



ITU WORLD TRIATHLON MULTISPORT CHAMPIONSHIPS HOST CITY BID INFORMATION

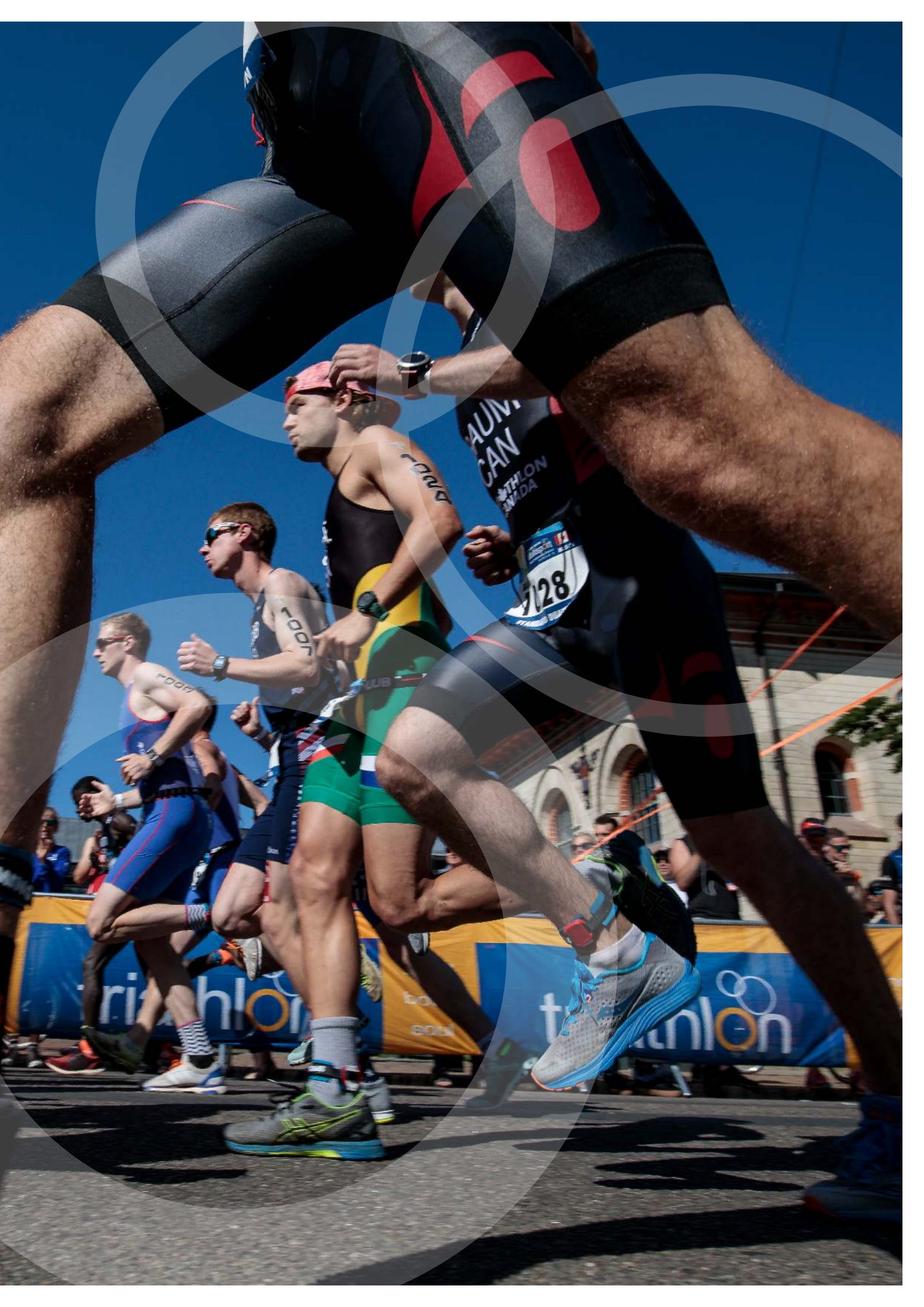
2022 CRITERIA PACKAGE



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CONTENTS

INTRODUCTION	4
ITU - THE WORLD GOVERNING BODY	5
ITU WORLD TRIATHLON MULTISPORT CHAMPIONSHIPS	5
ATHLETE PARTICIPATION	7
ITU OBJECTIVES	8
TELEVISION AND MEDIA	9
LOCAL ORGANISING COMMITTEE REQUIREMENTS	11
ITU TECHNICAL ELEMENTS	15
SPORT PRESENTATION	17
COMMUNICATION	17
LOCAL ORGANISING COMMITTEE RIGHTS	19
THE ITU BID PROCESS	21



INTRODUCTION

This document outlines the concept of, and the bid conditions for the International Triathlon Union (ITU) World Triathlon Multisport Championships 2022. It also provides the approved framework for organising the event, including the general ITU World Triathlon Multisport Championships Rights and Obligations.

The ITU World Triathlon Multisport Championships include:

- ITU Long Distance Triathlon World Championships;
- ITU Duathlon World Championships;
- ITU Cross Triathlon World Championships;
- ITU Aquathlon World Championships;
- ITU Aquabike World Championships.

The ITU World Triathlon Multisport Championships are designed to provide a well organised event in all triathlon-related multisport disciplines, with a wide global reach and high-quality competitions for athletes.

ITU World Triathlon Multisport Championships will feature:

- Significant prize purse;
- International TV, media and internet coverage, which makes hosting attractive for sport tourism and the global brand of the host cities.

The ITU World Triathlon Multisport Championships is 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 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 www.triathlon.org, “the official triathlon resource”.

ITU WORLD TRIATHLON MULTISPORT CHAMPIONSHIPS

GENERAL INFORMATION

- Host cities and National Federations are encouraged to develop visionary proposals that can enhance the scope, presentation and marketing of the events as well as to provide a great experience to all participants;
- 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 test event (National or International event) the year prior to the ITU World Triathlon Multisport Championships at least on Long Distance Triathlon and the Cross Triathlon disciplines (being held back to back).



ATHLETE PARTICIPATION

THE ESTIMATED NUMBER OF ATHLETES PARTICIPATING AT THE CHAMPIONSHIPS COULD BE APPROXIMATELY FROM 3,000 TO 4,000.

Key aspects from 2018:

- 44% of the athletes spent 7 days or more in the city/region of the Championships;
- 73% of the athletes came with someone not racing (1 person or more).

EVENT	ESTIMATED NUMBERS	
	Elite/U23/Junior/ Paratriathlon	Age Group
AQUABIKE	N/A	300
AQUATHLON	60	500
CROSS TRIATHLON	90	350
DUATHLON SPRINT	60	600
DUATHLON STANDARD	60	550
LONG DISTANCE TRIATHLON	50	700
TOTALS	320	3000

- The numbers from the above chart are a conservative approach based on an average participation in different continents in the last years for the stand alone Multisport 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 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;
- Taking place over approximately 10 days, the ITU World Triathlon Multisport Championships is more than just a sports competition 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

DIGITAL

- The hosts own the domestic television rights for the event. ITU will retain international rights and maximise international interest and create global coverage. Domestic television production and distribution costs are the responsibility of the Local Organising Committee;
- ITU will produce a digital & broadcast highlights with international distribution.

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 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.



5M+
users

24M
page views
per year



269K+
followers

+3%



160K+
followers

+7%



228K+
followers

+30%



55K+
followers

+25%

20M
views

Figures change daily

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.

ITU's YouTube channel has more than **55,000 subscribers**, and our videos have more than **20 million** views. Our viewers have watched more than 31 million minutes of triathlon content – over 54 years of viewing time –, including not only the best moments of our races, but also videos promoting host cities, courses and athletes.

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

PRINT

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



LOCAL ORGANISING COMMITTEE REQUIREMENTS

FINANCIAL REQUIREMENTS

The financial obligations required to host an ITU World Triathlon Multisport Championships are:

FEES	2022
Event Rights Fee	US\$185,000
Prize Money	US\$280,000

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;
- Two dedicated vehicles for the ITU technical team (Technical Delegates, Assistant Technical Delegates, Team Leader) and the feasibility of using public transport;
- Dedicated vehicle for the ITU media team;
- Mutually agreed number of dedicated scooters/bicycles for the ITU team.

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, 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:

Double/Twin Room: 86

Single Room: 134

- ITU may request up to an additional 30% room nights under ITU budget offered at cost basis.

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/U23/Junior athletes, for the paratriathletes and for the accredited coaches;
 - Safe bike and swim course familiarisation and warm up opportunities;
 - Bike mechanic support;
 - Local medical information services;
 - Free entry option for the previous World Champions of the same multisport event, including Age Group.

HOSTING

- The Local Organising Committee is required to host two "Pasta Parties" and one Closing/Award Function. Award Ceremonies are required after each competition for all categories. VIP reception and a VIP hosting area on competition days are required.

INSURANCE

- The Local Organising Committee is obliged to provide a US\$10,000,000 (ten million) event liability insurance cover.

ANTI-DOPING

- The Local Organising Committee will work with their National Federation and NADO in their country to organise and fund 60 urine tests (40 with ESA, 10 with GHRF) and 10 blood tests (2 with GH) in total.

LIVE INTERNET BROADCAST

- Local Organising Committees must provide a live internet broadcast with minimum 5 cameras and a studio from each competition day including the required personnel. Backpack Bag solution – portable transmission units are recommended for a sustainable solution. This set up is needed for all Elite/U23/Junior/para races as well as the age group competitions, and should be possible to do pre and post races media actions covered by the internet broadcasting.
- ITU will keep the streaming rights for international audiences.

TECHNOLOGY

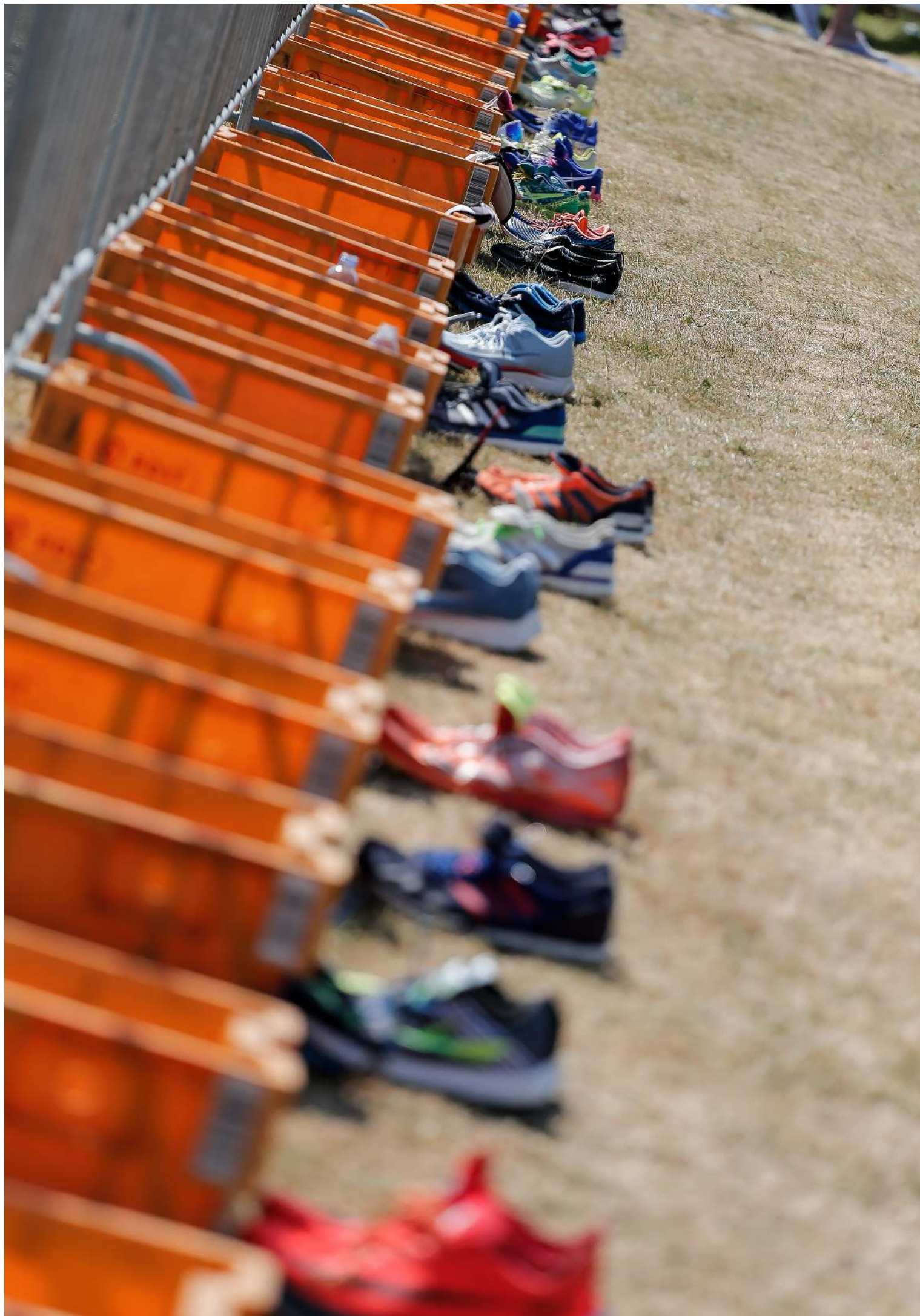
- Live Timing: A proficient timing company, capable of producing live results and associated costs are the responsibility of the Local Organising Committee;
- Athlete Tracker: Due to the nature of the sport, athlete tracking is required for the elite athletes of the Cross Triathlon and Long Distance Triathlon
- Additional to this, 15 devices are required for operational use. All associated costs are the responsibility of the Local Organising Committee;
- 35 radios and 15 to 20 phones with unlimited data sim cards for the ITU team;
- Entries: A company which ensure that the entries are processed through the NFs

EXPO AREA

- The Local Organising Committee must provide two complimentary areas for expo booths/ tents for ITU Anti-Doping and for an ITU Global Partner. The specification to be agreed upon by the parties.

ECONOMIC IMPACT SURVEY REPORT

- The Local Organising Committee must agree with an external party (local tourism agency) or/an agreed third party contractual partner from ITU the implementation of a detailed economic impact report for the Championships.
- An AG athletes post-race survey should be established in consultation with ITU.



ITU TECHNICAL ELEMENTS

TECHNICAL ELEMENTS

Competition categories:

DUATHLON	Age Group Standard, Age Group Sprint, Elite, Under23, Junior, Paratriathlon, Mixed Relay;
CROSS TRIATHLON	Age Group, Elite, Under23, Junior, Paratriathlon;
AQUATHLON	Age Group, Elite, Under23, Junior, Paratriathlon;
LONG DISTANCE TRIATHLON*	Age Group, Elite, Paratriathlon;
AQUABIKE	Age Group;

* The Long Distance Triathlon must be held on the 3km swim / 120km bike / 30km run distance.

SCHEDULE

All competitions are intended to take place across 7-9 days. Other Scheduled Activities: Complimentary cultural events over the course of the 10 days. In case the Local Organising Committee would like to include an open race for any of the multisport disciplines, it must be approved by the ITU Technical Delegates.

Suggested Competition Schedule:

DEADLINE	EVENT
FRIDAY	Duathlon briefing and familiarisations; Pasta Party; Opening Ceremony
SATURDAY	DUATHLON: Age Group Sprint, Junior, Elite/Under23
SUNDAY	DUATHLON: Age Group Standard, Paratriathlon, Mixed Relay
MONDAY	Cross Triathlon briefing and familiarisations
TUESDAY	CROSS TRIATHLON: Age Group, Junior/ Paratriathlon, Elite/Under23
WEDNESDAY	Aquathlon briefing and familiarisations, Pasta Party, Welcome Ceremony
THURSDAY	AQUATHLON: Age Group, Junior/ Paratriathlon, Elite/Under23
FRIDAY	Long Distance Triathlon briefing and familiarisations
SATURDAY	LONG DISTANCE TRIATHLON: Age Group, Paratriathlon, Elite; AQUABIKE: Age Group Closing Ceremony

DATE PREFERENCE

- However the recommended period when the ITU World Triathlon Multisport Championships should be held in order to maximize participation in all categories is between the middle of June to the beginning of August, ITU is open to evaluate alternative dates as well, which fits better with the bidding city. If possible, the event should not collide with a WTS event, in order the media attention to be maximised.

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 preferable to have have a unique venue location for the Championshipst. This results in all associated planning, logistics, implementation and athlete experience being much easier to execute effectively. There needs to be a clear layout and detailed proposal in cases where two venue is required, explaining how the main logistics will be implemented to ensure the athlete experience is not affected by travel distance and different locations. More than two venue locations are not recommended.

TECHNICAL OFFICIALS

There will be three different blocks for the duration of the event:

- 35 Technical Officials will be assigned on block 1 for the Duathlon events, arriving one day prior to the first competition day and departing one day after the last competition day;
- 30 Technical Officials will be assigned on block 2 for the Cross Triathlon and Aquathlon events, arriving one day prior to the first competition day and departing one day after the last competition day;
- 45 Technical Officials will be assigned on block 3 for the Long Distance and Aquabike events, arriving one day prior to the first competition day and departing one day after the last competition day.

MANUALS AND GUIDELINES

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

- [Event Organisers Manual](#);
- [Branding Guidelines – Multisport](#);
- [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 it is recommended;
- The Athletes Introduction and Award Ceremonies must be conducted as per the ITU protocol. ITU will provide such protocols;
- The Local Organising Committee should secure a minimum of two announcers;
- Multisport Legends: the Local Organising Committee should provide trophies for those completing a minimum of 4 events (open waves are not considered);
- Elite athlete engagement program: the Local Organising Committee should provide a room for two Elite athlete Q&A Sessions with Age Group athletes.

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 programmes (Athletes' Guide, Media Guide and Spectators' 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 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;
- Hotel commissions;
- National media and television rights sales;
- Merchandise sales;
- Finisher pictures' sales;
- Food and beverage sales;
- Ticket sales;
- Expo.

The maximum amount of entry fees chargeable to the athletes by the Local Organising Committee are the following:

EVENT	AGE GROUP ENTRY FEE (USD)
LONG DISTANCE TRIATHLON	350
DUATHLON STANDARD	200
DUATHLON SPRINT/MIXED RELAY	180
CROSS TRIATHLON	150
AQUATHLON	100
AQUABIKE	300

Elite/U23/Jr/Paratriathlon categories can be charged maximum 50% of the above fees.

Multi registration discounts should be provided to participants as a minimum of the following percentages:

2 events = 5% discount

3 events = 10% discount

4 events = 15% discount

5 events = 20% discount

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

2022 ITU WORLD TRIATHLON MULTISPORT CHAMPIONSHIPS BID TIMELINE

2019

FEB
2019

22 February

Opening of
the bid process

MAR
2019

31 March

Letter of intent
sent to the ITU

JUN
2019

15 June

Submission
of bid documents

JUL
2019

AUG
2019

27 August

Presentation of the bid
to the ITU Executive
Board, selection of
the 2022 host cities
and announcement

BID EVALUATION

European host cities will be preferred for 2022.

Upon receipt of the letter of intent, ITU will send the contract to each bidder. The signed contract shall be sent from each Local Organising Committee/ National Federation to the ITU together with the Bid documentation. 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. A sanitary inspection must be conducted during the first site visit and according to the outcome of the inspection, more tests may be requested;
- Medical 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;
- Entry fee proposals with discount mechanism for multiple entries;
- Marketing and promotion plan;
- Attached signed contract;
- Proposal to host a test event;
- Commitment to sport development;
- 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;
- ITU may eliminate bids before offering the opportunity to present to the ITU Executive Board, which is the body that makes the final decision on selections
- Presentation will be no longer than 15 minutes as well as Q&A session. The bidders will be provided with A/V facilities.

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

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