



World Triathlon
Cup

Host City Bid Information

2023 Criteria



World
Triathlon

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.

World Triathlon (formerly the International Triathlon Union), the sport's worldwide governing body, introduced the World Triathlon Cup circuit to its program in 1990, one year after the organisation was established. With the creation of the World Triathlon Series in 2009, the World Triathlon Cup circuit became the World Triathlon's second-tier events.

The World Triathlon Cup comprises Standard distance (1.5km swim, 40km bike and 10km run), Sprint distance (750m swim, 20km bike and a 5km run) and two-day (semi-final/final or Eliminator) format races.

World Triathlon Cup racing is intended to provide a strong and professional base for athletes pursuing entry to the World Triathlon Series and qualification for the Olympics Games.

As such, the events offer significant media coverage and exposure, including live broadcast distribution at every event through global media as well as on World Triathlon's own OTT platform, Triathlonlive.tv. World Triathlon's social media channels 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

Hosting a World Triathlon Cup can bring an immediate positive impact to a city's economy. Previous hosts have included Arzachena, Cape Town, Chengdu, Huatulco, Karlovy Vary, Miyazaki, Mooloolaba, New Plymouth, Salinas, Tiszaujvaros, Tongyeong, Valencia and Weihai.

Host Cities, with the endorsement of their respective National Federation, can bid to host a World Triathlon Cup. All World Triathlon Cup events share the same world-class standards, but can be located in cities of varying profiles and sizes. Hosting World Triathlon Cup events creates an instant economic impact in cities by bringing in a significant number of international tourists to the Host City, including competitors, support teams, officials, sports fans, family and friends.

Hosting a World Triathlon Cup can bring an immediate positive impact on a city's economy by bringing in a significant number of international tourists including competitors, support teams, officials, fans, family and friends.

The event also 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.

Host Cities can expect world class international coverage on the official World Triathlon streaming

platform Triathlonlive.tv, International digital platforms and extensive content delivered across all official social media platforms.

Triathlon is a unique sport and offers Host Cities the opportunity to showcase visual postcards of its landmarks using the city landscape as the race venue 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 initiatives and creating a genuine sporting legacy can also result from hosting a successful international World Triathlon event.



World Triathlon'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;
- Ensuring worldwide social media coverage across all World Triathlon channels including Facebook, Instagram, Twitter and YouTube;
- Investing in an event report including TV, livestream, social media and global partner data to evaluate the commercial success of the event and provide insight for improvement;
- 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.
- Providing a centralised entry system for all mass participation events, which the LOC's will be obliged to use.



Broadcast and Media

Digital

World Triathlon Cup events are not constrained to a stadium, so Host Cities are able to create unique venues. The backdrop of the event is the landmarks of the city, which allows the global audience to witness an iconic sport and the city environment alongside each other.

Custom news feeds and footage will be made available, on request, prior to each race. Immediately following each World Triathlon Cup event, a 3-minute news feed is distributed to news agencies and made available for international broadcasters. Digital video and social content will be produced to promote the event in the days leading up to the event as well as post event.

Global News Access deals with major news agencies such as EBU, Reuters and SNTV, and ensures that the series is seen in nearly every country across the globe.

World Triathlon will work with the LOC to deliver a live stream of the event working with local partners or bringing in a broadcast crew and equipment. Event will be live streamed to Triathlonlive.tv and can be made available to domestic partners.



**OVER 20 LIVE AND
INTERNET BROADCASTS**



**EXCLUSIVE CONTENT
PRODUCTION**



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.m.

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.



Spectators

Events have the ability to create a major spectacle with the right venue and communications programme. Every year, some World Triathlon Cup events attract between 10,000–20,000 spectators per day.



Host City Benefits

The Host City acquires all the sponsorship rights for the event and World Triathlon grants the Local Organising Committee 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 World Triathlon will retain the international Broadcast distribution rights.

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 Cup events for successive years.

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.

Host City Requirements



- The Sanction fee for an event is US\$103,000, which includes elite athletes' prize money fee of US\$60,000.
- Host City will provide transportation to and from the closest port of international embarkation (Airport, Port, Train Station) for elite athletes, support teams, World Triathlon staff, World Triathlon Executive Board Members and Guests, and Technical Officials.
- The Host City will provide accommodation for the World Triathlon Executive Board Members and Guests, World Triathlon staff, International Technical Officials and for 10 elite athletes as per Local Organising Committee requirement.
- The Host City must adhere to all requirements as stated in the:
 - [LOC Requirements for the World Triathlon Championship Cup](#);
 - [Sponsorship, Event Design and Branding Guidelines for the World Triathlon Cups](#);
 - [Event Organisers Manual](#);
 - [Sport Presentation Manual](#); and
 - [World Triathlon Competition Rules](#).

All above mentioned documents are available from World Triathlon.



Selection Criteria

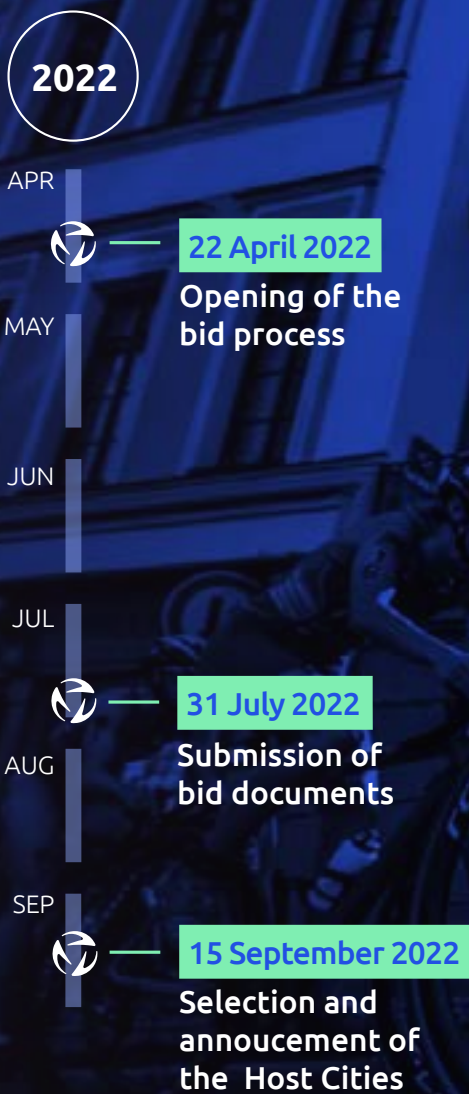
Upon receipt of the letter of intent, World Triathlon will send the contract to each bidder. The signed contract shall be sent from each LOC/NF to the World Triathlon together with the Bid documentation.

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 guarantee the use of roads, streets and other public areas needed for the race and course trainings;
- Written financial guarantee for the organisation of the event;
- 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 World Triathlon;
- A stadium design venue proposal in a primary 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;
- Plans to grow the scale of the mass participation event and/or 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\$5 million event liability insurance;
- Draft budget proposal;
- The LOCs must commit to and make every effort to acquire a Bronze-level World Triathlon Events' Sustainability Certification by the year of the event. The event should measure its carbon footprint and report it within 3 months from the completion of the event.

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

MIND BODY SOUL

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World Triathlon Cup

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