



EUROPEAN TRIATHLON UNION

MULTISPORT EVENTS EUROPEAN
CHAMPIONSHIPS BID DOCUMENT
2021

This document outlines the concept of, and the bid conditions for Triathlon Europe (ETU) Multisport Events 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 a ETU Multisport Event European Championship, including:

a) ETU Middle Distance Triathlon European Championships;

Combinations as addition to the Middle Distance European Championships:

Combination A	Middle Distance	+ Aquabike	+ Aquathlon
Combination B	Middle Distance	+ Aquabike	

b) ETU Cross Triathlon European Championships;

Combination as addition to the Cross Triathlon European Championships:

Combination A	Cross Triathlon	+ Cross Duathlon	
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c) ETU Duathlon European Championships;

d) ETU Aquathlon European Championships.

1.2. ETU Multisport Events 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 Events 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. World Triathlon-the world governing body

2.1. World Triathlon (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 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. 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 World Triathlon (WT) as the Continental Confederation in Europe.
- 3.4. More information about ETU can be found at europe.triathlon.org.

4. Multisport Events European Championships overview

4.1. General information

- a) ETU Multisport Events 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 during even years for events taking place in odd years. NF's, host cities and LOCs 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 Events 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 Events 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.

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 Multisport Events European Championships 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 optional for TE Multisport Championships. However ETU is very keen to maximise the media potential of our events and preference will be given to event bids offering live video coverage.

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. Live timing and video may be published to europe.triathlon.org at ETU's discretion, if provided by the LOC.

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 6a and 6b 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 log

6. ETU Multisport Events 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 Events European Championships main events are:

Multisport Events European Championships	Event Fee	Prize Money
Duathlon	7,000€	15,000€
Aquathlon	4,000€*	6,000€
Cross Triathlon	7,000€	10,000€
Middle Distance Triathlon	7,000€	15,000€

* Aquathlon 4,000€ event fee as stand-alone event.

The fees of the events that can be organised in combination with the above events are:

Multisport Events European Championships	Event Fee	Prize Money
Cross Duathlon	2,000€	6,000€
Aquabike	2,000€	0€**
Aquathlon	2,000€*	6,000€

* Aquathlon 2,000€ event fee as combined event with Middle Distance Triathlon.

** Aquabike: no prize money as it is an event for AG athletes only.

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 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) 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 WT 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 2 Anti-Doping Control Tests for 1 men and 1 women for both Aquathlon and Cross Duathlon, 4 Tests for 2 men and women for Cross Triathlon and 6 Test (3 men and women) for duathlon and Middle Distance Triathlon. 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.

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 including a finishers medal.

6.4. WT/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 WT/ETU standard defined in the contract and the WT Event Organisers' Manual and competition rules.

b) Competition Categories:

Multisport Event	Elite	U23	Junior	Age-Group	Paratriathlon
Middle Distance Triathlon	yes			yes	yes
Aquabike				yes	
Aquathlon	yes	yes	yes	yes	yes
Duathlon*	yes	yes	yes	yes	yes
Cross Triathlon	yes	yes	yes	yes	yes
Cross Duathlon	yes	yes	yes	yes	yes

* Duathlon: distances for elite, U23, juniors, para is sprint, for AG sprint and standard

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

d) WT/ETU Competition Course and Venue requirements: the technical requirements of the ETU Multisport Events European Championships 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 Multisport Events European Championships should be presented to the on-site spectators by announcers approved by ETU;
- b) The Award Ceremony must be conducted as per WT 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 Events 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;

Multisport Event	Elite	U23	Junior	Age-Group	Paratriathlon
Middle Distance	220€			220€	220€
Aquabike	180€			180€	
Aquathlon	70€	70€	70€	70€	70€
Duathlon	130€	130€	130€	130€ Sprint 140€ Standard	130€
Cross Triathlon and Cross Duathlon	85€	85€	85€	85€	85€

Note that ETU always needs to approve the entry fees before publishing!

- 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)). At any time the branding guidelines in the event contract need to be followed.

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 Events European Championships have the potential for generating considerable revenue over expenses when well marketed. ETU Multisport Events 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 Events European Championships effectively. All revenues from successful marketing will go directly to the LOC.
- b) Communication: during the planning period of ETU Multisport Events 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 Events European Championships;
 - To ensure the ETU Multisport Events 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 TE 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 Events European Championships LOCs will be selected through the bidding process. The bid process is launched according to the following tables:

2020 Multisport Events European Championships 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	Selection of host cities
30 October 2020	Announcement of 2021 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;
 - LOCs and NFs 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 Events European Championships at the quality required, and to fulfil all the obligations of the ETU Multisport Events 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.triathlon.org 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

Multisport Competition		
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 (mandatory)	
	Optional date 1 (mandatory)	
	Optional date 2	

Name of person responsible	
Signature	
Date submission bid	

Please complete the questionnaire on the next page.

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

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?			
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?			

For your information please find below requirements prepared by ETU for optimal Age Group Participation. Please make sure all these requirements are taken into consideration to make sure as many Age Group athletes as possible are competing

1. The LOC shall set up an event website and Facebook page at least 9 months prior to the event and thereafter update it frequently.
2. The LOC shall provide Contact email and telephone details of the LOC to all National Federations at least 9 months prior to the event. Email queries from individual Federations will be answered promptly.
3. The named LOC contact person will help individual Federations meet their requirements (particularly helpful for those with larger teams).
4. The Age Group entry fee will be published no later than the end of January to allow for National Federations plenty of time to implement their qualification process, therefore attaining maximum athlete numbers.
5. The LOC will provide to National Federations a comprehensive local guide (including maps) of the race location by January.
6. The LOC will send to National Federations regular and updated information, particularly important for smaller teams.
7. The LOC shall provide somewhere for Age Group athletes to swim train every day for at least 3 days prior to the event. Where possible arrange for athletes to swim for at least 1 hour in open water on or near the course. If it is not possible on the course, publish the nearest beach/lake to swim open water. Alternatively, arrange a good amount of time in the local swimming pool free of charge. Ensure location maps are available in the guide.
8. The LOC shall make available details of the bike route and road closures in good time before the event and facilitate riding the course before the race.
9. The LOC shall provide an auditorium with power point facilities, screen and microphone, for at least 4 hours per day in the 3 days before the race. This is important for larger nations to brief their teams prior to the event.
10. The LOC shall arrange a parade of all nations with flag bearers and with music or a marching band where possible. Arrange a short simple opening and closing ceremony. Try to avoid the evening before the Age Group race. Cost in to the race fee a pre-event pasta party with music and/or entertainment. Take in to account the growing number of vegetarian athletes. Provide a closing party, post event, as this is very important to the athletes and their championship race experience. Factor a buffet and a drink followed by entertainment/band in to the race fee.
11. The LOC shall arrange for official finish line photographs to be available to athletes to purchase.
12. The LOC shall ensure there is a podium for all medal ceremonies of all categories separated with the official ETU/WT backdrop, at an appropriate venue.
13. The LOC shall provide finishers medals for all Age Group categories irrespective of the number of athletes in each category.
14. The LOC shall ensure that for that the official prestart "heartbeat/drum music" is played for every wave.