## ITU Paratriathlon Event
### Host City Bid Information
#### 2020 Criteria Package

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INTRODUCTION

ITU PARATRIATHLON EVENTS 2020

This document outlines the concept of, and the bid conditions for the International Triathlon Union (ITU) Paratriathlon Events 2020. It also provides the approved framework for organising the event, including the general ITU Paratriathlon Events Rights and Obligations.

The ITU Paratriathlon Events includes:

- ITU Paratriathlon World Championships;
- ITU World Paratriathlon Series (WPS);
- ITU Paratriathlon World Cup (PWC).

The Continental Championships where the staging of the Paratriathlon competitions is already a contractual obligation are excluded from these bid provisions.

The ITU Paratriathlon Events are designed to provide high quality competitions for athletes and designed to span all continents and promote global participation.

ITU – THE WORLD GOVERNING BODY

- 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), the International Paralympic Committee (IPC), the Association of Summer Olympic Sports (ASOIF), the association of International Sport Federations (GAISF), and the Association of Paralympic Sport Organizations (APSO);
- ITU is the world governing body for triathlon and all related multisport disciplines;
- More information about ITU can be found at www.triathlon.org, “the official triathlon resource”.


ITU’S PARATRIATHLON EVENTS

GENERAL INFORMATION

• Host cities and National Federations are encouraged to develop visionary proposals that can enhance the scope, presentation and marketing of the events. Endorsement by the National Federation is mandatory. The structure of the Local Organising Committee can be made up of any combination of National Federations, Host City and/or recognised Event Delivery Partners;
• The Local Organising Committee should host a Paratriathlon test event (National or International event) the year prior to the event. Priority will be given to existing organisers that host ITU events and/or followed the ideal development path of hosting a National event first;
• ITU calls for bids annually, but multi-year agreements can be agreed upon.

NUMBER OF EVENTS PER YEAR

• ITU Paratriathlon World Championships: 1 event held independently from the 2020 World Triathlon Grand Final.
• ITU World Paratriathlon Series: 2-4 events worldwide that can be combined with a World Triathlon Series event or ran independently, maximum 1 per continent;
• ITU Paratriathlon World Cup: 8-10 events worldwide that can be combined with another ITU event or ran independently.

ATHLETE PARTICIPATION

• The maximum number of athletes is limited at 70 for WPS/PWC and at 110 for World Championships.

ITU OBJECTIVES

• Host a safe and fair competition;
• Present an event that is attractive to sponsors and/or tourism authority, and is of benefit to the National Federation’s objectives of developing the sport;
• Maximise media exposure for paratriathlon nationally and globally;
• Promote good spectator audiences;
• Exhibit strong corporate support;
• Engage public institution support;
• Establish strong partnerships among all stakeholders;
• Ensure a strong emphasis on sport development with a provision of a legacy for the sport.
TELEVISION & MEDIA

TELEVISION

Any broadcast or video production is at the discretion and cost of the Local Organising Committee. The hosts own the domestic television rights for the event. ITU will retain international rights though will work with the Local Organising Committee to distribute for optimum coverage.

NEWS

ITU will assist with any video news distribution that the Local Organising Committee can provide.

ONLINE

The event will receive exposure on triathlon.org and official ITU social media channels via news stories, photo galleries and results. For ITU World Paratriathlon Series live timing and video will be published on triathlon.org.

PRINT

The event will receive the support of the ITU Media team remotely to provide assistance in communication. The ITU Media Team will write and distribute releases via major international wire services.
INTERNET AND SOCIAL MEDIA

The official ITU website (www.triathlon.org) attracts over 5 million users and 24 million page views annually and growing with the average time spent on the site over 3 minutes greater than the industry average. ITU is one of the few federations to operate a full broadcast channel online (www.triathlonlive.tv).

ITU and the World Triathlon Series have a highly engaged and rapidly growing fan base on social media, meaning our platforms allow substantial promotion of a Host City from a trusted source.

ITU Twitter accounts currently have more than 160,000 followers worldwide. 26% of our social media audience come from UK, while another 22% is based in the United States, and more than 14% comes from Spain and other Spanish-speaking countries, making our reach consistent throughout the world. This is a really important promotional tool not only for ITU and the races, but also for the Host cities.

The growth of the ITU Facebook channel during the last year has been impressive, with a community of more than 269,000 followers, plus many more on channels associated with ITU, such as ITU’s Official Store, Multisport, etc. Additionally, ITU publications reach an average audience of over 800,000 people. Our Facebook channel is a great platform for promotions, as well as for our new Facebook Live videos, which has proven to be 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 228,000 followers has allowed us to share a unique perspective to promote our sport.

Figures change daily
LOCAL ORGANISING COMMITTEE REQUIREMENTS

FINANCIAL REQUIREMENTS

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

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<thead>
<tr>
<th></th>
<th>World Championships</th>
<th>WPS</th>
<th>PWC</th>
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<td>EVENT RIGHTS FEE</td>
<td>US$10,000</td>
<td>US$5,000</td>
<td>US$2,500</td>
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SECONDARY FINANCIAL REQUIREMENTS

TRANSPORTATION

The Local Organising Committee should ensure that local transportation is organised free of charge for ITU officials including those drawn from the ITU Executive Board, ITU staff, technical official(s) and classifiers. This transportation will be for all activities related to the event including:

- Airport transfers (arrival and departures);
- Transfer between hotel and competition venue(s), media events and any social activities;
- Mutually agreed number of dedicated scooters/bicycles for the ITU team.

The Local Organising Committee should ensure that local transportation from the designated airport is offered for the athletes, guides and support personnel (including their equipment) preferably free of charge or for a modest price mutually agreed between the Local Organising Committee and ITU. Such information must be communicated via the event website, including a contact person for the service.
**ACCOMMODATION**

The Local Organising Committee is required to provide accommodation (breakfast included), for ITU officials including those drawn from the ITU Executive Board, ITU staff and technical delegate(s) in a hotel that is reasonably close to the competition venue, with a provision for both single and double rooms. The Local Organising Committee is also required to provide free accommodation for the ITU officials doing the required site visits during the evaluation period or leading up to the actual event.

Total hotel room-nights required:

- **World Championships**
  - 35 room nights for the ITU team including the ITU staff/executives, technical delegate(s) and classifiers (distribution may be single/double rooms with a minimum of 3 single rooms).

- **WPS**
  - 20 room nights for the ITU team including the ITU staff/executives, technical delegate(s) and classifiers (distribution may be single/double rooms with a minimum of 2 single rooms). When hosting the World Paratriathlon Series in conjunction with a World Triathlon Series event, the Local Organising Committee will not need to duplicate any accommodation resources or provisions, if such elements are already gathered under the WTS agreement, particularly around accommodation and room nights;
  - 10 rooms free of charge (double occupancy and breakfast included) for 3 nights for the top designated athletes.

- **PWC**
  - 15 room nights for the ITU team including the ITU staff/executives, technical delegate(s) and classifiers (distribution may be single/double rooms with a minimum of 2 single rooms);
  - 6 rooms free of charge (double occupancy and breakfast included) for 3 nights for the top designated athletes.

ITU may request additional room nights under ITU budget.

The Local Organising Committee and Host National Federation must reach an agreement to procure accommodation for all Technical Officials involved at the event.

**ITU OFFICE**

The Local Organising Committee must provide an office for the ITU personnel for maximum 6 people equipped with the appropriate furniture, internet connection and printer/copy machine for the whole week of the event.
CLASSIFICATION

ITU will strategically target events for classification opportunities and in those cases will cover the cost of the classifiers. Local Organising Committees are expected to work closely with ITU to ensure classification requirements are met for facilities and established procedures in the regulations.

Local Organising Committees and NFs can also request classification opportunities outside of these events for both physical and vision impairments. For this the Local Organising Committee is to pay ITU US$3,500 per panel and all travel and per-diem costs of the classifiers will be paid by ITU.

Classifications hosted outside the official opportunities in the calendar will not be recognised by ITU.

ATHLETES’ SERVICE/PACKAGE

The Local Organising Committee must list all the athletes’ services that are offered with the entry.

The following services to be available to the participants:

- Airport pickup for a reasonable charge;
- Sufficient range of accommodation within a reasonable distance from the competition site;
- Access to training sites free of charge for the entire duration of the event, starting 3 days before the first competition;
- Safe bike and swim course familiarisation;
- Bike mechanic support;
- Local medical information services.

HOSTING

The Local Organising Committee is required to host a “Pasta Party” following the Athletes’ Briefing for all athletes, coaches, ITU team and Technical Officials. A VIP hosting area on competition days is required. For the World Championships, a closing party should be organised.

ANTI-DOPING

The Local Organising Committee will work with their National Federation and NADO in their country to organise and fund urine tests as follows:

- **World Championships**: 18 (10 with ESA, 2 with GHRF) in total.
- **WPS**: 12 (6 with ESA, 2 with GHRF) in total.
- **PWC**: 8 (3 with ESA, 2 with GHRF) in total.
**INSURANCE**

The Local Organising Committee is obliged to provide a US$5,000,000 (five million) event liability insurance cover.

**LIVE INTERNET BROADCAST**

**World Champ./WPS**

- To increase the profile of the sport, ITU will assist in providing live streaming services at WPS events. This requires local camera feed (Sport Presentation), internet and power provided by the Local Organising Committee. Please contact ITU for the full requirement.

**PWC**

- No specific requirements. Anything provided by the Local Organising Committee will be published on ITU's platforms. ITU will assist in this process as much as possible.

**TECHNOLOGY**

**Live Online Coverage:**

**World Champ./WPS**

- A proficient timing company, capable of producing live results and associated costs are the responsibility of the Local Organising Committee.

**PWC**

- 20 radios and 3 phones with unlimited data sim cards for the ITU team.

**TV/BROADCASTING**

No specific requirements. Any footage or highlights captured to be shared with ITU for distribution. ITU will endeavour to get maximum exposure for the event.

**MEDIA**

**World Champ./WPS**

- The events will receive maximum exposure on www.triathlon.org via news stories, photo galleries and results;

- Local Organising Committees must provide ITU a minimum of 20 high resolution pictures from the event to the ITU Media team.

**PWC**

- Local Organising Committees must provide ITU a minimum of 20 high resolution pictures from the event to ITU Media team.
EXPO AREA

The Local Organising Committee may organise an expo area.
ITU TECHNICAL ELEMENTS

VENUE AND COURSE
• The technical requirement of the course and the venue are covered in the Event Organisers’ Manual (EOM) and in the ITU Competition Rules;
• It is preferred to have a unique venue location (one transition area) for the event. This results in all associated planning, logistics, implementation and athlete experience being much easier to execute effectively.

COMPETITION SCHEDULE
• Exact competition schedule must be agreed with the Technical Delegates
• An estimated time of 3h30min is required from the first start till the last finish on a WPS/PWC.
• An estimated time of 4h is required from the first start till the last finish on the World Championships in cases where the Transition Area can accommodate 110 athletes at the same time. Otherwise 6h is required from the first start till the last finish.

TECHNICAL OFFICIALS
• 25 Technical Officials will be required for the World Championships and 20 Technical Officials for WPS/PWC events, arriving one day prior to the first competition day.

SPORT PRESENTATION
• The event should be presented to the on-site spectators by announcers to be approved by ITU. A large video screen greatly enhances the spectator engagement and it is recommended;
• The athletes’ introduction and the award ceremonies must be conducted as per the protocol. ITU will provide such protocols.

COMMUNICATION
• Promotion of the event internationally and nationally in the years and months leading up to the event is a joint responsibility of all stakeholders;
• Printed or digital version of programmes (Athletes’ Guide) 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 athlete profiles for the top-ranked athletes;
• During the planning period, the Local Organising Committee must maintain effective communication with all external parties, including ITU, National Federations, government entities, professional contractors, vendors, sponsors and media.

SPONSORSHIP

• ITU reserves the right to activate a global sponsor for the events and provide a mutually agreed revenue to the Local Organising Committee. The activation may include being the title sponsor.

ATHLETES REGISTRATION

• All the rules regarding the registration deadline, eligibility, entry can be found in the ITU Qualification Criteria on www.triathlon.org.

MANUALS AND GUIDELINES

The host city must adhere to all relevant requirements as stated in the:

• Event Organisers Manual
• Branding Guidelines – Paratriathlon World Cup (PWC)
• Branding Guidelines – World Triathlon Series (WPS)
• ITU Competition Rules
• LOC Requirement – Paratriathlon Classification

All above mentioned documents are available from ITU.
HOST CITY REQUIREMENTS

REVENUES
The event has the potential for generating considerable revenue over expenses when well marketed. It provides a good opportunity to reduce overhead expenses by attracting support from government and commercial entities. It is the responsibility of the Local Organising Committee to market it effectively. All revenues from successful marketing will go directly to the Local Organising Committee.

The Local Organising Committee is entitled to receive 100% revenue from the following sources but not limited to:

- Sponsorship (including event title sponsor);
- Public institutions;
- Entry fees from the athletes:
  - PWC: maximum US$50/athlete;
  - WPS: no entry fee to be charged;
  - World Championships 2020: maximum US$150/athlete;
- Hotel commissions;
- National media and television rights sales;
- Merchandise sales;
- Food and beverage sales;
- Expo.

INTELLECTUAL PROPERTY
The Local Organising Committee has the right to use the official name from the day of contract signature until six months after the last day of the event.

BRANDING
The Local Organising Committee is entitled to use at least 70% of the advertising space on the field-of-play and on-site branding. ITU retains maximum 30% and rights to activate any ITU Global partner as contractually agreed upon.

Details about the branding can be found in the Branding Guidelines – ITU Paratriathlon World Cup and Branding Guidelines – ITU World Triathlon Series.
THE ITU BID PROCESS

- **22 February 2019**: Opening of the bid process
- **30 June 2019**: Submission of bid documents
- **29 August 2019**: Selection of the host cities by the ITU Executive Board and announcement
ITU will evaluate each bid based on a set of criteria and expect to receive all this information in the bid package:

- Host National Federation letter of endorsement including the required certified Technical Officials;
- Host City Council/ Mayor and/or Government letter of support with a signed guarantee for the use of roads, streets and other public areas needed for the competitions and course trainings;
- Scheduling/Event dates with certain flexibility with the day and start time requests;
- Geographical location and the number of events in the region;
- Venue location and technical evaluations of the courses;
- Regular water quality tests of the swim course (minimum 6) including two of them one year out to the proposed date and others during different weather conditions, performed by a local certified institution;
- Medical plan and Anti-doping Plan;
- Experience and structure of the Local Organising Committee;
- Support of Host Broadcaster;
- Host hotel and accommodation – information about hotels, including location and room rates;
- Athlete support services;
- Proximity to international airport;
- Draft budget proposal;
- Marketing and promotion plan;
- Proposal to host a test event;
- Sustainable and eco-friendly operation and procedures as well as environmental data around the event.
BID PRESENTATION

• After the bid submission deadline, ITU may request to visit cities that have sent all the proprietary documentation with a delegation of up to two people. The bidder will agree to cover the local transport and accommodation for up to 2 nights.

BID APPLICATION DOCUMENTATION

• Documents should be prepared in a simple format and at a modest cost;
• All documents must be submitted to the ITU in English;
• Bids are evaluated on substance and content;
• Maps and diagrams should be accurate and of good quality;
• Digital photos should be included.

SUBMISSIONS

• The bid documents and supporting materials may be submitted electronically to events@triathlon.org.
Contact
Eric Angstadt
Senior Manager – Paratriathlon and Multisport
International Triathlon Union
eric.angstadt@triathlon.org