

multisport



# ITU WINTER TRIATHLON WORLD CHAMPIONSHIPS AND WORLD CUP

2021 SEASON CRITERIA PACKAGE

INTERNATIONAL TRIATHLON UNION

TRIATHLON **LIVE**







# ITU WINTER TRIATHLON WORLD CHAMPIONSHIPS AND WORLD CUP 2021 SEASON CRITERIA PACKAGE

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# INTRODUCTION

This document outlines the concept of, and the bid conditions for the International Triathlon Union (ITU) Winter Triathlon events, such as the Winter Triathlon World Championships 2021 and Winter Triathlon World Cup 2021. It also provides the approved framework for organising the event, including the general ITU Winter Triathlon Rights and Obligations.

The ITU Winter Triathlon events are designed to provide well organised events with a wide global reach and high-quality competitions for athletes.

ITU Winter Triathlon events will feature:

- Prize purse for the elite athletes;
- International media and internet coverage, which makes hosting attractive for sport tourism and the global brand of the host cities.

# ITU - THE WORLD GOVERNING BODY

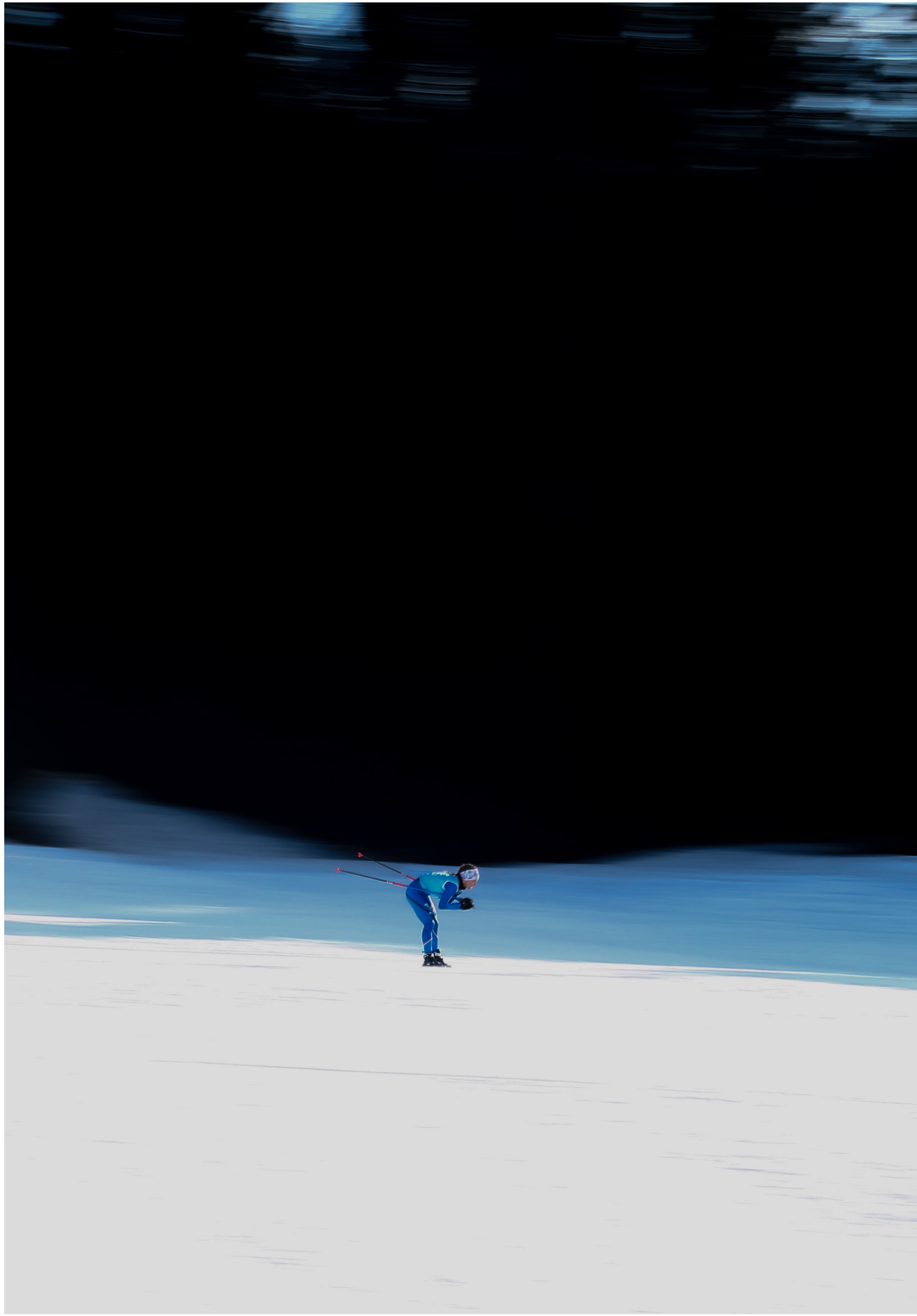
- The International Triathlon Union (ITU) was founded in 1989;
- ITU is the world governing body for the Olympic sport of triathlon and is recognised by the International Olympic Committee (IOC), the International Paralympic Committee (IPC), the World Antidoping Agency (WADA), the Association of Summer Olympic Sports (ASOIF) and GAISF, the association of International Sport Federations;
- ITU is the world governing body for triathlon and all related multisport disciplines such as Aquathlon, Cross Duathlon, Cross Triathlon, Duathlon, Long Distance Duathlon, Long Distance Triathlon, Winter Triathlon and Aquabike;
- More information about ITU can be found at [triathlon.org](https://www.triathlon.org), “the official triathlon resource”.

## ITU WINTER TRIATHLON

### GENERAL INFORMATION

- ITU Winter Triathlon events are conducted by ITU in cooperation with its member NFs;
- ITU calls for bids annually. NFs, host cities and Local Organising Committees are encouraged to develop visionary proposals that can enhance the scope, presentation and marketing of the events. Priority will be given to existing organisers that have followed the ideal development path of hosting a National event, Series event, Regional/Continental events;
- ITU exclusively owns the rights to the events and contracts the organisation of the events to individual Local Organising Committees, which can be made up of any combination of NFs, host city and/or recognized event organisers;
- Local Organising Committees must be fully aware of the concept, format, and scope of ITU Winter Triathlon events as envisioned by ITU and its partners.





# 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 triathlon and ITU multisport disciplines nationally and globally;
- Provide unforgettable experience to all participants and 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 in the country and the continent;
- Taking place over a whole weekend, the ITU Winter Triathlon events are more than just sports competitions for the athletes. It is also an important development opportunity from the grassroots to elite level, giving athletes from a wide range of age groups the opportunity to race. The entire occasion is a visual spectacle designed to inspire and motivate, from the experienced to the newcomer.

# TELEVISION AND MEDIA

## TELEVISION

- The hosts own the domestic television rights for the event. ITU will retain international rights and will do its best to generate international interest and create global coverage;
- Domestic television production and distribution costs are the responsibility of the Local Organising Committee.
- The Local Organising Committee to provide broadcast stream (RTMP) free of charge for ITU to broadcast the event in its OTT channel [www.triathlonlive.tv](http://www.triathlonlive.tv)

## NEWS

Online news distribution is available for the event if quality footage is provided by the Local Organising Committee.

## ONLINE

The event will receive exposure on [triathlon.org](http://triathlon.org) and official ITU social media channels via news stories, photo galleries and results. If live timing and video are provided, it will be published to [triathlon.org](http://triathlon.org) at ITU's discretion.

## INTERNET AND SOCIAL MEDIA

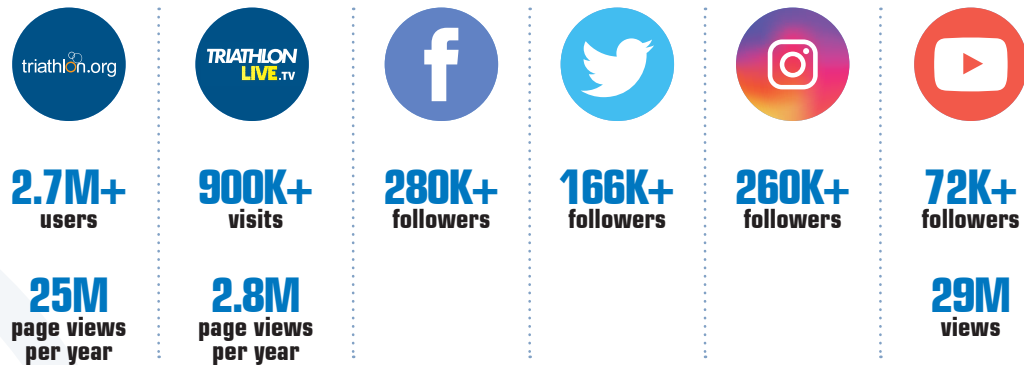
ITU's website ([triathlon.org](http://triathlon.org)) attracts over **2.7 million users**, over **6 million sessions** and **25 million page views** annually and growing. The average time on the site is over 3 minutes, well above the industry average.

ITU is one of the few federations to operate a full broadcast channel online ([triathlonlive.tv](http://triathlonlive.tv)).

ITU 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's growth on social media (Twitter / Instagram / Facebook / Youtube) continues to rapidly increase daily.





Figures change daily

ITU has a very strong presence on **Instagram** allowing us to share a unique perspective to promote our sport to a captive, diverse audience with compelling contents. With more than **260,000 engaged** followers it continues to show strong growth.

ITU's **Twitter** accounts currently have more than **166,000 followers** internationally. 26% of our Twitter media audience comes 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 highly valuable promotional tool not only for ITU races but also for the host cities.

ITU's **Facebook** channel continues steady growth, with a community of more than 280,000 followers, plus many more on channels associated with ITU, such as ITU's Official Store, Multisport, etc. ITU publications reach an average audience of upwards of 1 million people.

ITU's **YouTube** channel has more than **72,000** subscribers and our videos have more than 29 million views. Our viewers have watched more than 66 million minutes of triathlon content – over 125 years of viewing time –, not only the best moments of our races but also videos promoting host cities, courses and athletes.

ITU's media team will generate and distribute content for social media on all the digital properties of ITU, as well as for the TriathlonLIVE OTT platform.

## PRINT

- The event will receive the support of the ITU Media team;
- The ITU Media Team will write and distribute releases via major international wire services;
- When available, an ITU photographer will attend the event.

# LOCAL ORGANISING COMMITTEE REQUIREMENTS

## FINANCIAL REQUIREMENTS

The financial obligations required to host an ITU Winter Triathlon event are:

2021 FEES	World Championships	World Cup
Event Rights Fee	US\$5,000	US\$3,000
Prize Money	US\$20,000	US\$15,000



## 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 media team. 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;
- The Local Organising Committee may provide airline tickets for the top athletes and ITU officials.

### ACCOMMODATION

- The Local Organising Committee is required to provide accommodation (breakfast included), for athletes, ITU officials including those drawn from the ITU Executive Board, ITU staff, technical delegate(s), and ITU media team 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**

**World Cup: 25**

- Additional room nights may be provided for the top elite athletes by the Local Organising Committee:

**World Championships: 80**

**World Cup: 60**

### TECHNICAL OFFICIALS' ACCOMMODATION

- The Local Organising Committee and Host National Federation must reach an agreement to procure accommodation for all the national and international Technical Officials involved at the event. This facility can be negotiated in good faith with the ITU but should provide the Technical Officials with a facility that allows for interaction and gatherings.



**ATHLETES’ SERVICE/PACKAGE:**

The Local Organising Committee must list all the athlete services that are offered with the entry fee as well as the athlete package: Gear, backpacks, finisher items, complimentary pasta party tickets, social functions, etc.

The following services to be available to the participants:

- Sufficient range of accommodation within a reasonable distance from the competition site;
- Access to training sites for the entire duration of the event, starting 3 days before the first competition. Such service should be free of charge for the elite athletes and the paratriathletes;
- Safe course familiarisations;
- Bike mechanic support;
- Local medical information services;
- Free entry option for the previous World Champions of the same multisport event, including Age Group;
- For all athletes, including Age-Group, the ITU system should be used for registration. Process and deadlines to be discussed with ITU.

**HOSTING**

The Local Organising Committee is required to host a “Pasta Party” and one Closing/Award Function. A VIP hosting area on competition days is required.

**ANTI-DOPING**

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

<b>World Championships:</b>	10 urine tests (6 with ESA, 2 with GHRF) in total.
<b>World Cup:</b>	6 urine tests (4 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, which covers ITU officials, staff and Executive Board members.

## **LIVE INTERNET BROADCAST**

Local Organising Committee may provide a live internet broadcast. Backpack Bag solution – portable transmission units are recommended for a sustainable solution.

## **TECHNOLOGY**

- Live Online Coverage: A proficient timing company, capable of producing live results and associated costs are the responsibility of the Local Organising Committee;
- 15 radios and 3 to 5 phones with unlimited data sim cards for the ITU team.

## **EXPO**

The Local Organising Committee must provide two complimentary areas for expo booths/ tents for ITU Anti-Doping and for an ITU Global Partner, including merchandising partner, if there is in an Expo Area within the venue.

## **SPONSORING**

ITU retains the right to have up to three Global sponsors, in the categories of telecommunication, technology, financial services, oil companies, vehicles, insurance, nutritional beverage, running shoes and sport equipment, among others. The Local Organising Committee should facilitate the allocation of spaces within the venue to showcase the ITU Global sponsors.





# ITU TECHNICAL ELEMENTS

## TECHNICAL ELEMENTS

The key technical elements of a winter triathlon event consist of:

- the competition categories;
- the schedule;
- the course;
- the venue; and
- the associated logistical requirements needed to produce a Winter Triathlon Event at the ITU standard defined in the contract and Event Organisers' Manual and Competition Rules.

## 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. The use of FIS cross-country ski venue is strongly recommended.

## TECHNICAL OFFICIALS

25 Technical Officials will be assigned to the events, arriving at least one day prior to the first competition day and departing one day after the last competition day.

## COMPETITION CATEGORIES:

During the Winter Triathlon Event weekend, the following categories must be accommodated:

**World Championships:** Elite, U23, Junior, Age-Group, Paratriathlon, Mixed Relay

**World Cup:** Elite

## MANUALS AND GUIDELINES

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

- [Event Organisers Manual](#);
- [Branding Guidelines – Multisport](#);
- [Sport Presentation Manual](#);
- [ITU Competition Rules](#).

## 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 is recommended;
- The Athletes Introduction and Award Ceremonies must be conducted as per the ITU Sport Presentation Manual;
- The Local Organising Committee should secure a minimum of two announcers.

## COMMUNICATION

- Promotion of the Championships 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 the 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 competitor 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.

# LOCAL ORGANISING COMMITTEE RIGHTS

## REVENUES

The event has the potential for generating 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 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;
- Hotel commissions;
- National media and television rights sales;
- Merchandise sales;
- Finisher pictures' sales;
- Food and beverage sales;
- Ticket 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%).
- Details about the branding can be found in the ITU Multisport Branding Guidelines.

## TELEVISION AND MEDIA

The hosts own the domestic television rights for the event.



# THE ITU BID PROCESS

## 2021 ITU WINTER TRIATHLON WORLD CHAMPIONSHIPS BID TIMELINE

2020

JUL  
2020

**31 July 2020**

Opening of  
the bid process

AUG  
2020

**31 August 2020**

Submission  
of bid documents

SEP  
2020

**15 September 2020**

Selection of the  
host cities by the  
ITU Executive Board  
and announcement

## BID EVALUATION

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;
- Venue location and technical evaluations of the courses;
- Environmental data: air temperature, average snow fall, air pollution index, sunrise/sunset;
- Experience and structure of the Local Organising Committee;
- Host hotel and accommodation – information about hotels, including location and room rates;
- Athlete support services;
- Proximity to international airport;
- Draft budget proposal;
- Entry fee proposals with discount mechanism for multiple entries;
- ITU is looking to have sustainability as a key area of importance for our events. Event bids that show high sustainability will be given a positive weighting.

## **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](mailto:events@triathlon.org)







**Contact**

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