2021 EUROPEAN TRIATHLON CHAMPIONSHIPS BID DOCUMENT

TRIATHLON EUROPE

Triathlon Europe

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1. INTRODUCTION

1.1. This document is intended for Triathlon Europe (TE) National Federations (NFs), Host Cities or event Local Organising Committees (LOCs) interested in bidding to host the 2021 TE European Triathlon Championship, including:

i) TE Elite Standard Distance European Triathlon Championships;

ii) TE Age Group Standard Distance European Triathlon Championships (no-drafting race);

iii) TE Age Group Sprint Distance European Triathlon Championships (drafting race);

iv) TE Para European Triathlon Championships;

v) TE Presidents' Conference.

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

1.3. TE European Triathlon Championships feature:

i) Significant prize purse for elite athletes in the individual elite 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.

v) Significant exposure, kudos and promotion of the City and the Region with potential for increased tourism.

1.4 The TE Elite Standard Distance Triathlon will be a part of and count towards the World Triathlon Series Rankings with similar points and as such is likely to attract the top European Elite 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. TRIATHLON EUROPE – THE EUROPEAN GOVERNING BODY

3.1. The European Triathlon Union operating as Triathlon Europe (TE) was established in 1984.

3.2. TE 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. TE is recognised by the World Triathlon (WT) as the Continental Confederation in Europe.

3.4. More information about TE can be found at https://europe.triathlon.org.

4. TRIATHLON EUROPE EUROPEAN TRIATHLON CHAMPIONSHIPS OVERVIEW

4.1. General information

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

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

4.2. Triathlon Europe 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 TE European Triathlon Championships nationally and globally;

iv) Promote good spectator audiences;

v) Exhibit strong corporate support;

vi) Engage public institution support;

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

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 both elite and age group athletes. **TE will give positive assessment to bids that detail innovative ways to improve the athlete experience particularly for Age Group Athletes.**

x) TE 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. TRIATHLON EUROPE EUROPEAN TRIATHLON CHAMPIONSHIPS TELEVISION MEDIA BRANDING AND SPONSORSHIP REQUIREMENTS

5.1. Television Media

5.1.1 Television Broadcast or Live Streaming is compulsory and the associated costs are borne by the LOC. in accordance to the World Triathlon TV broadcasting requirements that could be find in: (please see the Digital and TV Broadcast Requirement Documents appended)

5.1.2 The TE 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 TE/WT Media Team for their use post the event. TE 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 TE 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 TE

5.1.5 If the LOC is not able to organise TV Coverage there will be an additional TV Fee of EUR30,000. This figure is for the Elite race only and will be for live streaming rather than TV quality broadcast. Additional cost will be charged to cover any Paratriathlon race or the Age Group Races event. In this case TE will organize the production together with WT

5.2. News Media

Online news distribution will be provided for the event at the TE 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 europe.triathlon.org at TE's discretion, if provided by the LOC. The event will be staged on TE live and Tri live.

5.4. Photography and Print Media

i) The event will receive the support of the TE Media Delegate and an TE Photographer, who will write and distribute releases via major continental wire services and be the point of contact for all media matters.

i) The TE 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 TE will retain the right to a maximum of 30% of the branding space for the TE and TE sponsors.

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

5.5.3 Sponsors – the TE shall retain the commercial rights of the event for TE Sponsors however, TE 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 TE 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 TE to ensure that any sponsors the LOC wish to bring on board do not compete with TE's sponsors

5.6 Merchandising

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

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

6. TRIATHLON EUROPE EUROPEAN TRIATHLON CHAMPIONSHIPS REQUIREMENTS

6.1. The Relevant Parties

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

i) TE;

ii) The LOC comprised of:
- The Host City;
- The Event Organiser;
- The NF.

6.2. Event Fees

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

	EVENT FEE	PRIZE MONEY	MEDIA FEE
TE European Triathlon Championship	EUR50,000	EUR80,000	EUR10,000

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

6.3. Secondary Financial Considerations

i) Transportation: The LOC should ensure that local transportation is organized free of charge for up to 30 TE officials including the TE 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 TE 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 30 TE officials including the TE Executive Board, Technical Officials, Medical Delegate and Media/TV Staff 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 20 Anti-Doping Control Tests for the elite, paratriathlon and Age Group categories.

v) **Insurance:** The LOC is obliged to work with the NF to provide a minimum of ten million, EUR10,000,000, 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 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 needs to be included within an athlete guide that is published on the event website the latest 2 months prior to the event date.

viii) **TE Presidents' Conference:** The LOC is required to provide and pay for accommodation for the Presidents' Conference; a facility for 100 persons, with a high table on the front for the 9 Executive Board Members and tables and chairs for a maximum of 43 National Federations, including catering for one coffee break and one lunch break. The accommodation needs to have Audio/Visual equipment, high speed internet connections with WIFI.

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

6.4. WT/TE Technical Elements

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

- The competition categories;
- The schedule;
- The course;

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

ii) Competition Categories
- Elite;
- Age Group: 5 years Age Group categories starting from 16-19 (or 18-19 for OD), 20-24,… years.
- Paratriathlon: 6 different medal events (PTVI, PTS2, PTS3, PTS4, PTS5 and PTWC)

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

iv) WT/TE Competition Course and Venue requirements: the technical requirements of the European 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:

TE EUROPEAN TRIATHLON CHAMPIONSHIP	SWIM (km)	BIKE (km)	RUN (km)
Elite* and Age Group standard distance	1.5	40	10
Age Group sprint distance**	0.75	20	5
Paratriathlon	0.75	20	5

* Please take note that the Elite races are multi-lap events were bike laps are 5 to 8km long and run laps 2,5 to 3,3km long.

** Please take note that the AG sprint Championship bike course should be designed in such a way that a safe and fair drafting race can be organised. This in general means a one-way course on at least two-lane roadways

6.5. TE Sport Presentation

i) TE European Triathlon Championships should be presented to the on-site spectators by announcers approved by TE. 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 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. TRIATHLON EUROPE EUROPEAN 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 TE global sponsors;
   - » Entry fees from the athletes (EUR160 standard distance elite and AG, EUR130 sprint distance AG and paratriathlon) 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 TE and its global sponsors on a 70:30 ratio (LOC:TE)).

7.2. Obligations of the LOC

i) Abide by the terms and conditions of the TE-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 TE with an IRIS report to TE 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: TE European Triathlon Championships have the potential for generating considerable revenue over expenses when well marketed. TE European 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 TE European Triathlon Championships effectively. All revenues from successful marketing will go directly to the LOC, with the exception of the rights of TE, stated in 5.5, according to which the TE will retain the right to use 30% of the event branding for the TE and TE sponsor(s).

ii) Communication: during the planning period of TE European Triathlon Championships, the LOC should maintain effective communication with all external parties, including TE, 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 TE European Triathlon Championships;
- To ensure the TE European Triathlon Championships is administered effectively, the LOC and the TE will establish internal management structures and procedures that allow both parties to work together cohesively;
- TE will designate three Technical Delegates (TD)- of which one will be allocated specifically for the Age Group races- one assistant Technical Delegate (aTD) and 1 Medical Delegate (MD), who will be the central point of contact for communication on all TE European 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 TRIATHLON EUROPE EUROPEAN TRIATHLON CHAMPIONSHIPS BID PROCESS

8.1. Introduction

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

2021 European Triathlon Championships Bid Timeline

DEADLINE	EVENT
21 February 2020	Opening of the Bid Process
30 September 2020	Submission of bid documents
1-16 October 2020	Bid evaluation Period by TE
17-29 October 2020	Selection of 2021 host city
30 October 2020	Announcement of 2021 host city
22 January 2021	Signature of event contract

8.2. Bid Evaluation

i) TE 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 TE Sport Development.

ii) After the bid documentation Submission Deadline, TE may visit all new Venues/Cities that have sent all the proprietary documentation to TE. The bidder must cover the accommodation costs during such visit.

iii) TE may eliminate bids that are not in line with the criteria as laid out in this bid document. TE will only shortlist a bidder if it is convinced that the bidder has the capability and resources to stage a TE European Championships at the quality required, and to fulfil all the obligations of the TE European Championships.

iv) The decision on the selection will be made by the TE 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 TE in English.

iii) Bids are evaluated on substance and content.

iv) The Bid Questionnaire (pages 19-20).

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

9. APPENDICES

APPENDIX 1 - BID COMMITTEE CREDENTIALS

NF Representative Contact Name: Email address: Telephone Number:	
LOC Representative Contact Name: Email address: Telephone Number:	
Proposed date:	
Alternative date 1 (mandatory):	
Alternative 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

QUESTIONS	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?			
Event insurance (min EUR10 million) 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?			

APPENDIX 3 - AGE GROUP ATHLETE EXPERIENCE

Below requirements 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 in English (including maps) of the race location by January 2021.
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 Powerpoint 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. Bids should include provision for 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.

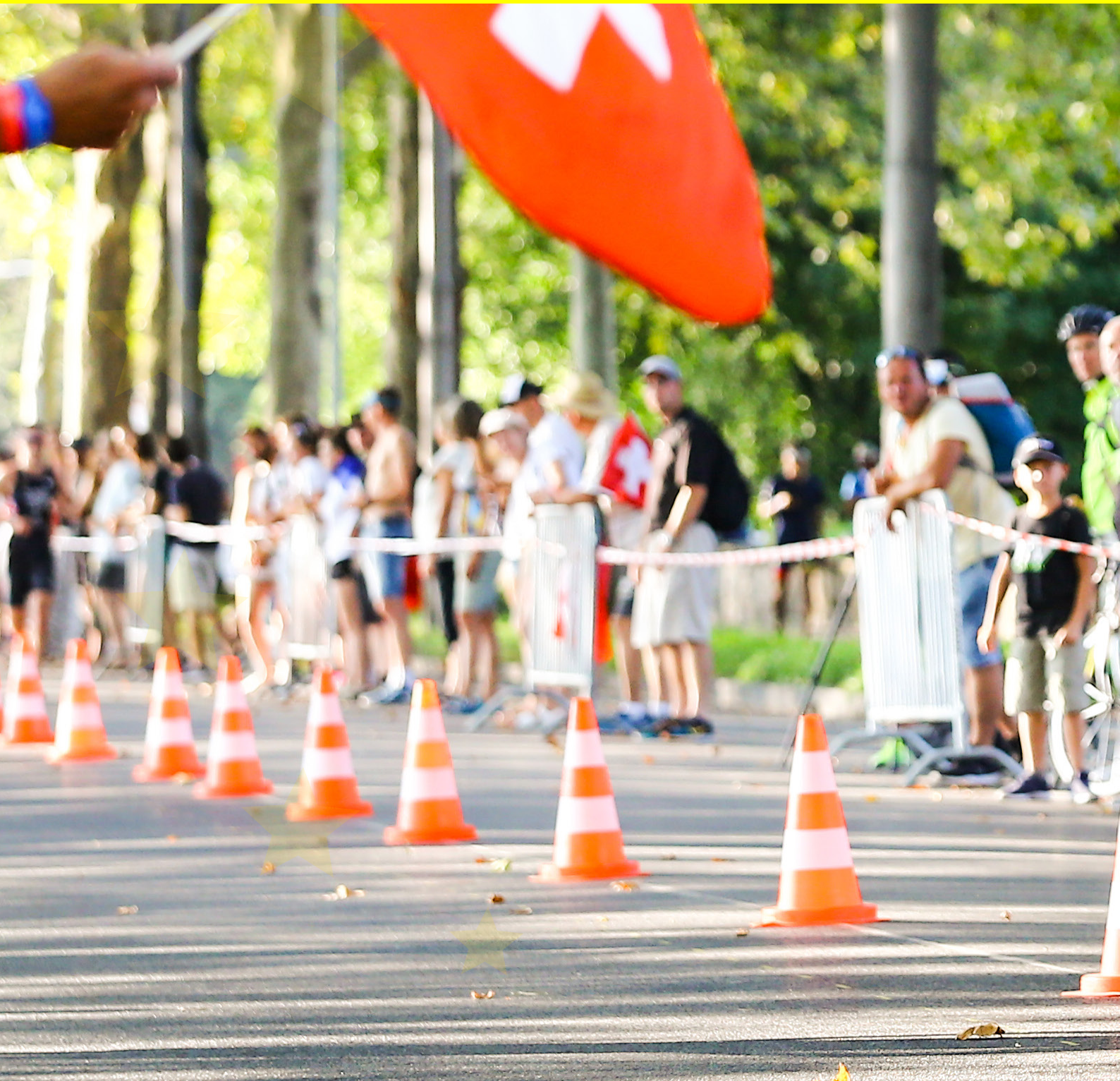
12. The LOC shall ensure there is a podium for all medal ceremonies of all categories separated with the official TE/WT backdrop, at an appropriate venue.

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 the official prestart “heartbeat/drum music” is played for every wave.

Triathlon Europe

Contact

Triathlon Europe Secretary General
etu_hq@etu.triathlon.org

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