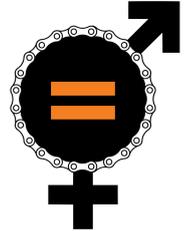


EPiC Kitemark

EPiC awards a kitemark to cycling events which have equal prize money to recognise their commitment and to encourage others to follow. The Kitemark can be displayed on event promotional material to highlight this to racers.



1. What is the EPiC Kitemark?

The distribution of prize money in cycling events is an important indicator of equality in cycling. Where event prize money is distributed equally between men and women it demonstrates that their contributions to the sport are valued equally.

The EPiC Kitemark shows the cycling event recognises and rewards male and female competitors equally. The EPiC kitemark is based on the [internationally recognised symbol](#) for gender equality as used by the UN.

2. Why is the EPiC Kitemark Important?

The EPiC Kitemark celebrates organisers who are committed to equality in their events, to provide an aspiration for organisers wishing to commit to equality, and to raise the profile of equality in cycling events. It has been designed so that any competitive cycling event with prizes can use it.

3. EPiC Kitemark Criteria

To qualify for the EPiC kitemark, organisers must commit to the following principles:

- **Separate classifications**
 - Events must recognise men and women in separate classifications. "Overall" or "Scratch" shouldn't be used.
- **Equal prizes**
 - Equal prizes should be given for all positions where prizes are awarded, for each sex, and within each category.
 - This applies to the 'overall' male and female classification, and any sub-categories such as those based on age (veteran male/female or junior male/female) or machine (tandem/road bike), and course or event records.
 - Prizes may be monetary, or in another form such as trophies, vouchers or gifts. The value associated with the prizes should be equal.
- **Equal recognition**

- Events should give equal recognition to both men and women and this should be reflected in the presentation of results (e.g. on a website), podium photographs and event write ups
- If course records are publicised, men's and women's course records should be listed. These records should be kept up to date.
- **Terminology**
 - Overall categories should be listed as "Men" and "Women"
 - Age categories should be listed using the qualifiers "male" and "female" e.g. junior female/junior male, female v50/male v50
 - "Overall" and "other", "ladies" and "lady rider" should not be used.
- **Exceptions**
 - Where competition rules use handicaps or weightings allow male and female competitors to compete on an equal footing, separate prizes for male and females are not required.

Two examples of prize structures are included below with notes describing how the organisers have adapted the principles to their event.

How do we sign up?

To register your interest in using the kitemark for your cycling event, please fill in the following form [here](#) or contact info@epic-group.org.

EPiC will review your application and get back to you with the kitemark file to be used in your event materials. The kitemark can be provided with different colour and background options to suit the application.

By adopting the kitemark principles you are free to use the EPiC Kitemark on all promotional materials associated with the event and the EPiC Group will list your event on our website.

Example 1: Cycling Time Trials (Category A event)

Prizes

Men TT bike		Women TT bike		Men road bike		Women road bike	
First	£20	First	£20	First	£20	First	£20
Second	£15	Second	£15	Second	£15	Second	£15
Third	£10	Third	£10	Third	£10	Third	£10
Men team of 3 (TT)		Women team of 2 (TT)		Men team of 3 (RB)		Women team of 2 (RB)	
First	£45	First	£30	First	£45	First	£30
Second	£30			Second	£30		
Third	£15			Third	£15		
Vets (on standard)		Course record		Vets (on standard)			
First	£15	Men	£20	First	£15		
Second	£10	Women	£20	Second	£10		
Third	£5			Third	£5		

Note: One prize per rider, excluding team and course record prizes

NB. This event had fewer women's teams so adjusted the competition rules to reflect the number of qualifying riders (2 rather than 3) and the number of placings awarded and the reward per rider was equal across the two teams (£15 each). The "Vets (on standard)" competition uses CTT recognised age and gender weightings to allow men and women over the age of 40 to compete on an equal footing.

Example 2: Cyclocross-League Rules

17. Prizes Values will be equal in value between genders with-in the same race category, both at League Events and for the Overall League Prizes. **Minimum** Prize Values for Events will be –

Seniors -	Men & Women -	1 st	£30
		2 nd	£25
		3 rd	£20
		4 th	£15
		5 th	£10
Veteran 40 – 49 -	Men & Women -	1 st	£30
		2 nd	£25
		3 rd	£20
		4 th	£15
		5 th	£10
Veteran 50+ -	Men & Women -	1 st	£30
		2 nd	£25
		3 rd	£20
		4 th	£15
		5 th	£10
Juniors -	Men & Women -	1 st	£20
		2 nd	£15
		3 rd	£10
Youth U16 -	Boys & Girls -	1 st	£15
		2 nd	£10
		3 rd	£ 5
Youth U14 -	Boys & Girls -	1 st	£15
		2 nd	£10
		3 rd	£ 5

Under 12's / 10's / 8's - Boys & Girls - Equal prizes here as well, but obviously this is not cash.

NB. This league prescribes a prize structure across all age ranges. Event entry fees and levies mean it is impractical to reward under 12s financially and instead novelty items or cycling accessories (e.g. branded water bottles) are distributed instead, equally.