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World Triathlon has reviewed the status of winter triathlon with the aim to revitalise the discipline by making it more exciting for athletes, media, and organisers, as well as to develop a true winter triathlon circuit to give more opportunities to athletes.

As such, the format of winter events has been revised by increasing the number of transitions for Elite/U23 and Juniors, and an Age-Group event has been added to the World Triathlon Winter Championships programme to give an additional opportunity for these athletes to compete and also create an additional stream of revenue for organisers.

This document outlines the concept of, and the bid conditions for, World Triathlon Winter events including the 2022 World Triathlon Winter Championships and 2022 World Triathlon Winter Cup. It also provides the approved framework for organising the event, including the general Winter Triathlon Rights and Obligations.

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

World Triathlon Winter Championships and Cup 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.
World Triathlon (formerly International Triathlon Union) was founded in 1989;

World Triathlon is the world governing body for the Olympic and Paralympic sport of triathlon and is recognised by the International Olympic Committee (IOC), the International Paralympic Committee (IPC), the World Anti-Doping Agency (WADA), the Association of Summer Olympic Sports (ASOIF) and GAISF, the association of International Sport Federations;

World Triathlon 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 World Triathlon can be found at triathlon.org, “the official triathlon resource”.

World Triathlon - The World Governing Body
World Triathlon Winter Championships and Cup events are conducted by World Triathlon in cooperation with its member NFs.

World Triathlon 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.

World Triathlon 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 recognised event organisers.

Local Organising Committees must be fully aware of the concept, format, and scope of World Triathlon Winter events as envisioned by World Triathlon and its partners.

- Host a fair and safe 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 World Triathlon multisport disciplines nationally and globally;
- Provide unforgettable experience to all participants and spectator audiences;
- Exhibit strong corporate support;
- Engage the support of public institutions;
- 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 World Triathlon Winter Championships and Cup events are more than just sports competitions for the athletes. They are 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.
Broadcast and Media

Broadcast

World Championships: LOC must provide a live internet broadcast with minimum 5 cameras from each competition day including the required personnel. Backpack Bag solution – portable transmission units are recommended for a sustainable solution. This setup is needed for all Elite/U23/Junior/para races as well as the age group competitions. LOC will retain Domestic Rights, World Triathlon will retain International streaming rights.

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

World Triathlon can contract and deliver live broadcasts for events at an additional cost of approximately US$20,000.

News

Broadcast 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 and official World Triathlon social media channels via news stories, photo galleries and results. Any live timing and video made available will be published to triathlon.org and Triathlonlive.tv.
Internet and Social Media

- **Triathlon.org**: 2.7m+ users, 25m page views per year
- **Triathlonlive.tv**: 900k+ visits, 2.8m page views per year
- **Instagram**: 280k+ followers
- **Facebook**: 280k+ followers, +166k followers
- **Twitter**: 78K+ followers, 29m views
Internet and Social Media

World Triathlon’s website (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.

World Triathlon operates a full OTT platform, Triathlonlive.tv to distribute live and on demand all races, as well as providing interviews, behind the scenes and extra content to subscribers all across the world.

World Triathlon has 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.

World Triathlon’s growth on social media (Twitter / Instagram / Facebook / Youtube) continues to increase rapidly.

A very strong presence on Instagram allows us to share a unique perspective to promote our sport and host cities to a captive, diverse audience through compelling content. With more than 280,000 engaged followers it continues to show strong growth.

World Triathlon’s Twitter accounts currently have more than 166,000 followers. 26% of our Twitter media audience comes from the 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 World Triathlon races but also for the Host Cities.

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

World Triathlon’s YouTube channel has more than 78,000 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.

World Triathlon’s media team will generate and distribute content for social media on all the digital properties of World Triathlon.
Print And Photography

- World Triathlon employs an experienced media team focused on developing content and distributing news to the worldwide written and photographic media.

- The LOC will be responsible for providing a local photographer and sharing the photos with World Triathlon. World Triathlon distributes images through international photo agencies such as AP, Getty, AFP and Reuters.

- We also guarantee maximum exposure with our media database, including journalists and media outlets from every major market in the world, which receives all World Triathlon’s communications, previews, reviews, pictures and media info of all our events.
Local Organising Committee Requirements

Financial Requirements

The financial obligations required to host a World Triathlon Winter events are:

<table>
<thead>
<tr>
<th>2022 Fees</th>
<th>World Triathlon Winter Championships</th>
<th>World Triathlon Winter Cup</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Rights Fee</td>
<td>US$5,000</td>
<td>US$3,000</td>
</tr>
<tr>
<td>Prize Money</td>
<td>US$20,000</td>
<td>US$15,000</td>
</tr>
</tbody>
</table>

Secondary financial requirements

Transportation

The Local Organising Committee should ensure that local transportation is organised free of charge for World Triathlon officials including those drawn from the World Triathlon Executive Board, World Triathlon staff, technical team, and media team. This transportation will be for all activities related to the event including:

- Airport transfers (arrival and departures) or any other embarkation point (port, train station or otherwise);

- 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 World Triathlon officials.

The Local Organising Committee should ensure that local transportation from the designated airport is offered for the athletes and support personnel (including their equipment) preferably free of charge or for a modest price mutually agreed between the Local Organising Committee and World Triathlon. 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 athletes, World Triathlon officials including those drawn from the World Triathlon Executive Board, World Triathlon staff, technical team, and World Triathlon 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 World Triathlon officials carrying out the required site visits during the evaluation period or leading up to the actual event. Total hotel room-nights required:

<table>
<thead>
<tr>
<th>Total hotel room-nights required:</th>
</tr>
</thead>
<tbody>
<tr>
<td>World Triathlon Winter Championships</td>
</tr>
<tr>
<td>40</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Additional room nights for top elite athletes by the Local Organising Committee:</th>
</tr>
</thead>
<tbody>
<tr>
<td>World Triathlon Winter Championships</td>
</tr>
<tr>
<td>80</td>
</tr>
</tbody>
</table>
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 World Triathlon but should provide the Technical Officials with a facility that allows for interaction and gatherings.

World Triathlon Office

The Local Organising Committee must provide an office for World Triathlon personnel for maximum 8 people equipped with the appropriate furniture, internet connection and printer/copy machine for the whole week of the event.

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:
- Airport pickup for a reasonable charge;
- 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 para triathletes;
- Safe course familiarisations;
- Bike mechanic support;
- Local medical information services;
- For all athletes, including Age-Group, the World Triathlon system should be used for registration. Process and deadlines to be discussed with World Triathlon.

The LOC will provide the World Triathlon team and Technical Officials (NTOs and ITOs) with the same race package as given to athletes, i.e., event t-shirt, tickets to all events, and sponsor gifts.

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:

- **World Triathlon Winter Championships**
  - 30 urine tests (18 with ESA, 3 with GHRF) in total.
  - 10 blood tests (5 with ESA and 5 with GH)

- **World Triathlon Winter Cup**
  - 6 urine tests in total (4 with ESA, 2 with GHRF)
Insurance

The Local Organising Committee is obliged to provide a US$5,000,000 (five million) event liability insurance, which covers World Triathlon officials, staff and Executive Board members.

Technology

- Live Timing: A proficient timing company, capable of producing live results and associated costs are the responsibility of the Local Organising Committee;
- Minimum 15 radios and 3 (Cup) or 5 (Championships) local sim cards including data for the World Triathlon team (depending on the location, a cell phone with sim card is required).

Expo

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

Sponsoring

World Triathlon 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 World Triathlon Global sponsors as per the event branding guidelines.
World Triathlon 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 World Triathlon standard defined in the contract and Event Organisers’ Manual and Competition Rules.

Venue And Course

The technical requirements of the course and the venue are covered in the Event Organisers’ Manual (EOM) and in the World Triathlon Competition Rules. The use of FIS cross-country ski venues are 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.
### Course Formats/Distances

#### Winter Triathlon

<table>
<thead>
<tr>
<th>Format &amp; Distance (km)</th>
<th>Run</th>
<th>Bike</th>
<th>Ski</th>
<th>Rep</th>
<th>SEGMENT</th>
<th>Run</th>
<th>Bike</th>
<th>Ski</th>
<th>Min. Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>2x2 Relay</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>2x2</td>
<td>12</td>
<td>4</td>
<td>8</td>
<td>8</td>
<td>15</td>
</tr>
<tr>
<td>Sprint – Elite/U23/Juniors</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>2x</td>
<td>6</td>
<td>4</td>
<td>6</td>
<td>6</td>
<td>16</td>
</tr>
<tr>
<td>Standard – Elite/U23</td>
<td>4</td>
<td>6</td>
<td>6</td>
<td>2x</td>
<td>6</td>
<td>8</td>
<td>12</td>
<td>12</td>
<td>18</td>
</tr>
<tr>
<td>Standard – AG</td>
<td>5</td>
<td>10</td>
<td>10</td>
<td>1x</td>
<td>3</td>
<td>5</td>
<td>10</td>
<td>10</td>
<td>18</td>
</tr>
</tbody>
</table>

#### Winter Duathlon

<table>
<thead>
<tr>
<th>Format &amp; Distance (km)</th>
<th>Run</th>
<th>Ski</th>
<th>Rep</th>
<th>SEGMENT</th>
<th>Run</th>
<th>Ski</th>
<th>Min. Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>2x2 Relay</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>2x2</td>
<td>8</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Sprint – Elite/U23/Juniors</td>
<td>2</td>
<td>3</td>
<td>3x</td>
<td>6</td>
<td>6</td>
<td>12</td>
<td>16</td>
</tr>
<tr>
<td>Standard – Elite/U23</td>
<td>4</td>
<td>6</td>
<td>3x</td>
<td>6</td>
<td>12</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td>Standard – AG</td>
<td>6</td>
<td>12</td>
<td>1x</td>
<td>2</td>
<td>6</td>
<td>12</td>
<td>18</td>
</tr>
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A difference of +/- 10% is accepted

### Competition Categories And Schedule

#### World Triathlon Winter Championships and Winter Cup

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Competitions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday</td>
<td></td>
<td>Briefing: Winter Duathlon Elite/U23/Junior</td>
</tr>
<tr>
<td>Thursday</td>
<td></td>
<td>Briefing: Age-Group/Para winter duathlon</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Winter Duathlon:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Elite/U23 - Standard</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Junior - Sprint</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Opening ceremony / pasta party</td>
</tr>
<tr>
<td>Friday</td>
<td></td>
<td>Briefing: Winter Duathlon:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Age-Group/Para triathlon Sprint</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Briefing:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Elite/U23, Juniors, Mixed Relay</td>
</tr>
<tr>
<td>Saturday</td>
<td></td>
<td>Briefing: Winter Triathlon:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Elite/U23 Standard</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Junior Sprint</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Briefing: Winter Duathlon:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Age-Group/Para winter triathlon</td>
</tr>
<tr>
<td>Sunday</td>
<td></td>
<td>Briefing: Winter Triathlon:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Elite/U23, Juniors 2x2 Mixed Relay</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Age-Group/Para triathlon</td>
</tr>
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Manuals And Guidelines

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

- Event Organisers Manual;
- World Triathlon COVID-19 Guidelines for Event Organisers;
- Brand Guidelines - World Triathlon Multisport Championships;
- Sport Presentation Manual; and
- World Triathlon Competition Rules.

All above mentioned documents are available from World Triathlon.

The Covid-19 Guidelines for Event Organisers will be applied as an addendum to the LOC Requirement document according to the status of the pandemic at the time of the delivery of the event.
Sport Presentation

- The event should be presented to the on-site spectators by announcers to be approved by World Triathlon. A large video screen greatly enhances the spectator engagement and is recommended;
- The Athletes Introduction and Award Ceremonies must be conducted as per the World Triathlon Sport Presentation Manual;
- The Local Organising Committee should secure a minimum of two announcers.

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 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 World Triathlon, National Federations, government entities, professional contractors, vendors, sponsors and media.
Local Organising Committee Rights

Revenues

The event has the potential for generating strong revenues 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 revenue from successful marketing will go directly to the Local Organising Committee.

The Local Organising Committee is entitled to receive 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 Broadcast 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

- Details about the branding can be found in the Brand Guidelines - World Triathlon Multisport Championships.
The world we are living in is changing rapidly. Industrial and economic progress has come at a great cost to the planet, but it is not too late to make decisions and take actions that can halt the damage done to our environment and stem the tide of global warming.

It is in the very nature of our duty as the governing body of one of the world’s fastest growing sports that World Triathlon reaches all corners of the globe. We host large-scale events in major cities attracting thousands of participants and even more spectators. We now know the impact that daily occurrences such as global travel and the use of plastics has on our planet, and we want to become a leader not just among fellow International Sports Federations, but global organisations of all kinds, in taking action and encouraging our stakeholders to do likewise.

As part of this approach, World Triathlon has introduced the World Triathlon Sustainability Guide for Event Organizers. This document is an invitation to our event organiser partners to engage in the journey of social, economic and environmental sustainability within the delivery of their event.

Some are already engaged, either on a voluntary basis or due to local legislation, and others have not yet started. Regardless of your location on this journey, this document offers a non-exhaustive list of actions to help keep you moving into the direction of sustainability.

It will also serve as a framework for a World Triathlon Sustainability certification system, which will recognize the commitments of LOCs to minimize their footprint.
The World Triathlon Bid Process

Timeline

2021

- **12 May 2021**
  - Opening of the bid process

- **31 July 2021**
  - Submission of bid documents

- **15 September 2021**
  - Selection and announcement of the Host City
Bid Application Documents

Bid Evaluation

Upon receipt of the letter of intent, World Triathlon will send the contract to each bidder. The signed contract shall be sent from each LOC/NF to the World Triathlon together with the Bid documentation.

World Triathlon will evaluate each bid based on a set of criteria and expect to receive all this information in the bid package.

The following criteria are weighed equally:

- 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;
- Written financial guarantee for the organisation of the event;
- 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;
- Environmental data: air temperature, average snowfall, air pollution index, sunrise/sunset;
- Experience and structure of the Local Organising Committee;
- 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;
- World Triathlon is looking to have sustainability as a key area of importance for our events.

*World Triathlon Winter Championships*
- The LOCs must commit and undertake all efforts of receiving a Silver level World Triathlon Events’ Sustainability Certification by the year of the event, and ban single-use plastic.

*World Triathlon Winter Cup*
- Event bids that show high sustainability will be given a positive weighting.
Bid Presentation

After the bid submission deadline, World Triathlon 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, accommodation and meals 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 World Triathlon in English;
- Bids are evaluated on substance and content;
- Maps and diagrams should be accurate and of good quality;
- Digital photos should be included.

The bid documents and supporting materials may be submitted electronically to events@triathlon.org.
Contact
Stéfane Mauris
Multisport Operations Manager
stefane.mauris@triathlon.org