



# ITU PARATRIATHLON EVENT HOST CITY BID INFORMATION

2021 CRITERIA PACKAGE

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# INTRODUCTION

## ITU PARATRIATHLON EVENTS 2021

This document outlines the concept of, and the bid conditions for the International Triathlon Union (ITU) Paratriathlon Events 2021. It also provides the approved framework for organising the event, including the general ITU Paratriathlon Events Rights and Obligations.

The ITU Paratriathlon Events includes:

- **ITU Paratriathlon World Championships (if applicable);**
- **ITU World Paratriathlon Series (WPS);**
- **ITU Paratriathlon World Cup (PWC).**

The Continental Championships where the staging of the Paratriathlon competitions is already a contractual obligation are excluded from these bid provisions.

The ITU Paratriathlon Events are designed to provide high quality competitions for athletes and designed to span all continents and promote global participation.

## ITU – THE WORLD GOVERNING BODY

- The International Triathlon Union (ITU) was founded in 1989;
- ITU is the world governing body for the Olympic sport of triathlon and is recognised by the International Olympic Committee (IOC), the International Paralympic Committee (IPC), the Association of Summer Olympic Sports (ASOIF), the association of International Sport Federations (GAISF), and the Association of Paralympic Sport Organizations (APSO);
- ITU is the world governing body for triathlon and all related multisport disciplines;
- More information about ITU can be found at [www.triathlon.org](http://www.triathlon.org), “the official triathlon resource”.

# ITU'S PARATRIATHLON EVENTS

## GENERAL INFORMATION

- Host cities and National Federations are encouraged to develop visionary proposals that can enhance the scope, presentation and marketing of the events. Endorsement by the National Federation is mandatory. The structure of the Local Organising Committee can be made up of any combination of National Federations, Host City and/or recognised Event Delivery Partners;
- The Local Organising Committee should host a Paratriathlon test event (National or International event) the year prior to the event. Priority will be given to existing organisers that host ITU events and/or followed the ideal development path of hosting a National event first;
- ITU calls for bids annually, but multi-year agreements can be agreed upon.

## NUMBER OF EVENTS PER YEAR

- ITU Paratriathlon World Championships: 1 event.
- ITU World Paratriathlon Series: 2-4 events worldwide that can be combined with a World Triathlon Series event or ran independently, maximum 1 per continent;
- ITU Paratriathlon World Cup: 8-10 events worldwide that can be combined with another ITU event or ran independently.

## ATHLETE PARTICIPATION

- The maximum number of athletes is limited at 70 for WPS/PWC and at 122 for World Championships. Quotas may be reviewed at the end of 2020 as part of the next ITU competition rules revision.

## ITU OBJECTIVES

- Host a safe and fair 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 paratriathlon nationally and globally;
- Promote good spectator audiences;
- Exhibit strong corporate support;
- Engage public institution support;
- Establish strong partnerships among all stakeholders;
- Ensure a strong emphasis on sport development with a provision of a legacy for the sport.

# TELEVISION & MEDIA

## TELEVISION

Any broadcast or video production is at the discretion and cost of the Local Organising Committee. The hosts own the domestic television rights for the event. ITU will retain international rights though will work with the Local Organising Committee to distribute for optimum coverage.

## NEWS

ITU will assist with any video news distribution that the Local Organising Committee can provide.

## ONLINE

The event will receive exposure on [triathlon.org](https://www.triathlon.org) and official ITU social media channels via news stories, photo galleries and results. For ITU World Paratriathlon Series live timing and video will be published on [triathlon.org](https://www.triathlon.org).

## PRINT

The event will receive the support of the ITU Media team remotely to provide assistance in communication. The ITU Media Team will write and distribute releases via major international wire services.

## 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.

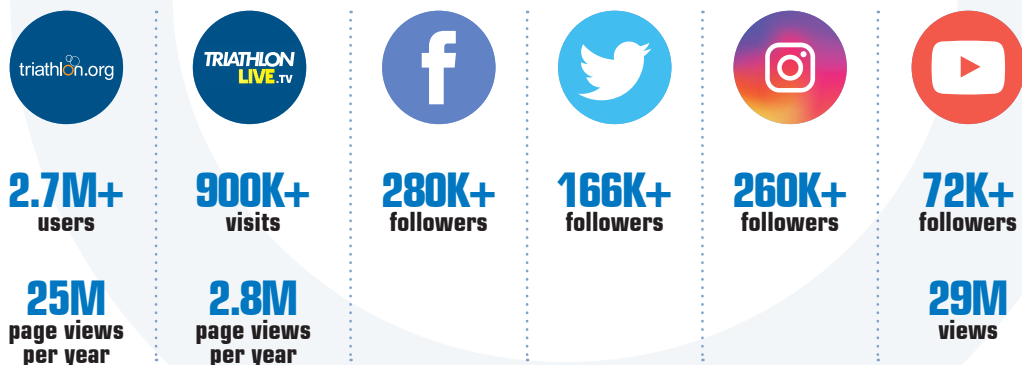
ITU has a very strong presence on **Instagram** allowing us to share a unique perspective to promote our sport to a captive, diverse audience with compelling contents. With more than **260,000 engaged followers** it continues to show strong growth.

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.





# 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.



# LOCAL ORGANISING COMMITTEE REQUIREMENTS

## FINANCIAL REQUIREMENTS

The financial obligations required to host an ITU Paratriathlon Event are:

	World Championships	WPS	PWC
<b>EVENT RIGHTS FEE</b>	US\$10,000	US\$5,000	US\$2,500
<b>CLASSIFICATION FEE</b>	US\$3,500	US\$3,500	US\$3,500

## SECONDARY FINANCIAL REQUIREMENTS

### TRANSPORTATION

The Local Organising Committee should ensure that local transportation is organised free of charge for ITU officials including those drawn from the ITU Executive Board, ITU staff, technical official(s) and classifiers. This transportation will be for all activities related to the event including:

- Airport transfers (arrival and departures);
- Transfer between hotel and competition venue(s), media events and any social activities;
- Mutually agreed number of dedicated scooters/bicycles for the ITU team.

The Local Organising Committee should ensure that local transportation from the designated airport is offered for the athletes, guides and support personnel (including their equipment) preferably free of charge or for a modest price mutually agreed between the Local Organising Committee and ITU. 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 ITU officials including those drawn from the ITU Executive Board, ITU staff and technical delegate(s) in a hotel that is reasonably close to the competition venue, with a provision for both single and double rooms. The Local Organising Committee is also required to provide free accommodation for the ITU officials doing the required site visits during the evaluation period or leading up to the actual event.

Total hotel room-nights required:

- |                            |  |
|----------------------------|--|
| <b>World Championships</b> | <ul style="list-style-type: none"> <li>• 40 room nights for the ITU team including the ITU staff/executives, technical delegate(s) and classifiers (distribution may be single/double rooms with a minimum of 3 single rooms).</li> </ul>  |
| <b>WPS</b>                 | <ul style="list-style-type: none"> <li>• 20 room nights for the ITU team including the ITU staff/executives, technical delegate(s) and classifiers (distribution may be single/double rooms with a minimum of 2 single rooms). When hosting the World Paratriathlon Series in conjunction with a World Triathlon Series event, the Local Organising Committee will need to add the above mentioned accommodation requirement;</li> <li>• 10 rooms free of charge (double occupancy and breakfast included) for 3 nights for the top designated athletes.</li> </ul>                    |
| <b>PWC</b>                 | <ul style="list-style-type: none"> <li>• 15 room nights for the ITU team including the ITU staff/executives, technical delegate(s) and classifiers (distribution may be single/double rooms with a minimum of 2 single rooms). When hosting the Paratriathlon World Cup in conjunction with a World Triathlon Series or Triathlon World Cup event, the Local Organising Committee will need to add the above mentioned accommodation requirement;</li> <li>• 6 rooms free of charge (double occupancy and breakfast included) for 3 nights for the top designated athletes.</li> </ul> |

ITU may request additional room nights under ITU budget.

The Local Organising Committee and Host National Federation must reach an agreement to procure accommodation for all Technical Officials (including SFTOs) involved at the event.

## ITU OFFICE

The Local Organising Committee must provide an office for the ITU personnel for maximum 8 people equipped with the appropriate furniture, internet connection and printer/copy machine for the whole week of the event.

## CLASSIFICATION

ITU will strategically target events for classification opportunities and in those cases will cover the cost of the classifiers. Local Organising Committees are expected to work closely with ITU to ensure classification requirements are met for facilities and established procedures in the regulations.

Local Organising Committees and NFs can also request classification opportunities outside of these events for both physical and vision impairments. For this the Local Organising Committee is to pay ITU US\$3,500 per panel and all travel and per-diem costs of the classifiers will be paid by ITU.

Classifications hosted outside the official opportunities in the calendar will not be recognised by ITU.

## ATHLETES' SERVICE/PACKAGE

The Local Organising Committee must list all the athletes' services that are offered with the entry.

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 free of charge for the entire duration of the event, starting 3 days before the first competition;
- Safe bike and swim course familiarisation;
- Bike mechanic support;
- Local medical information services.

## HOSTING

The Local Organising Committee is required to host a "Pasta Party" following the Athletes' Briefing for all athletes, coaches, ITU team and Technical Officials. A VIP hosting area on competition days is required. For the World Championships, a closing party should be organised.

## ANTI-DOPING

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

- |                            |  |
|----------------------------|--|
| <b>World Championships</b> | <ul style="list-style-type: none"> <li>• 18 urine (10 with ESA, 2 with GHRF), and 6 blood (all with GH) in total.</li> </ul> |
| <b>WPS</b>                 | <ul style="list-style-type: none"> <li>• 12 urine (6 with ESA, 2 with GHRF), and 4 blood (all with GH) in total.</li> </ul>  |
| <b>PWC</b>                 | <ul style="list-style-type: none"> <li>• 8 urine (4 with ESA, 2 with GHRF), and 2 blood (all with GH) in total.</li> </ul>   |

## INSURANCE

The Local Organising Committee is obliged to provide a US\$5,000,000 (five million) event liability insurance cover.

## LIVE INTERNET BROADCAST

- |                          |   |
|--------------------------|---|
| <b>World Champ./ WPS</b> | <ul style="list-style-type: none"> <li>• To increase the profile of the sport, ITU will provide live streaming services at WPS events. This requires local camera feed (Sport Presentation), internet and power provided by the Local Organising Committee. Please contact ITU for the full requirement.</li> </ul> |
| <b>PWC</b>               | <ul style="list-style-type: none"> <li>• No specific requirements. Anything provided by the Local Organising Committee will be published on ITU's platforms. ITU will assist in this process as much as possible.</li> </ul>  |

## TECHNOLOGY

Live Online Coverage:

- |                                |   |
|--------------------------------|---|
| <b>World Champ./ WPS / PWC</b> | <ul style="list-style-type: none"> <li>• A proficient timing company, capable of producing live results and associated costs are the responsibility of the Local Organising Committee.</li> </ul> |
|--------------------------------|---|

20 radios and 3 phones with unlimited data sim cards for the ITU team.

For World Championships and WPS event, 12 data sim cards with 25GB for live streaming back pack technology.

## TV/BROADCASTING

No specific requirements. Any footage or highlights captured to be shared with ITU for distribution. ITU will endeavour to get maximum exposure for the event.

## MEDIA

### World Champ./ WPS

- The events will receive maximum exposure on [www.triathlon.org](http://www.triathlon.org) via news stories, photo galleries and results;
- Local Organising Committees must provide ITU a minimum of 20 high resolution pictures from the event to the ITU Media team.

### PWC

- Local Organising Committees must provide ITU a minimum of 20 high resolution pictures from the event to ITU Media team.

## EXPO AREA

The Local Organising Committee may organise an expo area.



# ITU TECHNICAL ELEMENTS

## VENUE AND COURSE

- The technical requirement of the course and the venue are covered in the Event Organisers' Manual (EOM) and in the ITU Competition Rules;
- It is preferred to have a single venue location (one transition area) for the event. This results in all associated planning, logistics, implementation and athlete experience being much easier to execute effectively.

## COMPETITION SCHEDULE

- Exact competition schedule must be agreed with the Technical Delegates in advance without being compromised by parallel events.
- An estimated time of 3h30min is required from the first start till the last finish on a WPS/PWC.
- An estimated time of 4h is required from the first start till the last finish on the World Championships in cases where the Transition Area can accommodate 110 athletes at the same time. Otherwise 6h is required from the first start till the last finish.

## TECHNICAL OFFICIALS

- 25 Technical Officials will be required for the World Championships and 20 Technical Officials for WPS/PWC events, arriving one day prior to the first competition day.

## SPORT PRESENTATION

- The event should be presented to the on-site spectators by announcers to be approved by ITU. A large video screen greatly enhances the spectator engagement and it is recommended;
- The athletes' introduction and the award ceremonies must be conducted as per the ITU Sport Presentation Manual. ITU will provide such protocols.

## 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 programmes (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 athlete profiles for the top-ranked athletes;
- During the planning period, the Local Organising Committee must maintain effective communication with all external parties, including ITU, National Federations, government entities, professional contractors, vendors, sponsors and media.

## SPONSORSHIP

- ITU reserves the right to activate a global sponsor for the events and provide a mutually agreed revenue to the Local Organising Committee. The activation may include being the title sponsor or main partner.

## ATHLETES REGISTRATION

- All the rules regarding the registration deadline, eligibility, entry can be found in the ITU Qualification Criteria on [triathlon.org](http://triathlon.org).

## MANUALS AND GUIDELINES

The host city must adhere to all relevant requirements as stated in the:

- **Event Organisers Manual**
- **Branding Guidelines – Paratriathlon World Cup (PWC)**
- **Branding Guidelines – World Triathlon Series (WPS)**
- **ITU Competition Rules**
- **Sport Presentation Manual**
- **LOC Requirement – Paratriathlon Classification**

All above mentioned documents are available from ITU.







# HOST CITY REQUIREMENTS

## 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 100% revenue from the following sources but not limited to:

- Sponsorship (including event title sponsor or main sponsors via ITU);
- Public institutions;
- Entry fees from the athletes:
  - PWC: maximum US\$50/athlete;
  - WPS: no entry fee to be charged;
  - World Championships 2021: no entry fee to be charged;
- Hotel commissions;
- National media and television rights sales;
- Merchandise sales;
- Food and beverage 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

The Local Organising Committee is entitled to use at least 70% of the advertising space on the field-of play and on-site branding. ITU retains maximum 30% and rights to activate any ITU Global partner as contractually agreed upon.

Details about the branding can be found in the Branding Guidelines – ITU Paratriathlon World Cup and Branding Guidelines – ITU World Triathlon Series.

# THE ITU BID PROCESS

2020

**8 May 2020**  
Opening of the  
bid process

MAY  
2020

**30 Jun 2020**  
Submission of  
bid documents

JUN  
2020

JUL  
2020

BID EVALUATION PERIOD BY ITU

AUG  
2020

**1 September 2020**

Selection of the  
host cities by the  
ITU Executive Board  
and announcement

SEP  
2020

## BID EVALUATION

ITU will evaluate each bid based on a set of criteria and expect to receive all this information in the bid package:

- 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;
- 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 rain fall, 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;
- 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. WPS event must commit to Bronze certification.

## BID PRESENTATION

- After the bid submission deadline, ITU 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 and accommodation 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 ITU in English;
- Bids are evaluated on substance and content;
- Maps and diagrams should be accurate and of good quality;
- Digital photos should be included.

## **SUBMISSIONS**

- The bid documents and supporting materials may be submitted electronically to [events@triathlon.org](mailto:events@triathlon.org).



**Contact**

Eric Angstadt  
Senior Manager – Paratriathlon  
International Triathlon Union  
[eric.angstadt@triathlon.org](mailto:eric.angstadt@triathlon.org)