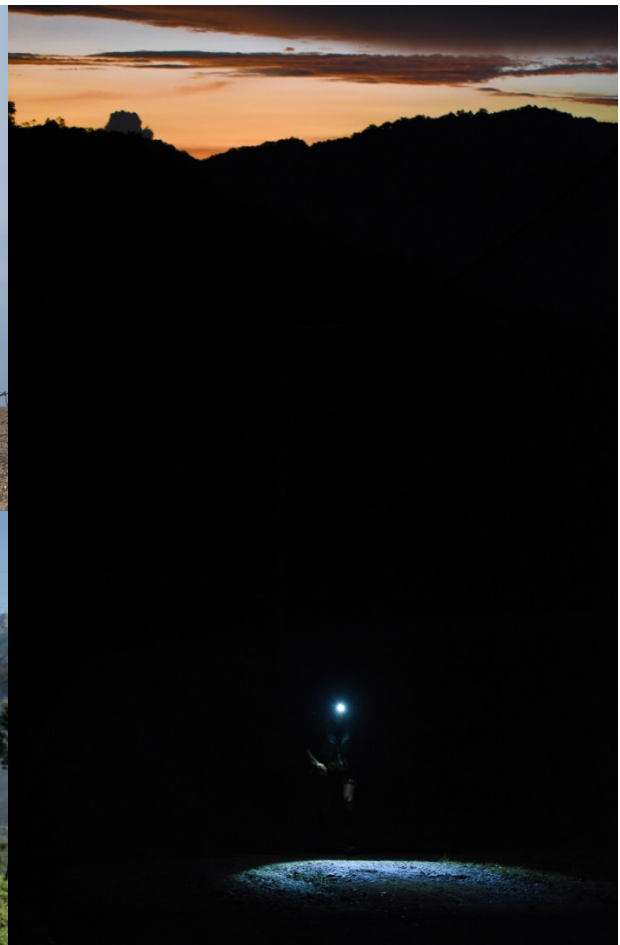




2016 Guidebook for event organisers



Kuai Sports Promotions

Unit 1010, Miramar Tower, 132 Nathan Road, Tsim Sha Tsui, Kowloon, Hong Kong

Tel: +852 8102 2592 / +86 13671843791



WHAT IS THE ASIA TRAIL MASTER SERIES?

Asia Trail Master (ATMs) is an annual series of trail running races, which are open for participation to the general public and take place on the Asian continent. The Asia Trail Master series has been designed and is managed by Kuai Sports Promotions Ltd in Hong Kong, which also owns the brand name.

Runners score points in each ATMs race that they finish and in so doing receive a place in the ATMs Ranking. After the final event on the annual ATMs calendar, the runner who has scored the most points will be crowned as that year's Asia Trail Master champion: overall, per gender and per age group. In addition, runners can aim to claim the honorary title of Grandmaster when they finish 6 long distance races within 2 years

OFFICIAL WEBSITE

www.asiatrailmaster.com

Social media: facebook, twitter, Instagram, pinterest, sina weibo, weixin

OFFICIAL LOGO



OUR OBJECTIVE

The core objective of the Asia Trail Master series is threefold:

- To promote a healthy lifestyle and boost environmental consciousness among Asian citizens through the sport of trail running.
- To create a community platform and bring people from various distinct cultures and backgrounds together
- To provide trail running event organisers with a new platform to boost international promotion and media exposure of their events, as well as assist organisers with their networking and event-technical needs

Kuai Sports Promotions

Unit 1010, Miramar Tower, 132 Nathan Road, Tsim Sha Tsui, Kowloon, Hong Kong

Tel: +852 8102 2592 / +86 13671843791



BENEFITS OF JOINING ATMS FOR EVENT ORGANISERS

What we do for you

- We make you part of an exciting international trail running series with focus on Asia
- International marketing and promotion of your race via our wide range of multimedia tools and media channels: **we are your official international promoter**
- Listing on the Asia Trail Master calendar, visited by trail runners from all over Asia and the world
- Special info webpage about your event on the Asia Trail Master website
- Live event reporting: before, during and after your race in text and in multimedia via our website and international social media
- Guaranteed online and print media coverage (e.g. Action Asia magazine, RunSociety Singapore, RunSociety Malaysia, Runner's World China etc.). We have also had stories published in the New York Times, the Atlantic, iMoney, etc.
- Distribution of your event's flyers and information at Sports Expo Fairs, at our salespoints and via our Asia Trail Master's ambassador's network throughout the year
- Optional use of high quality and international standard time-keeping & online participant registration system (developed by Race Timing Solutions in Hong Kong)
- Assistance with race technical input
- Assistance with sponsorship search and business partnerships
- Assistance with other types of event solutions (production of event materials and equipment, event T-shirts, runner gadgets and other accessoires, etc)
- Provide your country's trail runners with an opportunity to join an Asia-wide community, and therefore help the trail running industry grow in your country
- Much more can be tailor-made to your specific needs!

BASIC REQUIREMENTS TO JOIN ATMS

The Asia Trail Master series will consist of two types of events:

1. Trail running events organised by Kuai Sports Promotions
2. Trail running events organised by other organisers

Events should meet the following general criteria when applying for ATM membership:

- Race participation should be open to everybody, men & women of any nationality above the age of 18 years old on race day.
- The main race course distance equals or exceeds the standard marathon distance of 42, 195km
- The race course must be at least 75% offroad.
- Appropriate electronic time-keeping system (ideally the standard ATMs system)
- Appropriate event safety and insurance policy standard
- Willingness to assist in promotion of the Asia Trail Master series via own network

Kuai Sports Promotions

Unit 1010, Miramar Tower, 132 Nathan Road, Tsim Sha Tsui, Kowloon, Hong Kong

Tel: +852 8102 2592 / +86 13671843791



When an event's application has been approved by ATM, the event organiser will be requested to formally agree to the following specific membership requirements:

- Organiser agrees to distribute Asia Trail Master flyer via the participant goodie bag (flyer will be provided by Kuai Sports Promotions). In return, Kuai Sports Promotions can distribute your flyers at the other ATMs events on the calendar and at our partner's sales points.
- Organiser agrees to send 1 email newsletter to the event's participant database about the Asia Trail Master series. Text and photo will be provided by Kuai Sports Promotions
- Organiser agrees to put the Asia Trail Master logo on the start/finish gate and podium backdrop, as well as on the event website, event social media pages and in the event brochure (if applicable)
- Organiser agrees to share top 10 results of the race within 24 hours and full official results within 72 hours in standardised MS Excel format in order to update the ATMs ranking quickly
- Organiser agrees to put up beachflags, banners or balloons at start and/or finish with Asia Trail Master branding (will be provided by Kuai Sports Promotions)
- Organiser agrees to host 1 ATMs representative at the event (accommodation, local transport, race fee). The ATMs representative will always provide multimedia-related services during the event as well.
- Organiser will consider to use the official ATMs registration and time-keeping service provider RTS from Hong Kong to facilitate participant registration and general administration. RTS is short for Race Timing Solutions and highly experienced in timing the biggest of trail running events in Hong Kong and beyond.
- Organiser agrees to the Asia Trail Master entry marketing & media fee of USD 500,- and an operational fee per participant to be set following initial discussion.

Kuai Sports Promotions

Unit 1010, Miramar Tower, 132 Nathan Road, Tsim Sha Tsui, Kowloon, Hong Kong

Tel: +852 8102 2592 / +86 13671843791



BACKGROUND INFORMATION

ASIA TRAIL MASTER CHAMPIONSHIP

Definition

People who finish a race on the Asia Trail Master calendar score points for the Asia Trail Master ranking. After the last race on the calendar, each runner's best three points results are added up to obtain the final ranking of the year. The runners (male/female) who scored the most points will be announced as the Asia Trail Master of the year.

The 2016 points system

The points system in 2016 will differ slightly from the system used in 2015. The aim is to better reflect event attendance and related performance, while at the same time not diverting from the principle "simple and easy to calculate".

General rule: The points system is designed to be easily understood on purpose. Runners score points in each Asia Trail Master series race that they finish. Finishers score two kinds of points:

- A. **Finish points:** each runner who finishes a race scores finish points according to the race's classification (see below)
- B. **Performance points:** each runner will score additional performance points according to his ranking in the official result of the race and according to a fixed table (see the table below)
 - **More than 1 race distance at the same event:**
If an ATMs event offers two or more race distances, performance points will be given to finishers on the longest A-distance and on the shorter B distance of the event, as long as this B distance exceeds 21km (i.e. half marathon distance). No points will be given to finishers on an even shorter C-distance of one and the same event.
 - **Multiple-day stage trail races:**
performance points will be awarded according to the final overall classification.
 - **Race attendance:**
If the start list of an event contains less than 100 names overall, maximum performance points will be limited to 300.
 - **Joint finishers:**
If runners cross the finish line together, the ranking at the last timing checkpoint before the race finish will be consulted to determine who scores the most performance points.
 - **Final ranking at the end of the year:**
Only the best 3 point-results of each runner obtained during the calendar year will be taken into account for the final ranking.
 - **Abroad Bonus:**
Runners who score points in 3 Asia Trail Master races get a 50-point bonus if 1 of the 3 races took place outside the runner's country of residence.

Kuai Sports Promotions

Unit 1010, Miramar Tower, 132 Nathan Road, Tsim Sha Tsui, Kowloon, Hong Kong

Tel: +852 8102 2592 / +86 13671843791



○ **Joint points total:**

If two or more runners have the same points total: preference goes to the runner (1) who has scored the highest points number in one single race, and - if still necessary - (2) to the runner who obtained his/her total via mainly one-day races rather than stage races.

- The overall ranking will be filtered by gender and by age group
- The Asia Trail Master ranking will be updated immediately after each race, and published on the ATMs website, followed by a press release.

A. Finish points

Category	Points
Super Trail	150
Standard	100
B-distance	= number of race kilometres

- **Super trail** refers to a few selected races, maximum 5 in total, which offer more finish points because of their established international prestige and/or high participation numbers and/or ultra long race distance and/or proven high quality organisational standard. There will only be maximum 1 Super Trail per country.
- **Regular** refers to all other races
- **B distance** refers to the shorter distance race of a standard or Super Trail race of one and the same event

B. Performance points

Please see the **performance points breakdown** for 2016 below with three distinctions:

RACE RESULT	POINTS	POINTS (<100 starters)	B-DISTANCE
1	400	300	200
2	350	250	150
3	325	225	125
4	300	200	100
5	275	175	75
6	250	150	70
7	240	145	65
8	230	140	60
9	220	135	55
10	210	130	50
11	200	125	45
12	190	120	40
13	180	115	35
14	170	110	30
15	160	105	25
16	150	100	24
17	140	99	23

Kuai Sports Promotions

Unit 1010, Miramar Tower, 132 Nathan Road, Tsim Sha Tsui, Kowloon, Hong Kong

Tel: +852 8102 2592 / +86 13671843791



18	130	98	22
19	120	97	21
20	110	96	20
21	100	90	15
22	99	89	15
23	98	88	15
24	97	87	15
25	96	86	15
26-50	95 to 71	85 to 61	15
51-75	70 to 46	60 to 36	10
76-100	45 to 21	35 to 11	5
101-last	20	10	1

Current ranking

http://www.asiatrailmaster.com/s/20150901_ATMs-Ranking_comp_v1.pdf

Become an Asia Trail Grandmaster

In addition to the annual Asia Trail Master ranking, runners of all levels – fast or slow - will also be rewarded for their perseverance. Every runner who completes the long distance (at least 70km) of 6 Asia Trail Master races within two calendar years will be honoured as an Asia Trail Grandmaster in the forthcoming Hall of Fame, and receive, amongst others, an honourary shield or badge that can be knit on one's sports uniform as a token of achievement.

The Grandmaster shield will display one or more stars depending on the level of achievement accomplished:

- **Grandmaster shield with 1 star = 6 ATMs long distance (+ 70km) race finishes within 2 calendar years.**

As soon as a runner has achieved Grandmaster status as described above, he/she can earn more stars on his/her badge.

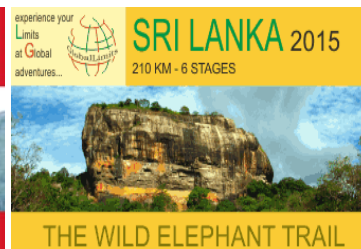
- 2 stars: 10 career ATMs long distance race finishes
- 3 stars: 15 career ATMs long distance race finishes
- 4 stars: 20 career ATMs long distance race finishes

Note: the 2-calendar-year condition is only in place to secure Grandmaster status. Afterwards, the runner in question can take as many years as he wants to complete his next four races (6+4 = 10 career finishes) and obtain a badge featuring 2 stars.

Kuai Sports Promotions

Unit 1010, Miramar Tower, 132 Nathan Road, Tsim Sha Tsui, Kowloon, Hong Kong

Tel: +852 8102 2592 / +86 13671843791



Kuai Sports Promotions

Unit 1010, Miramar Tower, 132 Nathan Road, Tsim Sha Tsui, Kowloon, Hong Kong

Tel: +852 8102 2592 / +86 13671843791



SPONSORS & EVENT PARTNERS

Kuai Sports Promotions and the Asia Trail Master series team have secured a number of brand sponsorships and partnerships for the series as a whole. All organisers of races that belong to the Asia Trail Master series can also benefit from this by means of podium and/or participant gifts, discount deals on products and other business, media or hospitality arrangements.

Possibilities can always be discussed at an ad hoc basis.

CONTACT

General

info@asiatrailmaster.com

English:

Mr Kris Van de Velde
Founder & Managing Director
Kuai Sports Promotions
kris@kuaisports.com

中文/ Mandarin Chinese

Ms Valentina Liu / 刘丹
Public Relations Manager
Kuai Sports Promotions
Tel: +86 136 7184 3791
kuaisports@126.com



Copyright Kuai Sports Promotions Ltd. All rights reserved.

Last update: 6 September 2015

Kuai Sports Promotions

Unit 1010, Miramar Tower, 132 Nathan Road, Tsim Sha Tsui, Kowloon, Hong Kong

Tel: +852 8102 2592 / +86 13671843791