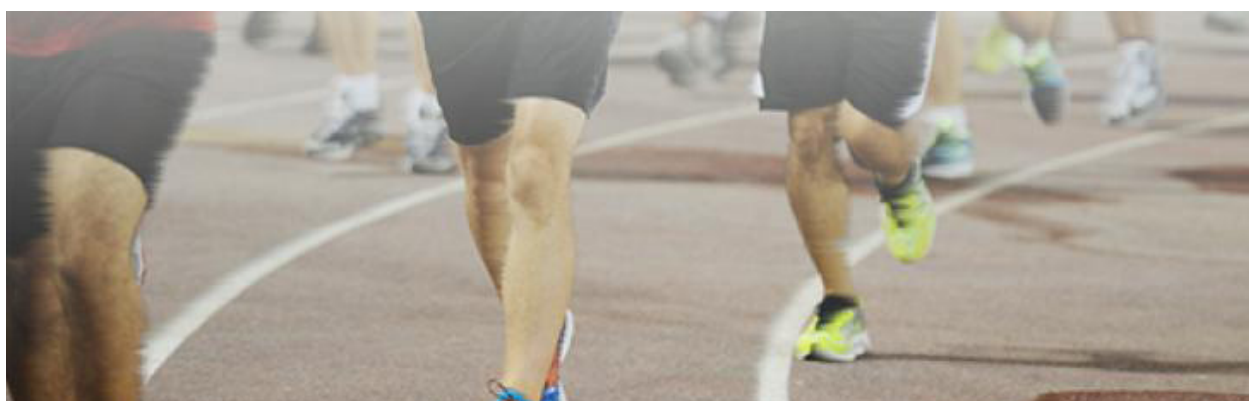




## Aspire Zone Successfully Hosts the 1st IAU 50km World Championships



### EVENT OVERVIEW:

Based on its success in hosting the 50Km World Trophy Final in 2014, Aspire Zone Foundation was selected to host the first edition of the prestigious IAU 50 KM World Championship on December 4th, 2015. Hosting these championships reinforces Aspire Zone's progress in developing as a hub for sporting excellence in the region and highlights its success for enhancing sports performance locally, regionally and internationally.

The world championship is an officially sanctioned event of the International Association of Ultra runners and AZF has been awarded the hosting rights for the next three years. The race hosted the best 100 international ultra-runners who competed for the inaugural World Championship title alongside with more than 200 participants competing for the Aspire International 6:50 Race.

### What is the IAU

The International Association of Ultrarunners (IAU) is operating under the patronage of the IAAF and is dedicated to develop ultradistance running internationally within the IAAF Rules & Regulations.

As international governing body for ultradistance running, one of our main objectives is to promote and develop long distance running worldwide by encouraging specific activities in each of the IAAF Continental Areas.

*The major IAU competitions are:*

- *100 km World Championships*
- *100 km Area Championships*

- *24H World Championships*
- *24H Area Championships*
- *Trail World Championships*
- *50 km World Championships*

### **6.50 INTERNATIONAL RACE**

Aspire Zone Foundation gave running enthusiasts the opportunity to run alongside IAU professionals by hosting the 3rd edition of the Aspire International 6.50 Race during the IAU international weekend. The 6.50 is a 50 km individual run Race with Team Relay designed in Multi Lap format. Each lap is 5km long and the challenge is to run 10 laps within 6 hours.

#### **Course**

The course was a 5km looped circuit comprising tarmac, tile and paved road. It was equipped with drink stations, one cool zone, camera points and toilets. Participants also had access to the athletes village which contained 1st Aid, Public Café offering for sled ring items and light snacks, phone recharge points, fan zone, athlete post-race refuel tent with fluids and hot food, timing updates and a photo booth.

#### **Event Planning and Implementation:**

The event has been developed vastly since the initial 6:50 Trophy Final Race in March 2014 as the whole concept of an ultra-marathon was completely new to all staff involved. The requirements from the federation were a big task, and it pushed the organization, department and staff to its limits as it involved extensive planning, technical understanding & procurement. However once we delivered, the event then became a regular fixture on our internal calendar, and we become more confident in fulfilling requirements and this has resulted in the event getting bigger and better each year.

Roles & Responsibilities carried out for the event include – Overall Federation liaison, overall Event Planning & Management, procurement, overall athlete liaison, accommodation management, flights & transport management, overall technical management, medical liaison, Overall Event Hospitality Liaison with other in-house departments, Opening & Closing Ceremony Management etc.

Up to 40 Key staff involved with contractors.  
Preparation time – 3 Months of Planning

#### **MAJOR HIGHLIGHTS OF EVENT:**

Major Highlights Included:

- No major incidents occurred before during or after the race
- The Event Fan Zone was well attended with over 1000 spectators witnessing the race and enjoying the entertainment
- Design of Fan Zone, Race village & Layout of event
- It was great to see the events design work and have positive feedback from end users
- The ability to offer the event set up to additional community races after the 50K i.e. Doha College 10K
- A large number of community athletes taking part in the 50K 2015

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#### *AT A GLANCE*

- *Venue: The Aspire Zone Course*
- *Date: December 4th, 2015*
- *Times: 6PM till Midnight*
- *Participants: 100 international ultrarunners alongside 200 participants competing for the 6.50 Race*
- *Over 1000 spectators attended the Race FanZone*