



**ITU TRIATHLON WORLD
CUP**

BID DOCUMENT

2016

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1. INTRODUCTION:

1.1. This document outlines:

- a.) The ITU Triathlon World Cup bid conditions;
- b.) The approved framework for organising an ITU Triathlon World Cup event; and
- c.) The rights and obligations of selected hosts.

1.2. This document is for ITU National Federations (NFs) and Host Cities or Local Organising Committees (LOCs) interested in bidding to host an ITU Triathlon World Cup (TWCup).

1.3. The TWCup provides a well organised series of triathlons with good global balance. It is intended to provide a solid and professional base for athletes pursuing entry to the ITU World Triathlon Series (WTS) and qualification for the Olympics Games and other Major Games.

1.4. The TWCup competitions are aligned with other ITU Development Programmes and will have a special platform for U23 athlete development and ITU Development camps and seminars.

1.5. The TWCup events carry a modest prize purse and an athlete assistance programme with significant media, television and internet coverage, making it attractive to tourist's locations and major cities.

2. ITU - THE WORLD GOVERNING BODY

2.1. The International Triathlon Union (ITU) was founded in 1989. ITU is the world governing body for the Olympic sport of triathlon and is recognised by the International Olympic Committee (IOC); International Paralympic Committee (IPC), SportAccord; and the Association of Summer Olympic Sports (ASOIF).

2.2. ITU is the world governing body for Paratriathlon and all related Multisports such as Aquathlon, Duathlon, Long Distance Triathlon, Cross Triathlon, Corporate Triathlon, Long Distance Triathlon and Winter Triathlon.

2.3. More information about ITU can be found at www.competitions.org, "the official triathlon resource".

3. ITU TRIATHLON WORLD CUP OVERVIEW

3.1. General Information

a.) TWCups are conducted under the guardianship of the International Triathlon Union (ITU), in cooperation with its member National Federation of the host country, and is managed in a highly professional manner.

b.) ITU calls for TWCup bids annually, but hosts have the opportunity to present a multi-year bid within the conditions established in this document. TWCup bidders are encouraged to develop visionary proposals that can enhance the scope, presentation and marketing of the event. Priority will be given to existing established World Cup and Premium Continental Cup events. A maximum of 8 to 12 events will be selected annually.

- c.) ITU has the exclusive rights to the TWCups and contracts the organisation of the events to individual LOCs, which can be made up of any combination of National Federation, host city or recognised event organisers.
- d.) It is a fundamental requirement that any TWCup organiser is fully aware of the concept, format, and scope of the TWCup as envisioned by ITU and its partners.

3.2. ITU Objectives:

- a.) Host a safe and fair World Cup competition.
- b.) Host a significant age-group competition, e.g., ITU World Triathlon Series Grand Final Age-Group Qualifying Event if assigned qualifying spots by the National Federation.
- c.) Present a venue that is attractive to sponsors, and/or the tourism authority, and is beneficial to the National Federation's objectives of developing the sport at a high level.
- d.) Maximise media exposure for triathlon nationally and globally.
- e.) Promote good spectator audiences.
- f.) Exhibit strong corporate support.
- g.) Engage public institution support.
- h.) Establish strong partnerships (ITU/LOC/Host City/National Federation).
- i.) Ensure a strong emphasis on sport development with a provision for a legacy for the sport.
- j.) Festival style that unfolds over the course of the event. The TWCup will not only be a sporting competition open to elite and U23 athletes, but will provide the opportunity for competition and sport development from grassroots to the elite Olympic level. The idea of grassroots to elite is unique to the sport of triathlon, where we can witness athletes racing from 5 years to 95 years old. The entire event is a visual spectacle that will inspire and motivate.

4. ITU TRIATHLON WORLD CUP TELEVISION AND MEDIA

4.1. Host Broadcast:

- a.) ITU gives full Host Broadcast rights to the LOC, and all costs associated with the broadcast are therefore the responsibility of the LOC.
- b.) The Host Broadcaster (HBC) chosen by the LOC is subject to approval from ITU, and must be capable of providing television coverage of an acceptable standard as determined by ITU.
- c.) The HBC will make available to ITU all footage from the television coverage of the event at no cost to assist in the production of ITU's international magazine show. If a live production, the clean feed (completely free of any domestic graphic elements) is required.
- d.) The HBC's coverage must be completely neutral and unbiased – if applicable, one feed (usually the clean feed) must be completely free of any domestic graphic elements.

- e.) ITU reserves the right to have its own production crew on site – if there is no HBC, ITU will send a television crew to the event and for all intents and purposes, assume the role of HBC.
- f.) The TV production fee of 25,000 USD, which is part of the event fee as outlined in this document, will cover the cost a fully produced, high quality magazine show distributed globally to ITU's international broadcast partners. This distribution will be determined by the deals secured with the various global broadcasters.

4.2. Distribution Rights:

- a.) The global distribution rights for television from all events belong to ITU.
- b.) Domestic distribution rights for the individually hosted TWCup (not the series) belong to the LOC within the national boundary of the host country, but ITU should be made aware of any domestic broadcast deals before they are signed. (tv@triathlon.org)
- c.) ITU retains the rights to global distribution of news footage from each event.

4.3. Online Exposure:

- a.) The event will receive exposure on triathlon.org via pre and post-race videos (Tricast™), news stories, photo galleries, results and social media such as twitter and Facebook.

4.4. Live Online Coverage:

- a.) ITU will work with the approved LOC Timing and Results Company to deliver live timing on www.triathlon.org.
- b.) ITU will also have a live update system on triathlon.org so viewers can follow the action live from the event.

4.5. Print Exposure:

- a.) The event will receive the support of the ITU Communications, Media and Television Department with a representative on-site to provide support.
- b.) The ITU Communications, Media and Television Department will write and issue releases for all major international wires.

5. ITU TRIATHLON WORLD CUP CONTRACT:

5.1. The Parties:

- a.) The agreement for a World Cup event will be finalised between the parties:
 - International Triathlon Union (ITU)
 - Host National Federation
 - LOC (optional in case the Host National Federation is the acting LOC)
 - Host City (optional)

5.2. Event Fees:

a.) The financial obligations required to host an TWCup are:

- Event rights fee: \$18,000 USD
- Prize money: \$60,000 USD
- Television production fee: \$25,000 USD

b.) All amounts should be paid to ITU free of taxation.

c.) ***Each TWCup bid should be accompanied by a fee of \$ 8,000 USD.*** If the bid is successful, this fee shall be applied as part of the event rights fee to host the event, otherwise 75% will be refunded.

d.) Following signature of the TWCup Agreement, the selected organiser must agree to pay ITU the remaining non-refundable fees according to the following schedule:

- \$35,000 USD: 6 months prior to the scheduled date of the event
- \$60,000 USD: 45 days prior to the scheduled date of the event
- Late payment of fees will result in a penalty of 20% per month of amount due.

5.3. Secondary Financial Considerations:

a.) Transportation: The Organizer should ensure transportation is arranged for the athletes, coaches and officials for all activities related to the event including the following:

- Airport transfers;
- Transfers between hotel and competition venue, media events and any social activities.

b.) Accommodation:

- The LOC is required to provide accommodation for the top 5 women and top 5 men athletes, ITU staff and officials in a hotel that is reasonably close to the competition venue, as described in the contract. In total 22 room-nights on single basis and 59 room-nights on twin (double) basis.

c.) Hosting:

- The LOC is required to host an athletes' pasta party, VIP Reception and include a VIP hosting area on race day. Specific ITU protocol can be found in the LOC Requirement document.

d.) Doping Control Tests:

- The LOC is responsible to work with its National Federation and the Doping Control Agency in their country, to cover the cost of 10 urine and 6 blood in-competition screening tests.

e.) Insurance:

- The LOC is obligated to work with its National Federation to provide five million \$5,000,000 USD event insurance coverage.

f.) Technology Support:

- The LOC should be aware of the cost associated with timing and communications (radios, phones) as described in the LOC requirement document.

g.) Athletes' Services:

- The LOC is required to provide a full package of athletes' services appropriate to this level of competition (access to training sites, safe bike and swim course familiarisation, bike mechanic support, local medical, Information Services, and a unique event souvenir).

h.) Technical Officials:

- Host National Federation needs to provide a Medical Delegate and minimum 25 Technical Officials, with the majority being ITU certified.

5.4. LOC Requirements Manual:

a.) The technical elements of a TWCup are outlined in the LOC Requirements Manual attached to the bidding conditions. This documents contains the requirements in the area of:

- Overview of Series and The Management Team;
- Technical and Venue Operations;
- ITU Event Protocols
- Requirements for Media, Including, Timing and Television.
- Branding guidelines

b.) Additional information can be found in the Event Organisers Manual (EOM) and should be studied carefully during the bid preparation. The EOM is available [here](#).

6. ITU TRIATHLON WORLD CUP RIGHTS, OBLIGATIONS AND RESPONSIBILITIES:

6.1. Rights Of The LOC:

a.) Receive 100% revenue from:

- event presenting sponsor;
- public institutions;
- local sponsorship;
- entry fees from non-World Cup athletes;
- event merchandise sales;
- food and beverage sales;
- ticket sales.

b.) Use the name "ITU Triathlon World Cup" from the day of contract signature until six months after the last day of the event. Note that LOC sponsors must share advertising space with ITU sponsors on a principle of 60:40 (LOC: ITU) visibility both on TV and the field of play (FOP). Category exclusivity of ITU sponsors cannot be infringed upon.

6.2. Obligations Of The LOC:

- a.) Abide by the terms and conditions of the ITU-CC-LOC Contract and the financial obligations outlined in chapter 5.
- b.) Cover all staging and organisation as set out in the LOC Requirement Manual document.
- c.) Promote the TWCup locally and nationally in the years and months leading up to the event

6.3. Opportunities Of The LOC:

- a.) Marketing: Organising a TWCup has the potential of generating considerable revenue over expenses, if the event is marketed professionally.
- b.) The TWCup provides a good opportunity to reduce overhead expenses by attracting support from government and commercial entities.
- c.) It is the LOC's responsibility to market the TWCup effectively.

6.4. Communication:

- a.) During the TWCup organisation period, the LOC should maintain effective communication with all external parties including: ITU, athletes, NFs, government entities, professional contractors, vendors, sponsors, and the media.

6.5. Operations:

- a.) The LOC of the TWCup is responsible for coordinating, directing and funding all operational aspects of the event.
- b.) The LOC should select all staff and obtain the use of all venues, equipment and other materials needed for conducting the TWCup.
- c.) In order to ensure the TWCup is administered effectively, the LOC and the ITU will establish internal management structures and procedures allowing both parties to work together cohesively.
- d.) ITU will designate a Team Leader who will be the central point of contact for communication on all matters.
- e.) The personnel representing ITU and the TWCup LOC, and their specific functions, must be declared during the bidding process, before the TWCup is awarded, and their names will be designated in the TWCup governing documents.

6.6. Preparation:

- a.) Prior to participants arriving, organising staff members should be familiar with, and capable of, performing all their required tasks.
- b.) 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.) The TWCup LOC will be selected through a bidding process. The bid process is launched as per the following tables for each particular year:

Table 1: 2016 ITU Triathlon World Cup bid period

Deadline	Required Documents
15 July 2015	Bid submission deadline
16 July to 30 August 2015	Evaluation
16 September 2015	Confirmed Calendar announced

7.2. Bid Fees:

- a.) Bidders for the TWCup will pay a bid fee of \$ 8,000 USD when they submit their bid documents to ITU.
- b.) ITU may request a site visit by ITU officials, at the cost of the bidder, during the evaluation period.
- c.) If the bid is successful, this fee shall be applied as the rights fee to host the event, otherwise 75% will be refunded.

7.3. Bid Evaluation:

- a.) ITU will evaluate each bid based on a set of criteria:
- Geographical location;
 - Number of TWCup events in the region;
 - Experience of the LOC;
 - Commitment of the city and other public Institutions;
 - Marketing and promotion plan;
 - Sponsorship plan, any secured sponsor agreements and financial plan;
 - Support of the respective NF;
 - LOC's and NF's commitment to ITU Sport Development.
- b.) ITU may eliminate bids not in line with the TWCup concept as laid out in this bid document.
- c.) A bidder may apply for a multi-year contract.
- d.) The final decision will be ratified by the ITU Executive Board

7.4. Bid Application Documentation:

- a.) The purpose of this section is to assist bid committees in the preparation of a comprehensive bid package. Documents should be prepared in English, in a simple format and at a modest cost. Bids are evaluated on substance and content. Questionnaires should be completed in print form. Maps and diagrams should be accurate and good quality. Digital photos are also advised and should be in *jpeg* or *eps* format. A PC formatted CD Rom or a DVD is welcomed.

- b.) The following materials should be included in the bid package:
- Letters of support;
 - A signed letter of support from the President of the Continental Confederation and the respective National Federation;
 - A host city letter 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 public institutions;
 - A letter of support from the local tourism authority including any anticipated financial assistance;
 - A letter outlining media and television commitments for the event;
 - A letter outlining any commercial sponsorship commitments.
- c.) A visual presentation from the candidate city.
- d.) The structure of the LOC along with the curriculum vitae of the key persons.
- e.) A draft budget outlining revenue and expenses;
- f.) A draft marketing and promotion plan
- g.) Environmental data of the area:
- swim area tide tables;
 - Long term weather forecast for dates;
 - Average temperatures of air and water;
 - Water quality test results for dates.
- h.) Proposed venue and course maps
- i.) Proposed event dates with a minimum of 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 mailed to ITU:

International Triathlon Union
Attention: Bid Submissions
Maison du Sport International
Av. de Rhodanie 54,
CH-1007, Lausanne
Switzerland

7.6. Bid Fees And Bank Details:

A fee of \$8,000 USD must be deposited to:

Bank Details:

Bank:	Canadian Imperial Bank of Commerce
Bank Address	225-17th Street, West Vancouver, BC, Canada
Account Name	International Triathlon Union (ITU)
BIC	010
Transit	08910
Account	02-40915
Swift	CIBCCATT

7.7. Bid Selection:

- a.) After the bid documentation submission deadline, ITU may visit all new venues/cities that have submitted the required documents by the deadline. This process will be completed within a period of 2 weeks. The final decision on the bids will be made by the ITU Executive Board.
- b.) Following the evaluation period, successful candidates will be informed and given a period of 2 months to sign the contract and commit to the payment schedule. At the same time, a waiting list with a maximum of 2 host cities will be produced. If any of the successful candidate cities decline the offer or fail to sign the contract, the TWCup hosting opportunity will be offered to the first city/LOC on the waiting list. The number of TWCups is subject to the decision of the ITU Executive Board and may change at their discretion.

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
Letter of support from Host City			
Confirmation of road closures for the race			
Confirmation of traffic control for bike tour of course			
Medical emergency support			
Doping Control plan			
Local transit support			
Support of public Institutions (National/Regional Government)			
Letter of national federation support			
Number of qualified NTOs			
Number of ITOs belonging to NF			

Question	Yes	No	Comments and explanations
Confirmation of top elite national athletes support of the World Cup			
Sport Development plans associated with the World Cup (i.e. youth or junior events or camps)			
Event insurance (\$5-million USD) secured and proof attached as per contract			
Sponsorship secured/ anticipated			
Marketing plan attached			
Promotions plan attached			
Media plan attached			
Athletes' services plan attached			
VIP Hosting plan attached			
Draft budget attached			
Local Host Broadcaster support (if confirmed)			
Timing company name			
LOC Structure			
Venue & course maps attached			

SAMPLE EVENT SCHEDULE