Appendix 5: Web page / Event information guidelines

Each organizer of WMRA WORLD CUP event should open its-own web page.

Media Assistance
>   Please provide assistance where required to make the work by the WMRA / WA media representatives run smoothly. The work that they are doing will help your race promotion.

The following guidelines should help the webmaster to fulfil WMRA requirements:

1. **General:**

Important: All the below mentioned data should be available in **English language** on the race website.

➢   WA and WMRA logo's with wording "**WMRA WORLD CUP**" should appear on the main page. LOC is allowed to use WA and WMRA logo only in the year when event is a part of the **WORLD CUP**

2. **Technical details**
    ➢   Date of event,
    ➢   Venue and car parking as well as how to arrive by: car, train, flight.
    ➢   Entries: when, how, entry fee.
    ➢   Start: location, time.
    ➢   Finish: location.
    ➢   Course: length, height difference for men/women
    ➢   Course profile
        ➢   y-axis = altitude (height above sea level shown in metres)
        ➢   x-axis = distance (km)
    ➢   Course description per sections is recommended (asphalted road, 4WD road, trail; meadow, forest…)
    ➢   Course records (time – name – year; women/men)

3. **Uphill only races:**
    ➢   Luggage transportation from start to finish (if necessary)
    ➢   Transportation from the finish back to the start.

4. **Prize giving ceremony**
    ➢   When, where
    ➢   Prizes (cash / practical; state at least the 1st prize value, the total prize fund and number of runners who will receive prizes)
    ➢   Awards (cups, medals)

5. **Accommodation & catering**
    ➢   Contact (e-mail, tel.)
    ➢   Accommodation provided for elite athletes together with elite athlete co-ordinator contact details.
    ➢   Meal after the race.

6. **Contact**
    ➢   Name, address; e-mail, possible also fax and phone
    ➢   Contact person should speak at least English; German and Italian are also welcome

7. **Some history facts / statistics** are welcome (winners in recent years, best times of the course men/women…)

8. **Photos**
    Photos showing the course, previous races as well as the terrain and the natural beauty of the location are important.

9. **Social Media on your web page**
    Mention of the WMRA WORLD CUP / current WORLD CUP ranking and previewing the races participants should be a priority in the lead up to the event on your news / home page. Linking and sharing other WORLD CUP race information / locations and results should also be considered. Use the hashtag #MountainRunningWorldCup