

multisport



ITU MULTISPORT WORLD CUP HOST CITY BID INFORMATION

2019-2020 CRITERIA PACKAGE

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INTRODUCTION

This document outlines the concept of, and the bid conditions for, the International Triathlon Union (ITU) Multisport World Cup 2019-2020. It also provides the approved framework for organising the event, including the general ITU Multisport World Cup Rights and Obligations.

The ITU Multisport World Cup may include two of the following events:

ITU FORMAT	Long Distance Triathlon <small>(inc. Aquabike)</small>	Duathlon	Cross Triathlon	Cross Duathlon	Aquathlon
Long Distance Triathlon <small>(inc. Aquabike)</small>	n/a	yes	yes	yes	yes
Duathlon	yes	n/a	yes	yes	yes
Cross Triathlon	yes	yes	n/a	yes*	yes
Cross Duathlon	yes	yes	yes*	n/a	yes
Aquathlon	yes	yes	yes	yes	n/a

(*) In case of a combination of cross triathlon/duathlon another multisport event should be organised.

Proposals that include only one multisport, or three or more multisports, will not be considered.

The ITU Multisport World Cup has been conceived to provide a well-organised event in all triathlon-related multisport disciplines, with a wide global reach and high-quality competitions for athletes.

ITU Multisport World Cup will feature:

- Prize purse for Elite athletes
- International media and internet coverage (live streaming), making hosting even more attractive for sports tourism and the global brand of the host cities
- The ITU Multisport World Cup is designed to span all continents and promote mass participation

ITU - TRIATHLON'S WORLD GOVERNING BODY

- The International Triathlon Union (ITU) was founded in 1989.
- ITU 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 Anti-Doping Agency (WADA), the Association of Summer Olympic Sports (ASOIF) and GAISF, the Association of International Sport Federations.
- ITU 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 ITU can be found at www.triathlon.org, *the official triathlon resource*.

ITU MULTISPORT WORLD CUP

GENERAL INFORMATION

- The ITU Multisport World Cup has been created to provide opportunities for more host cities to join an ITU circuit and organise events as a test or legacy event for full World or Continental 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 comprised of any combination of National Federations, Host City and/or recognised Event Delivery Partners.



ITU OBJECTIVES

- To host a safe and fair competition
- To present an event that is attractive to sponsors and/or tourism authorities, and is of benefit to the National Federation's objectives for developing the sport
- To maximise media exposure for triathlon and ITU multisport disciplines nationally and globally
- To provide an unforgettable experience to all participants and spectator audiences
- To exhibit strong corporate support
- To engage public institution support
- To establish strong partnerships among all stakeholders
- To ensure a strong emphasis on sport development with provision of a legacy for the sport
- Taking place over approximately 2-3 days, the ITU Multisport World Cup 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 AND MEDIA

DIGITAL

- The hosts own the domestic television rights for the event. ITU will retain international rights and maximise international interest and create global coverage. Domestic television production and distribution costs of the international signal are the responsibility of the Local Organising Committee.
- ITU will produce a digital & broadcast highlights with international distribution.

INTERNET AND SOCIAL MEDIA

The official ITU website (www.triathlon.org) attracts over **5 million users** and **24 million page views** annually and growing with an average time spent on the site more than three minutes higher than the industry average. ITU is one of the few Federations to operate a full broadcast channel online (www.triathlonlive.tv).

ITU have 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.

ITU's growth on social media ([Twitter](#) / [Instagram](#) / [Facebook](#) / [Youtube](#)) continues to rapidly increase daily.

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 ITU races, but also for the host cities.

The growth of the ITU Facebook channel during the last year has been impressive, reaching a wider community, plus many more on channels associated with ITU such as ITU's Official Store, Multisport, etc. Additional ITU publications reach an average audience of upwards to **1 million** people. Our Facebook channel is a great platform for promotion, and our new Facebook Live videos have proven to be an effective tool to engage with our audiences, stakeholders and fans around the world.

ITU also 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.

ITU's YouTube channel and our videos have had more than 20 million views. Our viewers have watched more than 31 million minutes of triathlon content – over 54 years of viewing time – including not only the best moments of our races, but also videos promoting host cities, courses and athletes.

ITU's media team will generate and distribute content for social media on all the digital properties of ITU, as well as for the TriathlonLIVE OTT platform.

PRINT

- The event will receive the support of the ITU Media team to provide assistance in media operations and communication.
- The ITU Media Team will write and distribute releases via major international wire services.
- The LOC will be responsible for providing a local photographer and sharing the photos with ITU.



LOCAL ORGANISING COMMITTEE REQUIREMENTS

FINANCIAL REQUIREMENTS

The financial obligations required to host an ITU Multisport World Cup are:

ANNUAL FEES	2019-2020
Event Rights Fee	US\$20,000
Prize Money*	US\$40,000

[*] Prize money may vary depending on the selected multisports.

SECONDARY FINANCIAL REQUIREMENTS

TRANSPORTATION

- The Local Organising Committee should ensure that local transportation is organised free of charge for ITU officials, including those drawn from the ITU Executive Board, ITU 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
 - One dedicated vehicle for the ITU team (Technical Delegates, Assistant Technical Delegates) and the feasibility of using public transport
 - Mutually agreed number of dedicated scooters/bicycles for the ITU team

ACCOMMODATION

- The Local Organising Committee is required to provide accommodation (breakfast included), for ITU officials, including those drawn from the ITU Executive Board, ITU staff, technical delegate(s), and ITU 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 ITU 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: 10

Single Room: 20

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 ITU but should provide the Technical Officials with a facility that allows for interaction and gatherings. This arrangement is additional to the section above.

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 the accredited coaches
 - Safe bike and swim course familiarisation and warm-up opportunities
 - Bike mechanic support
 - Local medical information services

HOSTING

- The Local Organising Committee is required to host a “Pasta Party”. 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 NADO in their country to organise and fund 60 urine tests (40 with ESA, 10 with GHRF) and 10 blood tests (2 with GH) in total.

LIVE INTERNET BROADCAST

- Local Organising Committees must provide a live internet broadcast with minimum 3 cameras and a studio for each competition day including the required personnel. Backpack Bag solution – portable transmission units are recommended for a sustainable solution. This set up is needed for all Elite 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. ITU will keep the streaming rights for international audiences.

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. This can be achieved either with multiple timing points or GPS device
- 25 radios and 5 phones with unlimited data sim cards for the ITU team

EXPO AREA

- The Local Organising Committee must provide two complimentary areas for expo booths/tents for ITU Global Partner, ITU Anti-Doping and/or ITU official merchandise partner. The specification to be agreed upon by the parties.



ITU TECHNICAL ELEMENTS

TECHNICAL ELEMENTS

Competition categories:

DUATHLON	Age Group Standard, Age Group Sprint, Elite
CROSS TRIATHLON	Age Group, Elite
AQUATHLON	Age Group, Elite
LONG DISTANCE TRIATHLON*	Age Group, Elite
AQUABIKE	Age Group
CROSS DUATHLON	Age Group, Elite

* Long Distance Triathlon must be held over the 3km swim / 120km bike / 30km run distance.

Athletes may race both competitions according to ITU Competition Rules.

VENUE AND COURSE

- The technical requirement of the course and the venue are covered in the Event Organisers' Manual (EOM) and in the ITU Competition Rules;
- It is preferable to have a unique venue location for the Championshipst. 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 distance and different locations. More than two venue locations are not recommended.

TECHNICAL OFFICIALS

- 20-40 Technical Officials will be assigned depending on the selected Multisports, 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:

- Event Organisers Manual
- Branding Guidelines – Multisport
- ITU Competition Rules



SPORT PRESENTATION

- The event should be presented to the on-site spectators by announcers to be approved by ITU. A large video screen greatly enhances the spectator engagement and is recommended.
- The Athletes Introduction and Award Ceremonies must be conducted as per the ITU protocol. ITU will provide such protocols.
- The Local Organising Committee should secure a minimum of two announcers, one being English speaking.
- Elite athlete engagement program: Local Organising Committee should provide a room 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.
- Print or digital version of programmes (Athletes' Guide, Media Guide and Spetators' 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 ITU, National Federations, government entities, professional contractors, vendors, sponsors and media.





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% of revenue from the following sources but not limited to:

- Sponsorship (not including event title sponsor)
- Public institutions
- Entry fees from the athletes
- Hotel commissions
- National media and television rights sales
- Merchandise sales (outside of the ITU merchandising partner)
- Finisher pictures' sales
- Food and beverage sales
- Ticket sales
- Expo

The maximum entry fees chargeable to the athletes 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 category can be charged maximum 50% of the above fees.

Multi-registration discounts must be provided to participants:
2 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 70% of the advertising space on the field-of play and on-site branding (ITU retains 30%).
- Details about the branding can be found in the ITU Multisport Branding Guidelines.

TELEVISION AND MEDIA

- The hosts own the domestic television rights for the event.

THE ITU BID PROCESS

2019-2020 ITU MULTISPORT WORLD CUP BID TIMELINE

2019

MAY
2019

15 May

Opening of the
bid process

JUN
2019

JUL
2019

15 July

Submission
of bid documents

AUG
2019

27 August

ITU Executive Board
selects host cities
and announcement



BID EVALUATION

ITU will evaluate each bid based on a set of criteria and expect to receive the following information in the bid package:

- Selected multisports for the event
- 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 to the proposed date and others during different weather conditions, 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
- Experience and structure of the Local Organising Committee
- 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
- Marketing and promotion plan
- Sustainable and eco-friendly operation and procedures as well as environmental data around the event
- Athletes' experience

BID PRESENTATION

After the bid submission deadline, ITU 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 two nights.

Bids will be presented to the ITU Executive Board, it being the body that makes the final decision on selections.

BID APPLICATION DOCUMENTATION

- Documents should be prepared in a simple format and at a modest cost
- All documents must be submitted to the ITU 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



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Contact

Gergely Markus
Sport Director
International Triathlon Union
gergely.markus@triathlon.org