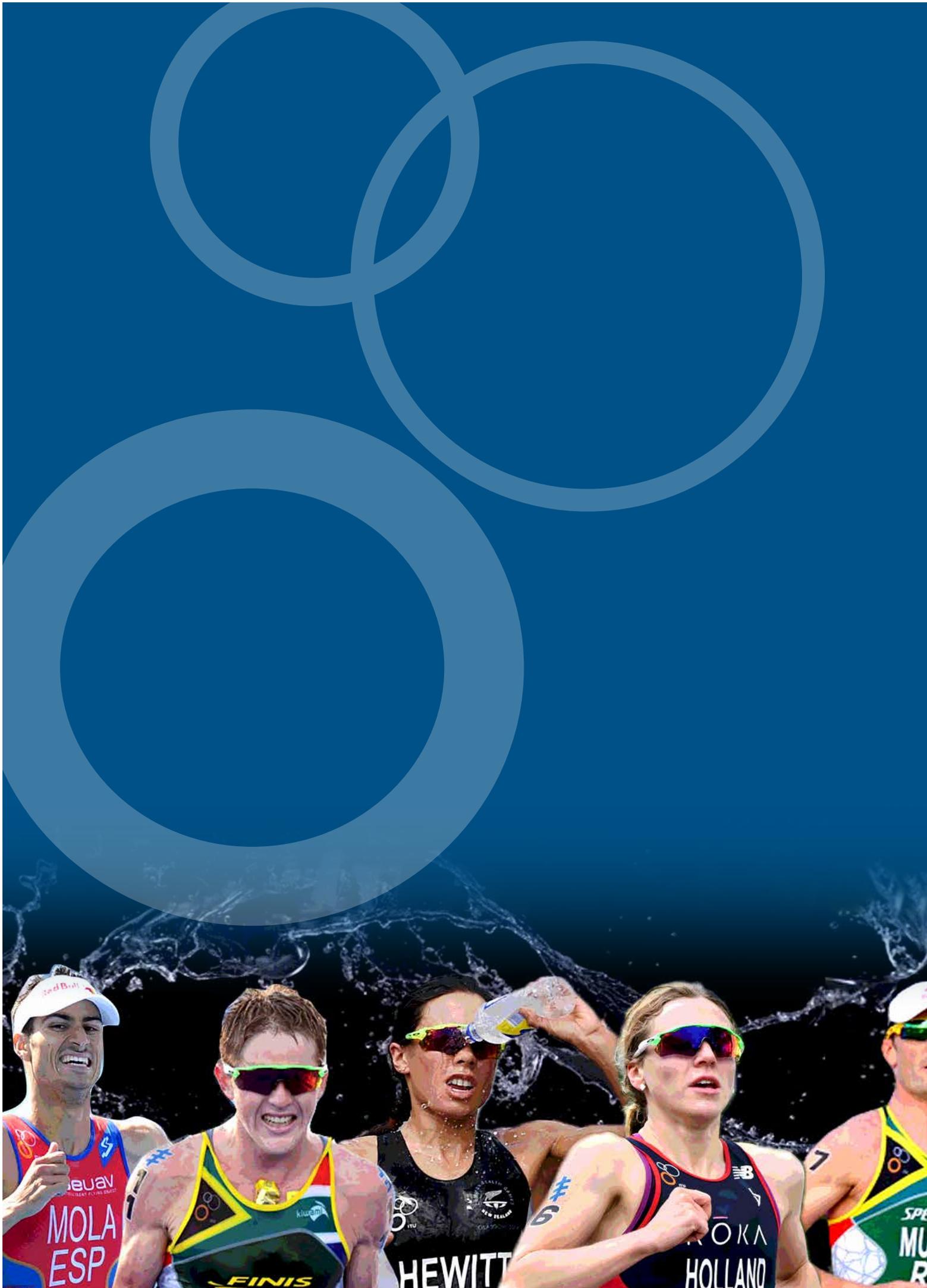




ITU WORLD CUP HOST CITY BID INFORMATION

2018 CRITERIA PACKAGE



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INTRODUCTION

Triathlon made its Olympic debut at the 2000 Olympic Games in Sydney and since then triathlon has become one of the world's fastest-growing sports.

The International Triathlon Union (ITU), the worldwide governing body, introduced the Triathlon World Cup circuit to its program in 1990, the year after it was established. Since the creation of the World Triathlon Series in 2009, the Triathlon World Cup circuit became the second tier events of ITU.

It is intended to provide a solid and professional base for athletes pursuing entry to the World Triathlon Series and qualification for the Olympics Games and other Major Games. Points from the Triathlon World Cup events count towards the final World Championships classification of the World Triathlon Series.

The Triathlon World Cup competitions are aligned with other ITU Development programmes. These events carry a modest prize purse and an athlete assistance programme with significant media, television and internet coverage, making it attractive to tourist locations and major cities.

Triathlon has a huge base of international mass-participation following the circuit and the races attract domestic and international tourist participating on the event.

The Triathlon World Cup circuit is a series of events comprising events with Olympic distance (1.5km swim, 40km bike and a 10km run), sprint distance (750m swim, 20km bike and a 5km run) and two days' semi-final/final formats.

HOST CITY OPPORTUNITIES

Host cities, with the support of their respective National Federation, can bid for the ITU Triathlon World Cup event. Every event has consistent world class standards and is located in cities with various profile.

The Triathlon World Cup events creates an instant economic impact by bringing in significant number of international tourists to the host city, consisting of competitors, support teams, officials, family and friends.

The Triathlon World Cup events bring together athletes of all levels, from future stars to Olympic athletes to weekend warriors on the open races. Triathlon is one of the fastest growing mass participation sports in the world and cities can benefit from major sports tourism.

The Triathlon World Cup events host city can expect to attract an audience of millions of people around the world. This includes international TV distribution alongside the World Triathlon Series magazine show package for a customized 16 to 24-minutes highlight show as well as international news distribution, internet TV coverage and international print media coverage.

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

Host cities have a unique opportunity to host a Triathlon World Cup event on a multi-year basis. A long-term approach offers major benefits including improving an event's ability to attract sponsors, increase the number of mass participants, improve its organisational structure, raise its media profile, engage the community and create local and national health initiatives.

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

ITU'S INVESTMENT AND SUPPORT SERVICES

- Employing full-time staff who deliver international broadcast distribution services and international media services;
- Hiring an award-winning sports photographer for each event;
- Providing access to global triathlon audience via ITU's digital platforms;
- Providing essential technical and operational support, guidelines and advice;
- Managing the elite athletes and their event entries and rankings;
- Providing event design guidelines, sponsorship framework and commercial advice.



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BROADCASTS**



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SHOWS**



**+500M POTENTIAL
HOUSEHOLDS
REACHED**



**BROADCAST IN OVER 190
COUNTRIES IN ALL FIVE
OLYMPIC CONTINENTS**

MEDIA EXPOSURE

TELEVISION

Triathlon World Cup events are not constrained to a stadium, as a triathlon venue is always unique. The backdrop of the event are the landmarks of the city, which allows the global audience to witness the iconic sport and city alongside one another.

ITU's commercial partner, Ironman/InFront 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. Ironman/InFront will provide international TV distribution through their worldwide sales network.

ITU and Ironman/InFront will respectively produce and globally distribute a 48-minute TV magazine show, where two or three World Cup events will be packaged together. These shows will be distributed alongside the World Triathlon Series for maximum exposure. 14 x 48-minute TV magazine shows will be produced throughout each season.

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

Currently there are 10 individual broadcast partners, covering 30 territories, in addition to Global News Access. Global News Access deals with major news agencies such as EBU, Reuters, Perform, SNTV and The Olympic Channel ensures that the circuit is seen in nearly every country across the globe.

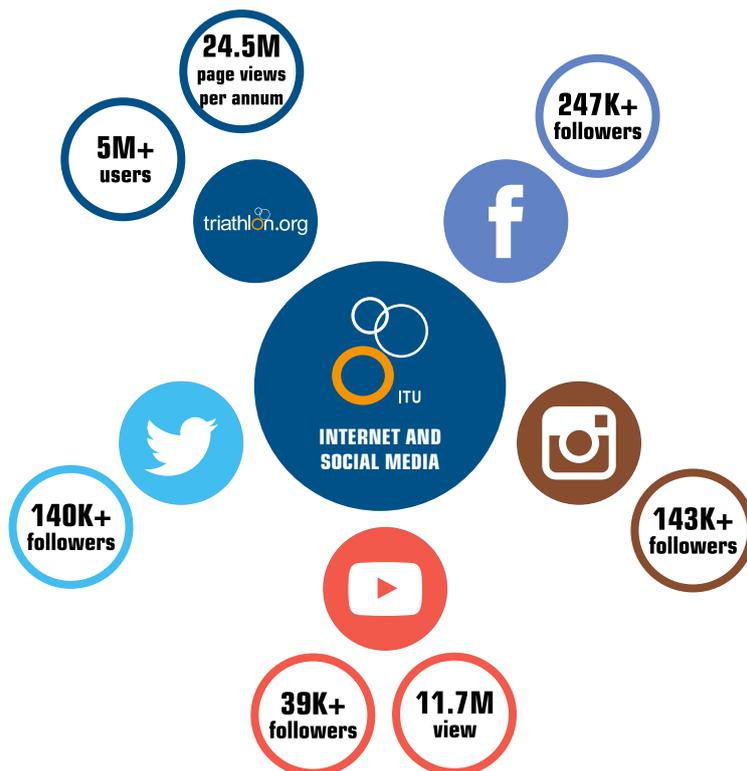
INTERNET AND SOCIAL MEDIA

ITU's website (www.triathlon.org) attracts over 5 million users and 24.5 million page views annually and growing. The average time on site is over 3 minutes, which is an industry leader. ITU is one of the few federations to operate a full broadcast channel online (www.triathlonlive.tv).

ITU and the World Triathlon Series have a highly engaged and rapidly growing fan base on social media. Our highly engaged platforms allow for excellent promotion of a city from a trusted source.

ITU Twitter accounts currently has more than 140,000 followers worldwide. 26% of our social media audience come from UK, while another 22% is based in the United States, and more than 15% comes from Spain and other Spanish-speaking countries, making our reach consistent throughout the world, and is a really important promotion tool not only of ITU and the races, but also of the host cities.

The growth of the Facebook channel of ITU during the last months has been impressive, with a community of more than 247,000 followers registered, plus many more on channels associated with ITU, such as ITU's Official Store, Multisport, etc., and with our publications reaching an audience, in average, of 720,000 persons. Our Facebook channel is a great platform for promotions, as well as for our new Facebook Live videos, which have been proved to be, on the last months, an effective tool to engage with our audiences, stakeholders and fans around the world.



ITU also has a very strong presence on Instagram, with more than 143.000 followers, and our recently created Snapchat channel is generating great content to promote our sport.

ITU's Youtube channel has more than 38.500 subscribers, and our videos have more than 11.8 million views. Our viewers have watched more than 27 million minutes of triathlon content – over 51 years of viewing time –, not only best moments of our races, but also videos promoting host cities, courses and athletes.

PRINT MEDIA AND PHOTOGRAPHY

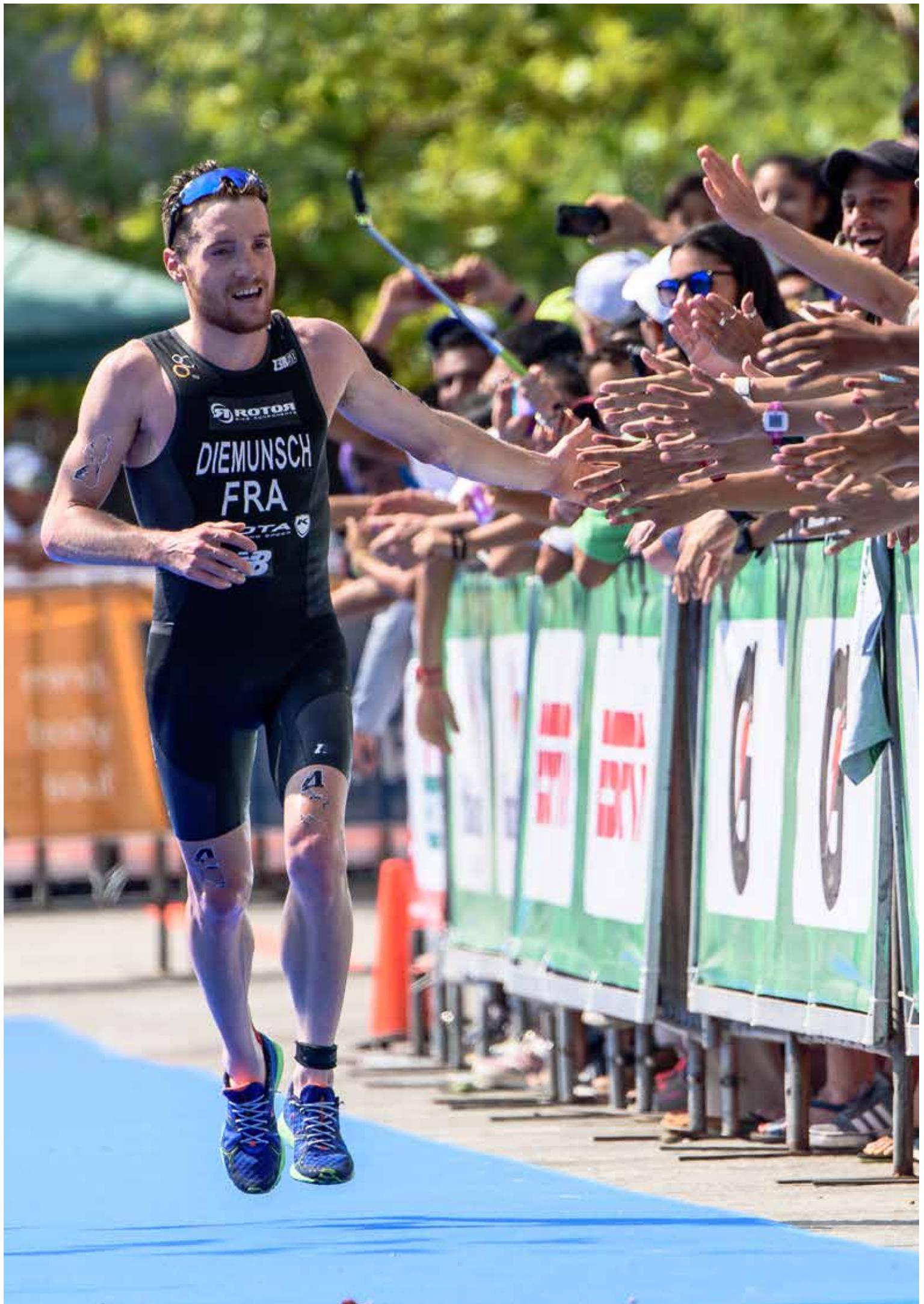
ITU employs an experienced media team focused on developing content and distributing news to the worldwide written and photographic media.

ITU 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 ITU'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. Some of the events annually attracts approximately 10,000–20,000 spectators per day.



HOST CITY BENEFIT

Host city acquires all the sponsorship rights for event. ITU grants the LOC the exclusive right to solicit a Naming (Title) Rights Sponsor for the Event.

The event will retain the national distribution rights for its event and ITU will retain the international TV distribution rights.

Host city 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.

Host city can also use the opportunity to secure bids for Triathlon World Cup events for successive years.

HOST CITY REQUIREMENT

The Sanction fee for the event is US\$103,000, which includes the elite athletes' prize money fee of US\$60,000.

Host city will provide transportation to and from the airport for elite athletes and support teams and ITU staff and Executive Board Members. In addition, the host city will provide accommodation for key ITU staff and for 10 elite athletes as per LOC requirement.

Host city must adhere to all requirements as stated in the:

- **LOC Requirement for the Triathlon World Cups,**
- **Sponsorship, Event Design and Branding Guidelines for the Triathlon World Cups,** and
- **ITU Competition Rules.**

All above mentioned documents are available from ITU.

SELECTION CRITERIA

The following criteria are weighed equally:

- Host National Federation letter of support including the required certified Technical Officials;
- Host City Council/Mayor and/or Government letter of support with guarantee the use of roads, streets and other public areas needed for the race and course trainings;
- Scheduling/Event dates with certain flexibility with the day and start time requests;
- Internationally recognized city and emblematic route with challenging but safe and fair bike course and run course passing iconic city landmarks to be evaluated by ITU;
- Venue location – a stadium design proposal in a primary location;
- One transition zone setup;
- High level Age-Group and Paratriathlon proposal;
- A water quality test of the swim course, done by a local certified institution;
- Written financial guarantee for the organisation of the event;
- Plans to grow the scale of the mass participation event and/or additional festival activities that attract spectators;
- Host hotel and accommodation – information about hotels, including location and room rates;
- Elite athlete support services including pre- and/or post-race dinner;
- Proximity to international airport;
- Proposal of a US\$5 million event liability insurance;
- Draft budget proposal;
- Sustainable and ecofriendly operation and procedures around the event.

BID SCHEDULE



BID SUBMISSION

The bid documents and supporting materials may be submitted electronically in PDF format to events@triathlon.org. Any further information may require from ITU to be addressed to the same email account.





Contact

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