



# **BID GUIDE WORLD ATHLETICS CROSS COUNTRY CHAMPIONSHIPS 2024 & 2026 EDITIONS**

April 2021

\*\*\*[worldathletics.org](http://worldathletics.org)









# WE ARE WORLD ATHLETICS

With more than 3.5 million athletes, 214 Member Federations, and as the #1 Olympic sport - we are the international governing body for the sport of athletics representing all things running, jumping, throwing and walking.

**And, just like society, we are changing fast.**

Our vision is to use the power and accessibility of athletics and our athletes to create a healthier and fitter world. We exist to grow the sport of athletics and make it relevant in people's lives and in the lives of their communities.



## The World Athletics Series

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When it comes to competitions, we have our crown jewels: the World Athletics Series events. WAS for short.

The WAS events include seven of the highest-profile global championships in the sport. Each WAS event is carefully designed to bring unique experiences to life. The goal is simple: **the world's best athletes, in the world's greatest places, to inspire people on and off the track, field and road.**

At World Athletics we are committed to creating globally appealing, accessible events that deliver tangible, long-lasting benefits to host regions – where needed most. **Boosting the local economy, promoting active lifestyles, driving sport tourism, inspiring the youth, putting existing infrastructure to good use, celebrating local culture, fostering sport entrepreneurship, getting cities on the map, creating a legacy of sport volunteering, bringing society together: we can help you achieve your identified goals.**

**The World Athletics Series is diverse and truly global. There is something for everyone to enjoy throughout the year.**



## More Than A Race, Cross Country Is A State-Of-Mind

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It is estimated that 1.4 billion people run regularly worldwide. Running presents a very low barrier to entry and the World Athletics Cross Country Championships can be a catalyst for hosts to motivate the local and national population to become healthier and fitter via mass races and outreach programmes, as well as encouraging active tourism both nationally and internationally.

All of us that love running know that cross country is the race that might best sum up the human condition. It is not about times, it is about the elements, the mixed terrain, the suffering and the power of resilience.

More than a race, the World Athletics Cross Country Championships is a state-of-mind. A mind-altering positive state-of-mind at that. Running in nature (known as 'Green Exercise') also fills a deficit that can exist in modern-day lifestyles, reconnecting race participants and spectators with their natural environments.

# Introducing the World Athletics Cross Country Championships

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From humble beginnings, the World Athletics Cross Country Championships has become one of the most entertaining footraces in the world – at the same time, it inspires engagement, encourages participation and promotes tourism.

The World Athletics Cross Country Championships includes five official World Championship races:

- **Men's and Women's 10 km**

Billed as the world's premier footrace for the world's toughest runners. The best five runners from each country in any distance ranging from 1,500 m to marathon are invited, making this one of the most competitive footrace there is. This race is not just a display of speed and endurance, the course itself presents a technical and mental challenge to every competitor. Therefore, this race will crown the world's toughest runners.

- **4x2 km Mixed Relay**

A fast-paced event with world class middle-distance runners going all-out in this epic team discipline.

- **U20 Men's 8 km and U20 Women's 6 km**

In the 10 years since the 2011 edition, promising athletes that competed in the U20's have since won a total of 12 world titles. This is where the future stars of distance running emerge for the first time on the global scene.

All five races will be held on a single day, and we are happy to work with you on expanding the programme to cover more days by including other elements such as mass races for all, conference, expo, clinics, free parkrun™ and any other running-related activity that hosts feel would contribute to the profile of the event and the community. We understand the importance of creating a legacy for hosts after the event has left town, and we will work with you to deliver exactly what you need.

We are pleased to confirm that the World Masters Championships will be included in this programme. We are also in discussion with other official races to be included, based on local preferences.

Bids are now open for the next two editions of the World Athletics Cross Country Championships which will take place in 2024 and 2026 respectively. Read on to learn more.





# Benefits to the Host City

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## Total Direct Economic Impact

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Thousands of inbound competitors, officials, spectators and media personnel bring considerable spending power to stimulate the host region's hospitality sectors in particular.

See below a snapshot of the economic impact from the World Athletics Cross Country Championships held in Aarhus 2019:

Recreational Runner Spend	\$348,685
Spectator Spend	\$1,084,842
Event Attendee Spend	\$736,299
Event Organiser Spend	\$904,795
<b>Total Direct Economic Impact</b>	<b>\$3,074,621</b>

## Tourism Impact

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The World Athletics Cross Country Championships offers an excellent opportunity to engage the local community and showcase a destination's unique landscape - whether it's highlands, forests, jungles, grasslands, beaches or even desert. Breath-taking races take place on courses as scenic as they are brutal, with both natural and man-made features that will demonstrate a true test of grit and resilience.

Based on the tourism impact from the World Athletics Cross Country Championships 2019 in Aarhus, a city with a population of 335,000:

## Recreational Runners

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Origin	Number	Percentage
Aarhus City	548	25.8%
Elsewhere in Denmark	1,369	64.3%
International	211	9.9%

- Total of **2,128** recreational runners of which 74.2% were from out-of-town and therefore generated additional spend in the local economy
- 32% of all out-of-town recreational runners stayed in commercial accommodation, for an average of 1.7 days
- Accommodation spend generated from out-of-town recreational runners was **\$48,061**
- Non-accommodation spend generated from out-of-town recreational runners was **\$301,046**
- Average daily spend of out-of-town recreational runners was **\$167**

## Spectators

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Origin	Number	Percentage
Aarhus City	5,188	52%
Elsewhere in Denmark	3,615	36%
International	1,197	12%

- Estimate of **10,000** spectators at the course of which 48% were out-of-town spectators and therefore generating additional spend in the local economy
- 80% of spectators would recommend Aarhus as a holiday destination
- 32% of all out-of-town spectators stayed in commercial accommodation, for an average of 2.5 days
- Accommodation spend generated from out-of-town spectators was **\$303,916**
- Non-accommodation spend generated from spectators was **\$782,313**
- Average daily spend of out-of-town spectators was **\$190**









# Social Impact

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## Health & Well-Being

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43% of spectators at the World Athletics Cross Country Championships in Aarhus 2019 said that attending the event had inspired them to do more active recreation or sport than they would normally. All World Athletics Series events have a track record of promoting health and fitness to communities. However, the World Athletics Cross Country Championships stands out, because it promotes this concept of Green Exercise. There is now a comprehensive body of research to support the concept that running in natural environments has an even greater impact on the body and mind. A number of studies have shown that Green Exercise can have similar effects to mindfulness, helping those struggling with anxiety, grief or depression in particular.

## Generating Civic Pride

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Based on the Impact Study from the World Athletics Cross Country Championships in Aarhus 2019:

- 72% of local residents agreed that hosting the World Championships had a positive impact on the host city's community
- 94% of local residents felt proud that their city hosted the World Championships
- 94% of local residents agreed that hosting the World Championships showcased the host city as a positive and vibrant city

## Diversity & Inclusion

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Athletics is colour-blind and gender-balanced, offering equal opportunities to athletes from all walks of life and all races and creeds. We have complete gender equality on the field of play (including equal prize money for men and women) and we are working swiftly towards gender equality in our governance structures. World Athletics is constitutionally bound to reach gender equality on our Council, Executive Board and Commissions by 2027 (we are at about 40% now). World Athletics has pursued a policy of transgender inclusivity whilst maintaining a level playing field for all female athletes. Finally, our fans at the World Athletics Cross Country Championships in Aarhus 2019 were split very nearly on an equal basis too, comprising 51% men and 49% women.

# Environmental Impact

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## Environmental Quality of the Event

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In recognition of the environmental challenges faced by cities today, specifically air pollution, climate change and over consumption of resources, and of the growing scrutiny under which the event industry is placed, World Athletics will work with hosts to implement a sustainability management system in line with its ambitious 10-year sustainability strategy. This will help demonstrate to citizens and other stakeholders a real, walk-the-talk commitment to minimising the event's environmental impact. World Athletics is also committed to working with cities to promote environmental initiatives within the wider community.

## Air Quality Project – Case Study World Athletics Half Marathon, Gdynia 2020

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As part of World Athletics' continuing programme to measure air quality at sporting venues around the world, and with the support of the local organising committee, World Athletics' Health and Science department measured clinical and environmental data at the World Athletics Half Marathon Championships in Gdynia 2020 and the World Relays in Yokohama in 2019.

The latest study revealed that Gdynia had the best air quality of any major athletics event or road race measured since World Athletics' Air Quality Project started in 2018.

By publishing air quality from cities such as Gdynia, World Athletics hopes to encourage athletes, recreational runners, cities, local and national governments and member federations to become more conscious of air quality and the impact that it has on health and performance.

# Image & Event Reputation

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## Event Coverage

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- Broadcast in every country of the world (TV and digital via World Athletics Livestream in dark territories)
- 5.7 million viewers watched some form (based on the average of the four most recent editions)
- 134 Media Accreditations (based on the Impact Study from Aarhus 2019)

## A Potential for Legacy

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The World Athletics Cross Country Championships promotes the joy of running to inspire young people and bring communities closer together.

**Schools** - At Aarhus 2019, Cross Country legends Lynn Jennings, John Treacy and Paul Tergat visited schools to share the positive effect of cross country running, some 200 children participated in cross country workshops and over 700 school children took part in the finals of the National Cross Country Youth Championships.

**Volunteers** - Aarhus 2019 also allowed running enthusiasts and local residents to play a part in the event with a total of 332 individuals volunteering on the day. This provided skills and leadership opportunities for those with volunteering experience and a socially engaging experience for all involved.

**Course** - The World Championships course can also be a legacy in itself and hosts are encouraged to look into retaining or relocating the course with a marked route similar to hiking/ mountain bike trails to leave a valuable resource for future weekend warriors and adventure seekers.





# Additional Opportunities

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The World Athletics Cross Country Championships can also provide an opportunity for a range of side events including:

## Mass Races

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Whilst the World Championships races might be reserved for elite athletes, that does not deny any brave soul from a similar experience by running the World Championship course. Mass participation races can include individual, team and relay races whereby recreational runners will race in the footsteps of the world's best runners and surrounded by cheering spectators and loved ones.

## Global Running Conference

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Hosts may have the right to organise and self-fund the official World Athletics Global Running Conference.

The Global Running Conference is the premier gathering of the running industry from all corners of the world. Event owners and race directors, health promotion agencies and tourism boards, sport apparel brands and tour operators, endurance media and running tech start-ups, sporting rule makers and anti-doping institutions, pro athletes and talent representation agencies, data scientists, coaches and medical experts – the Global Running Conference is two jam-packed days when the future of running is charted – as a sport, as an economic activity, as a tool of public policy – defining its place in the society and creating growth opportunities at all levels.

The Global Running Conference is a combination of presentations, fireside chats, panel discussions, workshops and product launches - all with one overarching goal to gain a deeper understanding on the role of running in shaping healthy, resilient and energised communities.

## Health & Fitness Expo

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Hosts will have the right to organise an official event Expo under terms and conditions to be set by World Athletics and Dentsu<sup>1</sup> which will include conditions relating to the commercial aspects.

## Travel Packages

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Visitor travel packages and adventure activities can be created for participants and spectators alike to enhance their experience in the great outdoors and encourage visitors to extend their time in the region.

<sup>1</sup> World Athletics has appointed Dentsu as its exclusive global marketing partner and granted Dentsu certain commercial rights relating to the World Athletics Cross Country Championships.

## Outreach

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Custom-made training programmes can be rolled out locally and nationally through local running clubs and communities. World Athletics will contribute through its network and expertise, for example facilitating access to past and present athletes, and designing programmes tailored to the needs of the host and its community.

## School Engagement

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School-based training and competitions will provide a healthy and engaging activity for school children to connect with the event. National youth and school races can be held alongside the main event and mixed relays are also a novel way to implement team spirit in school sports.

## Clinics

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Many running-themed activities can be organised that will appeal to the natural audience for our events, including running clinics, injury-prevention seminars, courses for coaches, course measurement sessions.

## parkrun™

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World Athletics' collaboration with parkrun™ can bring a special parkrun™ series to the host region in the week leading up to the event.

## Event-associated eLearning Initiatives

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Host staff and volunteers will have the opportunity to access the World Athletics' eLearning platform which offers sport and event-related educational tools (with modules including marketing, event presentation, communication, project management and fan engagement) that aim to upskill local human capital in the host region.

# Revenue Potential

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Hosts can monetise the World Athletics Cross Country Championships through a number of revenue streams:

## (a) The World Championships

- National sponsorship\*
- Merchandising\*
- Concession revenues\* (food and beverage etc.)
- Commercial hospitality sales\*
- Local hotel commissions
- Admission tickets

## (b) Additional Events

- Mass participation registration fees
- Global Running Conference admission fees\*\*
- Health & Fitness Expo floorspace sales\*
- Fees from clinics and training sessions
- Local hotel commissions

\*Subject to the Category Release Agreement being concluded with Dentsu

\*\* Subject to a specific agreement with World Athletics

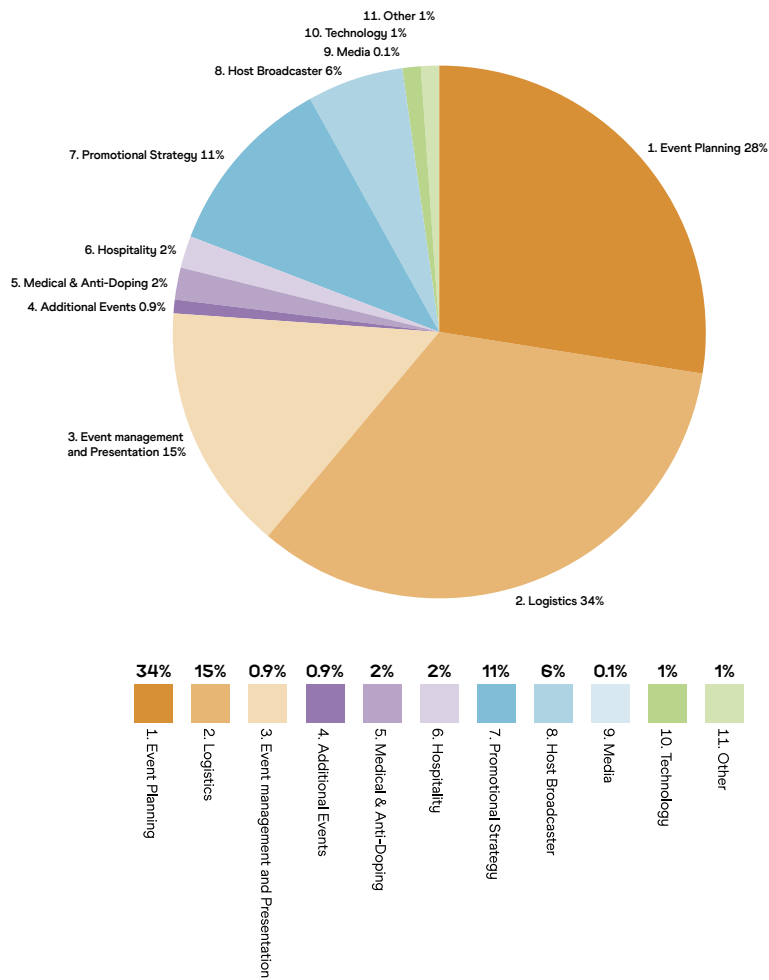




# Event Budget

The indicative Event Budget for the World Athletics Cross Country Championships is between USD \$1,750,000 – \$2,250,000, but it will vary according to local costs and conditions.

World Athletics will schedule virtual meetings with the bidding committees to go through the proposed Event Budget.



# Bidding Requirements

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Based on the World Athletics Global Calendar, the preferred dates for the World Athletics Cross Country Championships is the second week of February, but we may be open to other dates.

The host region needs to be accessible to teams and equipment travelling from all parts of the world, so reasonable proximity to an international airport is essential.

There are no hosting fees, but there are mandatory costs payable by hosts to World Athletics relating to various services provided such as Accreditation, Event Presentation, the Host Broadcaster and Results Management Services.

## Sports Requirements

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The course must be designed on an open or woodland area, and mostly covered by grass, potentially with sections of sand, mud and water. It should include natural or temporary obstacles, which can be used by the course designer to build a challenging and interesting race course.

It is recommended that the course should have a cumulative elevation gain of 5-35 meters per kilometer. Ideally a loop course is designed, with the loop measuring approximately 2000 m. If the event concept, the landscape or a mass race concept requires another solution, we are happy to discuss possible solutions. More information can be found in the World Athletics Cross Country Course Design Guidelines.

## Official Hotels and Meeting Rooms

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Hosts will be required to provide a shortlist of official hotels available for the client groups below in the Bid Application Form. Further information on numbers and duration will be provided at a later stage in the Event Organisation Agreement for the following stakeholders::

- World Athletics Family and Partners
- Athletes and Team Officials
- Media
- Host Broadcaster
- Technical Suppliers and Service Providers

## Bidding Process

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If you are interested in hosting either the 2024 or 2026 edition of the World Athletics Cross Country Championships, please download a Pre-Qualification Form (available on our website) and submit this by close of business on the deadline set out below.

### Bidding calendar for the 2024 and 2026 World Athletics Cross Country Championships

Bid Process Stage	Timeline
Official Launch & Bid Guide shared	April 2021
Pre-Qualification Form Submission Deadline	1 June 2021
Bid Application Documents Submission Deadline	1 October 2021
Event awarded by World Athletics Council	December 2021

If you would like to discuss the World Athletics Cross Country Championships in more depth including the races, additional opportunities and the Pre-Qualification, you can contact us on [bidding@worldathletics.org](mailto:bidding@worldathletics.org), where you can also send your completed Pre-Qualification Form.



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