



EUROPEAN TRIATHLON UNION

2022 EUROPE TRIATHLON CHAMPIONSHIPS BID DOCUMENT

*Elite, U23 and juniors supersprint
Para sprint
AG standard*

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Introduction

This document is intended for Europe Triathlon National Federations (NFs), Host Cities or Event Local Organising Committees (LOCs) interested in bidding to host the Europe Triathlon (sprint) Championship, including:

- i) Europe Triathlon elite/U23 Sprint distance Championships on a semi-final and final format.
- ii) Europe Triathlon Junior Championships on a semi-final and final format.
- iii) Europe Triathlon Junior Mixed relay Championships.
- iv) Europe Triathlon Para Championships.
- v) Europe Triathlon Age Group Standard Distance Championships.

The event will run over at least 3 days with on day 1 the semi-finals for elite/U23 and juniors, day 2: finale A and B for juniors and day 3: finale A and B for elite/U23 and the Juniors mixed relay. The AG and Para race can be hosted at either one of those days or at a separate day.

Europe Triathlon (sprint) Championships are designed to provide well organised events in all triathlon-related Multisports with a wide continental reach and high quality competitions for athletes.

Europe Triathlon (sprint) Championships feature:

- i) Significant prize purse for elite/U23 athletes.
- 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.
- v) Significant exposure, kudos and promotion of the City and the Region with potential for increased tourism.

The Europe Triathlon Sprint Championships will be part of and count towards the European elite, U23 and Junior Europe Triathlon rankings with double points compared to a Europe Triathlon Cup event and as such is likely to attract the best European athletes ensuring a high quality of field. This will be of a considerable benefit to the successful LOC.

General information



World Triathlon-the world governing body

World Triathlon was founded in 1989.

World Triathlon is the world governing body for the Olympic sport of Triathlon and 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.

World triathlon 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.

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



Europe Triathlon-the European governing body

The European Triathlon Union was established in 1984.

Europe Triathlon 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.

Europe Triathlon is recognised by World Triathlon as the Continental Confederation in Europe.

More information about Europe Triathlon can be found at europe.triathlon.org.

Europe Triathlon (sprint) Championships overview

1. General information:

- i) Europe Triathlon (sprint) Championships are contracted by Europe Triathlon to a Local Organising Committee (LOC), in cooperation with its member National Federation (NF).
- ii) Europe Triathlon 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) Europe Triathlon 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.
- iv) LOC's must be fully aware of the concept, format, and scope of Europe Triathlon (sprint) Championships, as envisioned by Europe Triathlon and its partners as defined in this document.

2. Europe Triathlon 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 Europe Triathlon Multisport disciplines nationally and globally.
- iv) Promote good spectator audiences.
- v) Exhibit strong corporate support.
- vi) Engage public institution support.
- vii) Establish strong partnerships (Europe Triathlon/NF/LOC/Host City/and the related partners of Europe Triathlon).
- viii) Ensure a strong emphasis on sport development with a provision of a legacy for the sport.
- ix) Ensure a high-quality athlete experience for both elite and Age Group athletes. Europe Triathlon will give positive assessments to bids that detail innovative ways to improve the athlete experience particularly for Age Group athletes.

x) Europe Triathlon considers environmental sustainability as a key area of importance for our events. Event bids must therefore show what measures the LOC will put in place to ensure this. Event bids that show high sustainability will be given a positive weighting.



Europe Triathlon (sprint) Championships Television, Media and Branding

Television Media:

- i) Television Broadcast or Live Streaming whilst not mandatory is preferred and bids with this will be looked on favourably. Europe Triathlon in partnership with World Triathlon can provide a crew to provide live streaming of the event. The associated costs for the LOC (or Europe Triathlon) to provide the service are borne by the LOC.
- ii) All domestic and international rights for television in any form including on screen timing and data and the footage and sound from the television crew are the property of Europe Triathlon. However Europe Triathlon will assign the domestic rights to the LOC for the Domestic Broadcast opportunities. Europe Triathlon will work with the LOC to maximise the use of the international rights. Television production and domestic distribution costs are the responsibility of the LOC.
- iii) 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 Europe Triathlon to promote the sport to as wide an audience as possible. If not possible at least a live stream production should be in place.
- iv) 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 Europe Triathlon.

News Media:

Online news distribution can be provided for the event if quality footage is delivered in real time by the LOC.

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 Europe Triathlon's discretion, if provided by the LOC.

Photography and Print Media:

- i) The event will receive the support of the Europe Triathlon 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 LOC is welcome to invite the Europe Triathlon Media Coordinator to attend the event to provide assistance in media operations and

communication, in which case all costs including flight from home base, transfer, accommodation and meals should be covered by the LOC should be covered by the LOC.

Branding and Sponsorship:

- i) Branding – Europe Triathlon will retain the right to a maximum of 30% (ratio 70:30, LOC: Europe Triathlon) of the branding space for Europe Triathlon and Europe Triathlon sponsors, including on the Field of play. At all times, the branding guidelines in the event contract need to be followed.
- ii) The LOC will create an event logo according to the Europe Triathlon Branding guidelines which needs approval from Europe Triathlon and must be used by the LOC.
- iii) Sponsors – Europe Triathlon shall retain the commercial rights of the event for Europe Triathlon Sponsors however, Europe Triathlon 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 Europe Triathlon not wish to take up their reserved rights these will be handed back to the LOC.
- iv) The LOC must liaise with Europe Triathlon to ensure that any sponsors the LOC wish to bring on board do not compete with Europe Triathlon's sponsors.

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 of Europe Triathlon.

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



Europe Triathlon (sprint) Championships Requirements

The Relevant Parties:

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

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

Event Fees:

The financial obligations required to host Europe Triathlon (sprint) Championships events is:

	Event Fee	Prize Money
Europe Triathlon (sprint) Triathlon Championships	30,000€	30,000€*

* prize money for the combined elite/U23 Championships

All fees need to be paid to Europe Triathlon 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 2022, the rest of the Event Fee should be paid 60 days and the Prize Money 30 days prior to the Event

Secondary Financial Considerations:

i) Transportation: The LOC should ensure that local transportation is organized free of charge for up to 15 Europe Triathlon officials including the representative(s) from the Europe Triathlon Executive Board, the Medical Delegate, the Technical Official(s) and the 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 Europe Triathlon Technical Delegate, depending on the local distances and the feasibility of using public transport.

Bids demonstrating sustainable transport options will be looked on more favourably.

ii) Accommodation: The LOC is required to provide 7 days free accommodation for up to 15 Europe Triathlon officials including those drawn from the Europe Triathlon 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.

iii) Hosting: The LOC is required to host an opening ceremony preferable with a Pasta Party and include a VIP hosting area on race day plus a

closing/award ceremony. Specific protocols can be found in the World Triathlon 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 men and 10 women Anti-Doping, Control Tests for the elite, U23, juniors, para and Age Group race categories in accordance with World Triathlon antidoping requirements.

v) Insurance: The LOC is obliged to work with the NF to provide one million 1,000,000€ Event Liability Insurance, Event Third Party Liability Insurance, that will include the WT/TE 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 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 finishers 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.

World Triathlon/Europe Triathlon Technical Elements:

i) The key technical elements of an Event consist of:

- The competition categories.
- The schedule.
- The course.
- The venue.
- The associated logistical requirements needed to produce an Event at the World Triathlon/Europe Triathlon standard defined in the contract and the World Triathlon Event Organisers' Manual and competition rules.

ii) Competition Categories:

	Elite	U23	Junior	Age-Group	Para
Sprint Triathlon	Yes*	Yes*	Yes*	no	yes
OD triathlon	no	no	no	Yes	no

*The elite/U23 and junior Championships are on a semi-final/final super sprint format

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

iv) World Triathlon/Europe Triathlon Competition Course and Venue requirements: the technical requirements of the Europe Triathlon (sprint) Championships are covered in the Event Organisers' Manual (EOM) (http://www.triathlon.org/about/downloads/category/event_organisers_manual) and in the World Triathlon Competition Rules. Please study these documents (available on www.triathlon.org) carefully during your bid preparation.

Race distances are:

(sprint) Triathlon European Championship	Swim	Bike	Run
elite, U23 and Juniors (semi-)final	250-500 m	6,5-13 km	1,7-3,5 km
Juniors Mixed Relay	250-300 m	5-8 km	1,5-2 km
Age Group Olympic Distance	1500 m	40 km	10 km

Europe Triathlon Sport Presentation:

i) The Europe Triathlon (sprint) Championships should be presented to the on-site spectators by announcers approved by Europe Triathlon. 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 Europe Triathlon/World Triathlon Protocol, at the conclusion of each event.

iii) A digital version of the programme 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.



Europe Triathlon (sprint) Championships Rights, Obligations and Responsibilities

Event Funding and Sponsorship (subject to the provision above)

Rights of the LOC:

- i) To receive 100% revenue from:
 - Event title sponsor.
 - Public institutions.
 - Event-specific Sponsorship that does not compete with the Europe Triathlon Official global sponsors.
 - Entry fees should be 130€ for the individual junior race, 150€ for the elite and para race, 170€ for the AG standard distance race and not more than 175€ for the junior relay.
 - 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.

Obligations of the LOC:

- i) Abide by the terms and conditions of the Europe Triathlon -LOC Agreement and the financial obligations outlined on page 8.
- 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 Europe Triathlon with a report analysing 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.

Responsibility of the LOC:

- i) Marketing: Europe Triathlon (sprint) Championships have the potential for generating considerable revenue over expenses when well marketed. Europe Triathlon (sprint) 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 Europe Triathlon (sprint) Championships effectively. All revenues from successful marketing will go directly to the LOC, with the exception of the right of Europe Triathlon, stated on page 7, according to which Europe Triathlon will

retain to use 30% of the event branding for Europe Triathlon and the Europe Triathlon sponsor(s).

ii) Communication: during the planning period of Europe Triathlon (sprint) Championships, the LOC should maintain effective communication with all external parties, including Europe Triathlon, World Triathlon, athletes and NFs, 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 Europe Triathlon (sprint) Championships.

- To ensure the Europe Triathlon (sprint) Championships is administrated effectively, the LOC and Europe Triathlon will establish internal management structures and procedures that allow both parties to work together cohesively.

- Europe Triathlon will designate three Technical Delegates, one assistant Technical Delegate (aTD) and one Medical Delegate (MD), who will be the central point of contact for communication on all Europe Triathlon Championships matters. At least the aTD is preferable from the country in which the European Championships take place.

vi) 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.



Europe Triathlon Bid Process

Introduction:

Europe Triathlon (sprint) Championships LOCs will be selected through the bidding process. The bid process is launched according to the following tables:

2022 Europe Triathlon (sprint) Championships Bid Timeline:

Deadline	Event
19 April 2021	Opening of the Bid Process
1 June 2021	Submission of bid documents
June 2021	Bid evaluation Period by Europe Triathlon
June-July 2021	Selection of 2022 host cities
July 2021	Announcement of 2022 host cities

Bid Evaluation:

- i) Europe Triathlon 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.
 - Sustainability of the event.
 - Marketing and promotions plan.
 - Sponsorship plan and secured sponsor agreements.
 - Support of the host National Federation.
 - LOC's and NF's commitment to Europe Triathlon Sport Development.
- ii) After the bid documentation Submission Deadline, Europe Triathlon may visit all new Venues/Cities that have sent all the proprietary documentation to Europe Triathlon. The bidder must cover the accommodation costs during such visit.
- iii) Europe Triathlon may eliminate bids that are not in line with the criteria as laid out in this bid document. Europe Triathlon will only shortlist a bidder if it is convinced that the bidder has the capability and resources to stage an Europe Triathlon (sprint) Championships at the quality required, and to fulfil all the obligations of the Europe Triathlon (sprint) Championships.
- v) The decision on the selection will be made by the Europe Triathlon Executive Board.

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 Europe Triathlon in English.
- iii) Bids are evaluated on substance and content.
- iv) The Bid Questionnaire (pages 16-17) should be completed in print form.
- v) Maps and diagrams should be accurate and of good quality.
- vi) Digital photo should be included.

“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 from 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.

Submissions:

The bid documents and supporting materials must be submitted electronically in word or PDF format to etu_hq@etu.com.

Appendices

Age Group athlete experience:

For your information please find below requirements prepared by Europe Triathlon 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 3 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 3 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 3 months prior to the event 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 the latest 3 months prior to the event.
6. The LOC will send to National Federations regular and updated information, particularly important for smaller teams.
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 into 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 Europe Triathlon /World Triathlon 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.

Bid Committee Credentials:

2022 Europe Triathlon (sprint) Championships	
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	
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)

Questionnaire:

Question	Yes	No	Comments or 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?			
Sustainability activities plan?			
Local host broadcaster support – if confirmed?			
Timing company name?			
LOC structure?			
Venue and course maps attached?			
Environmental data of the area attached?			



Europe Triathlon contact
Triathlon Europe Secretary General
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