) – DII and DIII level mainly – which helps ROI for one recruited triathlete and provides support around Title IX needs
- Adding men's club programs to supplement female build to impact enrollment at 2x the rate

INSTITUTION-WIDE IMPACT and CULTURE

- Ability for teams to be competitive in the first year
 - Chance to dramatically impact Learfield Director's Cup position once NCAA approval is confirmed as championship sport (goal review date beginning in 2024)
- Squad sizes can meet needs of the institution
 - Most current varsity triathlon programs rank among the top 3 Team GPAs for female programs on campuses
 - Athletes with strong leadership and academic qualities will positively impact the student body and athlete experience
- Have a clear and distinct voice in the movement as the sport shifts from emerging to full NCAA status
 - Lifetime sport that promotes fitness and health on campus which leads to greater alumni donorship as program graduates stay engaged in the sport of triathlon post collegiately
- Culture of community and program tie to running, swimming and biking means support from various local constituencies
- Varsity triathletes typically come from higher income households which require less scholarship/athletic aid support and elevate program discount percentage

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CURRENT PROGRAMS

1,000,000

HIGH SCHOOL ATHLETES
AVAILABLE TO RECRUIT

3.5

AVERAGE GPA
OF COLLEGIATE
TRIATHLETES

4.1

AVERAGE NUMBER OF
EVENTS PER SEASON
(6 EVENT MAXIMUM)

12-15

ATHLETES PER TEAM
(TARGET SIZE)



FOR MORE INFORMATION CONTACT
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[USATRIATHLON.ORG/NCAA](https://usatriathlon.org/ncaa)