



World Triathlon
Multisport Cup

Host City Bid Information

2023 Criteria



World
Triathlon

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Introduction

- This document outlines the concept of, and the bid conditions for, a World Triathlon Multisport Cup 2023. It also provides the approved framework for organising the event, including the general World Triathlon Multisport Cup Rights and Obligations.
- The World Triathlon Multisport Cup may include TWO (2) of the following events:

Event Format	Long Distance Triathlon (inc. Aquabike)	Duathlon	Cross Triathlon	Cross Duathlon	Aquathlon
Long Distance Triathlon (inc. Aquabike)	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

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

- The World Triathlon Multisport 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.
- World Triathlon Multisport 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 World Triathlon Multisport Cup is designed to span all continents and promote mass participation.

World Triathlon - The World Governing Body

World Triathlon (formerly International Triathlon Union) was founded in 1989;

World Triathlon is the world governing body for the Olympic and Paralympic sport of triathlon and is recognised by the International Olympic Committee (IOC), the International Paralympic Committee (IPC), the World Antidoping Agency (WADA), the Association of Summer Olympic Sports (ASOIF) and GAISF, the association of International Sport Federations;

World Triathlon 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 World Triathlon can be found at [triathlon.org](https://www.competitions.com), “the official triathlon resource”.

World Triathlon Multisport Cup

The World Triathlon Multisport Cup has been created to provide opportunities for more host cities to join the World Triathlon 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 any combination of National Federations, Host City and/or recognised Event Delivery Partners.

World Triathlon Objectives

- To host a fair and safe 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 World Triathlon multisport disciplines nationally and globally;
- To provide an unforgettable experience to all participants and spectator audiences;
- To exhibit strong corporate support;
- To engage support of public institutions;
- 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 World Triathlon Multisport 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.

Triathlon's Investment and Support Services

- Ensuring worldwide social media coverage across all World Triathlon channels including Facebook, Instagram, Twitter, TikTok and Weibo 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

Broadcast

- Any broadcast or video production is at the discretion and cost of the Local Organising Committee. The LOC retains the domestic Broadcast rights for the event. World Triathlon will retain international rights though and will work with the Local Organising Committee to distribute for optimum coverage.
- World Triathlon will distribute digital & broadcast highlights with international distribution if any production takes place and content is made available to World Triathlon.

Internet and Social Media

World Triathlon's website (triathlon.org) 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 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](https://twitter.com) / [Instagram](https://www.instagram.com) / [Facebook](https://www.facebook.com) / [Youtube](https://www.youtube.com) / [TikTok](https://www.tiktok.com) / [Weibo](https://www.weibo.com)) 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.

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 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 OTT platform.

Print And Photography

- World Triathlon employs an experienced media team focused on developing content and distributing news to the worldwide written and photographic media.
- The LOC will be responsible for providing a local photographer and sharing the photos with World Triathlon. World Triathlon 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.



Sustainability

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

Local Organising Committee Requirements

Financial Requirements

The financial obligations required to host a World Triathlon Multisport Cup are:

2022 Fees	US\$
Event Rights Fee	US\$10,000
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 World Triathlon officials, including those drawn from the World Triathlon Executive Board, World Triathlon staff, technical officials, and media team. This transport will be for all activities related to the event including:

- Airport transfers (arrival and departures) or any other embarkation point (port, train station or otherwise);
- Transfer between hotel and competition venue(s), media events and any social activities;
- One dedicated vehicle for the World Triathlon team (Technical Delegates, Assistant Technical Delegates) and the feasibility of using public transport
- Mutually agreed number of dedicated scooters/ bicycles for the World Triathlon team

ACCOMMODATION

- The Local Organising Committee is required to provide accommodation (breakfast included), for World Triathlon officials, including those drawn from the World Triathlon Executive Board, World Triathlon staff, technical team and World Triathlon media team in a hotel that is reasonably close to the competition venue, with a provision for both single and double rooms. Total hotel room-nights required:

Double / Twin Room	10
Single Room	20

- The Local Organising Committee is also required to provide free accommodation for the World Triathlon officials doing the required site visits during the evaluation period or leading up to the actual event.

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

World Triathlon Office

- The Local Organising Committee must provide an office for World Triathlon personnel for maximum 8 people, equipped with the appropriate furniture, internet connection and printer/copy machine for 5 days.

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;
 - » Safe bike and swim course familiarisation and warm-up opportunities;
 - » Bike mechanic support;
 - » Local medical information services.

The LOC will provide the World Triathlon team and all Technical Officials (NTOs and ITOs) with the same race package as given to athletes, i.e., event t-shirt, tickets to all events, and sponsor gifts.

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 30 urine tests in total (including 18 ESAs, and 4 GHRFs) and 10 blood tests (4 ESA and 4 GH) in total.

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 local sim cards including data for the World Triathlon team (depending on the location, a cell phone with sim card is required).

Expo Area

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



World Triathlon 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 World Triathlon 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 World Triathlon Competition Rules;
- It is preferable to have a unique venue location for the World Triathlon Multisport Cup. 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 venues are 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](#);
- [Brand Guidelines - World Triathlon Multisport Championships](#);
- [Sport Presentation Manual](#); and
- [World Triathlon Competition Rules](#).

All above mentioned documents are available from World Triathlon.

Sport Presentation

- The event should be presented to the on-site spectators by announcers to be approved by World Triathlon. A large video screen greatly enhances the spectator engagement and is recommended.
- The Athletes Introduction and Award Ceremonies must be conducted as per the World Triathlon protocol. World Triathlon will provide such protocols.

Communication

- Promotion of the World Triathlon Multisport Cup 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 Spectators' 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 World Triathlon, 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 revenue from the following sources but not limited to:

- Sponsorship (or World Triathlon global partners unless mutually agreed)
- Public institutions
- Entry fees from the athletes
- Hotel commissions
- National media and Broadcast rights sales
- Merchandise sales (outside of the World Triathlon merchandising partner)
- Finishers' picture 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	US\$
Long Distance Triathlon	350
Duathlon Standard	200
Duathlon Sprint	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

- Details about the branding can be found in the Brand Guidelines - World Triathlon Multisport Championships.

Broadcast and Media

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

The 2023 World Triathlon Bid Process

Timeline

2022



22 April 2022

Opening of the bid process

31 July 2022

Submission of bid documents

15 September 2022

Selection and announcement of the Host Cities

Bid Application Documents

Bid Evaluation

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 a signed guarantee for the use of roads, streets and other public areas needed for the competitions 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;
- 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 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;
- Experience and structure of the Local Organising Committee;
- Support of Host Broadcaster;
- Host hotel and accommodation – information about hotels, including location and room rates;
- Athlete support services;
- Proximity to international airport;
- Draft budget proposal;
- Proposal to host a test event;
- World Triathlon is looking to have sustainability as a key area of importance for our events. Event bids that show high sustainability credentials will be given a positive weighting. The event should measure its carbon footprint and report it within 3 months from the completion of the event.

Bid Presentation

- 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, accommodation and meals for up to two nights.
- Bids will be presented to the World Triathlon 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 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



Contact

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