



Multisport
World Championships

Host City Bid Information

2024 Criteria Package



World
Triathlon

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Multisport World Championships

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This document outlines the concept of, and the bid conditions for the World Triathlon Multisport Championships 2024. It also provides the approved framework for organising the event, including the general World Triathlon Multisport Championships Rights and Obligations.

The World Triathlon Multisport Championships include:

- World Triathlon Long Distance Championships;
- World Triathlon Duathlon Championships (Sprint and Standard);
- World Triathlon Cross World Championships;
- World Triathlon Aquathlon Championships;
- World Triathlon Aquabike Championships.


The 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.

World Triathlon Multisport Championships will feature:

- Significant prize purse;
- International TV, mainstream media and online coverage;
- Major boost for local tourism and enhancement of Host City's global profile;
- Attendance of thousands 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 Multisport Championships is designed to span all continents and promote global participation.





SWIM
BIKE
RUN

Be your extraordinary

World Triathlon - the World Governing Body

- Founded in 1989, World Triathlon 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;
- 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 www.triathlon.org, “the official triathlon resource”.

World Triathlon Multisport 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 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 is 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	500
AQUATHLON	100	600
CROSS TRIATHLON	100	400
DUATHLON SPRINT	60	600
DUATHLON STANDARD	60	600
LONG DISTANCE TRIATHLON	80	900
TOTALS	400	3600

- The numbers from the above chart are a conservative approach based on an average participation in different continents.



4,000+
athletes

World Triathlon 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 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 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

- 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 a digital & broadcast highlights with international distribution.

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 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.tv OTT platform.



2.7m+
users



900k+
visits



280k+
followers



280k+
followers



+166k
followers



78K+
followers

25m
page views
per year

2.8m
page views
per year

29m
views

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.



EARTH AIR WATER



Be your extraordinary

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 Multisport Championships are:

FEES	2024
Event Rights Fee	US\$200,000
Prize Money	US\$300,000

Prize money is split among events at the discretion of World Triathlon, and distribution is driven by the World Triathlon competition rules.

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, guests, 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 World Triathlon technical team (Technical Delegates, Assistant Technical Delegates, Team Leader) and the feasibility of using public transport;
 - Dedicated vehicle for the World Triathlon media team;
 - 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 Board, World Triathlon 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. 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. Total hotel room-nights required:

Double/Twin Room	Single Room
86	134
- World Triathlon may request up to an additional 30% room nights under World Triathlon budget offered at cost basis.

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;
 - 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 Age-Group athletes also on a discounted fee;

- Safe bike and swim course familiarisation for elite athletes and warm up opportunities for all;
- Bike Mechanic services for all athletes and bike rental opportunities;
- Local medical information services.
- Free entry option for the previous World Champions of the same multisport event, including Age-Group.
- For all athletes (including Age-Groupers) the World Triathlon system should be used for registration (process and deadlines to be discussed with World Triathlon).

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 World Triathlon authorised Sample Collection Agency to organise and fund 70 urine tests (including 42 ESA and 7 GHRF) and 10 blood tests (all with GHs) in total.

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 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.
- World Triathlon 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;
- 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 World Triathlon team;
- Entries must be processed via the World Triathlon online system.

Expo area

- The Local Organising Committee must provide up to four complimentary areas for expo booths/ tents for World Triathlon Global Partner, World Triathlon Anti-Doping, World Triathlon official merchandise partner, and future Host Cities/LOCs. 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 World Triathlon the implementation of a detailed economic impact report for the Championships.
- 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

- One package offer of several apps via Blerter (e.g. Race Ranger). Multi-functional package for all LOCs which incorporates the integration of various apps of which improve the efficiency, safety and sustainability across the event delivery plan.
- World Triathlon has partnered with the company Tecta-PDS for delivering fast and reliable microbiological water quality tests in World Triathlon sanctioned events. This device will be deployed to events that there is a history of water quality issues or in cases where the local laboratories cannot provide results in less than 7 days from the sample collection. In this case, the LOC must provide a number of logistical arrangements that can be found in the EOM.

Technical elements

Competition categories:

DUATHLON Age-Group Standard, Age-Group Sprint, Elite, Under23, Junior, Paratriathlon, Mixed Relay (tbc);

CROSS TRIATHLON Age-Group, Elite, Under23, Junior, Para triathlon;

AQUATHLON Age-Group, Elite, Under23, Junior, Para triathlon;

LONG DISTANCE TRIATHLON* Age-Group, Elite, Para triathlon;

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 World Triathlon 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, Para triathlon, Mixed Relay (tbc)
MONDAY	Cross Triathlon briefing and familiarisations
TUESDAY	CROSS TRIATHLON: Age-Group, Junior/ Para triathlon, Elite/Under23
WEDNESDAY	Aquathlon briefing and familiarisations, Pasta Party, Welcome Ceremony
THURSDAY	AQUATHLON: Age-Group, Junior/ Para triathlon, Elite/Under23
FRIDAY	Long Distance Triathlon briefing and familiarisations
SATURDAY	LONG DISTANCE TRIATHLON: Age-Group, Para triathlon, Elite; AQUABIKE: Age-Group Closing Ceremony

Date preference

However, the recommended period when the 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, World Triathlon is open to evaluate alternative dates as well, which fits better with the bidding city. If possible, the event should not collide with a World Triathlon Championship Series event, in order to maximise the media attention on the event.

Venue and course

- The technical requirement of the course and the venue are covered in the Event Organisers' Manual (EOM) and in the World Triathlon Competition Rules;
- It is preferable to have a single venue location for the Championships. 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.

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:

- **World Triathlon Event Organisers Manual**
- **World Triathlon Branding Guidelines – Multisport;**
- **World Triathlon Sport Presentation Manual,** and
- **World Triathlon Competition Rules.**

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 it 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;
- 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 facilities 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. 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 communication have to be approved by World Triathlon.

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

Television and media

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



MIND BODY SOUL

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Bid Process



Selection Criteria

Non-European Host Cities will be preferred for 2024.

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 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;
- 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;
- 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;
- Athlete support services;
- Proximity to international airport;
- Draft budget proposal;
- Entry fee proposals with discount mechanism for multiple entries;
- Attached signed contract;
- Proposal to host a test event;
- 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 should measure its carbon footprint at least for the test event and for the event itself.

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 events@triathlon.org



Multisport World Championships

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