

World Triathlon / Powerman Middle Distance Duathlon Championships

2024-25 Host City Bid Information



Be your extraordinary



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Introduction

This document outlines the concept of, and the bid conditions for 2024 and 2025.

- World Triathlon Powerman Middle Distance Duathlon Championships.

It also provides the approved framework for organising the event, including the general World Triathlon Powerman Middle Distance Duathlon Championships Rights and Obligations.

The World Triathlon Powerman Middle Distance Duathlon 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.

World Triathlon Powerman Middle Distance Duathlon Championships will feature:

- Significant prize purse;
- Media and online coverage;
- Major boost for local tourism and enhancement of Host City's global profile;
- Attendance of hundreds of competing athletes, families and support teams;
- Widespread coverage on all official World Triathlon social media channels and those of the competitors;
- Positive association with one of the world's fastest growing and most aspirational mass-participation sports.
- The World Triathlon Powerman Middle Distance Duathlon Championships are designed to span all continents and promote global participation, and World Triathlon, Powerman, and NF together to promote the sport of duathlon.



World Triathlon - the World Governing Body

- 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, Middle/Long Distance Duathlon, Long Distance Triathlon, Winter Triathlon and Aquabike;
- More information about World Triathlon can be found at www.triathlon.org, "the official triathlon resource".

World Triathlon / Powerman Middle Distance Duathlon Championships

- 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 must host a test event (National or International event) the year prior to the World Triathlon Powerman Middle Distance Duathlon Championships and should commit to host a World Triathlon duathlon or Powerman event, sanctioned by NF for 3 years;

Athlete Participation

EVENT	ESTIMATED NUMBERS	
	Elite, Paratriathlon	Age-Group
MIDDLE DISTANCE DUATHLON	50	350

- The numbers from the above chart are based on an average participation.

Key aspects from previous edition:

- International athletes spent 3 nights or more in the city/region of the Championships;
- 75% of the athletes came with someone not racing (1 person or more).

World Triathlon / Powerman 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 World Triathlon multisport disciplines nationally and globally;
- Provide an 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.
- To boost and support the multisport of Duathlon/ Run - Bike -Run in all areas of importance
- Collaborate according to a long term strategy for Duathlon



World Triathlon/ Powerman Investment and Support Services

- Ensuring worldwide social media coverage across all World Triathlon channels including Facebook, Instagram, Twitter, TikTok, Weibo and YouTube;
- Investing in an event report including TV, livestream, social media and global partner data to evaluate the commercial success of the event and provide insight for improvement;
- Providing essential technical and operational support, guidelines and advice;
- Managing the elite athletes and their event entries and rankings and providing a centralised entry system for all mass participation events, which the LOC's will be obliged to use;
- Providing event design guidelines, sponsorship framework and commercial advice.

Broadcast and Media

Television

- The hosts own the domestic television rights for the event. World Triathlon 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.
- World Triathlon will produce digital & broadcast highlights with international distribution.

Internet and Social Media

World Triathlon's website ([triathlon.org](https://www.triathlon.org)) attracts over 4.7 million users, over 6.5 million sessions and 16 million page views annually and growing.

World Triathlon operates a full OTT platform, [Triathlonlive.tv](https://www.triathlonlive.tv) to distribute live and on-demand races, as well as providing interviews, behind the scenes footage and extra content to its subscribers.

World Triathlon has a highly engaged and rapidly growing fanbase 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](#) / [TikTok](#) / [Weibo](#)) continues to increase rapidly.

World Triathlon 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 302,000 engaged followers it continues to show strong growth.

World Triathlon's Twitter accounts currently have more than 107,000 followers.

World Triathlon's Facebook channel also continues its steady growth, with a community of more than 296,000 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 89,000 subscribers and our videos have more than 42 million views. Our viewers have watched more than 87 million minutes of triathlon content – over 166 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, as well as for the [triathlonlive.tv](https://www.triathlonlive.tv) OTT platform.



as of May 8th



4.7m+
users

16m
page views
per year



360k+
users

2.1m
page views
per year



302k+
followers



296k+
followers



107k+
followers



89K+
followers

42m
views



300
page
impressions
per day



2.7k+
followers



142k+
followers



104
followers

Print media and photography

- World Triathlon employs an experienced media team focused on developing content and distributing news to the worldwide written and photographic media.
- World Triathlon brings world-class, award-winning sports photographers to each event and 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.



Sustainability

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.

Local Organising Committee Requirements

Financial requirements

The financial obligations required to host a World Triathlon Powerman MiddleDistance Duathlon Championships are:

2023-24 FEES	
World Triathlon Event Rights Fee	US\$15,000
Powerman Event Rights Fee	US\$15,000
Prize Money	US\$30,000

Prize money is distributed by World Triathlon following the World Triathlon Competition Rules.

Bidding LOC shall have no open financial issues with World Triathlon and/or IPA.

Secondary financial requirements

Transportation

- The Local Organising Committee should ensure that local transportation is organised free of charge for World Triathlon / International Powerman Association (IPA) officials including those drawn from the World Triathlon Executive or IPA Board, guests, staff, technical officials, 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;
 - One dedicated vehicles for the World Triathlon team (Technical Delegates, Assistant Technical Delegates, Team Leader, Media team) and the feasibility of using public transport;
 - Mutually agreed number of dedicated scooters/ bicycles for the World Triathlon team.

Accommodation

- The Local Organising Committee is required to provide accommodation (breakfast included), for World Triathlon officials including those drawn from the World Triathlon Executive or IPA Board, World Triathlon or IPA guests, staff, technical delegate(s), 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. Total hotel room-nights required is up to:

Single Room

20

- World Triathlon and/or IPA may request up to an additional 30% room nights under the World Triathlon and/or IPA budget offered at cost basis.
- The Local Organising Committee is also required to provide free accommodation for the World Triathlon officials doing the required site visits during the evaluation period or leading up to the actual event

Technical officials' accommodation

- The Local Organising Committee and Host National Federation must reach an agreement to procure free accommodation for all the national and international Technical Officials involved at the event. This facility can be negotiated in good faith with World Triathlon 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;
 - Safe bike and run course orientation and warm up opportunities for all;
 - Bike Mechanic services for all athletes and bike rental opportunities;
 - Local medical services.

- Free entry option for the previous Elite World Champions of the same multisport event.
- For all athletes (including Age-Groupers) the World Triathlon entry system should be used for registration (process and deadlines to be discussed with World Triathlon).

Hosting

- The Local Organising Committee is required to host one "Pasta Party" 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\$5,000,000 (five 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 14 urine tests (including 8 ESA and 2 GHRF) and 4 blood tests

(all with GHs) in total. All Doping Control costs (including testing, facilities, transportation etc.) will be covered by the LOC.

Live digital 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. Portable transmission units (backpack bag solution) are recommended for a sustainable solution. This setup is needed for all Elite/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.
- World Triathlon and IPA retains international media rights.

Technology

- Live Timing: A proficient timing company, capable of producing live results and associated costs are the responsibility of the Local Organising Committee;
- 25 radios and 3 phones with unlimited data sim cards for the World Triathlon team.

Expo area

- The Local Organising Committee must provide up to three complementary areas for expo booths/ tents for World Triathlon or Powerman and future Host Cities/LOCs. The specification to be agreed upon by the parties.

Economic impact survey report

- World Triathlon will work in conjunction with the LOC to develop a post-event survey for Age-group athletes. World Triathlon will be responsible for distributing the survey and the analysis and communication of results to all relevant parties.

Event Management Tools Partnerships

- World Triathlon has partnered with OnePlan for developing an online platform where the venue management and the course management planning is taking place. The event will be requested to use this platform during the planning process. World Triathlon has partnered with the company OnePlan for delivering an event management system for all World Triathlon events.
- World Triathlon has partnered with the company WeTrack for delivering a project management system and document sharing platform for all World Triathlon events. This tool is used during the planning process for following the events' progress report and it is mandatory for all LOCs to use it. This application is offered to the LOC at World Triathlon's cost.

- All the World Triathlon events can have access to the Tomorrow app. Tomorrow. io is the world's only weather intelligence platform. Fully customizable to the triathlon events' needs, everyone can benefit dramatically and improve operational efficiency.

World Triathlon Technical Elements

Technical elements

Competition categories:

MIDDLE DISTANCE DUATHLON	Age-Group, Elite, Para triathlon;
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Schedule

All competitions are intended to take place across 1 day. Other Scheduled Activities: Complimentary cultural events over the course of the weekend. In case the Local Organising Committee would like to include an open race, it must be approved by the World Triathlon Technical Delegates.

Suggested Competition Schedule

DEADLINE	EVENT
SATURDAY	Duathlon World Championships briefing and familiarisations; Bike check-in Opening Ceremony; Pasta Party
SUNDAY	MIDDLE DISTANCE DUATHLON: Age-Group, Elite, Para triathlon

Date preference

If possible, the event should not collide with a World Triathlon Championship Series and major Powerman Events, in order to maximise the media attention on the event.

Venue and course

- The technical requirements of the course and the venue are covered in the World Triathlon Event Organisers' Manual (EOM) and in the World Triathlon Competition Rules.

Technical Officials

- 30 Technical Officials will be assigned, arriving one day prior to the first competition day and departing on or one day after the last competition day. 25% of the Technical Officials will be asked to come a day earlier;

Manuals and guidelines

The Host City must adhere to all relevant requirements as stated in the:

- [World Triathlon Event Organisers Manual](#)
- [World Triathlon/Powerman Branding Guidelines – Multisport](#)
- [World Triathlon Sport Presentation Manual](#);
- [World Triathlon Competition Rules](#) and
- [World Triathlon Sustainability Guidelines for Event Organisers](#).

Sport Presentation

- The LOC should refer to the World Triathlon Sport Presentation manual for all requirements regarding onsite 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 Championships internationally and nationally in the months leading up to the event is a joint responsibility of all stakeholders;
- 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. Programmes have to be approved by World Triathlon;
- 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;
- All major communications have to be approved by World Triathlon/IPA and LOC.



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 via the National Federations by the Local Organising Committee are the following:

EVENT	AGE-GROUP ENTRY FEE (USD)
MIDDLE DISTANCE DUATHLON	150

Para triathlon categories can be charged maximum 50% of the above fees. It is recommended that the LOC applies the same principle to the Elite athletes.

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 (World Triathlon/Powerman retains jointly 30%).
- Details about the branding can be found in the World Triathlon/IPA Multisport Branding Guidelines.

Television and media

- The hosts own the domestic media rights for the event.
- World Triathlon/Powerman retains the international media rights for the event.

Bid Process



Selection Criteria

Upon receipt of the letter of intent, World Triathlon will send the contract to each bidder. The signed contract shall be sent from each Local Organising Committee/National Federation to the World Triathlon/IPA 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;
- 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: heat stress indicator (WBGT), air temperature, water temperature, average rainfall, air pollution index, current (if applicable), sunrise/sunset;
- Written financial guarantee for the organisation of the event;
- Medical plan outline;
- Experience and structure of the Local Organising Committee;
- Support of Host Broadcaster;
- Host hotel and accommodation – information about hotels, including location and room rates;
- Proposed athlete support services;
- Proximity to international airport;
- Draft budget proposal;
- Entry fee proposals;;
- Attached signed contract;
- Proposal to host a test event;
- Post-championship plans to host duathlon events
- Commitment to sport development;
- 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. The event must measure its carbon footprint and report it within 3 months from the completion of the event.

Bid Presentation and Documents

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 and accommodation for up to 2 nights;
- World Triathlon may eliminate bids before offering the opportunity to present to the World Triathlon 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 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.

Submissions

- The bid documents and supporting materials may be submitted electronically to sport@triathlon.org



Multisport World Championships

Contact

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Be your extraordinary