



ITU WORLD CUP HOST CITY BID INFORMATION

2021 CRITERIA PACKAGE

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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.

The International Triathlon Union (ITU), the sport's worldwide governing body, introduced the Triathlon World 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 Triathlon World Cup circuit became the ITU's second-tier events.

The World Cup circuit is a series of events comprising 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 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 and other Major Games.

The events attract significant media, television and internet coverage, making it attractive to tourist locations and major cities. They carry a modest prize purse and are aligned with other ITU Development programmes and athlete assistance programmes.

Triathlon has a huge base of international mass-participation followers and as such the races attract a great number of domestic and international tourists participating in the events.

HOST CITY OPPORTUNITIES

A Host City may bid for a World Cup event with the endorsement of the respective National Federation. All World Cup events share the same world-class standards, but can be located in cities of varying profiles and sizes. Hosting triathlon World 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 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 events also bring together athletes of all levels, from Olympic heroes to future stars as well as weekend warriors at the open races.

Triathlon is one of the fastest growing mass participation sports in the world, and cities can benefit greatly from major sports tourism and the positive association with its aspirational but accessible qualities.

Host cities can expect world class international coverage on the official ITU streaming platform TriathlonLIVE.tv, extensive content delivered across all official social media platforms and global TV news distribution.

Triathlon is a unique sport and, thanks to the nature of course set-ups, offers Host Cities the perfect opportunity to showcase visual postcards of landmarks, with the city landscape and surrounding environment providing the race venue as opposed to an indoor stadium.

Host cities can enjoy the unique opportunity to host an ITU World Cup event on a multi-year basis. This long-term approach offers major benefits, including stronger appeal to sponsors, increased number of mass participants, improved organisational structure, greater media profile, more engagement with the community and the creation of local and national health initiatives for the general public.

National Triathlon development initiatives and the creation of a valuable sporting legacy can also directly result from hosting a successful international World Cup event.

ITU'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;
- Providing access to global triathlon audience via ITU's digital platforms;
- 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.



**19
LIVE OUTSIDE
BROADCASTS**



**EXCLUSIVE
CONTENT
PRODUCTION**



**+500M POTENTIAL
HOUSEHOLDS
REACHED**



**BROADCAST IN OVER 190
COUNTRIES IN ALL FIVE
OLYMPIC CONTINENTS**

TELEVISION AND MEDIA

DIGITAL

Triathlon World Cup events are not constrained to a stadium, and every triathlon venue is unique. The backdrop of the event is the landmarks of the city, allowing the global audience to witness an iconic race unfold right in the midst of a city environment.

Custom news feeds and footage will be made available, on request, prior to each race. Immediately following each Triathlon World 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.

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

ITU'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 3 minutes, well above the industry average.

ITU is one of the few federations to operate a full broadcast channel online (triathlonlive.tv).

ITU have a highly engaged and rapidly growing fan base on social media, meaning our platforms allow substantial promotion of a Host City from a trusted source.

ITU's growth on social media (Twitter / Instagram / Facebook / Youtube) continues to rapidly increase daily.

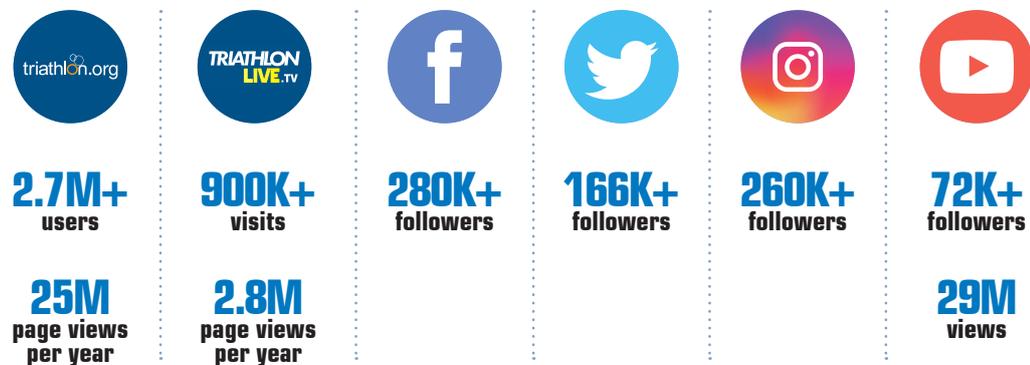
ITU has a very strong presence on **Instagram** allowing us to share a unique perspective to promote our sport to a captive, diverse audience with compelling contents. With more than **260,000 engaged followers** it continues to show strong growth.

ITU's **Twitter** accounts currently have more than **166,000 followers** internationally. 26% of our Twitter media audience comes from UK, while another 22% is based in the United States, and more than 14% 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 ITU races but also for the host cities.

ITU's **Facebook** channel continues steady growth, with a community of more than **280,000 followers**, plus many more on channels associated with ITU, such as ITU's Official Store, Multisport, etc. ITU publications reach an average audience of upwards of 1 million people.

ITU's **YouTube** channel has more than **72,000** 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.

ITU's media team will generate and distribute content for social media on all the digital properties of ITU, as well as for the TriathlonLIVE OTT platform.



Figures change daily

PRINT MEDIA AND PHOTOGRAPHY

ITU employs a highly experienced media team focused on developing original and engaging content and distributing news to the worldwide written and photographic media.

ITU brings world-class award winning sports photographers to each event and distributes images through international photo agencies such as AP, Getty, AFP and Reuters.

ITU guarantee further exposure via our media database, including journalists and media outlets from every major market in the world, which receives all ITU's 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. Every year, some World Cup events attract between 10,000–20,000 spectators per day.

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 ITU 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, ITU has introduced the ITU Sustainability Guide for Event Organizers (can be found [here](#)). 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 ITU Sustainability certification system, which will recognize the commitments of LOCs to minimize their footprint.



HOST CITY BENEFITS

The Host City acquires all the sponsorship rights for the event and ITU 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 ITU will retain the international TV distribution rights.

The Host City will retain all revenues received from public and corporate funding, mass participation entry fees, hotel commissions, catering and sales of national TV distribution and sponsorship rights.

The Host City can also use the opportunity to secure bids for Triathlon World Cup events for successive years.

HOST CITY REQUIREMENTS

The Sanction fee for an event is US\$103,000, which includes the elite athletes' prize money fee of US\$60,000.

Host City will provide transportation to and from the airport for elite athletes, support teams, ITU staff, ITU Executive Board Members, and Technical Officials. In addition, the Host City will provide accommodation for the ITU personnel and for 10 elite athletes as per Local Organising Committee requirement.

The Host City must adhere to all requirements as stated in the:

- **Local Organising Committee Requirement for the Triathlon World Cups,**
- **Sponsorship, Event Design and Branding Guidelines for the Triathlon World Cups,**
- **Event Organisers Manual**
- **Sport Presentation Manual,** and
- **ITU Competition Rules.**

All above mentioned documents are available from ITU.

SELECTION CRITERIA

The following criteria are weighted equally:

- Host National Federation letter of support 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;
- 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 ITU;
- Venue location – a stadium design proposal in a primary location;
- One transition zone setup;
- High level Age-Group and Paratriathlon proposal;
- 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 rain fall, air pollution index, current (if applicable), sunrise/sunset;
- Written financial guarantee for the organisation of the event;
- Plans to grow the scale of the mass participation event and/or additional festival activities that attract spectators;
- Host hotel and accommodation – information about hotels, including location and room rates;
- Elite athlete support services, including pre- and/or post-race dinner;
- Proximity to international airport;
- Proposal of a US\$5 million event liability insurance;
- Draft budget proposal;

- ITU is looking to have sustainability as a key area of importance for our events. Event bids that show high sustainability will be given a positive weighting;
- Provisional Local Organising Committee structure;
- Timing company partner proposal to secure the required quality of services;
- Proposal of partner anti-doping agency to cover the event.

BID SCHEDULE

Submission of
bid documents
30 June 2020



BID SUBMISSION

The bid documents and supporting materials may be submitted electronically in PDF format to events@triathlon.org. Any further information required from ITU may be addressed to the same email account.



Contact

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