



World Triathlon  
Championship Series

# Host City Bid Information

2023 Criteria



Be your  
extraordinary



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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, World Triathlon, the sport's worldwide governing body, unveiled an exciting new global series for the world's top athletes, known today as the World Triathlon Championship Series.

The World Triathlon Championship Series (WTCS), previously known as the World Triathlon Series (WTS), now comprises the original Standard-Distance (1.5km swim, 40km bike and 10km run) and Sprint-Distance (750m swim, 20km bike and 5km run) events as well as exciting new formats that include Eliminator two-day Semi-Final/Final super-sprints and Mixed Relay Series events .

Each year, the planet's top elite triathletes compete in up to ten World Triathlon Championship Series races, including the World Triathlon Championship Finals, with the goal to accumulate the most points and become World Triathlon Champion. Since its launch, the profile of the World Triathlon Championship Series has grown rapidly, firmly establishing itself as the pinnacle of short 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 Finals serves as the last event of the Series, and offers the highest number of points for the Elite athletes' World Championship rankings. The event also includes the U23, Para Triathlon and Age-Group (standard, super sprint, and standard aquabike) World Championships.

The World Triathlon Sprint & Relay Championship is also part of the Series, and offers super-sprint racing opportunities for the Elite athletes as part of the World Championship rankings. The event also includes the Junior, Age-Group Sprint and all Mixed Relay World Championships.

The World Triathlon Championship Series continues to attract the world's finest triathletes and produce the most exciting head-to-head racing to be found anywhere 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 brings with it significant media coverage and exposure, including live broadcast distribution at every event through global partners as well as on World Triathlon's own OTT platform, Triathlonlive.tv. World Triathlon's digital media platforms further extend the reach of every event and every Host City to sports fans in all corners of the world.





SWIM  
BIKE  
RUN

Be your extraordinary

With the endorsement of their respective National Federation, cities can bid to host a World Triathlon Championship Series, the crown jewel of World Triathlon's annual calendar. Previous hosts have included Auckland, Beijing, Bermuda, Cape Town, Chicago, Edmonton, Gold Coast, Hamburg, London and Yokohama.

The occasion of a World Triathlon Championship Series 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.

As such, hosting the World Triathlon Championship Series creates an instant economic impact by bringing in a significant number of international tourists to the city, including competitors, support teams, officials, sports fans, family and friends. With the addition of local races (subject to scheduling), the number of competitors can exceed 10,000 people.

World Triathlon Championship Series Host Cities can expect to attract an audience of millions from all around the world. This includes international TV distribution of the live coverage, 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 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 programmes and creating a real sporting legacy can also result from hosting a successful international World Triathlon event.

With Mixed Relay making its Olympic debut at Tokyo 2020, cities also have the opportunity to host a stop on the exciting Mixed Relay World Series. The dynamic, fast-paced format has brought new audiences to the sport, and these events will play a significant role in the Elite athletes' qualification for the Olympic Games and Mixed Relay World Championships.



# World Triathlon's Investment and Support Services

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

- Investing over US\$2.5 million in Elite athlete prize money and financial incentives;
- Employing full-time staff & world-class agencies who deliver international broadcast services and media services;
- Covering minimum 50% of the TV graphics costs;
- Hiring award-winning sports photographers for each event;
- Ensuring worldwide social media coverage across all World Triathlon channels including Facebook, Instagram, Twitter, TikTok, Weibo and YouTube;
- Investing in an event report including TV, livestream, global partner valuation and social media data to evaluate the commercial success of the event and provide insight for improvement;
- Delivering a World Triathlon Championship Series website and providing each Host City with a dedicated website design and content: [triathlon.org](https://www.triathlon.org)
- Operating an owned OTT platform for accessible, global streaming of the entire World Triathlon Championships Series and including exclusive additional video content: [triathlonlive.tv](https://www.triathlonlive.tv)
- Providing essential technical and operational support, guidelines and advice;
- Managing the Elite athletes and their event entries and rankings;
- Providing event design and branding guidelines, sponsorship framework and commercial advice.
- Occasionally, World Triathlon will invest in media travel and accommodation assistance and bursaries to bring international media to the event.
- Providing a centralised entry system for all mass participation events, which the LOC's will be obliged to use.

## 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 are the landmarks of the city, thus allowing the global audience to witness an iconic sport taking place right within the city environment.

The Elite men's, Elite women's and Mixed Relay races will all feature an international live broadcast.

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. World Triathlon Broadcast Partners, along with Infront, will support the production of live TV coverage and provide international TV distribution through their worldwide sales network.

The Elite men's, Elite women's and Mixed Relay races will all feature an international live broadcast.

World Triathlon has partnered with several leading companies to deliver specialised areas of broadcast. Infront Sports and Media, one of the world's market leaders in sports broadcasting services, will provide international TV distribution through their worldwide sales network.

Broadcast Production is centralised with FilmNova (UK) and Free Anchor Films (CAN) partnering to deliver broadcasts from all stops on the WTCS. These partners will source and supply local equipment and crew while supplying the lead personnel (5-8) to oversee all areas. Costs and quotes will be transparently shared with LOC's with customised setups with any opportunities available from LOC partners.

Broadcast Graphics are supplied by MOOV (UK) a highly rated sports graphics expert delivering week in and out for BBC and BT Sport. World Triathlon also supplies Timing Integration & Results Manager to facilitate integration with Local Timing Teams.

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, North Macedonia and Kosovo; NENT Scandinavian

countries; DirectTV covers South, Central America and Caribbean region.

Currently, 23 television and broadcast partners cover the World Triathlon Championship Series in over 140 territories, some of them covering extensive territories: ESPN & DirectTV covers all South, Central America and Caribbean. L'Equipe covers France and the French territories; TV Arena Sport covers Slovenia, Croatia, Serbia, Montenegro, Bosnia, North Macedonia and Kosovo; NENT covers Scandinavian countries; SuperSport covers SubSahara Africa.

BBC (United Kingdom), NHK (Japan), TVE (Spain), ARD (Germany), ORF (Austria), Polsat (Poland) Eleven Sports (Belgium) SRG (Switzerland) among others.

This figure is growing consistently as new long-term partners (3-5 years) are added to the distribution each year. Global News Access deals with major news agencies such as EBU, Reuters and SNTV, and ensures that the Series can be seen in nearly every country across the globe.

World Triathlon also distributes events on its OTT platform Triathlonlive.tv to ensure fans around the world can watch all the action live or on-demand.



## Internet and Social Media



**1.9m+**  
users

**15.5m**  
page views  
per year



**266k+**  
users

**1.7m**  
page views  
per year



**286k+**  
followers



**277k+**  
followers



**170k+**  
followers



**85K+**  
followers

**41m**  
views

as of April 2nd

World Triathlon's website ([triathlon.org](https://www.competitions.com)) 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 5 minutes, well above the industry average.

World Triathlon operates a full OTT platform, [Triathlonlive.tv](https://www.competitions.com) to distribute live and on-demand races, as well as providing interviews, behind the scenes footage and extra content to its subscribers.

World Triathlon has a highly engaged and rapidly growing fanbase 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](#) / [TikTok](#) / [Weibo](#)) continues to increase rapidly.

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 286,000 engaged followers it continues to show strong growth.

World Triathlon's Twitter accounts currently have more than 170,000 followers. 25% of our Twitter audience comes from the UK, while another 20% 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. This is a highly valuable promotional tool not only for World Triathlon races but also for the host cities.

World Triathlon's Facebook channel also continues its steady growth, with a community of more than 277,000 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 85,000 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](https://www.competitions.com) 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 via our media database, including journalists and media outlets from every major market in the world, sharing all World Triathlon communications, previews, reviews, pictures and media info from all our events.



# Spectators

Events have the ability to create a major spectacle with the right venue and communications programme. As an example, each year the World Triathlon Championship Series Hamburg attracts approximately 100,000 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 sponsorship rights for the event other than current Global Partners of World Triathlon (of which World Triathlon will remunerate the LOC directly for these exclusive rights). World Triathlon grants the exclusive right to solicit a naming (title) partner for the event.

The event will retain the domestic broadcast distribution rights and will also have the right to distribute the live broadcasts for all other World Triathlon Championship Series events within its national territory. In order to ensure coverage and exposure for all events, World Triathlon requires confirmation of broadcast from Free to Air broadcasters by 31 October of the year prior. Unused rights will return to World Triathlon to ensure worldwide coverage for all events, partners and stakeholders. World Triathlon and its appointed distribution partner will retain the international TV distribution rights for the event.

The Host City/LOC will retain revenues received from public and corporate funding, mass participation entry fees via the World Triathlon entry system, 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 for a World Triathlon Championship Series event is US\$150,000.
- The Host City will cover US\$200,000 prize money, which will include prize money for the regular event of US\$150,000 and US\$50,000 for the overall bonus pool.
- The Host City will cover an average US\$250,000<sup>1</sup> for live TV production for Elite races. World Triathlon will retain a central production company across the Series. Costs and quotes will be transparently shared with the LOC to ensure optimisation opportunities.
- The Host City will cover approximately 50% of TV graphics (US\$16,000).
- In case of an additional Mixed Relay Series competition as part of a World Triathlon Championship Series event, the additional prize money is US\$70,000 on top of the individual prize money. No additional Sanction Fee will be charged.
- The Host City will provide transportation to and from the airport for Elite athletes and support teams (approximately 180 people in total).
- The Host City will provide a travel grant of US\$300 per Elite athlete (maximum 120 athletes in total).
- The Host City will provide transportation to and from the closest port of international embarkation (Airport, Port, Train Station) and accommodation for World Triathlon Executive Board Members and World Triathlon staff and Technical Officials as per the LOC Requirements.
- The Host City must adhere to all requirements as stated in the:
  - [LOC Requirements for the World Triathlon Championship Series](#);
  - [Sponsorship, Event Design and Branding Guidelines for the World Triathlon Championship Series](#);
  - [Event Organisers Manual](#);
  - [Sport Presentation Manual](#); and
  - [World Triathlon Competition Rules](#).

All above mentioned documents are available from World Triathlon.

<sup>1</sup> Dependent on market rates. Advance Estimates can be provided.





# Selection Criteria

Upon receipt of a letter of intent, World Triathlon will send a contract to each bidder. The signed contract shall be sent from each LOC/NF to World Triathlon, together with the Bid documentation.

World Triathlon will evaluate each bid based on a set of criteria and expects to receive all this information in the bid package.

The following criteria are weighed equally:

- Minimum 1 World Triathlon Cup event hosted in the previous year;
- 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 training;
- Written financial guarantee or underwrite for the organisation of the event;
- Scheduling/Event dates with certain flexibility with the day and start time requests;
- An iconic route with a challenging, but safe and fair course, incorporating major city landmarks to be evaluated by World Triathlon;
- A stadium venue design proposal in a prime 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 rainfall, air pollution index, current (if applicable), sunrise/sunset;
- Support of a free to air broadcast partner 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;
- Elite athlete support services;
- Proximity to international airport;
- 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 - silver-level World Triathlon Event Sustainability Certification by the year of the event, and ban single-use plastic. The event must measure its carbon footprint and report it within 3 months from the completion of the event.

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 [sport@triathlon.org](mailto:sport@triathlon.org)



# MIND BODY SOUL

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**Contact**

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