Super League Triathlon and World Triathlon have formed a partnership to grow a global esport series that will crown the official triathlon esport World Champions.

National Triathlon Federations and Host Cities are invited to express interest in becoming part of this new series by hosting an edition of this new innovative format on a single, or preferably multi-year, basis.
WHY?
SMART BIKE & TREADMILL

It makes cycling and running more accessible!
Proven by the success of companies like Peloton (24b$) and Zwift (>1b$)

It is popular with participants:
- 117,000 participants in virtual Tour de France
- Peloton has 98m workouts quarterly

Super League & World Triathlon are excited to build on the IOC’s focus pillars in e-Sports

UCI organises virtual world championships already and awards its rainbow jersey

FUTURE.
ACCESSIBLE.
ENGAGING.
The eSPORT of Triathlon
Launched in 2020

BIGGEST INNOVATION IN TRIATHLON

SHORTLISTED FOR MULTIPLE AWARDS:
- Sport Industry Awards 2021 – Cutting Edge Award. - WON
- Sports Business Awards 2021 – Innovation Award. - WON
- Sports Tech Awards 2021 – Best Use of Esports.
- Eventex 2021 – Best Sporting Event.
- Eventex 2021 – Best Hybrid Event.
Delivering a new level of immersion and insight through technology

Developed in 2020 as partnership with Super League Triathlon & Zwift, the global online training and racing platform

Mix of real-life and virtual racing

World-Class athletes compete head-to-head

Immersive viewing experience, premium content for digital and broadcast
INAUGURAL TRIATHLON ESPORT WORLD CHAMPIONSHIP SERIES

Next series growing to 5 events commencing early 2023
ACTIVATION: VIRTUAL & PHYSICAL

PRE EVENT

ZWIFT ACTIVATION RIDES & RUNS
Events on Zwift every week; run and bike

RACE WEEKEND

CORPORATE HOSPITALITY

PARA TRIATHLON RACING

COMMUNITY ENGAGEMENT

VIRTUAL FITNESS PLATFORM
Promoting activity and team building, integrated with all wearable tech. Leading into Race Week.

The final race schedule is tailored to each venue based on Host City objectives and rights.

The programme can be expanded to include races for:
- Talent development, eg youth & juniors
- Para-Triathletes
- National club athletes
- Corporates and VIPs
BROADCAST & DIGITAL IMPACT

**BROADCAST PER EVENT**
- 63 TV broadcast channels
- 463 Hours broadcast
- Accumulated viewing: 5.9million.
- Total QI Media Valued at $5.4m USD

**DIGITAL PER EVENT**
- 496m+ Earned Media Views
- 1.3m+ Owned Channels engagements
- Accumulated following: 13 million.
- Total Valued at $10m+ USD
The pool deck adjacent to the pool itself needs to provide sufficient width to allow for setup of bike & run stations, cameras, branding as well as a run route for athletes.

Minimum pool surround measurements are included on this drawing (6m on the side of the bike & run stations and 4m on each end).

Arena Games Triathlon can also be staged at an outdoor venue, for example an iconic city centre venue.
Host partner investment can consist of a mix of:

- Venue for event days, plus one set up day
- License fee in return for package of rights and activation
- Value in kind, e.g. accommodation
In return for venue support and license fee, the Super League Triathlon team manages everything for the delivery of Arena Games Triathlon, including:

- Operations
- Broadcast
- Marketing and PR
- Athlete management
- Hospitality
- Coordinating with local service providers to promote and support local industry
- Promoting local volunteering and marshalling for a greater local community impact
- Ensuring safety and COVID compliance
Arena Games Triathlon provides a platform to support Covid-recovery, utilising the unique mix of innovative technology and the world’s best swim, bike and run athletes.

Reaching a highly valuable, dynamic and engaged audience.
CONTACT

To express interest or for further information contact

Iain Edmondson
Host Venue Partnerships
iain@superleaguetriathlon.com