

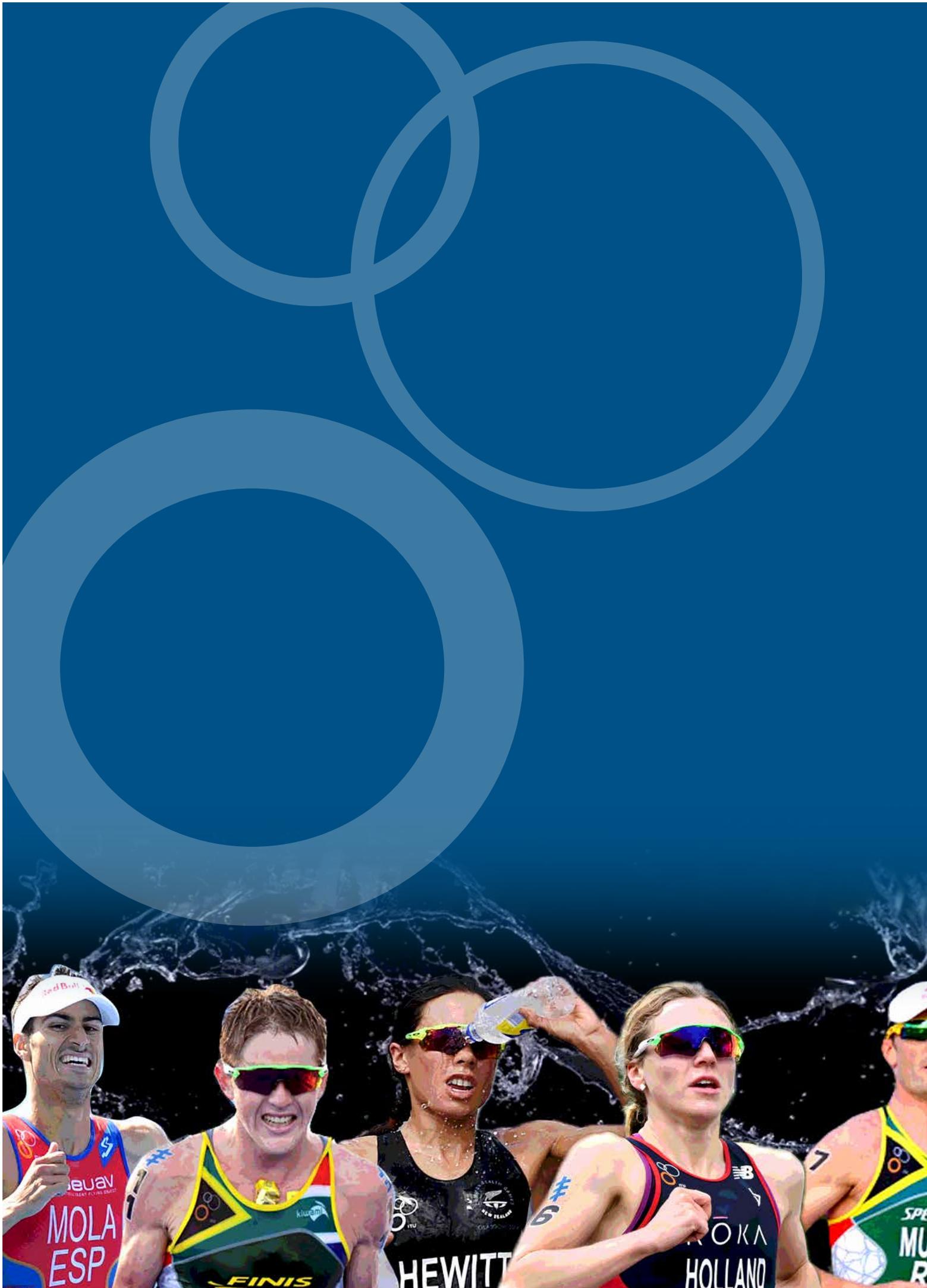


**ITU
WORLD TRIATHLON
SERIES**



ITU WORLD TRIATHLON SERIES HOST CITY BID INFORMATION

2018 CRITERIA PACKAGE



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INTRODUCTION

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.

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 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 US\$2 million).

Triathlon has a huge base of international mass-participation following the series and the races attract domestic and international tourist participating on the event.

The World Triathlon Series is a series of events comprising Olympic Distance events (1.5km swim, 40km bike and a 10km run), sprint distance events (750m swim, 20km bike and a 5km run), two days' semi-final/final formats, and Mixed Relay events, one of which will also be the ITU Triathlon Mixed Relay World Championships.

HOST CITY OPPORTUNITIES

Host cities, with the support of their respective National Federation, can bid for the World Triathlon Series. Every series event has consistent world class standards and is located in high-profile cities.

The World Triathlon Series creates an instant economic impact by bringing in significant number of international tourists to the host city, consisting of competitors, support teams, officials, family and friends. With the addition of local races, the number of competitors can exceed 10,000.

The World Triathlon Series brings together athletes of all levels, from future stars to Olympic medalists to weekend warriors. Triathlon is one of the fastest growing mass participation sports in the world and cities can benefit from major sports tourism.

The 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 48-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 Triathlon Series 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.

ITU'S INVESTMENT AND SUPPORT SERVICES

- Investing approximately US\$1,000,000 in Elite athlete prize money and financial incentives;
- Employing full-time staff who deliver international broadcast distribution services and international media services;
- Covering €9,000 of TV graphics (50% of the cost);
- 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;
- 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.



**19
LIVE OUTSIDE
BROADCASTS**



**14X48'
MAGAZINE
SHOWS**



**+500M POTENTIAL
HOUSEHOLDS
REACHED**



**BROADCAST IN OVER 190
COUNTRIES IN ALL FIVE
OLYMPIC CONTINENTS**

MEDIA EXPOSURE

TELEVISION

World Triathlon Series events are not constrained to a stadium, as a triathlon venue is always unique. The backdrop of the event are the landmarks of the city, which allows the global audience to witness the iconic sport and city alongside one another.

ITU's commercial partner, Ironman/InFront Media, is one of the world's market leaders in sports broadcasting services, specialised in the promotion and marketing of televised mass participation endurance sports for Elite and Age-Group participants. Ironman/InFront (HBS) will support the production of live TV coverage and provide international TV distribution through their worldwide sales network.

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 Ironman/InFront will produce and globally distribute a 48-minute TV magazine show for each event (14 x 48-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 World Triathlon Series event, a 3-minute news feed is distributed to news agencies and made available for international broadcasters.

Currently, 19 television and broadcast partners cover the World Triathlon Series in 2017, some of them covering extensive territories: L'Equipe covers France and the French territories; TV Arena Sport covers Slovenia, Croatia, Serbia, Montenegro, Bosnia, Macedonia and Kosovo); Fox Sports Asia covers all Asia; Liquid Telecommunication Holdings and Supersport cover all Africa; DirectTV covers South, Central America and Caribbean region. This figure is growing consistently as new long term partners are added to the distribution. See the current full list [HERE](#).

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. ITU also works with The Olympic Channel where rights for territories are not sold.

ITU broadcasts have a potential reach into 500 million homes in over 190 countries on all 5 Olympic Continents.

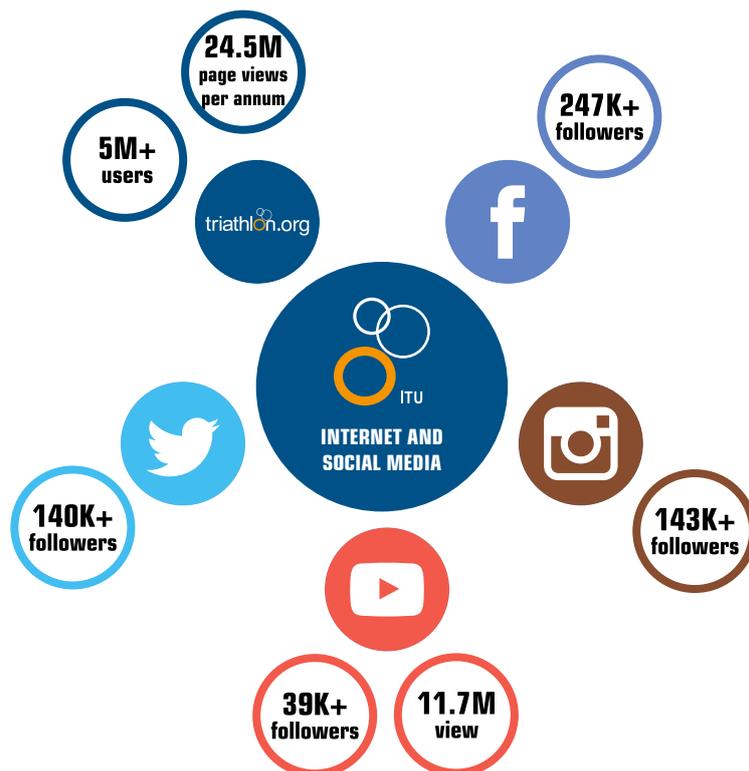
INTERNET AND SOCIAL MEDIA

ITU's website (www.competitions.com) attracts over 5 million users and 24.5 million page views annually and growing. The average time on site is over 3 minutes, which is an industry leader. ITU is one of the few federations to operate a full broadcast channel online (www.competitions.com).

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.

ITU Twitter accounts currently has more than 140,000 followers worldwide. 26% of our social media audience come from UK, while another 22% is based in the United States, and more than 15% comes from Spain and other Spanish-speaking countries, making our reach consistent throughout the world, and is a really important promotion tool not only of ITU and the races, but also of the host cities.

The growth of the Facebook channel of ITU during the last months has been impressive, with a community of more than 247,000 followers registered, plus many more on channels associated with ITU, such as ITU's Official Store, Multisport, etc., and with our publications reaching an audience, in average, of 720,000 persons. Our Facebook channel is a great platform for promotions, as well as for our new Facebook Live videos, which have been proved to be, on the last months, an effective tool to engage with our audiences, stakeholders and fans around the world.



ITU also has a very strong presence on Instagram, with more than 143.000 followers, and our recently created Snapchat channel is generating great content to promote our sport.

ITU's Youtube channel has more than 38.500 subscribers, and our videos have more than 11.8 million views. Our viewers have watched more than 27 million minutes of triathlon content – over 51 years of viewing time –, not only best moments of our races, but also videos promoting host cities, courses and athletes.

PRINT MEDIA AND PHOTOGRAPHY

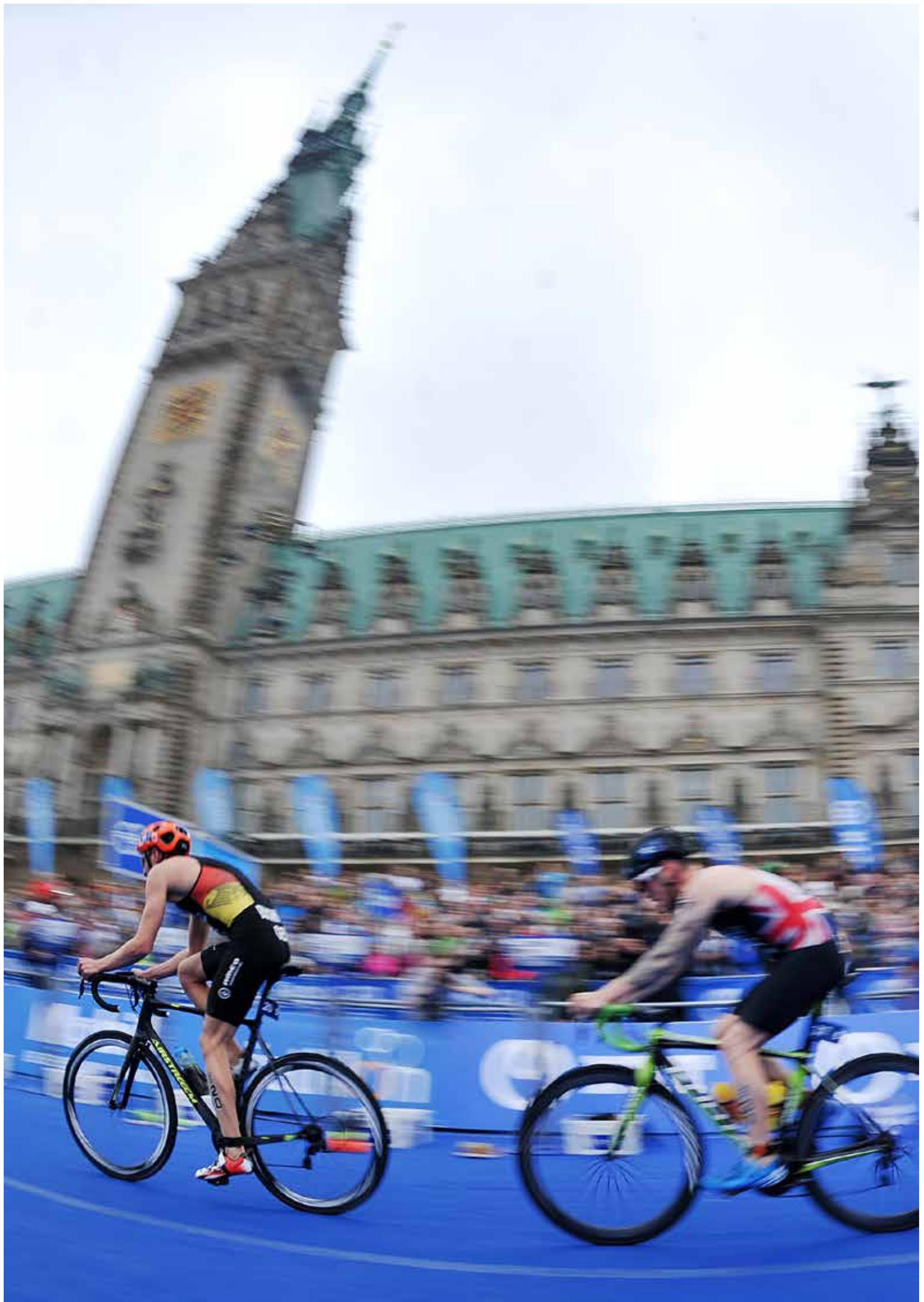
ITU employs an experienced media team focused on developing content and distributing news to the worldwide written and photographic media.

ITU brings world-class award winning sports photographers to each event and distributes images through international photo agencies such as AP, Getty, AFP and Reuters.

We also guarantee maximum exposure with our media database, including journalists and media outlets from every major market in the world, which receives all ITU's communications, previews, reviews, pictures and media info of all our events.

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 on-site spectator numbers for the Series can reach up to 1.5 million.



HOST CITY BENEFIT

Host city acquires all the sponsorship rights for event. ITU grants the LOC the exclusive right to solicit a Naming (Title) Rights Sponsor for the Event.

The event will retain the domestic broadcast distribution rights for its event and will also have the right to distribute the live broadcasts and highlights shows for all other World Triathlon Series events within its national territory. ITU will retain the international TV distribution rights for the event.

Host city 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.

Host city can also use the opportunity to secure bids for World Triathlon Series events for successive years.

HOST CITY REQUIREMENT

The Sanction fee for the event is US\$150,000.

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

Host city is responsible for organising and producing live TV production for the Elite events.

Host city will cover 50% of TV graphics (€9,000);

Host city will provide transportation to and from the airport for Elite athletes and support teams and ITU staff and Executive Board Members. In addition, the host city will provide accommodation for key ITU staff and for each Elite athletes as per LOC requirement.

Host city must adhere to all requirements as stated in the:

- **LOC Requirement for the World Triathlon Series,**
- **Sponsorship, Event Design and Branding Guidelines for the World Triathlon Series,** and
- **ITU Competition Rules.**

All above mentioned documents are available from ITU.

SELECTION CRITERIA

The following criteria are weighed equally:

- Host National Federation letter of support including the required certified Technical Officials;
- Host City Council/Mayor and/or Government letter of support with guarantee the use of roads, streets and other public areas needed for the race and course trainings;
- Scheduling/Event dates with certain flexibility with the day and start time requests;
- Internationally recognized city or emblematic route with challenging but safe and fair bike course and run course passing iconic city landmarks to be evaluated by ITU;
- Venue location – a stadium design proposal in a primary location;
- One transition zone setup;
- High level Age-Group and Paratriathlon proposal;
- A water quality test of the swim course, done by a local certified institution;
- Written financial guarantee for the organisation of the event;
- Support of Host Broadcaster to deliver live TV production including the international signal and a coverage guarantee of the whole World Triathlon Series;
- Plans to grow the scale of the mass participation event and additional festival activities that attract spectators;
- Host hotel and accommodation – information about hotels, including location and room rates;
- Elite athlete support services;
- Proximity to international airport;
- Proposal of a US\$10 million event liability insurance;
- Draft budget proposal;
- Sustainable and ecofriendly operation and procedures around the event.

BID SCHEDULE



BID SUBMISSION

The bid documents and supporting materials may be submitted electronically in PDF format to events@triathlon.org. Bidding for the World Triathlon Series Grand Final is subject to a separate process. Any further information may require from ITU to be addressed to the same email account.





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Contact

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