



EUROPEAN TRIATHLON UNION

2019 SPRINT TRIATHLON EUROPEAN CHAMPIONSHIPS BID DOCUMENT

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

1. Introduction

1.1. This document is intended for ETU National Federations (NF'-s), Host Cities or Event Local Organising Committees (LOC'-s) interested in bidding to host the 2019 elite ETU Sprint Triathlon European Championship, including:

- i) ETU Elite Sprint Triathlon European Championships;
- ii) ETU Paratriathlon European Championships;
- iii) ETU Age Group Sprint Triathlon European Championships.

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

1.3. ETU Sprint Triathlon European Championships feature:

- i) Significant prize purse for elite athletes;
- ii) Media and internet coverage, which makes hosting attractive for sport tourism and for developing the global brand of the host city.

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, Cross Duathlon, Aquabike and Winter Triathlon.

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

3. ETU-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, Cross Duathlon, Aquabike 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 etu.com.

4. ETU Sprint Triathlon European Championships overview

4.1. General information

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

ii) 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;

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

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

4.2. ETU Objectives

i) Host a safe and fair competition;

ii) 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;

iii) Maximise media exposure for the ETU Sprint Triathlon European Championships nationally and globally;

iv) Promote good spectator audiences;

v) Exhibit strong corporate support;

vi) Engage public institution support;

vii) Establish strong partnerships (ETU/NF/LOC/Host City/and the related partners of ETU);

viii) Ensure a strong emphasis on sport development with a provision of a legacy for the sport.

5. ETU Sprint Triathlon European Championships Television and Media

5.1. Television Media

The LOC owns the domestic television rights for the event but agrees to provide rushes to the ETU/ITU Media Team for their use. 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 at the ETU website, 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, if provided by the LOC.

5.4. Print Media

- i) 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.
- ii) The ETU Media Coordinator will attend the event to provide assistance in media operations and communication. All costs, with the exception of the flight from home base, should be covered by the LOC (see costs under 6.3a and 6.3b).

6. ETU Sprint Triathlon European Championships Requirements

6.1. The Relevant Parties

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

- i) ETU;
- ii) The LOC comprised of:
 - The Host City;
 - The event organiser;
 - The NF.

6.2. Event Fees

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

ETU Sprint Triathlon European Championship	Event Fee	Prize Money
	10,000€	30,000€*

* The Prize Money is for the elite individual European Championships only

All fees need to be paid to ETU well in advance. First the LOC needs to pay a bid fee consisting of 1/3rd of the Event Fee by the end of January 2019, the rest of the Event Fee should be paid 60 days and the Prize Money 30 days prior to the Event.

6.3. Secondary Financial Considerations

i) Transportation: The LOC should ensure that local transportation is organized free of charge for up to 8 ETU officials including the ETU Executive Board, Technical Officials, Medical Delegate 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.

ii) Accommodation: The LOC is required to provide 4 days free accommodation for up to 8 ETU officials including the ETU Executive Board, Technical Officials, Medical Delegate and Media Coordinator in a hotel that is reasonably close (no more than 10 kilometres) to the competition venue.

iii) Hosting: The LOC is required to host an opening ceremony, 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.

iv) Anti-Doping Control Tests: 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 elite men, 5 elite women. Tests should include protocols for identifying EPO (erythropoietin) and CERA (Continuous erythropoietin receptor activator), as part of the standard in-competition testing screen.

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

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

vii) 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 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 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).

viii) 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.

ix) Briefing: Room for at least 100 athletes for a briefing.

6.4. ITU/ETU Technical Elements

i) The key technical elements of a Sprint Triathlon European Championships consist of:

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

ii) The following athletes can compete at the Sprint Triathlon European Championships:

- Elite, U23 and Junior athletes are eligible to race as an elite athlete in sprint distance triathlon races.
- Paratriathlon
- Age Group: 5 years Age Group categories starting from 16-19 years.

iii) Other Scheduled Activities: complementary cultural events over the course of the weekend.

iv) ITU/ETU Competition Course and Venue requirements: the technical requirements of the ETU Sprint Triathlon European Championships are covered in the Event Organisers' Manual (EOM)

(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) carefully during your bid preparation.

Race distances are:

ETU Sprint Triathlon European Championships	Swim	Bike	Run
Elite, Age Group and Paratriathlon	750m	20km	5km

Please take note that Elite races are multi-lap events where bike laps are 5 to 7km long and run laps 2,5km long.

6.5. ETU Sport Presentation

- i) ETU Sprint Triathlon European Championships 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;
- ii) The Award Ceremony must be conducted as per ITU Protocol, at the conclusion of each event;
- iii) Printed or digital version of the event 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 Sprint Triathlon European Championships Rights, Obligations & Responsibilities

7.1. Rights of the LOC

- i) To receive 100% revenue from:
 - Event title sponsor;
 - Public institutions;
 - Event specific Sponsorship that does not compete with ETU global sponsors;
 - Entry fees from the athletes;
 - Merchandise sales;
 - Food and beverage sales;
 - Ticket sales.
- ii) The right to use the official name from the day of the contract signature until six months after the last day of the event;
- iii) 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

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

7.3. Responsibility of the LOC

- i) Marketing: ETU Sprint Triathlon European Championships have the potential for generating considerable revenue over expenses when well marketed. ETU Sprint Triathlon 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 Sprint Triathlon European Championships effectively. All revenues from successful marketing will go directly to the LOC.
- ii) Communication: during the planning period of ETU Sprint Triathlon European Championships, the LOC should maintain effective communication with all external parties, including ETU, athletes and NF'-s, government entities, professional contractors, vendors, sponsors and media.
- iii) 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 Sprint Triathlon European Championships;
 - To ensure the ETU Sprint Triathlon European Championships is administered 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 and 1 Medical Delegate, if necessary, who will be the central point of contact for communication on all ETU Sprint Triathlon European Championships matters;
- iv) 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

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

2019 European Championships Bid Timeline:

Deadline	Event
24 February 2017	Opening of the Bid Process
5 June 2017	Submission of bid documents
6-14 June 2017	Bid evaluation Period by ETU
14 June 2017	Selection of 2019 host city
15 June 2017	Announcement of 2019 host city

8.2. Bid Evaluation

i) ETU will evaluate each bid based on a set of criteria:

- Geographical location and the number of events in the region;
- Experience and creditworthiness 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.

ii) 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.

iii) 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 Sprint Triathlon European Championships at the quality required, and to fulfil all the obligations of the ETU Sprint Triathlon European Championships.

iv) 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

- i) Documents should be prepared in a simple format at a modest cost.
- ii) All documents must be submitted to the ETU in English.

- iii) Bids are evaluated on substance and content.
- iv) The Bid Questionnaire (pages 11-12) should be completed.
- v) Maps and diagrams should be accurate and of good quality.
- vi) Digital photos should be included.
- vii) A PC formatted CD or DVD should include all printed and extra materials.

8.4. "Bid Package" Contents

The following materials should be included:

- i) 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.
- ii) A visual presentation of the candidate city.
- iii) The structure of the organizing committee along with brief curriculum vitae of the key people.
- iv) Draft budget outlining revenue and expenses.
- v) Draft marketing and promotion plan.
- vi) The environmental data of the area (tide tables for swim area, weather forecast with average temperatures, water quality conditions).
- vii) Proposed venue and course maps.
- viii) 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 or by regular mail to the ETU office: European Triathlon Union, for the attention of: Kathleen Smet, Koolmijnlaan 185, B3582 Beringen, Belgium.

APPENDIX

1. Bid Committee Credentials

Name of Bid Entity		
Description of Bid Entity		
Name of National Federation		
Address of Bid Entity	Street Address	
	Phone Number	
	Email	
Event date proposal	Preferable date	
	Optional date	

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,...)			

Question	Yes	No	Comments and explanation
Event insurance (min. 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?			
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?			