ITU
WORLD TRIATHLON
SERIES

ITU WORLD TRIATHLON SERIES HOST CITY BID INFORMATION

2017 CRITERIA PACKAGE

INTERNATIONAL TRIATHLON UNION

Queensland
IT'S LIVE!
in Queensland
Jabra
ITU WORLD TRIATHLON SERIES
TYR
TRUE
USA
JORDENSEN
USA
OAKLEY
ZAFERES
USA
RŌKA
BROOKS
coeur

ITU WORLD TRIATHLON SERIES HOST CITY BID INFORMATION 2017

Contact:
Antonio Fdez. Arimany, ITU Director General
International Triathlon Union
antonio.arimany@triathlon.org

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HEWITT
NZL
PEAK FUEL
SPORTS NUTRITION
ITU
NEW ZEALAND
GLASGOW 2014
LIMBURG
KLAMER
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BACKGROUND

ITU WORLD TRIATHLON SERIES

Triathlon made its Olympic debut at the 2000 Olympic Games in Sydney and since then triathlon has become one of the world's fastest-growing sports.

On the back of this success, the International Triathlon Union (ITU), the worldwide governing body, unveiled an exciting global series at the Beijing Olympic Games in 2008. In the new format, elite triathletes compete annually in up to ten races including a grand final, to become the ITU World Champion. Since its launch, the profile of the series has grown significantly and is now firmly established as the pinnacle of triathlon competition across the globe.

The ITU World Triathlon Series attracts the world's best elite triathletes and produces the most exciting head-to-head racing in the sport. In addition to having the status of being official World Championships, the races have been key qualifying events for the Olympic Games. The series offers significant media coverage, including live broadcast distribution at every event and has the greatest cumulative prize money in triathlon (approximately $2-million USD). Triathlon has a rapidly growing international mass-participation following and ITU World Triathlon Series races are attractive travel destinations for international tourists.

The ITU World Triathlon Series is a series of events comprising of Olympic Distance events (1.5km swim, 40km bike and a 10km run), sprint distance events (750m swim, 20km bike and a 5km run) and the ITU Triathlon Mixed Relay World Championships.

HOST CITY OPPORTUNITIES

THE PRESTIGIOUS ITU WORLD TRIATHLON SERIES OFFERS UNIQUE OPPORTUNITIES

Host cities, in conjunction with their National Federation, can bid for the ITU World Triathlon Series, the crown jewel on ITU's annual calendar. Every Series event has consistent world class standards and is located in high-profile cities spread across the globe. Previous and current host cities include: Washington DC, London, Madrid, Stockholm, Hamburg and Chicago.

The ITU World Triathlon Series creates an instant economic impact by bringing in more than 8,000 international tourists to the host city, consisting of over 3,000 competitors, support teams, officials, family and friends. With the addition of local races, the number of competitors can swell to 10,000. The ITU World Triathlon Series brings together athletes of all levels, from future stars to Olympic medallists to weekend warriors, all competing to be World Champion. Triathlon is one of the fastest growing mass participation sports in the world and cities can benefit from major sports tourism.

The ITU World Triathlon Series host city can expect to attract an audience of millions of people around the world. This includes international TV distribution for both live TV and a customized 52-minute highlight show as well as international news distribution, internet TV coverage and international print media coverage. Triathlon is a unique sport and offers host cities the opportunity to showcase visual postcards of its landmarks as the city landscape is the race venue as opposed to an indoor stadium.

Host cities have a unique opportunity to host a World Championship event on a multi-year basis. A long-term approach offers major benefits including improving an event's ability to attract sponsors, increase the number of mass participants, improve its organisational structure, raise its media profile, engage the community and create local and national health initiatives. National Triathlon development initiatives and creating a genuine sporting legacy can also result from hosting a successful international event.

SHIMANO
LUIS
FRA
TRIMAX
adidas
HAMBURG
WASSER
HAMBURG
WASSER

SONY
BROWNLEE
adidas
ZACHÄUS
LUX
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ITU'S INVESTMENT AND SUPPORT SERVICES

ITU DEDICATES CONSIDERABLE RESOURCES IN MAKING THE WTS AN INTERNATIONAL SUCCESS

- Investing approximately $1,100,000 USD in elite athlete prize money and financial incentives
- Employing full-time staff who deliver international broadcast distribution services and international media services
- Hiring an award-winning sports photographer for each event
- Delivering a Series website and a global streaming website and additionally providing each host city with website design and content

  http://wts.triathlon.org
  http://triathlonlive.tv

- Providing essential technical and operational support, guidelines and advice
- Managing the elite athletes and their event entries and rankings
- Providing event design guidelines, sponsorship framework and commercial advice

MEDIA EXPOSURE: TELEVISION

NOT CONSTRAINED TO A STADIUM, TRIATHLON'S VENUE IS ALWAYS UNIQUE. WITH THE HOST CITY AS THE BACKDROP, A GLOBAL AUDIENCE IS WITNESS TO ICONIC IMAGERY OF SPORT AND CITY ALONGSIDE ONE ANOTHER.

Lagardère Unlimited Events is one of the world's market leaders in sports marketing and event management and is part of the Lagardère Unlimited network of agencies, which includes SPORTFIVE, IEC in Sport and World Sports Group. IEC specialises in the promotion, marketing, organisation and delivery of televised mass participation endurance sports, for elite and age-group participants, i.e. triathlon, cycling and swimming. IEC will support the entire series and share its knowledge with each event to ensure high standards and quality. In addition to providing the ITU World Triathlon Series with marketing expertise, IEC will provide live and post production TV coverage produced by the IEC Production Hub and provide international TV distribution through the worldwide sales network of Lagardère Unlimited.

Each event will have an international live broadcast of approximately 2 hours in duration for each elite men's and women's race. In addition, ITU and IEC will produce and globally distribute a 52-minute TV magazine show for each event (14 x 52-minute TV magazine shows will be produced throughout each season).

Custom news feeds and footage will be made available, on request, prior to each race. Immediately following each ITU World Triathlon Series event, a 3-minute news feed will be made available for international broadcasters.

Currently there are 40 individual broadcast partners, covering 160 territories, excluding Global News Access. Global News Access deals with major news agencies such as EBU, Reuters and SNTV, and ensures that the series is seen in nearly every country across the globe.

A total of 5.2-billion TV contacts* was achieved during the 2013 season over 1,500 hours of broadcasting.

*A TV contact is defined as one viewer watching 30 consecutive seconds of footage.

TABLE 1
2015 TV Broadcaster List

Broadcaster	Territory	Broadcasting
DeporTV	Argentina	Live Broadcasts
FoxSports	Australia	Live Broadcasts & TV Magazine Show
ORF Sport+	Austria	TV Magazine Show
Band Sports	Brazil	Live Broadcasts
CBC	Canada	Live Broadcasts
LeTV	China	Live & Delayed Broadcasts
CYTA	Cyprus	Live Broadcasts
Digi Sports	Czech Republic & Slovakia	Live Broadcasts
TV2	Denmark	Live Broadcasts
Bloomberg	Europe	TV Magazine Show
BeIN Sports	France	Live Broadcasts & TV Magazine Show
ARD & ZDF	Germany	Hamburg Live Broadcast
Sportdeutschland TV	Germany	Live
Nova Sport	Greece	TV Magazine Show
MSM (Sony Entertainment)	India	Live Broadcasts
Nuovarete	Italy	Live Broadcasts
Bike Channel	Italy	TV Magazine Show
NHK	Japan	Live Broadcasts
DirecTV	Latin America	TV Magazine Show
TDM	Macao	TV Magazine Show
Astro SuperSport	Malaysia, Brunei	Live Broadcasts & TV Magazine Show
OSN	Middle East	TV Magazine Show
Bloomberg	Middle East & North Africa	TV Magazine Show
Sansar HD	Mongolia	Live Broadcasts & TV Magazine Show
Sky Sports	New Zealand	Live Broadcasts & TV Magazine Show
Starhub	Singapore	TV Magazine Show
Stellar Inflight	Singapore	TV Magazine Show
SuperSport	South Africa & Sub Sahara	Cape Town Live Broadcast & Series TV Magazine Show
Television de Galicia	Spain	Live Broadcasts
TV4	Sweden	Live Broadcasts
True Vision	Thailand	TV Magazine Show
Abu Dhabi Sports Channel	UAE	Abu Dhabi Live Broadcast & Series TV Magazine Show
BBC	United Kingdom	Live Broadcasts
British Eurosport	United Kingdom	TV Magazine Show
BT Sport	United Kingdom	Live Broadcasts & TV Magazine Show
Universal Sports	United States	Live Broadcasts & TV Magazine Show

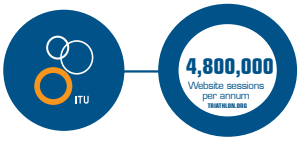
JORGENSEN
USA
STANFORD
TYR
TRUE
USA
saucony
SCOTT
asics
orca

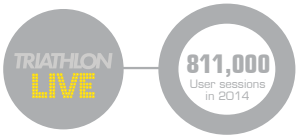
MEDIA EXPOSURE:

INTERNET

ITU's website attracts over 18.59 million page views annually and is growing rapidly. The average time on site is 4 minutes, 12 seconds which is an industry leader. ITU is one of the few federations to operate a full broadcast channel online. Please see the following websites:

- www.triathlon.org
- www.triathlonlive.tv



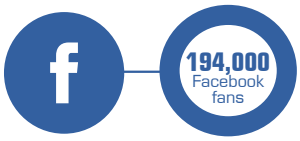


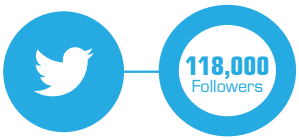
PRINT MEDIA AND PHOTOGRAPHY

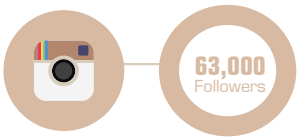
ITU employs an experienced media team focused on developing content and distributing news to the worldwide written and photographic media. ITU brings world-class sports photographers to each event and distributes images through international photo agencies such as AP, Getty, AFP and Reuters.

SOCIAL MEDIA

ITU and the World Triathlon Series have a highly engaged and rapidly growing fan-base on social media. Our highly engaged platforms allow for excellent promotion of a city from a trusted source.







SPECTATORS

Events have the ability to create a major spectacle with the right venue and communications programme. As an example, the Hamburg event annually attracts approximately 200,000 spectators per day. Annual spectator numbers for the Series can reach up to 1.63-million.

EVENT FEES, REQUIREMENTS AND KEY COMMERCIAL CONSIDERATIONS

The Sanction fee for the event is $150,000 USD and the elite athletes' prize money fee is $200,000 USD. $150,000 of this is direct event prize money, and $50,000 is contributed to the overall bonus pool which is awarded at the end of the season.

- The LOC is responsible for organising and producing live TV production for the elite events. The event will retain the national distribution rights for its event and will also have the right to distribute the live broadcasts and highlights shows for all other WTS Events within its national territory. ITU will retain the international TV distribution rights for the event.
- The LOC acquires all the sponsorship rights for event. However, ITU retains 20% of the branding space allocation for ITU and its international partners.
- The ITU and World Triathlon Series brand must be present as per the event design standards.
- The LOC will provide transportation to and from the airport for elite athletes and support teams and ITU personnel. In addition the LOC will provide accommodation for key ITU staff and for 130 elite athletes (4 nights per athlete).
- The LOC will retain all revenues received from public and corporate funding, mass participation entry fees, hotel commissions, catering and sales of national TV distribution and sponsorship rights.
- LOC must consult and adhere to all requirements as stated in the LOC Requirements and the Competition Rules, both of which can be found online at www.triathlon.org/about/downloads.
- The LOC must also consult and adhere to the Sponsorship, Event Design and Branding Guidelines for the World Triathlon Series, available from ITU.
- The LOC can also use the opportunity to secure bids for WTS events for successive years.

ITU
WORLD TRIATHLON
HAMBURG
HAMBURG WASSER
ERDINGER

SELECTION CRITERIA

- The following criteria are weighed equally:
- National Federation support - an introduction letter signed by the City (local LOC) and the National Federation involved, expressing their interest to host the World Triathlon Series in 2017
- Internationally recognized city or emblematic course to be evaluated by ITU
- Scheduling/Event dates should include certain flexibility with the day and start time requests
- Venue location - challenging bike course with fair and safe aspects kept as a priority. A “stadium design” proposal for the main venue in a primary location
- A technically-challenging bike and run course passing iconic city landmarks with just one transition zone. A similar proposal should be available for the Age-Group races
- A water quality test of the swim course, done by a local certified institution
- Level of financial support - written guarantee from the appropriate officials confirming the amount to be financed by them for the organisation of the event, including the ITU guarantee fee
- Level of Government support - written guarantee from the appropriate officials confirming the use of roads, streets and other public areas needed for the race
- Support of Host Broadcaster to deliver live TV production, which should also include a coverage obligation for the additional WTS events beside the World Triathlon Series, including the requirements for the international signal
- Plans to grow the scale of event including mass participation and the addition of festival activities that attract spectators and social activities
- Description of services to be provided to the age-group athletes
- Host hotel and Accommodation - information about hotels, including location and room rates
- The ability to host large, fair and safe mass participation races
- Elite Athlete Support Services
- Congress hosting - description of the hotel areas for ITU Congress including the meeting areas and facilities
- Proximity to International Airport
- Expression of interest if the City is interested in hosting future WTS
- Number of ITU certified Technical Officials from the National Federation
- Laws in the country that could restrict the organization of the event
- Examples of sustainable and ecofriendly operation and procedures around the event

BID SCHEDULE

DEADLINE	EVENT
16 February 2016	Opening of the bid process
2 May 2016	Submission of bid documents
10 June 2016	Election and announcement of the Host City

OTHER INFORMATION

All requirements can be found in:

- LOC Requirement Manual for World Triathlon Series
- WTS Branding and Design Guide

Annual Book

An annual ITU book will capture all of the race action and world class images of the events and host cities.