



EUROPEAN TRIATHLON UNION

**2020 SPRINT TRIATHLON
EUROPEAN CHAMPIONSHIPS
BID DOCUMENT**

This document outlines the concept of, and the bid conditions for the European Triathlon Union (ETU) Sprint Triathlon European Championships.

1. Introduction

1.1. This document is intended for ETU National Federations (NF'-s), Host Cities or Event Local Organising Committees (LOC'-s) interested in bidding to host the 2019 elite ETU Sprint Triathlon European Championship, including:

- i) ETU Elite Sprint Triathlon European Championships;
- ii) ETU Paratriathlon European Championships;
- iii) ETU Age Group Sprint Triathlon European Championships.

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

1.3. ETU Sprint Triathlon European Championships feature:

- i) Significant prize purse for elite athletes;
- ii) Media and internet coverage, which makes hosting attractive for sport tourism and for developing the global brand of the host city.

2. International Triathlon Union-the world governing body

2.1. The International Triathlon Union (ITU) was founded in 1989.

2.2. ITU 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. ITU 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 ITU can be found at www.triathlon.org, "the official triathlon resource".

3. ETU-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, Cross Duathlon, Aquabike and Winter Triathlon.

3.3. ETU is recognised by the International Triathlon Union (ITU) as the Continental Confederation in Europe.

3.4. More information about ETU can be found at etu.com.

4. ETU Sprint Triathlon European Championships overview

4.1. General information

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

4.2. ETU 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 Sprint Triathlon European 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 a provision of a legacy for the sport.

5. ETU Sprint Triathlon European Championships Television and Media

5.1. Television Media

The LOC owns the domestic television rights for the event but agrees to provide rushes to the ETU/ITU Media Team for their use. ETU will do its best to generate international interest and create continental coverage. Television production and domestic distribution costs are the responsibility of the LOC.

5.2. News Media

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

5.3. Online Media

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

5.4. Print Media

- i) 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.
- ii) The ETU Media Coordinator will attend the event to provide assistance in media operations and communication. All costs, with the exception of the flight from home base, should be covered by the LOC (see costs under 6.3a and 6.3b).

5.5. Social Media

The event will receive exposure on the ETU social media platforms with support of the ETU Media Coordinator.

6. ETU Sprint Triathlon European 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 Sprint Triathlon European Championships are:

ETU Sprint Triathlon European Championship	Event Fee	Prize Money
	15.000€	30.000€*

* The Prize Money is for the elite individual European Championships only

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 first Friday of 2020, the rest of the Event Fee should be paid 60 days and the Prize Money 30 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 8 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 maximum 5 days free accommodation for up to 8 ETU officials including the ETU Executive Board, Staff, Technical Officials, Medical Delegate and Media Coordinator in a hotel that is reasonably close (preferable no more than 10 kilometres) to the competition venue.

iii) Hosting: The LOC is required to host an opening ceremony, pre event Pasta Party and include a VIP hosting area on race days plus a closing/award ceremony. Specific protocols can be found in the ITU 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 22 Anti-Doping Control Tests for 5 elite men, 5 elite women, 3 paratriathletes women, 3 paratriathletes men, 3 Age Group men and 3 Age Group women. Tests should include protocols for identifying EPO (erythropoietin) and CERA (Continuous erythropoietin receptor activator), as part of the standard in-competition testing screen.

v) Insurance: The LOC is obliged to work with the NF to provide a minimum of one million, 1.000.000€, Event Liability Insurance.

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) Television and Media, including social media:

- Television is at the discretion of the LOC and the associated costs are borne by the LOC.
- Live Online Coverage: A proficient timing company, capable of producing live results and associated costs are the responsibility of the LOC.
- ETU, on request of the LOC or NF, will offer a media package, which includes 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 LOC has to ensure that all required logistics are in place for the Camera Crew. The media package request has to be included in the LOC-s/NF bid. After receiving the media needs of the LOC the costs will be discussed and agreed by all parties (LOC/Media organisation/ETU).
- the LOC shall produce an event website and facebook page.

viii) 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. This athlete guide should be ready at least 9 months prior to the event date.

ix) Briefing: Room for at least 100 athletes for a briefing for a separate briefing for all competitions.

6.4. ITU/ETU Technical Elements

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

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

ii) The following athletes can compete at the Sprint Triathlon European Championships:

- Elite, U23 and Junior athletes are eligible to race as an elite athlete in sprint distance triathlon races.

- Paratriathlon: 6 different categories (PTVI, PTS2, PTS3, PTS4, PTS5 and PTWC).
- Age Group: 5 years Age Group categories starting from 16-19 years, 20-24 years,....
- iii) Other Scheduled Activities: complementary cultural events over the course of the weekend.
- iv) ITU/ETU Competition Course and Venue requirements: the technical requirements of the ETU Sprint Triathlon European Championships are covered in the Event Organisers' Manual (EOM) (http://www.triathlon.org/about/downloads/category/event_organisers_manual) and in the ITU 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 Sprint Triathlon European Championships	750m 1 lap	20km 3-4 laps	5km 2 laps
AG Sprint Triathlon European Championships	750m 1 lap	20km 1 lap*	5km 1 lap
Paratriathlon Sprint Triathlon European Championships	750m 1 lap	20km 1-2 laps	5km 1 lap

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

6.5. ETU Sport Presentation

- i) ETU Sprint Triathlon European 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 but also in English;
- ii) The Award Ceremony must be conducted as per ITU 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. ETU Sprint Triathlon European Championships Rights, Obligations & Responsibilities

7.1. 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. This fees cannot be higher than 130€. Always ETU needs to approve the entry fees before publishing them;
- Merchandise sales;
- Food and beverage sales;
- Ticket sales.

ii) The right to use the official name, "2020 City ETU Triathlon European Championships" 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.

7.3. Responsibility of the LOC

- i) Marketing: ETU Sprint Triathlon European Championships have the potential for generating considerable revenue over expenses when well marketed. ETU Sprint Triathlon 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 Sprint Triathlon European Championships effectively. All revenues from successful marketing will go directly to the LOC.
- ii) Communication: during the planning period of ETU Sprint Triathlon European Championships, the LOC should maintain effective communication with all external parties, including ETU, 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 Sprint Triathlon European Championships;

- To ensure the ETU Sprint Triathlon European 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 three Technical Delegates and one Medical Delegate, if necessary, who will be the central point of contact for communication on all ETU Sprint Triathlon European Championships matters;

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 ETU Bid Process

8.1. Introduction

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

2020 European Championships Bid Timeline:

Deadline	Event
19 March 2018	Opening of the Bid Process
31 July 2018	Submission of bid documents
1-7 August 2018	Bid evaluation Period by ETU
7 August 2018	Selection of 2020 host city
8 August 2018	Announcement of 2020 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.

- ii) After the bid documentation Submission Deadline, ETU may visit all new Venues/Cities that have sent all the proprietary documentation to ETU. Also after the bid has been successful ETU might organise a pre visit from the assigned Technical Official if deemed necessary and been agreed by all parties. In both occasions 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 an 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) Bid Committee Credentials and Questionnaire (see appendix 1, pages 11-12) should be completed. Please also consider the requirements in appendix 2 (page 13) regarding optimal Age Group participation.
- v) Maps and diagrams should be accurate and of good quality.
- vi) Digital photos should be included.
- vii) A PC formatted CD, DVD or USB stick should include all printed and extra materials.

8.4. "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 of 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.

8.5. Submissions

The bid documents and supporting materials must be submitted electronically in PDF format to etu_hq@etu.com or by regular mail to the ETU office: European Triathlon Union, for the attention of: Kathleen Smet, Koolmijnlaan 185, B3582 Beringen, Belgium.

APPENDIX 1

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	

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?			

Question	Yes	No	Comments and explanation
Venue and course maps attached?			
Environmental data of the area attached?			

APPENDIX 2 – 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 (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/ITU 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.