



**MULTISPORT
FESTIVAL
BID DOCUMENT
2017**

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This document outlines the concept of, and the bid conditions for the International Triathlon Union (ITU) Multisport Festival. It also provides the approved framework for organising the event, including the general ITU Multisport Festival Rights and Obligations.

1. Introduction:

- 1.1 This document is intended for ITU National Federations (NFs), Host Cities or Event Local Organising Committees (LOCs) interested in bidding to host the ITU Multisport Festival, which will include:
 - a) ITU Long Distance Triathlon World Championships;
 - b) ITU Duathlon World Championships and Series Events;
 - c) ITU Cross Triathlon World Championships;
 - d) ITU Aquathlon World Championships
- 1.2 The ITU Multisport Festival is designed to provide a well organised event in all triathlon related multisports, including the World Championships with a wide global reach and high quality competitions for athletes.
- 1.3 ITU Multisport Festival will feature:
 - a) significant prize purse;
 - b) International TV, media and internet coverage, which makes hosting attractive for sport tourism and the global brand of the host cities.
- 1.4 The celebration of the ITU Multisport Festival is designed to span all continents and promote global participation.

2. ITU - the world governing body:

- 2.1 The International Triathlon Union (ITU) was founded in 1989.
- 2.2 ITU is the world governing body for the Olympic sport of triathlon and is recognised by the International Olympic Committee (IOC), the International Paralympic Committee (IPC), the Association of Summer Olympic Sports (ASOIF) and Sportaccord, the association of International Sport Federations.
- 2.3 ITU is the world governing body for triathlon and all related multisports such as Aquathlon, Duathlon, Long Distance Triathlon, Long Distance Duathlon, Cross Triathlon and Winter Triathlon.
- 2.4 More information about ITU can be found at www.triathlon.org, "the official triathlon resource".

3. ITU Multisport Festival Overview:

3.1 General Information:

- a) ITU Multisport Festival is conducted by ITU in cooperation with its member NFs.

- b) ITU will call for bids annually. NFs, host cities and LOCs are encouraged to develop visionary proposals that can enhance the scope, presentation and marketing of the events. Priority will be given to existing organizers that have followed the ideal development path of hosting a previous Multisport World Championship event.
- c) ITU exclusively owns the rights to the event and contracts the organisation of the events to individual LOCs, which can be made up of any combination of NFs, host city and/or recognized event organisers.
- d) LOCs must be fully aware of the concept, format, and scope of ITU Multisport Festival as envisioned by ITU and its partners.

3.2 Reach of the Festival

- a) The estimated number of athletes participating at the Festival are expected to range from approximately 2,500 to 3,000. ITU Triathlon World Championship events with these numbers have generated in excess of 55,000 visitor nights which includes family, supporters and media. These events generated in excess of \$8.09 million through expenditure on accommodation, food and beverage, transport and retail shopping. *

*Data obtained from an independent economic impact survey of the 2012 Auckland Grand Final which had 3121 athletes.

3.3 ITU Objectives:

- a) Host a safe and fair competition.
- b) Present an event that is attractive to sponsors, and/or, tourism authority, and is of benefit to the NF's objectives of developing the sport at a high level.
- c) Maximise media exposure for triathlon and ITU multisport disciplines nationally and globally.
- d) Promote good spectator audiences.
- e) Exhibit strong corporate support.
- f) Engage public institution support.
- g) Establish strong partnerships (ITU/NF/LOC/Host City/ and the related partners of ITU).
- h) Ensure a strong emphasis on sport development with a provision of a legacy for the sport.
- i) Unfolding over the course of approximately 10 days, the ITU Multisport Festival will not only be a sporting competition open to athletes, but will provide the opportunity for competition and sport development from grassroots to the elite level. The idea of grassroots to elite is unique to the sport of triathlon, where we can witness athletes racing from a wide range of ages. The entire event is a visual spectacle that will inspire and motivate.

4. ITU Multisport Festival Television and Media:

4.1 Television Media:

- a) The LOC owns the domestic television rights for the event. ITU will retain international rights and maximize international interest and create global coverage. Television production and domestic distribution costs are the responsibility of the LOC.

4.2 News Media:

- a) Online news distribution will be available.

4.3 Online Media:

- a) The event will receive exposure on triathlon.org via news stories, photo galleries and results. Live timing and video may be published to triathlon.org at ITU's discretion.

4.4 Print Media:

- a) The event will receive the support of the ITU Media team with a representative on site to provide assistance in media operations and communication.
- b) The ITU Media Team will write and distribute releases via major international wire services.
- c) An ITU photographer will attend the event.

5. ITU Multisport Festival Requirements:

5.1 The Parties involved:

The agreement for an event will be concluded between the following parties:

- a) ITU;
- b) The LOC comprised of:
 - the Host City/Cities;
 - the event organiser;
 - the NF.

5.2 Event Fees:

The financial obligations required to host an ITU Multisport Event are:

PM = Prize Money

ERF = Event Rights Fee

Fees	2017	What this fee covers
ERF	100,000 USD	<ul style="list-style-type: none">• Production of a 52 minute television show – voiced in English.• A World Class event photographer.• ITU Media Team support for PR, online and news coverage of the event. This includes an ITU media representative on site.• Full support from the ITU Technical Team which consists of seven experiences representatives.

Fees	2017	What this fee covers
PM	200,000 USD	

5.3 Secondary Financial Considerations:

- a) **Transportation:** The LOC should ensure that local transportation is organized free of charge for ITU officials including those drawn from the ITU Executive Board, ITU staff, technical official(s), and media team. This transportation will be for all activities related to the event including:
- Airport transfers
 - Transfer between hotel and competition venue, media events and any social activities.
 - Dedicated car for ITU Team Leader (TL) and Technical Delegate/s (TD) and the feasibility of using public transport.
- b) **Accommodation:** The LOC is required to provide accommodation at no cost for ITU officials including those drawn from the ITU Executive Board, ITU staff, technical official(s) and the ITU media team in a hotel that is reasonably close to the competition venue, with a provision for both single and double rooms as described in the chart below. The LOC is also required to provide free accommodation for the ITU officials doing site visits during the evaluation period or leading up to the actual event.

ITU Officials	Arrival	Departure	Room type
ITU Executive Board Members (2)	1 day before first competition	1 day after last competition	Single
ITU TDs (2)	3 days before first briefing	1 day after last competition	Single
ITU Assistant TDs (3)	2 days before first briefing	1 day after last competition	Double
ITU Team Leader	1 day before first competition	1 day after last competition	Single
ITU Multisport Committee member	1 day before first competition	1 day after last competition	Single
ITU Medical Delegate	1 day before first competition	1 day after last competition	Single

ITU Media	1 day before first press conference	1 day after last competition	Double
ITU TV (2)	2 days before first competition	1 day after last competition	Double
ITU Photographer	1 day before first competition	1 day after last competition	Double

- c) **Hosting:** The LOC is required to host a "Pasta Party", VIP Reception and include a VIP hosting area on race day plus a closing/award ceremony. Specific ITU Protocols can be found in the ITU Protocol Manual.
- d) **Staff and volunteer uniforms:** If ITUs global merchandise partner wishes to activate at the event, the LOC will be provided the necessary staff and volunteer uniforms for the event free of charge. Otherwise the merchandise rights for the event will return to the LOC.
- e) **Anti-Doping Control Tests:** The LOC will work with their NF and the Doping Control Agency in their country to organise and fund 40 Anti-Doping Control Tests in total. Tests should include testing for EPO (erythropoietin) and CERA (Continuous erythropoietin receptor activator) as part of the standard in-competition testing screen.
- f) **Insurance:** The LOC is obliged to work with the NF to provide five million 5,000,000 USD Event Liability Insurance.
- g) **Technology Support:** The LOC should be aware of the cost associated with timing, results, and communications; radios; phones; internet; as described in the contract.
- h) **Television and Media:**
- ITU will provide a 52 minutes highlight package, web highlights package and news items for international distribution. In the event that the LOC chooses to bid to have the television show distributed globally, they may apply to ITU and agree to pay the additional associated costs.
 - Live Online Coverage: A proficient timing company, capable of producing live results and associated costs are the responsibility of the LOC. This company must be approved by ITU.
- i) **Athletes' Services:**
- The LOC is required to provide a full package of athletes' services appropriate to this level of competition including: a sufficient range of accommodation must be available to the participants within a reasonable distance from the competition site; access to training sites; safe bike and swim course familiarization; bike mechanic support; local medical information services' and a unique event souvenir.

5.4 ITU Technical Elements:

The key technical elements of a multisport event consist of:

- a) the competition categories

DUATHLON	CROSS TRI	AQUATHLON	LD TRIATHLON
AG Standard	Elite/U23	Elite/U23	Elite
AG Sprint	Junior/	Junior	Paratriathlon
Junior	Paratriathlon	Paratriathlon	AG
Paratriathlon	AG	AG	
Elite/U23			
Mixed Relay			

- b) Competition schedule:

The different competitions are intended to take place across 7-9 days.

Other Scheduled Activities: Complimentary cultural events over the course of the 10 days.

Suggested Competition Schedule:

MONDAY	TUESDAY	WEDNESDAY	THURDAY	FRIDAY	SATURDAY	SUNDAY
		<i>arrivals</i>	<i>arrivals</i>	<i>Brief DU</i> Opening Familiarizations	DUATHLON AG Sprint junior sprint Elite/U23 standard	DUATHLON AG Standard Paratriathlon Sprint Mixed Relay Elite/Junior
MONDAY	TUESDAY	WEDNESDAY	THURDAY	FRIDAY	SATURDAY	SUNDAY
<i>Brief Cross</i> <i>Familiarizations</i>	CROSS TRI Elite/U23 Junior/Para AG	<i>Brief Aqu</i> <i>Familiarizations</i>	AQUATHLON Elite/U23 Junior/Para AG	<i>Brief LD</i> <i>Familiarizations</i>	LD TRI / Closing Elite Para AG	depart

- c) The course;

ITU Competition Course and Venue Requirements: the technical requirements of the ITU Multisport Event are covered in the Event Organisers' Manual (EOM)

(http://www.triathlon.org/about/downloads/category/event_organisers_manual/) and in the ITU Competition Rules. Please study these documents available on www.triathlon.org carefully during your bid preparation.

- d) The venue/s
- e) The associated logistical requirements needed to produce a Multisport Festival to the ITU standards defined in the contract and Event Organisers' Manual and Competition Rules.

5.5 ITU Sport Presentation:

- a) ITU Multisport Festival should be presented to the on-site spectators by announcers approved by ITU. A large video screen greatly enhances the spectator engagement and it is recommended by ITU.
- b) The Award Ceremonies must be conducted as per the ITU Protocol, at the conclusion of each event. ITU will provide these protocols.
- c) Printed or digital version of programmes should provide information of the venue/s, including diagrams of the staging and display areas, time schedule for events, a description of each event and its objective, as well as competitor profiles for the top-ranked athletes.

6. ITU Multisport Festival Rights, Obligations & Responsibilities:

6.1 Rights of the LOC:

- a) To receive 100% revenue from:
 - event title sponsor;
 - public institutions;
 - sponsorship;
 - entry fees from the athletes;
 - food and beverage sales;
 - ticket sales.
- b) The right to use the official name from the day of contract signature until six months after the last day of the event.
- c) Onsite Branding:
 - The LOC must share advertising space on the field-of play (FOP) and on-site branding with ITU and its global sponsors on a 70/30 ratio (LOC : ITU);
 - The category exclusivity of ITU sponsors cannot be infringed upon. ITU can secure global sponsors till 12 month prior to the event. Within 12 month to the event, the LOC has to agree on the global sponsor presence on the event. Please refer to the current ITU Multisport Branding Guidelines:

http://www.triathlon.org/uploads/docs/Branding_guidelines_MULTISPORT_2011_2.pdf

6.2 **Obligations of the LOC:**

- a) Abide by the terms and conditions of the ITU-LOC Agreement and the financial obligations outlined in 5.2;
- b) Cover all staging and organisation as set out in the Event Organisers' Manual;
- c) Promote the festival locally and nationally in the years and months leading up to the event.

6.3 **Responsibilities of the LOC:**

- a) **Marketing:** the ITU Multisport Festival has the potential of generating considerable revenue over expenses when well marketed. The ITU Multisport Festival provide a good opportunity to reduce overhead expenses by attracting support from government and commercial entities. It is the responsibility of the LOC to market the ITU Multisport Festival effectively. All revenues from successful marketing will go directly to the LOC.
- b) **Communication:** during the planning period of the ITU Multisport Festival, the LOC should maintain effective communication with all external parties, including ITU, athletes and NFs, government entities, professional contractors, vendors, sponsors and media.
- c) **Operations:** the LOC is responsible for coordinating, directing and funding all operational aspects of the event.
 - The LOC should select all staff and obtain the use of all venues, equipment and other materials needed for conducting the ITU Multisport Festival.
 - To ensure the ITU Multisport Festival is administered effectively, the LOC and the ITU will establish internal management structures and procedures that allow both parties to work together cohesively.
 - ITU will designate a Team Leader (TL), who will be the central point of contact for communication on all ITU Multisport Festival matters.
 - The personnel representing ITU and the LOC, as well as their specific functions, must be declared during the bidding process, before the ITU Multisport Festival is awarded. The names and responsibilities will appear in the Multisport Festival agreement and governing documents.
- d) **Preparation:** prior to participants arriving, LOC staff should be familiar with, and capable of performing all of their required tasks. Back-ups for all systems, equipment and staff should be in place; venues should be fully prepared; volunteers should be fully trained and briefed; technical systems and equipment (and the means to run them) should be tested and fully operational; and operational procedures should be well rehearsed and fully functional.

7. **The ITU Bid Process:**

7.1 **Introduction:**

- a) ITU Multisport Festival LOCs will be selected through the bidding process.

b) The bid process is launched according to the following tables:

2017 ITU Multisport Festival Bid Timeline

Key date	Event
17 December 2014	Opening of the bid process
27 March 2015	Submission of bid documents
27 March to 17 April 2015	Bid evaluation period by ITU
15 May 2015	Selection of the 2017 host city/cities

7.2 Bid Evaluation:

- a) ITU will evaluate each bid based on a set of criteria:
 - Geographical location and the number of events in the region;
 - Experience of the LOC;
 - Commitment of the city/cities and other public agencies;
 - Marketing and promotions plan;
 - Sponsorship plan and secured sponsor agreements;
 - Support of the Continental Confederation and host NF;
 - LOC's and NF's commitment to ITU Sport Development.
- b) After the Bid Documentation Submission Deadline, ITU may visit all new Venues/Cities that have sent all the proprietary documentation to ITU.
- c) ITU may eliminate bids that are not in line with the criteria as laid out in this bid document. ITU will only shortlist a bidder if it is convinced that the bidder has the capability and resources to stage the ITU Multisport Festival at the quality required, and to fulfil all the obligations of the ITU Multisport Festival agreement.
- d) The decision on the selection will be made by the ITU Executive Board, with a recommendation from the ITU Multisport Committee and the ITU Sport Department.

7.3 Bid Application Documentation:

The purpose of this section is to assist bid committees in the preparation of a comprehensive bid package.

- a) Documents should be prepared in a simple format and at a modest cost.
- b) All documents must be submitted to the ITU in English.
- c) Bids are evaluated on substance and content.
- d) The Bid Questionnaires (page 13-15) should be completed in print form.
- e) Maps and diagrams should be accurate and of good quality.
- f) Digital photos should be included.

g) A PC formatted CD or DVD should include all printed and extra materials.

7.4 **“Bid Package” Contents:**

The following materials should be included:

- a) Letters of support:
 - A signed letter of support from the Continental Confederation and the respective National Federation.
 - A host city/cities letter/s of commitment including assurance of police support for the required road closures, a medical emergency commitment, and other financial commitments.
 - A letter of support from other relevant national Public Institutions
 - A letter of support from the local tourism authority including any anticipated financial assistance.
 - A letter outlining commitments from media and television for the event.
 - A letter describing any existing or planned commercial sponsorship commitments.
- b) A visual presentation from the candidate city/cities.
- c) The structure of the organizing committee along with the curriculum vitae of the key people.
- d) Draft budget outlining revenue and expenses.
- e) Draft marketing and promotion plan.
- f) The environmental data of the area (tide tables for swim area, weather forecast with average temperatures, water quality conditions.)
- g) Proposed venue and course maps.
- h) Proposed event dates, with a least one alternate date.

7.5 **Submissions:**

- a) The bid documents and supporting materials may be submitted electronically in PDF format to events@triathlon.org or may be submitted by courier or regular mail to ITU:

International Triathlon Union,

Maison du Sport International, Av. de Rhodanie 54, 1007 Lausanne, Switzerland

A P P E N D I X

1. BID COMMITTEE CREDENTIALS:

Name of Bid Entity:		
Description of Bid Entity:		
Name of National Federation:		
Address of Bid Entity:	Street address:	
	Phone Number	
	Fax Number	
	Email	
	Website	
	Other special instructions	

2. QUESTIONNAIRE:

Question	Yes	No	Comments and explanations
Location / City/Cities			
WHEN (dd/mm/yy – dd/mm/yy)			
Host City Letter of Support Letter			
Confirmation of road closures for the different sites/races			
Confirmation of traffic control for course familiarisation			
Medical emergency support			
Distance to nearest Hospital in km			
Local transit support			

Question	Yes	No	Comments and explanations
Support of public Institutions (National/Regional Government)			
National Federation Letter of support			
Number of qualified National Technical Officials			
Number of Certified International Technical Officials in the NF (this is information is available at: http://www.triathlon.org/development/technical_officials/certification/)			
Confirmation of the support of top elite national athletes for the event			
Sport development plans associated with the event, i.e., youth or junior events or camps			
Event insurance (5 million USD) secured and proof attached			
Sponsorship secured/ anticipated			
Marketing plan attached			
Promotions plan attached			
Media plan attached			
Athletes' services plan attached			
VIP hosting plan attached			
Budget attached			
Capacity to accommodate all Paratriathlon categories (except Cross Triathlon venue)			

Question	Yes	No	Comments and explanations
Local host broadcaster support - if confirmed			
Timing company NAME			
LOC structure diagram			
Venue/s and course maps attached			
Environmental data of the area attached: swim area tide tables; weather forecast with average temperatures; water quality conditions?			