



**ITU  
WORLD TRIATHLON  
SERIES**



# **ITU WORLD TRIATHLON SERIES HOST CITY BID INFORMATION**

2021 CRITERIA PACKAGE

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TRIATHLON



# # INTRODUCTION

Triathlon made its Olympic debut at the Sydney 2000 Olympic Games and has since become one of the world's fastest-growing sports. In 2008, in the midst of this success, the International Triathlon Union (ITU), the sport's worldwide governing body, unveiled an exciting new global series for the world's top athletes; the World Triathlon Series (WTS).

The World Triathlon Series comprises Olympic Distance (1.5km swim, 40km bike and 10km run), sprint distance (750m swim, 20km bike and 5km run) and Mixed Relay events, including the annual ITU Triathlon Mixed Relay World Championships.

Elite triathletes now compete in up to ten WTS races a year, including the flagship World Championships Final event, to become ITU WTS World Champion. Since its launch, the profile of the World Triathlon Series has grown rapidly, establishing itself as the pinnacle of Olympic and Sprint distance triathlon across the globe.

The World Triathlon Series continues to attract the world's finest triathletes and produce the most exciting head-to-head racing in the sport. In addition to being part of the official World Championships, WTS races are key qualifying events for the Olympic Games. As such, the series offers significant media coverage and exposure, including live broadcast distribution at every event.

The WTS also offers the greatest cumulative prize money in triathlon (over US\$2.5 million), shared evenly between men and women. For all of these reasons, triathlon's huge and dedicated international fan base and mass-participation market follows the World Triathlon Series around the globe to every stop.

# # HOST CITY OPPORTUNITIES

Host cities, with the endorsement of their respective National Federations, can bid for a World Triathlon Series event. Every WTS event demands the same consistent world-class standards are met, always located in high-profile cities and countries.

Hosting the World Triathlon Series creates an instant economic impact in cities by drawing a significant number of international tourists to the Host City, including competitors, support teams, officials, sports fans, family and friends. With the addition of local races, the number of competitors can exceed 10,000 people.

The World Triathlon Series also brings together athletes of all ages and 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, meaning that host cities can benefit hugely from major sports tourism activation.

WTS host cities can expect to attract television audiences of millions all around the world. This includes international distribution for live TV, as well as international news distribution, digital TV coverage and extensive social media and international print media coverage.

Triathlon is a unique sport and, thanks to the nature of its course set up, offers host cities the perfect opportunity to showcase visual postcards of its most iconic 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 of hosting a World Triathlon Series event on a multi-year basis and becoming an established part of the WTS circuit. 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 local community and the creation of local and national health initiatives for the general public.

National triathlon development initiatives and the creation of a genuine sporting legacy can also directly result from hosting successful international World Triathlon Series events.

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 a new audience 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.

## # ITU'S INVESTMENT AND SUPPORT SERVICES

- Investing over US\$2,500,000 in Elite athlete prize money and financial incentives;
- Employing full-time staff who deliver international broadcast distribution services and international media services;
- Covering €9,000 of TV graphics (50% of the cost);
- Hiring award-winning sports photographers for each event;
- Ensuring worldwide social media coverage across all ITU channels including Facebook, Instagram, Twitter and YouTube;
- Delivering a Series website, a global digital streaming platform and additionally providing each Host City with website design and content;
- 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.



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# # MEDIA EXPOSURE

## TELEVISION

ITU World Triathlon Series 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.

ITU'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. InFront (HBS) will support the production of live TV coverage and provide international TV distribution through their worldwide sales network.

Both the Elite men's and Elite women's race event will have an international live broadcast of approximately 2 hours each in duration.

Custom news feeds and footage will be made available, on request, prior to the race. Immediately following the ITU World Triathlon Championships 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 ITU World Triathlon Series in 2018, some of them covering extensive territories: L'Equipe covers France and the French territories; TV Arena Sport covers Slovenia, Croatia, Serbia, Montenegro, Bosnia, Macedonia and Kosovo; Fox Sports Asia covers all Asia; Liquid Telecommunication Holdings and Supersport cover all Africa; DirectTV covers South, Central America and Caribbean region.

Current buyers of WTS rights are BBC (United Kingdom), NBC (US), NHK (Japan), TVE (Spain), Fox Australia, ARD (Germany) and SporTV (Turkey), among others.

This figure is growing consistently as new long-term partners are added to the distribution. 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 also works with The Olympic Channel when rights for territories are not sold. ITU broadcasts have a potential reach of **500 million homes** in over **190 countries** on all 5 Olympic Continents.

## INTERNET AND SOCIAL MEDIA

ITU's website ([triathlon.org](http://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](http://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.

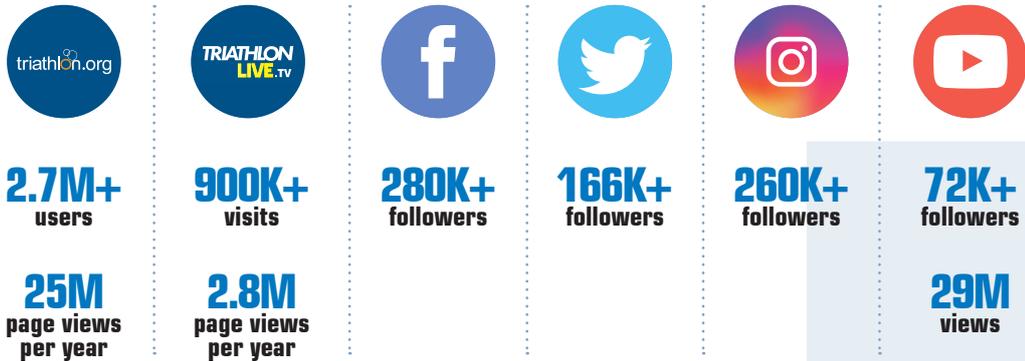
ITU has a very strong presence on **Instagram** allowing us to share a unique perspective to promote our sport to a captive, diverse audience with compelling contents. With more than **260,000 engaged followers** it continues to show strong growth.

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 also brings world-class, award winning sports photographers to each event, distributing their images through international photo agencies such as AP, Getty, AFP and Reuters. ITU guarantees further exposure via our media database, including journalists and media outlets from every major market in the world, where all ITU communications, previews, reviews, pictures and media info from our events can be found.

## ≠ SPECTATORS

WTS events have the ability to create a major spectacle with the right venue and communications programme. As an example, each year the Hamburg World Triathlon Series event attracts around 200,000 spectators per day. Annual on-site spectator numbers for the series can reach up to 1.5 million.



## # HOST CITY BENEFITS

The Host City acquires all the sponsorship rights for the event, and ITU grants the LOC the exclusive right to solicit a Naming (Title) Rights Sponsor for the event.

The Host City will retain all revenues received from public and corporate funding, mass participation entry fees, hotel commissions, catering and sponsorship rights agreed with ITU.

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

ITU is responsible for organising and producing live TV production for all Elite events, including the Mixed Relay Series if applicable.

## # SUSTAINABILITY

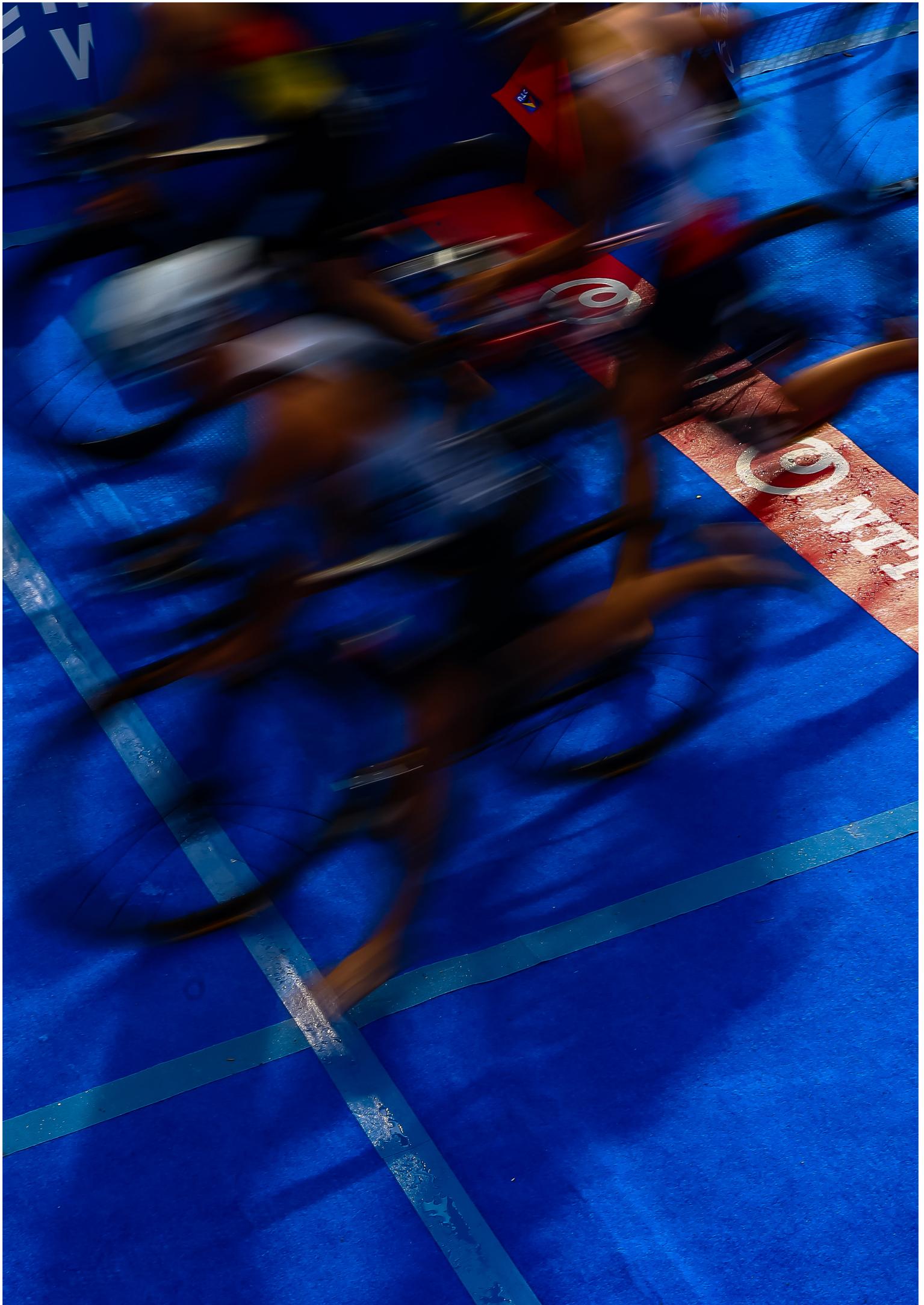
The world we are living in is changing rapidly. Industrial and economic progress has come at a great cost to the planet, but it is not too late to make decisions and take actions that can halt the damage done to our environment and stem the tide of global warming.

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 REQUIREMENTS

The Sanction Fee for a WTS event is US\$150,000.

TV production fee is approximately US\$200,000. In case a Mixed Relay event is more than one day apart or in a different city, the TV production fee may vary.

The Host City will cover the 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.

In case of an additional Mixed Relay Series competition as part of a World Triathlon Series event, the additional prize money is US\$70,000 on top of the individual prize money. No additional Sanction fee will be charged.

In case of an additional Mixed Relay World Championships competition as part of a World Triathlon Series event, the additional prize money required is US\$100,000 on top of the individual prize money and an additional Sanction Fee of US\$40,000 will be charged.

The Host City will cover 50% of TV graphics (€9,000).

The Host City will provide transportation to and from the airport for Elite athletes and support teams. In addition, the Host City will provide 4 nights' accommodation for each Elite athlete or a subsidy of US\$300 per athlete payable to the National Federation of each athlete entered.

The Host City will provide transportation to and from the airport and accommodation for ITU series staff, Executive Board Members, and Technical Officials as per the LOC Requirements.

In cases where extensive ITU technical support is needed, additional fees may be applied.

Multi-year proposals will be looked on positively.

All payments to ITU should be made free of tax.

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

- **LOC Requirements for the World Triathlon Series,**
- **Branding Guidelines for the World Triathlon Series,**
- **Event Organisers Manual**
- **Sport Presentation Manual,** and
- **ITU Competition Rules.**

All above mentioned documents are available from ITU.

# # SELECTION CRITERIA

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 race and course training;
- Scheduling/Event dates with certain flexibility with the day and start time requests;
- Internationally recognised city or iconic route with challenging, but safe and fair, bike course and run course incorporating major city landmarks to be evaluated by ITU;
- Venue location – a stadium design proposal in a primary location;
- 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, additional festival activities that attract spectators and future World Triathlon Championships bids;
- Host hotel and accommodation – information about hotels, including location and room rates;
- Elite athlete support services;
- Proximity to international airport;
- Proposal of a US\$10 million event liability insurance;
- Draft budget proposal;
- The LOCs must commit to and make every effort to acquire a Bronze-level ITU Events' Sustainability Certification by the year of the event;
- At least one athletes survey in every 4 years.

## # BID SCHEDULE



## # BID SUBMISSION

The bid documents and supporting materials may be submitted electronically in PDF format to [events@triathlon.org](mailto:events@triathlon.org). Bidding for the World Triathlon Championships is subject to a separate process. Any further information required from ITU can be addressed to the same email account.



**Contact**

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