

## MEDIA AND SPECTATOR HOSPITALITY

In addition to the spectacular afternoon of athletics, we will have:

Sponsors' Promotions and Display Zone

Spectator Zone with marquees, catering and entertainment

Media Zone where the media will be kept up to date with all the race details

Mixed Zone where the media can meet with the athletes

Autograph Zone

## YOUR BUSINESS CAN BE A PART OF THIS UNIQUE EVENT

You and your company can share in this event with world class athletes, invited guests, spectators and a huge media audience. There are a number of ways in which you and your company can support this unique event. We would love to talk you through the options to help you select the one that will get you the maximum exposure and return for your investment.

The event will give you exposure to:

- The attention of national and local media including a live online stream, live radio broadcast and widespread newspaper and online coverage.
- Over 1000 Invited Dignitaries, Guests and Members of the Public
- Over 250 Top-Class Athletes
- Over 350 Club Members

## SPONSORSHIP OPTIONS:

Title Sponsor

Race Sponsors

Prize Sponsors

Services Sponsors

## The publicity options include:

Naming rights on the event or one of the international races

Pre, during and post event promotion through planned media campaign

Advertising slots in event programme

On-track signage

Advertising on the event website and YouTube Channel

Exhibition opportunity in Sponsor zone

**Furthermore, all investments are tax deductible.**

**Details: David McCarthy @ 0857327662**

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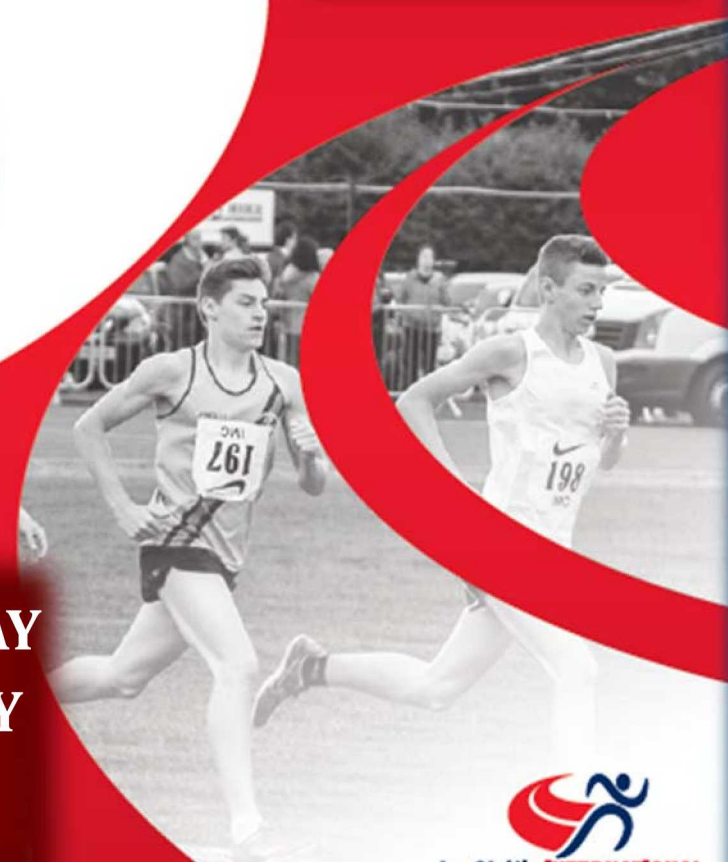
# LE CHÉILE INTERNATIONAL

## EVENT INFORMATION

**SATURDAY  
15<sup>TH</sup> JULY  
2017**

**Starts 1.30pm**

**Le Chéile AC Track  
Leixlip, Co. Kildare**



**Le Chéile INTERNATIONAL**

[www.lecheileac.com/international](http://www.lecheileac.com/international)

# 4th Le Chéile INTERNATIONAL

## INVITATION

Le Chéile AC invites you to a very special afternoon of athletics at our state-of-the-art track & field facility in Leixlip, Co. Kildare. The Le Chéile International, held in association with the Irish Milers Club, will be an evening of top class track and field athletics, showcasing the best of local & national athletes and some special international guests.

## NEW DEVELOPMENT

Following years of planning, fund-raising and hard work by the members of Le Chéile Athletic Club, we finally commenced the development of our new, synthetic all-weather track and field facility in May 2012. The development was completed in September 2013 and following a settling in period of the field facility we have had the use of the entire facility since April 2014. On 27th June 2014, the facility was officially opened as part of the first Le Chéile International athletics competition.

## HISTORY OF THE EVENT

As part of the 1st Le Chéile International in June 2014, double European Champion David Gillick officially opened the new facility, and the success of the event has grown exponentially since then. Our first edition saw seven overseas athletes come to Leixlip to compete against Ireland's best, and was highlighted by the Men's Mile, which saw three athletes dip under the magical four-minute barrier. This was the first time this had ever been done in Kildare, and Australian Sam McEntee's winning time of 3.58.41 is still a Track Record. Irish Olympic finalist and World Student Games Champion, Thomas Barr, also set a Track Record in winning the Men's 400m Hurdles in 49.91secs.

2015 saw 20 athletes from 10 different countries compete at the Le Chéile International. Once again, the competition was fierce and we saw Barr's Record broken by Sebastian Rodger (GBR), and another World Student Games Champion, Angela Petty (NZ), take the spoils in the Women's 1500m. Irish Indoor Champion Karl Griffen flew the flag for the home nation, beating off strong international opposition to win the Men's 800m.

The 2016 edition was the first to be streamed live online, with over 4,000 people tuning in to the coverage. It also marked 60 years since Ronnie Delany won Olympic Gold in Melbourne, and the Le Chéile International was very proud to host the Ronnie Delany 1500m to mark this occasion. With Ronnie watching on, Jordi Williamsz (AUS) was first across the line, narrowly beating Kildare native, Paul Robinson. Williamsz victory was very fitting, given that he attends Villanova University where Delany was also a student. Other highlights included the victory of the European Championship Silver Medallist, Sergio Fernandez (ESP), in the 400m Hurdles, a titanic finish in the Women's 800m, won by Kat Marshall (NZ), and the 100m/200m double by Northern Irish Champion, Leon Reid.



*Ronnie Delaney wins  
Olympic Gold in Melbourne,  
1956*

This year's edition of the Le Chéile International promises to be bigger and better than ever before. Our profile continues to grow on the European athletics circuit and we have established ourselves as the premier Irish Milers Club event. We have also formed a partnership with Ireland's biggest athletics competition, the Morton Games, which regularly attracts athletes of the calibre of Rio Olympic Champion Matt Centrowitz, and World Champions Yohan Blake and Jehue Gordon. As a result of this partnership, we will have access to many more international athletes who will remain in Ireland for the Le Chéile International, and we hope to bring athletes of this standard to Leixlip for the first time this July.

## INTERNATIONAL ATHLETES ALREADY CONFIRMED TO ATTEND

Harry Aikines Ayreety (GBR)

100m, 10.08 (9.90w) European Champion, World Championship Bronze Medallist  
Angela Petty (NZ)

800m, 1.59.06, World Student Games Champion.

Sebastian Rodger (GBR)

400m, Hurdles. 49.19, Le Chéile International Record Holder.

Ross Murray (GBR)

1500m, 3.34.76, Olympic Semi Finalist.

Tamara Salaski (SVK)

400m, 51.89, European Championship Finalist.

Christian Morton (NGR)

400m Hurdles, 48.79, African Champion