



Allyson Felix, 100 m-200 m-400 m



Ashton Eaton, decathlon



Galen Rupp, 5000 m

Time for the premiere Olympic sport: Sundays at the Track

The Olympic Games are, for the most part, a celebration of sports which hibernate in the public attention during the four-year hiatus between events.

Basketball and soccer enjoy worldwide popularity, but mostly for domestic club teams in the U.S. and Europe instead of national teams competing at the Games.

But track & field, swimming and gymnastics seemingly always steal the show when the Olympic flag is unfurled. And year-in and year-out, it is track & field which produces interest and stars, with little commercial notice, but the widest-possible potential:

***The next break-out sport is the world's oldest sport:
running, jumping and throwing . . .
Track & Field***

led by the world's no. 1 track & field nation:



The United States of America



Bernard Lagat, 1500 m-5000 m



Sanya Richards Ross, 200 m-400 m



Jen Suhr, pole vault

In the yearly aftermath of the Super Bowl, the absolute end of the football season in America, why not create a new **Sunday afternoon tradition** with the sport most closely associated with football's core elements of speed, power and tactics . . . track & field!

Imagine a U.S. track & field circuit, with meets in well-known pro sports markets, covering the **20-week gap** from the end of the Super Bowl to Independence Day, from mid-February to mid-July:

- ★ Consistent timing: meets begin 1 p.m. Eastern time each Sunday afternoon regardless of site
- ★ Three-hour program, formatted for 50 thirty-second commercial spots, a la baseball
- ★ First-time-ever schedule integration of track and field events, so there is little or no overlap
- ★ Full prize money schedule for each event, with leading stars under contract to assure participation (except for injury, of course)
- ★ Full compliance with IAAF and USA Track & Field rules, including on-site drug testing

Prospective calendar follows the seasons:

- ★ February and March in Berkeley, CA, Los Angeles, CA, Austin, TX
- ★ April, May and June in Jacksonville, FL Indianapolis, IN New Orleans, LA Columbus, OH
- ★ Possible North-eastern sites in New York, NY Philadelphia, PA

Instead of using different sites for each meet, the 20-meet season would be located at four or five venues, with 4-5 meets at each site, developing further interest in the sport on a continuing basis. All sites would offer 10,000 or more seats.



Reese Hoffa, shot put



Carmelita Jeter, 100 m-200 m



Tyson Gay, 100 m

For the 20-meet season, each three-hour event would include eight or nine individual competitions:

Meet A: (9 events)	Men	100 m	
	Women	400 m	
	Men	800 m	
	Women	3000 m Steeplechase	
	Women	100 m Hurdles	
	Men	High Jump	(6 jumps)
	Women	Long Jump	(4 jumps)
	Men	Shot Put	(4 throws)
	Women	Hammer Throw	(4 throws)

Meet B: (9 events)	Women	200 m	
	Men	400 m	
	Women	800 m	
	Men	3000 m Steeplechase	
	Men	110 m Hurdles	
	Women	High Jump	(6 jumps)
	Men	Long Jump	(4 jumps)
	Women	Shot Put	(4 throws)
	Men	Hammer Throw	(4 throws)

Meet C: (8 events)	Men	200 m	
	Women	400 m Hurdles	
	Men	1500 m	
	Women	5000 m	
	Men	Pole Vault	(6 jumps)
	Women	Triple Jump	(4 jumps)
	Men	Discus Throw	(4 throws)
	Women	Javelin Throw	(4 throws)

Meet D: (8 events)	Women	100 m	
	Men	400 m Hurdles	
	Women	1500 m	
	Men	5000 m	
	Women	Pole Vault	(6 jumps)
	Men	Triple Jump	(4 jumps)
	Women	Discus Throw	(4 throws)
	Men	Javelin Throw	(4 throws)

These schedules would be rotated five times through the 20-week program, so that athlete participation would be well-known in advance and promoted, also allowing acceptable rest between high-level competitions in what has been treated as the "early season" in recent years.



Stephanie Brown-Trafton, discus

These meets will be arranged for, and with, our television partners and is projected to be shown in both the U.S. (at 1 p.m. Eastern each week) and 7 p.m./8 p.m. European time.

Best of all, this professional program does not conflict with the existing U.S. collegiate season and has only minor overlap with the thinly-scheduled international indoor calendar.

The U.S. national championships traditionally take place during the middle-to-late June time period; one weekend would be carved out for this meet. USA Track & Field sanctioning for meets paying prize money is required, but is automatic under its rules and the federal Amateur Sports Act of 1978.



LaShawn Merritt, 400 m

America's track & field stars are showcased every four years at the Olympic Games and with lesser attention during the off-year IAAF World Championships. Despite an **irregular schedule, shifting channel locations and no promotion**, the sport continuously posts **solid viewership that builds over time**:

2011	Prefontaine Classic:	0.8 rating	1.2 million viewers
	adidas Grand Prix:	0.9 rating	1.3 million viewers
2012	Prefontaine Classic:	1.0 rating	1.5 million viewers
	adidas Grand Prix:	1.3 rating	1.7 million viewers
	U.S. Trials-day 1:	2.5 rating	4.0 million viewers
	U.S. Trials-day 2:	2.9 rating	4.5 million viewers
	U.S. Trials-day 7:	4.0 rating	6.5 million viewers
	U.S. Trials-day 8:	3.5 rating	5.7 million viewers



Nick Symmonds, 800 m

The next "new" thing can be an "old" thing . . . the world's oldest sport, in which America has been, and continues to be, the world's dominant power.

For more information:

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