

The IAAF Diamond League

**IAAF's New Approach
to 1Day-Athletics**



Diamond League

The Vision of the IAAF President

Any new approach to 1Day-Athletics Meetings has to

- build the **worldwide appeal** of athletics by including **meetings outside of Europe** in a series of the world's best 1Day-Athletics events
- allow the comeback of „**classic athletics**“ **showing all the facets and versatility of the sport** and readjusting some of the unfortunate developments of the past years, which focused more and more just on a few events
- lay a worldwide foundation for a **new meeting system**, providing each Area with an opportunity to build its own meeting series and develop great events in each Area
- provide an easily understandable series that connects the meetings with each other
- provide world class entertainment through outstanding TV images



The Vision of the IAAF President (2)

Any new approach to 1Day-Athletics Meetings has to

- support the Major Championships by building-up stars in many different countries that will be followed by national media wherever they compete
- allow top athletes to compete at personal record level, which championships are often not ideal for
- give a fair chance of **top athletes of all disciplines** to get media exposure, earn their living and have their success in Major Championships being honoured
- be based on a solid financial basis
- provide the best possible organisational level
- **promote and develop athletics**



The IAAF Diamond League Approach

- Under the IAAF President's leadership and based on his vision, some of the best meetings of the world have come together and decided to cooperate amongst each other and with the IAAF to address the major issues of current 1Day-Athletics
- The goals of the approach are to
 - fulfil the vision of the IAAF President
 - create a true sense of community between the meetings, understanding that the series' and with it athletics' success is essential for the long-term survival of each individual meeting
 - develop a high quality product and a corresponding communication concept that deliver great sports and premium entertainment to the fans worldwide
 - start with a certain number of meetings, leaving the door open to include additional meetings or to replace meetings not fulfilling the severe admission criteria anymore



IAAF Diamond League: Worldwide Appeal

Currently, the following meetings have signed contracts as being part of the IAAF Diamond League:

- China Golden Grand Prix
- Reebok Grand Prix, New York
- Prefontaine Classic, Eugene
- ExxonMobil Bislett Games, Oslo
- Aviva British Grand Prix
- Athletissima Lausanne
- Meeting AREVA
- DN Galan Stockholm
- Aviva London Grand Prix
- Herculis, Monaco
- Weltklasse Zürich
- Memorial Van Damme, Brussels



IAAF Diamond League: Worldwide Appeal

The contractual status of the following meetings has to be confirmed:

- DKB ISTAF Berlin
- Golden Gala Rome
- Qatar Athletics Super Grand Prix in Doha



Disciplines' Structure and Timetable

- 32 disciplines total, 16 per meeting (2 meetings share all 32 disciplines; rotation principle, privileging national stars, e.g. JT men in Oslo as long as Thorkildsen throws)
- Due to stadium restrictions, Hammerthrow will be organised by the IAAF in a separate series structure
- Each meeting has to produce a 2 hours live HD TV feed incl. virtual graphics (HD in all meetings latest as of 2011)
- Some events may take place before the international TV programme, as they will not fit into the two hours schedule
- The scheduling of the meetings and the structure of the series will enable the fans to see the best athletes competing head-to-head on a regular basis

Example of Discipline Splits for 2 Meetings

Time	Men1	Women1	Men2	Women2
▪ 18.55		DT	DT	
▪ 19.00	PV			PV
▪ 19.05	SP			SP
▪ 19.10		HJ	HJ	
▪ 19.15	TJ			TJ
▪ 20.05	400 H			400 H
▪ 20.15	100 SF			100 SF
▪ 20.25		400	1500	
▪ 20.35	JT		3000 SC	JT
▪ 20.40	800	LJ	LJ	
▪ 20.50		3000 SC	200	
▪ 21.05	100 F			100 F
▪ 21.15		1500		5000
▪ 21.25		100 H		
▪ 21.35	5000		110 H	
▪ 21.45				800
▪ 21.55		200	400	

Prize Money & Athletes' Engagement

- All 32 disciplines have the same prize money with a total of 26'000 USD x 16 = 416'000 USD per meeting
- Place Prize Money
 - 1. → 8'000 USD
 - 2. → 6'000 USD
 - 3. → 4'000 USD
 - 4. → 3'000 USD
 - 5. → 2'000 USD
 - 6. → 1'500 USD
 - 7. → 1'000 USD
 - 8. → 500 USD
- The most important athletes will be engaged centrally for all meetings and will promote the series; engagement will happen by one/two of the meeting directors
- All other athletes will be engaged by each meeting
- A minimum promotional fee shall be guaranteed against the prize money to all athletes with merits (WR, WCH, OG, ECH...)

The IAAF Diamond Race

- Each of the 32 disciplines takes place 7-8 times; the top 3 of each discipline are being awarded the same amount of points at each meeting, except for the final (scores 2 x)
- Place Points Scoring: Single Double (Finals)
1. → 4 points 8 points
2. → 2 points 4 points
3. → 1 point 2 points
- The AVIVA London Grand Prix runs all 32 disciplines on two days (= 1 meeting)
- The athlete with the most points in each discipline at the end of the last meeting of the series wins „The Diamond Race“; in case of equality on points, the number of victories decides; in case there still is a tie, the better Final result decides
- Each Diamond Race Winner is being awarded a 4 carat diamond (worth around 80'000 USD)



Commercial Topics

- The international TV rights of all meetings will be pooled and centrally marketed by the world's most reputed sports marketing agency IMG
- The national TV rights and all sponsorship rights remain with each of the meetings
- The naming right of the series will not be commercialised and stay with the IAAF

