



EUROPEAN TRIATHLON UNION

ETU TRIATHLON EUROPEAN CUPS
BID DOCUMENT
2015

This document outlines the concept of, and the bid conditions for European Triathlon Union (ETU) Triathlon European Cups.

1. Introduction

1.1. This document is intended for ETU National Federations (NFs), Host Cities or Event Local Organising Committees (LOCs) interested in bidding to host an ETU Triathlon European Cup, including:

- a) ETU Junior Triathlon European Cups;
- b) ETU Sprint Triathlon European Cups;
- c) ETU Triathlon European Cups;
- d) ETU Triathlon Premium European Cups;
- e) ETU Triathlon Final.

There is a maximum amount of Events appointed per Event Category, as followed:

| Triathlon European Cup | Maximum Events |
|--------------------------------|----------------|
| Junior European Cup | 8 |
| Sprint Triathlon European Cup | 4 |
| Triathlon European Cup | 10 |
| Triathlon Premium European Cup | 3 |
| Triathlon Final | 1 |

General remarks:

- Junior European Cup races are restricted to 1 race per National Federation;
- Preference is given to Events that combine Elite level Events with Junior Events. There will be a 50% discount on the Event Fee for this second Event;
- A limited number of races can be organised on a semi-final/final format (as at ITU World Cup in Tiszaujvaros).

1.2. ETU Triathlon European Cups are designed to provide well organised events in all triathlon events with a wide continental reach and high quality competitions for athletes.

1.3. ETU Triathlon European Cups feature:

- a) Significant prize purse, with the exception of the Junior European Cups;
- b) Media and Internet coverage, which makes hosting attractive for sport tourism and for developing the global brand of the host cities.

2. International Triathlon Union-the world governing body

2.1. The International Triathlon Union (ITU) was founded in 1989.

2.2. 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) and Sportaccord, the Association of International Sport Federations.

2.3. ITU is the world governing body for triathlon and all related multisport such as Aquathlon, Duathlon, Long Distance Triathlon, Long Distance Duathlon, Cross Triathlon and Winter Triathlon.

2.4. More information about ITU can be found at www.triathlon.org, "the official triathlon resource".

3. European Triathlon Union-the European governing body

3.1. The European Triathlon Union (ETU) was established in 1984.

3.2. ETU is the European governing body for the Olympic sport of Triathlon and for all related multisport such as Paratriathlon, Aquathlon, Duathlon, Long Distance Triathlon, Long Distance Duathlon, Cross Triathlon and Winter Triathlon.

3.3. ETU is recognised by the International Triathlon Union (ITU) as the Continental Confederation in Europe.

3.4. More information about ETU can be found at www.etu.triathlon.org.

4. Triathlon European Cups overview

4.1. General information

a) ETU Triathlon European Cups are contracted by ETU to a Local Organising Committee (LOC), in partnership with its member National Federation (NF);

b) ETU calls for bids annually. NF's, host cities and LOC-s are encouraged to develop visionary proposals that can enhance the scope, presentation and marketing of the events. Priority will be given to existing organizers that have followed the ideal development path of hosting a National event, Series event or Regional events and delivered a high quality event;

c) ETU exclusively owns the rights to the events and contracts the organisation of the European Cups to individual LOC-s, which can be made up of any combination of the NF'-s, Host City and/or recognized event organisers, as long as the NF is always a co-signatory to the contract;

d) LOC-s must be fully aware of the concept, format, and scope of ETU Triathlon European Cups, as envisioned by ETU and its partners as defined in this document.

4.2. ETU Objectives

- a) Host a safe and fair competition;
- b) Present a European Cup that is attractive to sponsors, and/or, tourism authority, and is of benefit to the NF's objectives of developing the sport at a high level;
- c) Maximise media exposure for ETU Triathlon disciplines nationally and globally;
- d) Promote good spectator audiences;
- e) Exhibit strong corporate support;
- f) Engage public institution support;
- g) Establish strong partnerships (ETU/NF/LOC/Host City/and the related partners of ETU);
- h) Ensure a strong emphasis on sport development with a provision of a legacy for the sport;

5. ETU Triathlon European Cups Television and Media

5.1. Television Media

The LOC owns the domestic television rights for the event but agree to provide rushes to the ETU/ITU Media Team for their use if the LOC has TV production. ETU will do its best to generate international interest and create continental coverage. Television production and domestic distribution costs are the responsibility of the LOC.

5.2. News Media

Online news distribution can be provided for the event if quality footage is delivered in real time by the LOC.

5.3. Online Media

The event will receive exposure on etu.com via news stories, photo galleries and results. Live timing and video may be published to etu.com at ETU's discretion.

5.4. Print Media

- a) The event will receive the support of the ETU Media Coordinator who will write and distribute releases via major continental wire services and be the point of contact for all media matters.
- b) The LOC is welcome to invite the ETU Media Coordinator to attend the event to provide assistance in media operations and communication, in

which case all costs including flight from home base, and costs under 6a and 6b should be covered by the LOC.

6. ETU Triathlon European Cups Requirements

6.1. The Relevant Parties

The agreement for a European Cup will be concluded between the following parties:

- a) ETU;
- b) The LOC comprised of:
 - The Host City;
 - The event organiser;
 - The NF.

6.2. Event Fees

The financial obligations required to host an ETU Triathlon European Cup are:

| Triathlon European Cup | Event Fee** | Prize Money |
|--------------------------------|---------------|-------------|
| Junior European Cup | 3,000€ | n/a |
| Sprint Triathlon European Cup | 4,000-6,000€* | 10,000€ |
| Triathlon European Cup | 6,000€ | 12,500€ |
| Triathlon Premium European Cup | 6,000€ | 25,000€ |
| Triathlon European Cup Final | 10,000€ | 25,000€ |

* 6,000€ applies for Cat 4 and 5 National Federations only. Cat 2 and 3 pay 4,000€ event fee

** 1/3rd of the event fee will be paid as bid fee no later than on the 31st of January

6.3. Secondary Financial Considerations

a) Transportation: The LOC should ensure that local transportation is organized free of charge for up to 4 ETU officials including those drawn from the ETU Executive Board, Medical Delegate, Technical Official(s) and Media Coordinator. This transport will be for all activities related to the event including:

- Airport transfers;
- Transfer between hotel and competition venue, media events and any social activities;
- Dedicated car for ETU Technical Delegate, depending on the local distances and the feasibility of using public transport.

b) Accommodation: The LOC is required to provide 3 to 4 days free accommodation, including meals, for up to 4 ETU officials including those drawn from the ETU Executive Board, Medical Delegate, Technical

Official(s) and Media Coordinator in a hotel that is reasonably close (no more than 10 kilometres) of the competition venue.

c) Anti-Doping Control Tests for elite races only: The LOC will work with their NF and the Doping Control Agency in their country to organise and fund 10 Anti-Doping Control Tests for 5 men and 5 women. At least 3+3 tests (medallists) should include protocols for identifying EPO (erythropoietin) and CERA (Continuous erythropoietin receptor activator), as part of the standard in-competition testing screen as for the other 2 a basic in-competition test is sufficient.

d) Insurance: The LOC is obliged to work with the NF to provide one million 1,000,000€ Event Liability Insurance.

e) Technical Support: The LOC will cover the cost associated with timing, results, and communications; radios, phones; internet; as described in the contract.

f) Television and Media:

- Television is at the discretion of the LOC and the associated costs are borne by the LOC.
- Live Online Coverage: A proficient timing company, capable of producing live results and associated costs are the responsibility of the LOC.
- ETU, on request of the LOC or NF, will offer a media package, which includes attendance at the race by the Media Coordinator, one or more Camera crews (depending on whether live online coverage is required (1 minimum) or production of a longer TV show), and a producer. The LOC has to ensure that all required logistics are in place for the Media Coordinator and Camera Crew. The media package request has to be included in the LOC-s/NF bid. After receiving the media needs of the LOC the costs will be discussed and agreed by all parties (LOC/Media organisation/ETU).

g) Athletes' Services: The LOC is required to provide a full package of athletes' services appropriate to this level of competition including: all information regarding transportation from the airport including costs, access to training sites; safe bike and swim course familiarizations; bike mechanic support; local medical information services' and a unique event souvenir.

6.4. ITU/ETU Technical Elements

- a) The key technical elements of a triathlon event consist of:
- The schedule;
 - The course;
 - The venue; and

- The associated logistical requirements needed to produce a Triathlon Event at the ITU/ETU standard defined in the contract and the ITU Event Organisers' Manual and competition rules.
- b) Other Scheduled Activities: complementary cultural events over the course of the weekend.
- c) ITU/ETU Competition Course and Venue requirements: the technical requirements of the ETU Triathlon European Cups are covered in the Event Organisers' Manual (EOM) (http://www.competitions.org/about/downloads/category/event_organisers_manual) and in the ITU Competition Rules. Please study these documents (available on www.competitions.org) carefully during your bid preparation.

6.5. ETU Sport Presentation

- a) The ETU Triathlon European Cups should be presented to the on-site spectators by announcers approved by ETU. The presentation shall be in both the language of the home nation but also in English;
- b) The Award Ceremony must be conducted as per ITU Protocol, at the conclusion of each event;
- c) Printed or digital version of programmes should provide information on the venue, including diagrams of the staging and display areas, time schedule for events, a description of each event and its objective, as well as competitors' profiles for the top-ranked athletes. A start list should also be made available following the Athlete briefing.

7. ETU Triathlon European Cups Rights, Obligations & Responsibilities

7.1. Rights of the LOC

- a) To receive 100% revenue from:
 - Event title sponsor;
 - Public institutions;
 - Event-specific Sponsorship that does not compete with ETU Official global sponsors;
 - Entry fees from the athletes (must be agreed by ETU);
 - Merchandise sales;
 - Food and beverage sales;
 - Ticket sales.
- b) The right to use the official name from the day of the contract signature until six months after the last day of the event;
- c) Onsite Branding: the LOC must share advertising space on the field-of play (FOP and on-site branding with ETU and its global sponsors on a 70:30 ratio (LOC:ETU)).

7.2. Obligations of the LOC

- a) Abide by the terms and conditions of the ETU-LOC Agreement and the financial obligations outlined in 6.2;
- b) Cover all staging and organisation as set out in the Event Organisers' Manual;
- c) Promote the event locally and nationally in the months leading up to the event.

7.3. Responsibility of the LOC

a) Marketing: ETU Triathlon European Cups have the potential for generating considerable revenue over expenses when well marketed. ETU Triathlon European Cups provide a good opportunity to reduce overhead expenses by attracting support from government and commercial entities. It is the responsibility of the LOC to market the ETU Triathlon European Cups effectively. All revenues from successful marketing will go directly to the LOC.

b) Communication: during the planning period of ETU Triathlon European Cups, the LOC should maintain effective communication with all external parties, including ETU, athletes and NFs, government entities, professional contractors, vendors, sponsors and media.

c) Operations: the LOC is responsible for coordinating, directing and funding all operational aspects of the event.

- The LOC should select all staff and obtain the use of all venues, equipment and other materials need for conducting the ETU Triathlon European Cups;
- To ensure the ETU Triathlon European Cup is administrated effectively, the LOC and the ETU will establish internal management structures and procedures that allow both parties to work together cohesively;

- ETU will designate two (one for junior European Cup) Technical Delegates, who will be the central point of contact for communication on all ETU European Cups matters for the specific Triathlon;

d) Preparation: prior to participants arriving, LOC staff should be familiar with, and capable of performing all of their required tasks. Back-ups for all systems, equipment and staff should be in place; venues should be fully prepared; volunteers should be fully trained and briefed; technical systems and equipment should be tested and fully operational; and operational procedures should be well rehearsed and fully functional.

8. The ETU Bid Process

8.1. Introduction

ETU Triathlon European Cups LOC'-s will be selected through the bidding process. The bid process is launched according to the following tables:

2015 Triathlon European Cups Bid Timeline:

| Deadline | Event |
|----------------------|----------------------------------|
| 8 August 2014 | Opening of the Bid Process |
| 15 September 2014 | Submission of bid documents |
| 16-20 September 2014 | Bid evaluation Period by ETU |
| 20 September 2014 | Selection of 2015 host cities |
| 21 September 2014 | Announcement of 2015 host cities |

8.2. Bid Evaluation

- a) ETU will evaluate each bid based on a set of criteria:
 - Geographical location and the number of events in the region. There cannot be more than 1 Junior European Cup per country;
 - Experience of the LOC;
 - Commitment of the city and other public agencies;
 - Marketing and promotions plan;
 - Sponsorship plan and secured sponsor agreements;
 - Support of the host National Federation;
 - LOC'-s and NF'-s commitment to ETU Sport Development.
- b) After the bid documentation Submission Deadline, ETU may visit all new Venues/Cities that have sent all the proprietary documentation to ETU. The bidder must cover the accommodation costs during such visit.
- c) ETU may eliminate bids that are not in line with the criteria as laid out in this bid document. ETU will only shortlist a bidder if it is convinced that the bidder has the capability and resources to stage an ETU Triathlon European Cup at the quality required, and to fulfil all the obligations of the ETU Triathlon European Cups.
- d) A bidder may apply for a multi-year contract.
- e) The decision on the selection will be made by the ETU Executive Board.

8.3. Bid Application Documentation

The purpose of this section is to assist bid committees in the preparation of a comprehensive bid package:

- a) Documents should be prepared in a simple format at a modest cost. All bid costs are the responsibility of the LOC.
- b) All documents must be submitted to the ETU in English.
- c) Bids are evaluated on substance and content.
- d) The Bid Questionnaire (pages 11-12) should be completed in print form.
- e) Maps and diagrams should be accurate and of good quality.
- f) Digital photo should be included.

8.4. "Bid Package" Contents

The following materials should be included:

- a) Letters of support:
 - A signed letter of support from the respective NF;
 - A host city letter of commitment including assurance of police support for the required road closures, a medical emergency commitment, and other financial commitments.
- b) A visual presentation from the candidate city.
- c) The structure of the organizing committee along with brief curriculum vitae of the key people.
- d) Draft budget outlining revenue and expenses.
- e) Draft marketing and promotion plan.
- f) The environmental data of the area (tide tables for swim area, weather forecast with average temperatures, water quality conditions).
- g) Proposed venue and course maps.
- h) Proposed event dates, with at least one alternative date.

8.5. Submissions

The bid documents and supporting materials must be submitted electronically to etu_hq@etu.com or by regular mail to the ETU office: European Triathlon Union, for the attention of: Kathleen Smet, Kroonstraat 72, B3581 Beverlo, Belgium.

APPENDIX

1. Bid Committee Credentials

| | |
|--|--|
| NF Representative Contact Name: Email address: Telephone Number | |
| LOC Representative Contact Name: Email address: Telephone Number: | |
| Type of event: | <input type="checkbox"/> Junior European Cup <input type="checkbox"/> Sprint Triathlon European Cup <input type="checkbox"/> Triathlon European Cup <input type="checkbox"/> Triathlon Premium European Cup <input type="checkbox"/> Triathlon Final |
| Proposed date: | |
| Alternative date 1: | |
| Alternative date 2: | |

2. Questionnaire

| Question | Yes | No | Comments and explanation |
|---|-----|----|--------------------------|
| Letter of support from Host City? | | | |
| Confirmation of road closure for the race? | | | |
| Medical emergency support? | | | |
| Local transit support? | | | |
| Support of Public institutions? (National/Regional Government) | | | |
| Letter of National Federation support? | | | |
| Number of qualified National Technical Officials? | | | |

| Question | Yes | No | Comments and explanation |
|---|-----|----|--------------------------|
| Number of Certified International Technical Officials in the NF | | | |
| Confirmation of the support of top elite national athletes for the event? | | | |
| Sport development plans associated with the event? (youth event,...) | | | |
| Event insurance (1 million EURO) secured and proof attached? | | | |
| Sponsorship secured/anticipated? | | | |
| Marketing plan attached? | | | |
| Promotions plan attached? | | | |
| Media plan attached? Assistance of ETU necessary? | | | |
| Athletes' services plan attached? | | | |
| Budget attached? | | | |
| Local host broadcaster support – if confirmed? | | | |
| Timing company name? | | | |
| LOC structure? | | | |
| Venue and course maps attached? | | | |
| Environmental data of the area attached? | | | |