



EUROPEAN TRIATHLON UNION

TRIATHLON EUROPEAN CUPS
BID DOCUMENT
2021

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 a ETU Triathlon European Cup, including:

- a) ETU Triathlon Junior European Cups;
- b) ETU (Super)-Sprint or Olympic Distance Triathlon European Cups;
- c) ETU (Super)-sprint or Olympic Distance Triathlon Premium European Cups;

General remarks:

- Junior European Cup races are preferably 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 (Junior Event);
- A limited number of races can be organised on a semi-final/final format, or a new format which needs to be approved by the WT Technical Commission.

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

1.3. ETU Triathlon European Cups feature:

- a) Significant prize purse for the Triathlon European Cups, however offering prize money for Junior European Cups is not allowed;
- b) Media and Internet coverage, which makes hosting attractive for sport tourism and for developing the global brand of the host cities.

2. World Triathlon-the world governing body

2.1. The World Triathlon Federation (WT) was founded in 1989.

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

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

3. European Triathlon Union-the European governing body

- 3.1. 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 World Triathlon (WT) as the Continental Confederation in Europe.
- 3.4. More information about ETU can be found at europe.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;
- i) Guaranteeing proper anti-doping work (see details on 6.3c)
- j) ETU is keen to ensure all our events are delivered in a sustainable and eco-friendly way. ETU will give positive assessment to bids that detail innovative ways to ensure that the event is sustainable.

5. ETU Triathlon European Cups Television and Media

5.1. Television Media

- a) ETU owns the domestic television rights for the event but agrees to work with the LOC to maximise domestic distribution. Revenue from any domestic distribution will be to the benefit of the LOC. The LOC will provide rushes to the ETU/WT Media Team for their use post the event. ETU through its partners will do its best to generate international interest and create continental coverage. Television production and domestic distribution costs are the responsibility of the LOC.
- b) TV broadcast or Live Streaming is compulsory for the ETU Premium Cups. It is however optional for non-premium European Cups and Junior Cups although ETU is very keen to maximise the media potential of our events.
- c) The LOC should at least produce a 6 to 10-minute highlight video show (TV quality) with rights free for an annual summary of the European Cup which will be produced by ETU.
- d) 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. The cost for this to be borne by 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 europe.triathlon.org via news stories, photo galleries and results. Video may be published to europe.triathlon.org at ETU's discretion.

5.4. Live Timing

Live timing from the event including split times after swim exit, each bike lap and each run lap and finish time are mandatory. A proficient timing company, capable of producing live timing results that can be output to the live video production to provide live timing graphics as the race(s) progress should be provided for European Premium Cups. Associated costs for this are the responsibility of the LOC. The Timing company should be approved by ETU.

5.5. Media Coverage

- 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 6.3a and 6.3b should be covered by the LOC.

c) The event will receive exposure on europe.triathlon.org via news stories, photo galleries and results. Live timing and video may be published to europe.triathlon.org at ETU's discretion, if provided by the LOC.

5.6. Branding and sponsorship

a) Branding – the ETU will retain the right to a maximum of 30% of the branding space for the ETU and ETU sponsors.

b) The ETU will provide an event logo which must be used by the LOC in accordance with the ETU branding guidelines.

c) Sponsors - the ETU shall retain the commercial rights of the event for ETU Sponsors however; ETU agrees that it shall grant to the Host, the non-exclusive Commercial and Naming Rights of the event and the Host shall be entitled to retain any and all revenue generated by these Host Commercial Rights. Should the ETU not wish to take up their reserved rights these will be handed back to the LOC.

d) The LOC must liaise with the ETU to ensure that any sponsors the LOC wish to bring on board do not compete with ETU's sponsors.

5.7. Merchandising

The LOC will have the right to produce, distribute and sell merchandising production for the event, with the obligation to include in all items the logo of the event and the ETU.

ETU will retain the right to sell merchandising specific from ETU and World Triathlon, including merchandising refer to the European Championships. ETU/World Triathlon merchandising will not include the event logo.

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 | Event Fee* | Prize Money** |
|--|------------|--|
| Junior European Cup | 4.000€*** | n/a |
| Triathlon European Cup ((Super)- Sprint or Olympic Distance) | 7.000€**** | 10.000€ ((super)sprint) 12.500€ (OD) |
| Triathlon Premium European Cup ((Super)- Sprint or Olympic Distance) | 7.000€**** | 25.000€ |

* 1/3rd of the event fee will be paid as bid fee no later than on the 5th February 2021.

** The amount of the prize money is a minimum requirement. The organizers are free to provide a higher prize money.

*** 50% reduction if LOC host as well a European Cup race for elite athletes.

****7.000€ applies for Cat 4 and 5 National Federations only. Cat 2 and 3 pay 5.000€ event fee. Please note that the event fee includes a sticker set, 4 body decals and a swim cap for each junior and/or elite competitor.

6.3. Secondary Financial Considerations

a) Transportation: The LOC should ensure that local transportation is organized free of charge for up to maximum 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/vehicle for ETU Technical Delegate, depending on the local distances and the feasibility of using public transport.

b) Accommodation: The LOC is required to provide 4 to 5 days free accommodation (based on single rooms), including meals, for up to maximum 6 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: The LOC will work with their NF and the Doping Control Agency in their country to organise and fund Anti-Doping Control Tests for 4 men and 4 women at the elite category and at least 1 man and 1 woman at the junior category. All tests should include protocols for identifying EPO (erythropoietin) and CERA (Continuous erythropoietin receptor activator), as part of the standard in-competition testing screen.

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) 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. On accommodation the LOC has to make sure that hotel options for athletes various from **stars to ****stars maximum. The LOC tries to negotiate special rates with the hotels. All this information should be described within an athlete guide that needs to be available not later than 4 months prior to the event date.

6.4. WT/ETU Technical Elements

- a) The key technical elements of a triathlon event consist of:
 - The schedule;
 - The course;
 - The venue;
 - The associated logistical requirements needed to produce a Triathlon Event at the WT/ETU standard defined in the contract and the WT Event Organisers' Manual and competition rules.
- b) Other Scheduled Activities: complementary cultural events over the course of the weekend.
- c) WT/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.triathlon.org/about/downloads/category/event_organisers_manual) and in the WT Competition Rules. Please study these documents (available on www.triathlon.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 as well as in English;
- b) The Award Ceremony must be conducted as per WT/ETU 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 (2021: 80€ for Elite, 60€ for Juniors and 120€ for junior mixed team relay);

- 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;
- d) Cover all staging and organisation as set out in the WT/ETU Branding Guidelines;

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 the 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;
 - WT/ETU appoint a Technical Delegate who will be the central point of contact for communication on all ETU European Cups matters for the specific Triathlon;
 - WT/ETU will also appoint an Assistant Technical Delegate (aTD) preferably from the country in which the European Cup takes place;
- d) Preparation: prior to participants arriving, the 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. 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:

2021 Triathlon European Cups Bid Timeline:

| Deadline | Event |
|--------------------|--|
| 5 June 2020 | Opening of the Bid Process |
| 30 September 2020 | Submission of bid documents |
| 1-16 October 2020 | Bid evaluation Period by ETU |
| 17-29 October 2020 | Information if bid was successful or not |
| 30 October 2020 | Announcement of final 2021 calendar |

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 might visit all new Venues/Cities that have sent all the proprietary documentation to ETU. The bidder must cover the accommodation and travel costs from home base during such visit for the Technical Delegate.

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 2-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.triathlon.org.

APPENDIX

1. Bid Committee Credentials

| | |
|--|--|
| NF Representative Contact Name: Email address: Telephone Number: | |
| LOC Representative Contact Name: Email address: Telephone Number: | |
| Type of event: | 0 Junior European Cup 0 super sprint* 0 sprint 0 Junior mixed relay** 0 Triathlon European Cup 0 super sprint or sprint* 0 OD 0 Triathlon Premium European Cup 0 super sprint or sprint* 0 OD |
| Proposed date: | |
| Alternative date 1 (mandatory): | |
| Alternative date 2: | |

* please underline what applies for you

** only in combination with a junior European Cup

Please complete the questionnaire on the next page.

Please write down below other important information to support your bid:

Bid submitted by: _____ (name)

Function: _____

On: _____ (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 NF and/or Anti-Doping Agency to organise the doping controls which are requested. | | | |
| 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? | | | |