



EUROPEAN TRIATHLON UNION

MULTISPORT EUROPEAN  
CHAMPIONSHIPS  
BID DOCUMENT  
2017

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

## **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 Multisport European Championship, including:

- a) ETU Winter Triathlon European Championships;
- b) ETU Aquathlon European Championships;
- c) ETU Cross Triathlon European Championships;
- d) ETU Duathlon European Championships;
- e) ETU Cross Duathlon European Championships.

1.2. ETU Multisport European Championships are designed to provide well organised events in all triathlon-related Multisports with a wide continental reach and high quality competitions for athletes.

1.3. ETU Multisport European Championships feature:

- a) Significant prize purse;
- 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](http://www.triathlon.org), "the official triathlon resource".

## **3. ETU-the European governing body**

3.1. The European Triathlon Union (ITU) 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.com](http://www.etu.com).

## **4. Multisport European Championships overview**

### 4.1. General information

- a) ETU Multisport European Championships are contracted by ETU to a Local Organising Committee (LOC), in cooperation 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 Championships to individual LOCs, which can be made up of any combination of 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 Multisport European Championships, 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 Championship 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 Multisport 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;
- i) Unfolding over the course of the weekend, ETU Multisport European

Championships will not only be a sporting competition open to athletes, but will provide the opportunity for competition and sport development from grassroots to the elite level. The idea of a pathway from grassroots to elite is unique to the sport of triathlon, where we can witness athletes racing from 5 years to 95 years old. The entire event is a visual spectacle that will inspire and motivate.

## **5. ETU Multisport European Championships Television and Media**

### **5.1. Television Media**

The LOC owns the domestic television rights for the event. ETU will do its best to generate international interest and create continental coverage provided that the LOC will give the images to ETU. 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](http://etu.com) via news stories, photo galleries and results. Live timing and video may be published to [etu.com](http://etu.com) at ETU's discretion, if provided by the LOC.

### **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 Multisport European Championships Requirements**

### **6.1. The Relevant Parties**

The agreement for a European Championship 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 Multisport European Championships are:

Multisport European Championship	Event Fee	Prize Money
Winter Triathlon	1,000€	3,000€
Aquathlon	2,000€	6,000€
Cross Triathlon	5,000€	10,000€
Duathlon	6,000€	15,000€
Cross Duathlon	2,500€	6,000€

## 6.3. Secondary Financial Considerations

a) Transportation: The LOC should ensure that local transportation is organized free of charge for up to 6 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 free accommodation for up to 5 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) Hosting: The LOC is required to host a "Pasta Party" and include a VIP hosting area on race day plus a closing/award ceremony. Specific protocols can be found in the ITU Protocol Manual.

d) Anti-Doping Control Tests: The LOC will work with their NF and the Doping Control Agency in their country to organise and fund 6 Anti-Doping Control Tests for 3 men and 3 women. Tests should include protocols for identifying EPO (erythropoietin) and CERA (Continuous erythropoietin receptor activator), as part of the standard in-competition testing screen.

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

f) Technical Support: The LOC should be aware of the cost associated with timing, results, and communications; radios, phones; internet; as described in the contract.

g) 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 is planning to 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.

h) Athletes' Services: The LOC is required to provide a full package of athletes' services appropriate to this level of competition including: 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 multisport event consist of:

- The competition categories;
- The schedule;
- The course;
- The venue; and
- The associated logistical requirements needed to produce a Multisport Event at the ITU/ETU standard defined in the contract and the ITU Event Organisers' Manual and competition rules.

b) Competition Categories:

Multisport Event	Elite	U23	Junior	Age-Group	Paratriathlon
Winter Triathlon	yes	yes	yes	yes	yes
Aquathlon	yes	yes	yes	yes	yes
Cross Triathlon	yes	yes	yes	yes	yes
Duathlon*	yes	yes	yes	yes	yes
Cross Duathlon	yes	yes	yes	yes	yes

\*Duathlon: the events are sprint distance for elite, U23, juniors, AG and para and standard distance for AG.

- c) Other Scheduled Activities: complementary cultural events over the course of the weekend.
- d) ITU/ETU Competition Course and Venue requirements: the technical requirements of the ETU Multisport European Championships are covered in the Event Organisers' Manual (EOM) ([http://www.triathlon.org/about/downloads/category/event\\_organisers\\_manual](http://www.triathlon.org/about/downloads/category/event_organisers_manual)) and in the ITU Competition Rules. Please study these documents (available on [www.triathlon.org](http://www.triathlon.org)) carefully during your bid preparation.

#### 6.5. ETU Sport Presentation

- a) The ETU Multisport European Championships should be presented to the on-site spectators by announcers approved by ETU;
- 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 Multisport European Championships 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;
  - 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 Multisport European Championships have the potential for generating considerable revenue over expenses when well marketed. ETU Multisport European Championships 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 Multisport European Championships effectively. All revenues from successful marketing will go directly to the LOC.
- b) Communication: during the planning period of ETU Multisport European Championships, 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 Multisport European Championships;
  - To ensure the ETU Multisport European Championships 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 Technical Delegates, who will be the central point of contact for communication on all ETU European Championships matters for the specific Multisport;
- 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 Multisport European Championships LOCs will be selected through the bidding process. The bid process is launched according to the following tables:

2017 Multisport European Championships Bid Timeline:

Deadline	Event
25 January 2016	Opening of the Bid Process
18 May 2016	Submission of bid documents
19-25 May 2016	Bid evaluation Period by ETU
25 May 2016	Selection of 2017 host cities
26 May 2016	Announcement of 2017 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;
  - 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 Multisport European Championships at the quality required, and to fulfil all the obligations of the ETU Multisport European Championships.
- 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.
- 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.
- g) A PC formatted CD or DVD should include all printed and extra materials.

#### 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.
  - A letter of support from other relevant public Institutions;
  - A letter of support from the local tourism authority including any anticipated financial assistance.
  - A letter outlining commitments from media and television for the event;
  - A letter describing any existing or planned commercial sponsorship 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 in PDF format to [etu\\_hq@etu.com](mailto:etu_hq@etu.com) or by regular mail to the ETU office: European Triathlon Union, for the attention of: Kathleen Smet, Koolmijnlaan 185, B-3582 Beringen, Belgium.

## APPENDIX

### 1. Bid Committee Credentials

Multisport Competition		
Name of Bid Entity		
Description of Bid Entity		
Name of National Federation		
Address of Bid Entity	Street Address	
	Phone Number	
	Email	

### 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?			
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? (your event,...)			
Event insurance (1 million EURO) secured and proof attached?			

Question	Yes	No	Comments and explanation
Sponsorship secured/anticipated?			
Marketing plan attached?			
Promotions plan attached?			
Media plan attached?			
Athletes' services plan attached?			
VIP hosting 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?			