



World Triathlon
Sprint & Relay Championships

Host City Bid Information

2023-2024 Criteria Package



World
Triathlon

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World Triathlon Sprint & Relay Championships

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Introduction

Triathlon made its Olympic debut at the Sydney 2000 Olympic Games and has since become one of the world's fastest-growing sports. After Beijing 2008, in the midst of this success, the World Triathlon, the sport's worldwide governing body, unveiled an exciting new global series for the world's top athletes; World Triathlon Championship Series.

The World Triathlon Championship Series comprises Standard-Distance (1.5km swim, 40km bike and 10km run), Sprint-Distance (750m swim, 20km bike and 5km run), two-day Semi-Final/Final formats and Mixed Relay Series events, including the annual World Triathlon Sprint & Relay Championships.


Elite triathletes compete in up to ten World Triathlon Championship Series races a year, including the World Triathlon Championship Finals, as they endeavour to accumulate sufficient points to become World Triathlon Champion. Since its launch, the profile of the World Triathlon Championship Series has grown rapidly, and is now firmly established as the pinnacle of Standard and Sprint-Distance triathlon across the globe. The Mixed Relay format was added to the programme of the Tokyo 2020 Olympic Games, providing another huge spotlight on the sport.

The World Triathlon Championship Series continues to attract the world's finest triathletes and produce the most exciting head-to-head racing in the sport. In addition to being part of the official World Championships, World Triathlon Championship Series races are key qualifying events for the Olympic Games.

As such, the series offers significant media coverage and exposure, including live broadcast distribution at every event through global media as well as on World Triathlon's own OTT platform, Triathlonlive.tv. World Triathlon's social media channels further extend the reach of every event and every Host City to sports fans in all corners of the world.

From 2021, World Triathlon introduced a new event with both Elite athlete and Age-Group categories. The World Triathlon Sprint & Relay Championships will feature super-sprint World Championship Series event for Elite athletes, Sprint World Championships for Age-Group and Junior athletes as well as Mixed Relay World Championships events for all categories.





SWIM BIKE RUN

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Host City Opportunities

The prestigious World Triathlon Sprint & Relay Championships brings unique opportunities

Host Cities, with the endorsement of their respective National Federation, can bid for a World Triathlon Sprint & Relay Championships.

The World Triathlon Sprint & Relay Championships creates an instant economic impact by bringing in a significant number of international tourists to the Host City, consisting of over 4,000 competitors, support teams, officials, family and friends. With the addition of local races, the number of competitors can exceed 8,000.

The World Triathlon Sprint & Relay Championships brings together athletes of all levels, from future stars and Olympic medallists to every aspect of the mass participation market. Triathlon is one of the fastest growing mass participation sports in the world and Host Cities can benefit from major sports tourism activation.

The World Triathlon Sprint & Relay Championships Host City can expect to attract an audience of millions of people from around the world. This includes international TV distribution of the live coverage, international mainstream TV and print media distribution, full coverage on Triathlonlive.tv and extensive social media presence.

Triathlon is a unique sport and offers Host Cities the opportunity to showcase visual postcards of its landmarks using the city landscape as the race venue as opposed to an indoor stadium.

Host Cities have a unique opportunity to host a World Triathlon event on a multi-year basis. This long-term approach brings major benefits, including greater potential to attract sponsors, increased athlete and spectator participation, improved organisational structure, greater media profile, a more engaged community and the opportunity for creating local and national health initiatives.

National Triathlon development initiatives and creating a genuine sporting legacy can also result from hosting a successful international World Triathlon event.

4,000+
athletes

World Triathlon's Investment and Support Services

World Triathlon dedicates considerable resources in making the World Triathlon Championship Series an international success

- Investing over US\$2,500,000 in Elite athlete prize money and financial incentives;
- Employing full-time staff who deliver international broadcast distribution services and international media services;
- Covering EUR9,000 of TV graphics (50% of the cost);
- Hiring award-winning sports photographers for each event;
- Delivering a World Triathlon Championship Series website, a global streaming platform and additionally providing each Host City with website design and content:
 - > triathlon.org
 - > triathlonlive.tv
- Providing essential technical and operational support, guidelines and advice;
- Managing the Elite, Junior and Age-Group athletes and their event entries and rankings;
- Providing event design guidelines, sponsorship framework and commercial advice.
- World Triathlon will invest in media travel and accommodation assistance and bursaries to bring international media to the event.

Media Exposure

Broadcast

World Triathlon Championship Series events are not constrained to a stadium, so Host Cities are able to create unique venues. The backdrop of the event is the landmarks of the city, which allows the global audience to witness an iconic sport and the city environment alongside each other.

World Triathlon's broadcast partner, Infront Sports and Media, is one of the world's market leaders in sports broadcasting services, specialised in the promotion and marketing of televised mass participation endurance sports for Elite and Age-Group participants. Infront (HBS) will support the production of live TV coverage and provide international TV distribution through their worldwide sales network.

Both the Elite men's and Elite women's race event will have an international live broadcast of approximately 2 hours each in duration.

Custom news feeds and footage will be made available, on request, prior to the race. Immediately following the World Triathlon Championship Series competitions, a 3-minute news feed is distributed to news agencies and made available for international broadcasters.

Currently, 22 television and broadcast partners cover the World Triathlon Championship Series, some of them covering extensive territories: L'Equipe covers France and the French territories; TV Arena Sport covers Slovenia, Croatia, Serbia, Montenegro, Bosnia, Macedonia and Kosovo; Fox Sports Asia covers all Asia; Liquid Telecommunication Holdings and Supersport cover all Africa; DirectTV covers South, Central America and Caribbean region.

Current buyers of World Triathlon Championship Series rights are BBC (United Kingdom), NBC (US), NHK (Japan), TVE (Spain), Fox Australia, ARD (Germany) and SporTV (Turkey), among others.

This figure is growing consistently as new long-term partners are added to the distribution. Global News Access deals with major news agencies such as EBU, Reuters and SNTV, and ensures that the series is seen in nearly every country across the globe.

World Triathlon also distribute events on its OTT platform Triathlonlive.tv to ensure fans around the world can watch all the action.



Internet and Social Media



2.7m+
users

25m
page views
per year



900k+
visits

2.8m
page views
per year



280k+
followers



280k+
followers



+166k
followers



78K+
followers

29m
views

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 contents 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 rapidly increase daily.

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 280,000 engaged followers it continues to show strong growth.

World Triathlon'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 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, as well as for the TriathlonLIVE OTT platform.

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.

Spectators

Events have the ability to create a major spectacle with the right venue and communications programme. As an example, the World Triathlon Championship Series Hamburg event annually attracts approximately 200,000 spectators per day. Annual on-site spectator numbers for the Series can reach up to 1.5 million.



1.5m
spectators across
the Series

Host City Benefits

The Host City acquires all the sponsorship rights for the event. World Triathlon grants the LOC the exclusive right to solicit a Naming (Title) Rights Sponsor for the event.

The event will retain the domestic broadcast distribution rights unless already released to another event in the same country and will also have the right to distribute the live broadcasts and highlight shows for all other World Triathlon Championship Series events within its national territory. If these rights are not sold, World Triathlon will use its expert partner, Infront Sports & Media, to sell these on behalf of the LOC with commission. Unused rights will return to World Triathlon to ensure worldwide coverage for all events, partners and stakeholders. World Triathlon and Infront Sports & Media will retain the international TV distribution rights for the event.

The Host City/LOC will retain all revenues received from public and corporate funding, mass participation entry fees, hotel commissions, catering and sales of national TV distribution and sponsorship rights agreed with World Triathlon.

The Host City can also use the opportunity to secure bids for World Triathlon Championship Series events for successive years.

EARTH AIR WATER



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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.

Host City Requirements

- The Sanction fee of the World Triathlon Sprint & Relay Championships is US\$300,000.
- The Host City will cover the US\$300,000 prize money.
- The Host City will cover US\$250,000 for live tv production for Elite races. World Triathlon will retain a central production company across the Series.
- The Host City is responsible for organising and producing live TV production for all Elite events.
- The Host City will cover 50% of TV graphics (EUR9,000).
- The Host City will provide transportation to and from the closest international airport for Elite athletes and support teams.
- The Host City will provide a travel grant for maximum 120 Elite athletes of US\$300 per Elite athlete.
- The Host City will provide transportation to and from the closest international airport and accommodation for World Triathlon Executive Board Members and World Triathlon/series staff, Technical Officials as per the LOC Requirements.
- The Host City will provide accommodation for 60 Technical Officials for 5 nights in a hotel, which is walking distance from the venue.
- The Host City will cover the expenses – meeting facility and meals – of a two-days World Triathlon Executive Board meeting.
- The World Triathlon Sprint & Relay Championships includes the following races:
 - Elite Super-Sprint Championship Series;
 - Junior World Championships;
 - Age-Group Sprint-Distance World Championships;
 - Elite, Junior and Age-Group Mixed Relay World Championships.

Suggested Competition Schedule:

DAY	EVENTS
Wednesday	World Triathlon Executive Board meeting, Elite briefing and familiarizations, Age-Group Team managers meeting
Thursday	World Triathlon Executive Board meeting, Junior briefing and familiarisations, Pasta Party, Opening Ceremony
Friday	Elite Super-Sprint Championship Series Qualifiers and Repechage, Age-Group Mixed Relay
Saturday	Elite Super-Sprint Championships Series Eliminator Finals, Junior Women, Junior Men
Sunday	Age-Group Sprint-Distance, Junior Mixed-Relay, Elite Mixed-Relay

- The LOC can also use the opportunity to secure bids for World Triathlon Championship Series events for successive years prior and after the World Triathlon Sprint & Relay Championships. All payments to World Triathlon should be done free of tax.

- The Host City must adhere to all requirements as stated in the:
 - **LOC Requirements for the World Triathlon Sprint & Relay Championships,**
 - **Sponsorship, Event Design and Branding Guidelines for the World Triathlon Championship Series,**
 - **Event Organisers Manual**
 - **Sport Presentation Manual,** and
 - **World Triathlon Competition Rules.**
- 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.

All above mentioned documents are available from World Triathlon.

- World Triathlon will host a Transfer Of Knowledge (TOK) meeting among the last and future LOCs of the World Triathlon Championship Finals. LOCs must commit to attend this meeting approximately one month after the annual World Championships from the year that they have been awarded an event until the year that they will host it.
- The Local Organising Committee must agree with an external party (local tourism agency) or/ an agreed third party contractual partner from World Triathlon the implementation of a detailed economic impact report for the Championships.





MIND BODY SOUL

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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 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.

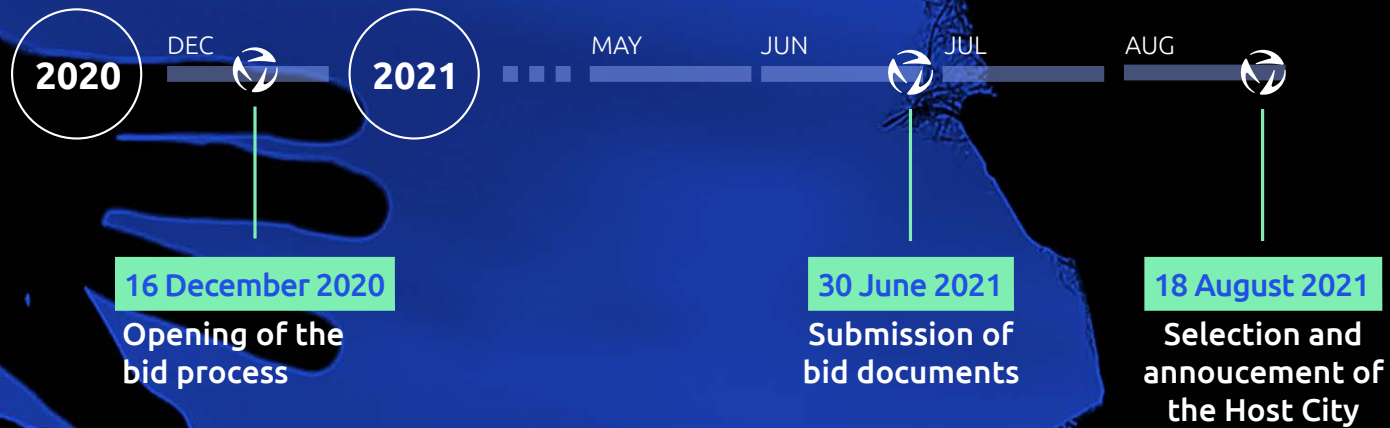
The following criteria are weighed equally:

- Minimum 1 World Triathlon Cup, 1 World Triathlon Championship Series event and 1 World Triathlon Mixed Relay Series event hosted in the previous two years;
- 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 race 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. The recommended period when the World Triathlon Sprint & Relay Championships should be held between March and July in order to maximize participation in all categories. World Triathlon is open to evaluate alternative dates;
- Internationally recognised city or emblematic route with challenging but safe and fair bike course and run course incorporating iconic city landmarks to be evaluated by World Triathlon;
- A stadium design venue proposal in a primary location and technical evaluations of the courses;
- Regular water quality tests of the swim course (minimum 6) including two of them one year out from the proposed date and further tests during different weather conditions, to be 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;
- Environmental data: heat stress indicator (WBGT), air temperature, water temperature, average rain fall, air pollution index, current (if applicable), sunrise/sunset;
- Support of Host Broadcaster to broadcast all events in the World Triathlon Championship Series;
- Plans to grow the scale of the event, additional festival activities that attract spectators;
- Information about hotels, including location and room rates;
- Description of the list of services to be provided to the Age-Group athletes with charging no more than US\$250 (or equivalent) as entry fee for the sprint distance competition and US\$400 per Age-Group team;
- Athlete support services;
- Proximity to international airport capable of handling the bikes and equipment of each athlete;
- Number of World Triathlon certified Technical Officials from the National Federation;
- Proposal of a US\$10 million event liability insurance;

- Draft budget proposal;
- The LOCs must commit to and make every effort to acquire a Silver-level World Triathlon Events' Sustainability Certification by the year of the event, and ban single-use plastic. The event should measure its carbon footprint at least for the test event and for the event itself.

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.

Bid Schedule



Bid Application Documents

- 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



**World Triathlon
Championship Finals**

Contact

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