



## IRC GBR Championships

### **Congratulations – your event has been approved as an IRC Championship!**

Listed below are the requirements to hold a GBR IRC Championship, as well as some advice to help you run a successful event.

See p.3 for advice from a potential entrant on promoting your event and improving entries!

See p.4 for advice on applying to host an IRC Championship

#### **Requirements for approved events:**

- a) The IRC logo and website address [www.rorcrating.com](http://www.rorcrating.com) shall be included on event documentation. The logo is available in various formats from the Rating Office on request (see also the 'IRC logo' paragraph below).
- b) The events shall be referred to as the “GBR IRC [Region or Specific] Championships” e.g. “GBR IRC East Coast Championships”.
- c) It is specifically required that a mixture of course types is offered to cater for different types of design, so that one type does not dominate because of favourable course types. For more information see point 5 of the Notes for Race Organisers which can be found online at <https://www.ircrating.org/racing/race-management>
- d) Where there are prizes supplied by IRC sponsors they shall be given at the prize giving.
- e) Single Event Ratings (SER) shall not be issued for GBR IRC Championships.

#### **Recommendations for approved events:**

- a) There are no specific requirements for additions to the Notice of Race or Sailing Instructions; however the Rating Office strongly recommends that race organisers read the Notes for Race Organisers. The RORC Rating office would like a copy of the event Notice of Race once complete.
- b) It is NOT a requirement that GBR IRC Championships require certificates to be Endorsed; see also 2.7 of the Notes for Race Organisers.
- c) It is strongly recommended that there is equipment inspection at the event. For more information see: <https://ircrating.org/irc-racing/race-management/event-check-measurement/>

**Event promotion:**

We no longer issue name and address lists to any third parties, including event organisers. However, **please help us promote your event on social media by adding [jenny@rorcrating.com](mailto:jenny@rorcrating.com) to your press release list.**

A number of detailed ideas on promoting your event and increasing the numbers of entries are provided on p.3.

**Press Releases:**

We will send out a press release at the beginning of the season, summarising the different championships that are on.

If you intend to send out related PR, we would appreciate it if you could please:

- a) ensure that a link to [www.rorcrating.com](http://www.rorcrating.com) is included for people to get their IRC certificate.
- c) Refer to IRC as the rating system used at the event.

If you would like us to check any IRC or technical details in a press release, we will be happy to help - please email the draft to [emma@rorcrating.com](mailto:emma@rorcrating.com)

**IRC Logo**

You may use the IRC logo (unmodified apart from re-sizing) on any paperwork/website relating to IRC events. The IRC logo is available from the Rating Office, please email [emma@rorcrating.com](mailto:emma@rorcrating.com)

**Social Media**

Please tag us in any social media posts so that we can share them – we are on Facebook and Instagram as RORCrating and IRCrating

**Hashtags:** #IRCchamps #IRCrating #ThisBoatCan

**IMPROVE YOUR ENTRY!  
SEE NEXT PAGE FOR IMPORTANT NOTES ON EVENT PROMOTION**



## **EVENT PROMOTION**

**(written by a potential entrant!)**

Many events in most areas of the country are suffering from lower numbers and it is no longer enough simply to put an event in the local or regional calendar and expect boats to turn out. There are many things regatta organisers can do to encourage more entries, not just from the clubs near to the event but also from further afield to make each event a true IRC Regional Championship. I hope that the following suggestions will be useful:

1. get your Notice of Race out NOW if you haven't already done so
2. have a separate website for the championships or a dedicated section of the website for your club or area racing or regatta week
3. make sure the website is easily accessible and is kept up to date
4. make sure it is easy for boats to enter
5. keep your list of entries up to date - the more boats people can see have entered, the more likely they are to enter themselves.
6. try offering a substantial discount on the entry fee for early entries; this creates momentum in building up a fleet
7. make sure all the clubs in your immediate area and in the rest of your region know about the championships and encourage them to tell their members
8. identify owners who are likely to enter and to recruit others and contact them directly
9. post regular news updates on your website before, during and after the championships and details of social events. Send links to news items to [jenny@rorcrating.com](mailto:jenny@rorcrating.com) so the Rating Office can share them on social media where appropriate.
10. provide details or links for berthing and shore accommodation for visitors
11. make sure the results are posted as soon as possible and send a short report on the championships to the Rating Office ([emma@rorcrating.com](mailto:emma@rorcrating.com))
12. discuss with the other clubs in your area the best date and place for next year's championships and make sure the nominated club sends an application to the Rating Office before the GBR IRC Committee meets in mid-September.

Good luck with your event and good sailing!



## **Applications to host an IRC Championship** (Regional or other specific Championship)

### **Recommendations for Clubs wishing to host a GBR IRC Championship:**

- a) Clubs must apply to the GBR IRC Committee to host an IRC Championship. The application form (available on [www.rorcrating.com](http://www.rorcrating.com) or from [info@rorcrating.com](mailto:info@rorcrating.com)) includes various questions, and responses to these will be considered by the Committee to help them make a decision. It is recognised that some information may be provisional, but please complete it as fully as possible. Applications should be received by 6 September of the previous year.
- b) Championships may be approved on a Regional basis, or other criteria such as size specific or double-handed.
- c) For Regional Championships it is preferred that the event be part of an existing local regatta rather than a separate event, particularly in areas where there are already several IRC regattas. This is to prevent fragmentation of fleets and support existing events but make sure that visiting boats will easily be able to attend the regatta and arrange accommodation for boats and crew
- d) It is recommended that where several potential clubs in an area are interested in running a Regional Championship, discussions are held within the region prior to clubs applying and to Make sure that the Championships will not take place too close to other major events in the area which might make it more difficult to attract entries
- e) It is acceptable for a Regional Championship to consist of a series of events; the requirements and recommendations below would apply to each event that is part of the championship.