

IDEAS FOR HOSTING A TRIATHLON EVENT ON CAMPUS



- **Work With Campus Recreation Departments and USA Triathlon**

- Get Approved Well in Advance: Coordinate with your athletic department, facilities management, and campus security for event permissions.
- Collaborate with Campus Recreation: Use existing on-campus or local fitness spaces like pools, gyms, and spin studios.
- USA Triathlon: Race Directors must partner with USA Triathlon early for sanctioning, safety inspections, and certified officials if needed.

- **Choose a Format that Works on Your Campus**

- Be open to Outdoor or Indoor Formats: Your event could work well indoors, outdoors, or as a combination of both. Make use of pools, stationary bikes, treadmills, or outdoor tracks and/or paths.
- Keep It Short and Beginner-Friendly: A Super Sprint or a time-based format (e.g., 10-min swim, 20-min bike, 15-min run) works well to introduce people to the sport.
- Stagger Start Times: Use waves or heats to manage large groups in small spaces.
- Convert Spaces Smartly: Use gyms for transition zones, and get creative with signage, cones, and traffic guides.
- Divisions: Your race should include collegiate divisions with male and female waves.

- **Have a Strong Event Team and Figure out Logistics in Advance**

- Assign Clear Roles: Organize a group to manage logistics, marketing, timing, check-in, and clean-up.
- Team Members as Volunteers: Many host teams encourage their athletes to be a part of the event staff. If they want to race they are required to find 1-2 other volunteers.
- Recruit Student Volunteers: Offer service hours or swag in exchange for help from student clubs and organizations.
- Registration, Timing, and Scoring: Reach out to your institution's recreation department on their policies and rules about use of registration and scoring platforms. They may have suggestions on trusted and low-cost platforms. Be clear about timing and scoring in all event information to keep things fair.

- **Keep it Low-Cost or Turn it into a Fundraiser**

- Utilize Existing Resources and BE Creative: Use campus equipment to reduce costs. Work with your recreation department to find an off-peak time to avoid high facility rental costs.
- Fundraise for Your Club or a Cause: Charge a small entry fee or ask for donations, and consider partnering with a charity to increase participation and give your event a meaningful purpose.
- Payment: Use trusted payment platforms and create club accounts. Designate one person to handle all event transactions, but ensure there are multiple team members with access to club financials for security purposes.

- **Prioritize Inclusivity and Low Barrier to Entry**

- Encourage All Skill Levels: Market the event as beginner-friendly, non-competitive, no pressure, and open to all fitness and ability levels.
- Offer Relay Options: Let participants compete in teams (one person per leg) to boost participation and reduce equipment needs.

- **Spread the Word and Advertise Creatively**

- Create Physical Promotional Materials: Create flyers or posters to hang (with permission) around campus and in local fitness facilities or popular student hangouts.
- Inviting Clubs/Schools: Invite all Clubs in your Conference and any others in your region to enhance participation and add meaning to collegiate racing.
- Leverage Social Media: Have team members share/promote the event on team and personal social media.
- Word of Mouth: Encourage athletes to invite friends, and promote through residence halls, fitness classes, and intramurals.

- **Collaborate with Other Teams/Clubs**

- Work with swim, bike, or run clubs or teams to co-host events.
- Work with varsity teams to use the event as a fitness test or team bonding activity.
- Advertising: reach out to all sport and social clubs on both online and physical student activity bulletins.

- **Celebrate and Reflect**

- Create a Fun Atmosphere: Play music, take photos, and offer snacks or swag at the finish line.
- Awards: Collaborate with local sport related or non-related businesses to contribute items for awards or goodie bags. Use free resources like Canva to print award certificates instead of medals to keep costs low.
- Collect Feedback: Use a simple survey to learn what worked and build momentum for the next one.