



EUROPEAN TRIATHLON UNION

2021 (SUPER-)SPRINT
TRIATHLON EUROPEAN
CHAMPIONSHIPS
BID DOCUMENT

This document outlines the concept of, and the bid conditions for the EUROPEAN TRIATHLON UNION (ETU) European Sprint Triathlon 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 the 2021 ETU European Sprint Triathlon Championship, including:

- i) ETU Elite/U23 Sprint Distance European Triathlon Championships on a semi-final and final format;
- ii) ETU Elite Mixed Relay European Triathlon Championships;
- iii) ETU Juniors Sprint Distance European Triathlon Championships on a semi-final and final format;
- iv) ETU Juniors Mixed Relay European Triathlon Championships;

The event will run over 3 days; day 1: semi-finals for Elite/U23 and Juniors, day 2: finale A and B for Elite/U23 and Juniors, day 3: mixed relay Elite and Juniors

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

1.3. ETU European Sprint Triathlon Championships feature:

- i) Significant prize purse for Elite and U23 athletes in the individual event and for Elite teams at the mixed relay event;
- ii) Media and internet coverage, which makes hosting attractive for sport tourism and for developing the global brand of the host city;
- iii) Significant income for the LOC from potential sponsorship, athlete race entries and ancillary activities;
- iv) Significant income for the City and Region from athlete and spectator bed nights, daily expenses and associated income;
- vi) Significant exposure, kudos and promotion of the City and the Region with potential for increased tourism.

1.4 The ETU Sprint Distance Triathlon will be a part of and count towards the European Elite, U23 and Junior Triathlon European Cup Rankings with double points compared to the European Cup events and as such is likely to attract the best European athletes ensuring a high quality of field. This will be of considerable benefit to the successful LOC.

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 Aquathlon, Duathlon, Long Distance Triathlon, Long Distance Duathlon, Cross Triathlon, Cross Duathlon, Aquabike and Winter Triathlon.

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

3. European Triathlon Union (ETU) - the European governing body for Triathlon

3.1. The European Triathlon Union operating as 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 World Triathlon (WT) as the Continental Confederation in Europe.

3.4. More information about ETU can be found at <https://europe.triathlon.org>.

4. European Triathlon Union (ETU), European Sprint Triathlon Championships Overview

4.1. General information

i) TE European Sprint Triathlon 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 European Sprint Triathlon Championships, as envisioned by ETU and its partners as defined in this document.

4.2. European Triathlon Union 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 European Sprint Triathlon 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 the provision of a legacy for the sport.
- ix) Ensure a high-quality athlete experience for Elite, U23 and Junior athletes. ETU will give positive assessment to bids that detail innovative ways to improve the athlete experience.
- x) ETU is looking to have sustainability as a key area of importance for our events. Event bids that show high sustainability will be given a positive weighting.

5. European Triathlon Union European Sprint Triathlon Championships Television Media Branding and Sponsorship Requirements

5.1. Television Media

5.1.1 Television Broadcast or Live Streaming whilst not mandatory is preferred and bids with this will be looked on favourably. ETU in partnership with WT can provide a crew to provide live streaming of the event. The associated costs for the LOC (or ETU) to provide the service are borne by the LOC. Please see the Digital and TV Broadcast Requirement Documents appended.

5.1.2 The ETU owns the domestic and international 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.

5.1.3 The LOC should try to provide satellite TV broadcasting production. This will be of significant benefit to the domestic audience, domestic sponsors and to the aims of the ETU to promote the sport to as wide an audience as possible.

5.1.4 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. Associated costs for this are the responsibility of the LOC. The Timing company should be approved by ETU.

5.2. News Media

Online news distribution will be provided for the event at the ETU and WT websites, if quality footage is delivered in real time by the LOC.

5.3. Online Media

The event will receive exposure on <https://europe.triathlon.org> via news stories, photo galleries and results. Live timing and video may be published to etu.triathlon.org at ETU's discretion, if provided by the LOC. The event will be staged on ETU live and Triathlonlive OTT.

5.4. Photography and Print Media

- i) The event will receive the support of the ETU Media Delegate and a ETU Photographer, 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 Delegate and Photographer will attend the event to provide assistance in media operations. Accommodation and meals, should be covered by the LOC.

5.5 Branding and Sponsorship

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

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

5.5.3 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.

5.5.4 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.

5.6 Merchandising

The LOC will have the right to produce, distribute and sell merchandising product 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. European Triathlon Union European Sprint Triathlon 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 European Sprint Triathlon Championships are:

	Event Fee	Prize Money
ETU European Sprint Triathlon Championship	20,000€	40,000€*

All fees need to be paid to ETU well in advance and free of taxes. First the LOC needs to pay a bid fee consisting of 1/3rd of the Event Fee by the beginning of February 2021, the rest of the Event Fee should be paid 60 days and the Prize Money 30 days prior to the Event.

* Elite/U23 individual (30,000€) and Elite mixed relay event (10,000€)

6.3. Secondary Financial Considerations

- i) Transportation: The LOC should ensure that local transportation is organized free of charge for up to 15 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 6 days free accommodation for up to 15 ETU officials including the ETU Executive Board representatives, Technical Officials, Medical Delegate and Media/photographer representatives 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 preferable with a pasta party and include a VIP hosting area on race days plus a closing/award ceremony. Specific protocols can be found in the WT 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 the Elite, U23 and Junior races categories in accordance with ITU Antidoping Requirements.

v) Insurance: The LOC is obliged to work with the NF to provide a minimum of one million, 1,000,000€, Event Third Party Liability Insurance, that will include the WT/ETU officials and delegates on it.

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

vii) 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 and finisher medal. On accommodation the LOC has to make sure that hotel options for athletes various from **stars to ****stars maximum. If possible, special rates need to be negotiated with the hotels. All this information need be included within an athlete guide that is published on the event website the latest 2 months prior to the event date.

viii) Briefing: Room for at least 250 athletes and coaches for a separate briefing for all competitions.

6.4. ETU Technical Elements

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

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

ii) Competition Categories:

- Elite;
- U23;
- Juniors.

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

iv) WT/ETU Competition Course and Venue requirements: the technical requirements of the European Sprint Triathlon 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.

Race distances are:

ETU Sprint Triathlon European Championships	Swim	Bike	Run
Elite/U23 and Juniors semi-final distance	250-500m	6,5-13km	1,7-3,5km
Elite/U23 and Juniors final distance	250-500m	6,5-13km	1,7-3,5km
Elite and Juniors Mixed Relay	250-300m	5-8km	1,5-2km

6.5. ETU Sport Presentation

- i) ETU European Sprint Triathlon 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 as well as in English;
- ii) The Award Ceremony must be conducted as per ETU/WT 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. European Triathlon Union European Sprint Triathlon Championships Rights, Obligations & Responsibilities

7.1. Event Funding and Sponsorship (Subject to the provisions of 5.5 above)

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 (130€ individual event Juniors, 150€ individual event Elite/U23, 160€ Mixed Relay event), all taxes included;
 - 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;
- iv) Provide ETU with an IRIS report to ETU with the impacts in the media, and TV broadcasters regarding the event.
- v) The LOC in collaboration with the local Authorities will facilitate for all athletes and officials the process to obtain, if necessary, the required visas to enter the country.

7.3. Responsibility of the LOC

- i) Marketing: ETU European Sprint Triathlon Championships have the potential for generating considerable revenue over expenses when well marketed. ETU European Sprint Triathlon 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 European Sprint Triathlon Championships effectively. All revenues from successful marketing will go directly to the LOC, with the exception of the rights of ETU, stated in 5.5, according to which the ETU will retain the right to use 30% of the event branding for the ETU and ETU sponsor(s).
- ii) Communication: during the planning period of ETU European Sprint Triathlon Championships, the LOC should maintain effective communication with all external parties, including ETU, WT, 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 European Sprint Triathlon Championships;
 - To ensure the ETU European Sprint Triathlon 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 (TD) and one assistant Technical Delegate (aTD) and 1 Medical Delegate (MD), who will be the central point of contact for communication on all ETU European Sprint Triathlon Championships matters. At least the aTD is preferable from the country in which the European Championships take place.
- 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 European Triathlon Union (ETU) European Sprint Triathlon Championships Bid Process

8.1. Introduction

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

2021 European Sprint Triathlon Championships Bid Timeline:

Deadline	Event
9 March 2020	Opening of the Bid Process
30 September 2020	Submission of bid documents
1 October-16 October 2020	Bid evaluation Period by ETU
17-29 October 2020	Selection of 2021 host city
30 October 2020	Announcement of 2021 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;
- Plans for event sustainability

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 a 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 13-14) ;
- v) Maps and diagrams should be accurate and of good quality;
- vi) Digital photos 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;
 - 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 of 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.

APPENDICES

Appendix 1. Bid Committee Credentials

Name of Bid Entity		
Description of Bid Entity (professional organiser, NF,...)		
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	

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)

Appendix 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 (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?			