



**Winter Triathlon  
World Championships**



**World Triathlon  
Winter Cup**

# **Host City Bid Information**

## 2023 Criteria



**World  
Triathlon**

**Be your  
extraordinary**



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# Introduction

World Triathlon has reviewed the status of winter triathlon with the aim to revitalise the discipline by making it more exciting for athletes, media, and organisers, as well as to develop a true winter triathlon circuit to give more opportunities to athletes.

As such, the format of winter events has been revised by increasing the number of transitions for Elite/ U23 and Juniors, and an Age-Group event has been added to the World Triathlon Winter Championships programme to give an additional opportunity for these athletes to compete and also create an additional stream of revenue for organisers.

This document outlines the concept of, and the bid conditions for, World Triathlon Winter events including the 2023 World Triathlon Winter Championships and 2023 World Triathlon Winter Cup. It also provides the approved framework for organising the event, including the general Winter Triathlon Rights and Obligations.

World Triathlon Winter Championships and Cup events are designed to provide well-organised events with a wide global reach and high-quality competitions for athletes.

World Triathlon Winter Championships and Cup events will feature:

- Prize purse for the elite athletes;
- International media and internet coverage, which makes hosting attractive for sport tourism and the global brand of the host cities.

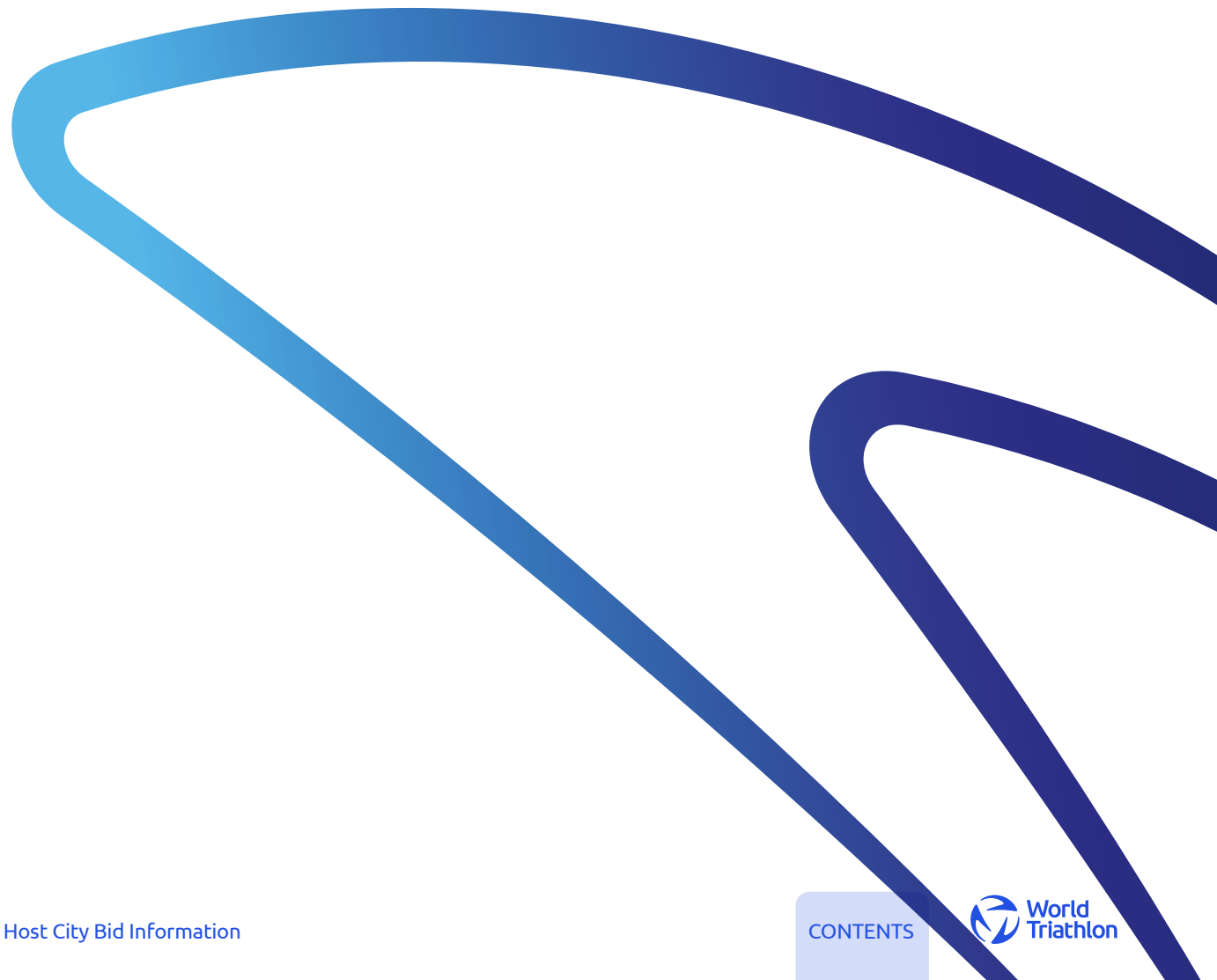
# World Triathlon - The World Governing Body

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 Anti-Doping 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](http://triathlon.org), “the official triathlon resource”.



# Winter Triathlon

World Triathlon Winter Championships and Cup events are conducted by World Triathlon in cooperation with its member NFs.

World Triathlon calls for bids annually. NFs, host cities and Local Organising Committees are encouraged to develop visionary proposals that can enhance the scope, presentation and marketing of the events. Priority will be given to existing organisers that have followed the ideal development path of hosting a National event, Series event, Regional/Continental events.

World Triathlon exclusively owns the rights to the events and contracts the organisation of the events to individual Local Organising Committees, which can be made up of any combination of NFs, host city and/or recognized event organisers.

Local Organising Committees must be fully aware of the concept, format, and scope of World Triathlon Winter events as envisioned by World Triathlon and its partners.

# World Triathlon Objectives

- Host a fair and safe competition;
- Present an event that is attractive to sponsors and/or tourism authority, and is of benefit to the National Federation's objectives of developing the sport;
- Maximise media exposure for triathlon and World Triathlon multisport disciplines nationally and globally;
- Provide an unforgettable experience to all participants and spectator audiences;
- Exhibit strong corporate support;
- Engage the support of public institutions;
- Establish strong partnerships among all stakeholders;
- Ensure a strong emphasis on sport development with a provision of a legacy for the sport in the country and the continent;
- Taking place over a whole weekend, the World Triathlon Winter Championships and Cup events are more than just sports competitions for the athletes. They are 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.
- Create a set of events that will evolve Winter Triathlon to become part of the Winter Olympic Games in the near future.

# 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

**World Triathlon Winter Championships:** LOC must provide a live internet broadcast with minimum 5 cameras from each competition day including the required personnel. Backpack Bag solution – portable transmission units are recommended for a sustainable solution. This setup is needed for all Elite/U23/Junior/Para races as well as the age group competitions. LOC will retain Domestic Rights, World Triathlon will retain International streaming rights.

**World Triathlon Winter Cups:** The LOC must provide live internet video broadcasting, which will be carried out in collaboration with World Triathlon, at the cost of the Local Organising Committee. The host owns the domestic Broadcast rights for the event. World Triathlon will retain international rights though it will work with the Local Organising Committee to distribute for optimum coverage.

World Triathlon can contract and deliver live broadcasts for events at an additional cost of approximately US\$30,000 plus transportation.

## News

Broadcast News distribution is available for the event if high-quality footage is provided by the Local Organising Committee.

## Online

The event will receive exposure on [triathlon.org](https://www.competitions.com) and official World Triathlon social media channels via news stories, photo galleries and results. Any live timing and video made available will be published to [triathlon.org](https://www.competitions.com) and [Triathlonlive.tv](https://www.competitions.com).

## 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



## Internet and Social Media

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](https://twitter.com/WorldTriathlon) / [Instagram](https://www.instagram.com/WorldTriathlon) / [Facebook](https://www.facebook.com/WorldTriathlon) / [Youtube](https://www.youtube.com/WorldTriathlon) / [TikTok](https://www.tiktok.com/WorldTriathlon) / [Weibo](https://www.weibo.com/WorldTriathlon)) 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 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.



# Local Organising Committee Requirements

## Financial Requirements

The financial obligations required to host a World Triathlon Winter events are:

2022 Fees	World Triathlon Winter Championships	World Triathlon Winter Cup
<b>Event Rights Fee</b>	US\$15,000	US\$3,000
<b>Prize Money</b>	US\$25,000	US\$15,000

## 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 team including all Technical Officials, and media team. This transportation 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;
- The Local Organising Committee may provide airline tickets for the top athletes and World Triathlon staff/technical officials.

The Local Organising Committee should ensure that local transportation from the designated airport is offered for the athletes and support personnel (including their equipment) preferably free of charge or for a modest price mutually agreed between the Local Organising Committee and World Triathlon. Such information must be communicated via the event website, including a contact person for the service.

## Accommodation

The Local Organising Committee is required to provide accommodation (breakfast included), for athletes, 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:

Total hotel room-nights required:

World Triathlon Winter Championships	World Triathlon Winter Cup
40	25
<ul style="list-style-type: none"> <li>- Additional room nights may be provided for the top elite athletes by the Local Organising Committee:</li> </ul>	
World Triathlon Winter Championships	World Triathlon Winter Cup
80	60

Additionally the LOC should provide accommodation to a group of 5-8 people that will cover the TV broadcasting of the event.

The Local Organising Committee is also required to provide free accommodation for the World Triathlon team officials carrying out 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.

## 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 the whole week of the event.

## 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:

- Airport pickup for a reasonable charge;
- 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 athletes and the para triathletes;
- Safe course familiarisations;
- Bike mechanic and ski service support;
- Local medical services;
- For all athletes, including Age-Group, the World Triathlon system should be used for registration. Process and deadlines to be discussed with World Triathlon.

- Transportation to the eight top-ranked athletes per gender from their place of residence to the event or a grant of 700 USD per athlete from a different continent and 250 USD from the same continent

The LOC will provide the World Triathlon team and 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" and one Closing/Award Function. A VIP hosting area on competition days is required.



## Anti-Doping

The Local Organising Committee will work with their National Federation and NADO in their country to organise and fund:

<b>World Triathlon Winter Championships</b>	30 urine tests (18 with ESA, 4 with GHRF) in total. 10 blood tests (4 with ESA and 4 with GH)
<b>World Triathlon Winter Cup</b>	6 urine tests in total (4 with ESA, 2 with GHRF)

## Insurance

The Local Organising Committee is obliged to provide a US\$5,000,000 (five million) event liability insurance, which covers World Triathlon officials, staff and Executive Board members.

## Technology

- Live Timing: A proficient timing company, capable of producing live results and associated costs are the responsibility of the Local Organising Committee;
- Minimum 15 radios and 3 (Cup) or 5 (Championships) local sim cards including data for the World Triathlon team (depending on the location, a cell phone with sim card is required).

## Expo

The Local Organising Committee must provide two complementary areas for expo booths/ tents for World Triathlon Anti-Doping and for an World Triathlon Global Partner, including merchandising partner, if there is an Expo Area within the venue.

## Sponsoring

World Triathlon retains the right to have up to three Global Sponsors, in the categories of telecommunication, technology, financial services, oil companies, vehicles, insurance, nutritional beverage, running shoes and sport equipment, among others. The Local Organising Committee should facilitate the allocation of spaces within the venue to showcase the World Triathlon Global sponsors as per the event branding guidelines.

# World Triathlon Technical Elements

## Technical Elements

The key technical elements of a winter triathlon event consist of:

- the competition categories;
- the schedule;
- the course;
- the venue; and
- the associated logistical requirements needed to produce a Winter Triathlon Event at the World Triathlon standard defined in the contract and Event Organisers' Manual and Competition Rules.

## Venue And Course

The technical requirements of the course and the venue are covered in the Event Organisers' Manual (EOM) and in the World Triathlon Competition Rules. The use of FIS cross-country ski venues are strongly recommended.

## Technical Officials

25 Technical Officials will be assigned to the events, arriving at least one day prior to the first competition day and departing one day after the last competition day.



## Course Formats/Distances

Winter Triathlon						Total distance*			Min. Age
Format & Distance (km)	Run	Bike	Ski	Rep	SEGMENT	Run	Bike	Ski	
2x2 Relay	1	2	2	2x2	12	4	8	8	15
Sprint – Elite/U23/Juniors	2	3	3	2x	6	4	6	6	16
Standard – Elite/U23	3	5	5	2x	6	6	10	10	18
Standard – AG	5	10	10	1x	3	5	10	10	18

Winter Duathlon					Total distance*			Min. Age
Format & Distance (km)	Run	Ski	Rep	SEGMENT	Run	Ski	Min. Age	
2x2 Relay	1	2	2x2	8	4	8	15	
Sprint – Elite/U23/Juniors	2	4	2x	6	4	8	16	
Standard – Elite/U23	4	6	2x	6	8	12	18	
Standard – AG	4	8	1x	2	4	8	18	

A difference of +/- 10% is accepted.

(\*) Distances are subject to change by World Triathlon at the end of 2022.

## Competition Categories And Schedule

	World Triathlon Winter Championships	World Triathlon Winter Cup
<b>Thursday</b>	<b>Briefing:</b> Winter Duathlon Elite/U23, Juniors  Opening ceremony / pasta party	
<b>Friday</b>	<b>Winter Duathlon:</b> - Elite/U23 Sprint (2x repetition) - Junior Sprint (2x repetition)  <b>Briefing:</b> Elite/U23, Juniors, Mixed Relay Age-Group/Para Winter Duathlon	<b>Briefing:</b> Winter Triathlon
<b>Saturday</b>	<b>Winter Duathlon</b> - Age-Group/Para Sprint  <b>Winter Triathlon:</b> - Elite/U23 Standard (2x repetition) - Junior Sprint (2x repetition)  <b>Briefing:</b> Age-Group/Para winter triathlon	<b>Winter Triathlon:</b> - Elite Sprint - Mass participation  <b>Briefing:</b> Winter Duathlon
<b>Sunday</b>	<b>Winter Triathlon:</b> - Age-Group/Para Standard - Elite/U23, Juniors 2x2 Mixed Relay	<b>Winter Duathlon:</b> - Elite Sprint - Mass participation

## Athlete Participation at World Championships

### Estimated numbers

Categories	Triathlon	Duathlon
Elite/U23	60	30
Juniors	30	10
2x2 MR	15	n/a
Para	10	10
Age-Group	300	100
<b>Totals</b>	<b>430</b>	<b>150</b>

## 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 Sport Presentation Manual;
- The Local Organising Committee should secure a minimum of two announcers.

# Communication

- Promotion of the event internationally and nationally in the years and months leading up to the event is a joint responsibility of all stakeholders;
- Printed or digital version of the Athletes' 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 strong revenues 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 revenue 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:

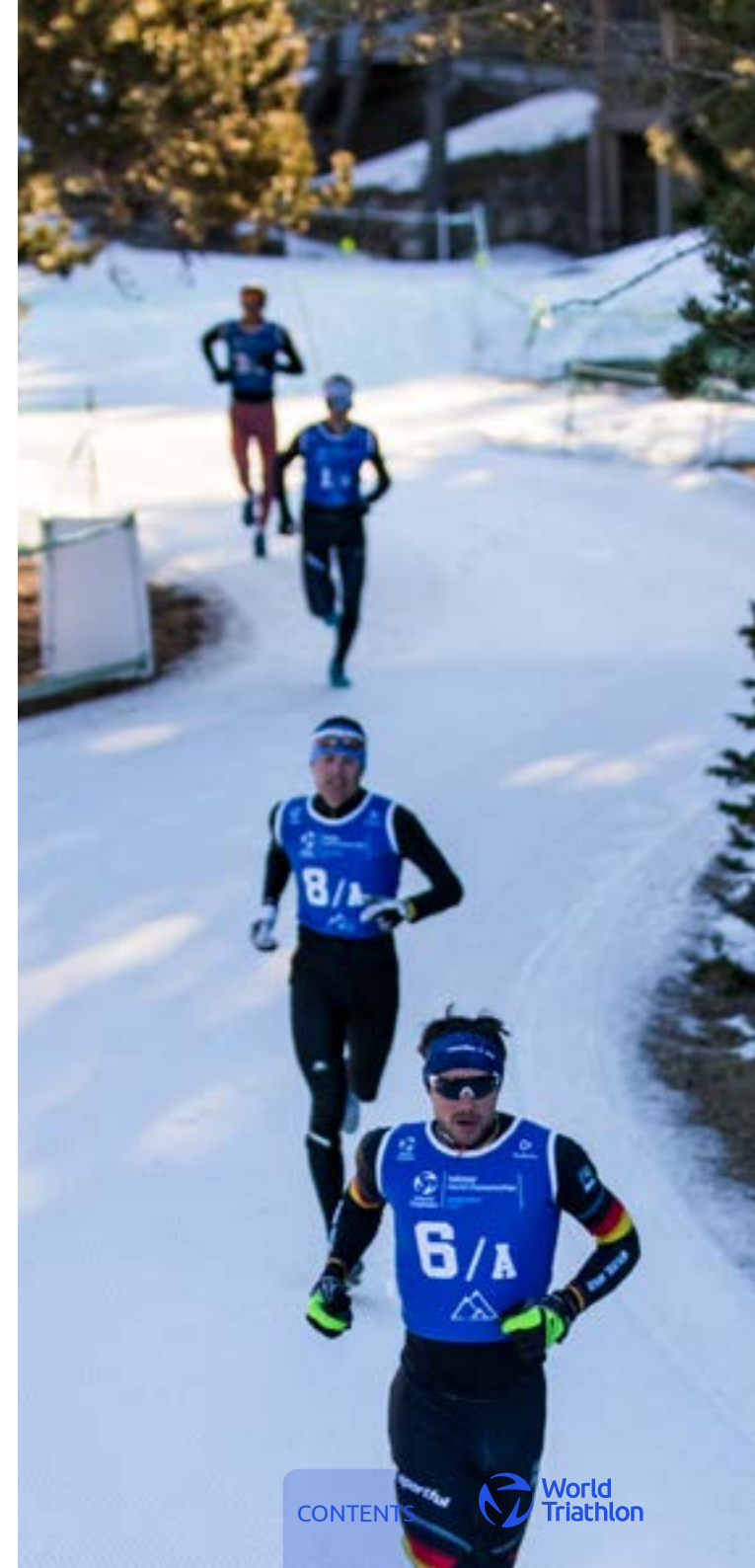
- Sponsorship (including event title sponsor);
- Public institutions;
- Entry fees from the athletes;
- Hotel commissions;
- National media and Broadcast rights sales;
- Merchandise sales;
- Finisher pictures' sales;
- Food and beverage sales;
- Ticket sales;
- Expo.

## 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.



# 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.

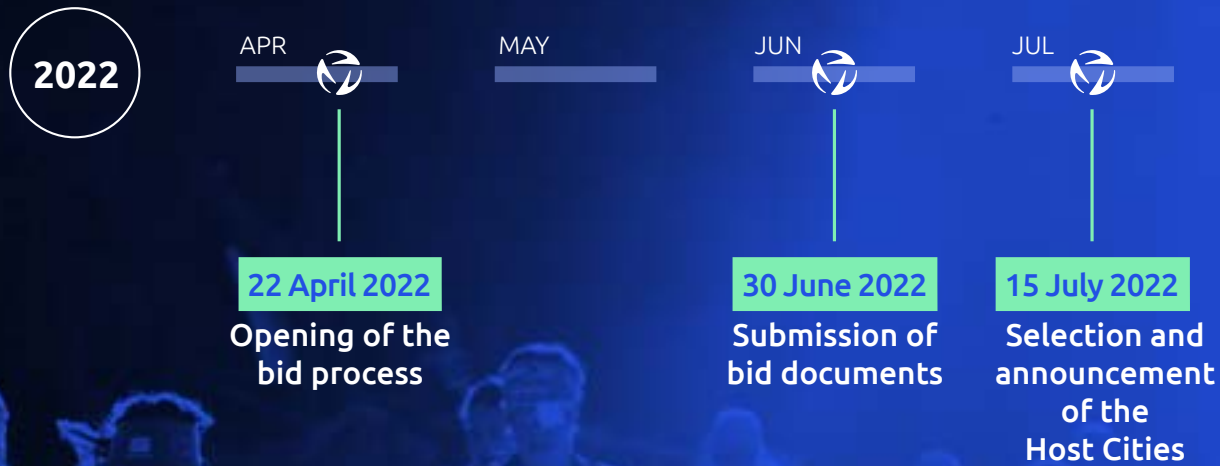
Some are already engaged, either on a voluntary basis or due to local legislation, and others have not yet started. Regardless of your location on this journey, this document offers a non-exhaustive list of actions to help keep you moving into the direction of sustainability.

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.



# The World Triathlon Bid Process

## Timeline





# 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 in good standing with a 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;
  - Environmental data: air temperature, average snowfall, air pollution index, sunrise/sunset;
  - Experience and structure of the Local Organising Committee;
  - Information about hotels, including location and room rates;
  - Athlete support services;
  - Proximity to international airport;
- Draft budget proposal;
  - Entry fee proposals with discount mechanism for multiple entries;
  - World Triathlon requires sustainability to be a key area of importance for our events.
    - > **World Triathlon Winter Championships** - The LOCs must commit and undertake all efforts of receiving a Silver level World Triathlon Events' 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
    - > **World Triathlon Winter Cup** - Event bids that show high sustainability 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 2 nights.

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



**Contact**

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extraordinary**