



Multisport  
World Championships

# Host City Bid Information

2028 Criteria Package



Be your  
extraordinary

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This document outlines the concept of, and the bid conditions for the 2028 World Triathlon Multisport Championships. It also provides the approved framework for organising the event, including the general World Triathlon Multisport Championships Rights and Obligations.

The World Triathlon Multisport Championships include:

- World Triathlon Long Distance Championships;
- World Triathlon Duathlon Championships (Sprint and Standard);
- World Triathlon Cross Championships;
- World Triathlon Cross Duathlon Championships;
- World Triathlon Aquathlon Championships;
- World Triathlon Long Distance Aquabike Championships.

The World Triathlon Multisport Championships are designed to provide a well organised event in all triathlon-related multisport disciplines, with a wide global reach and high-quality competitions for athletes.

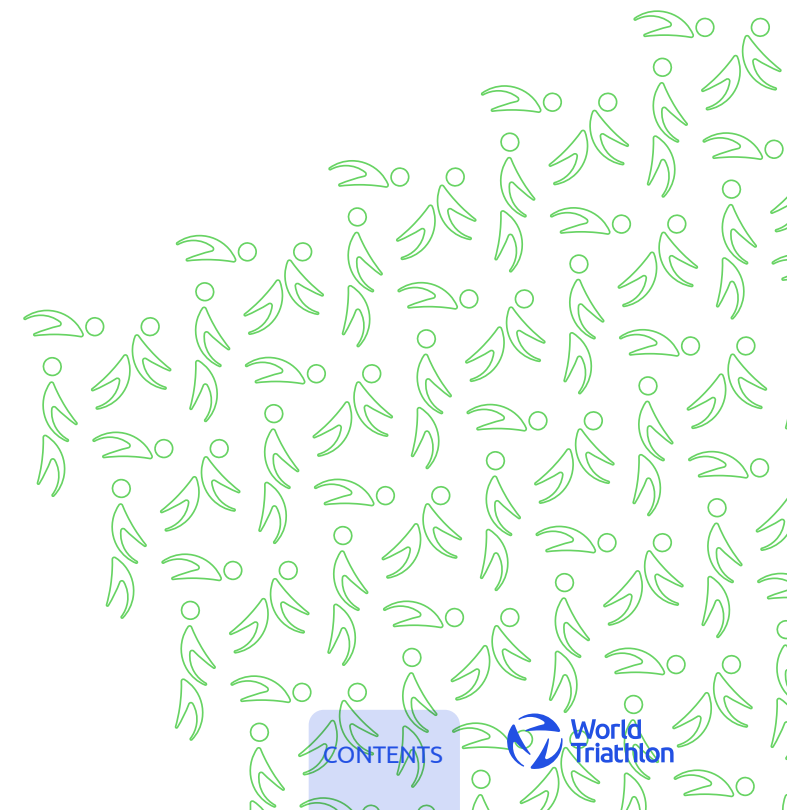
World Triathlon Multisport Championships will feature:

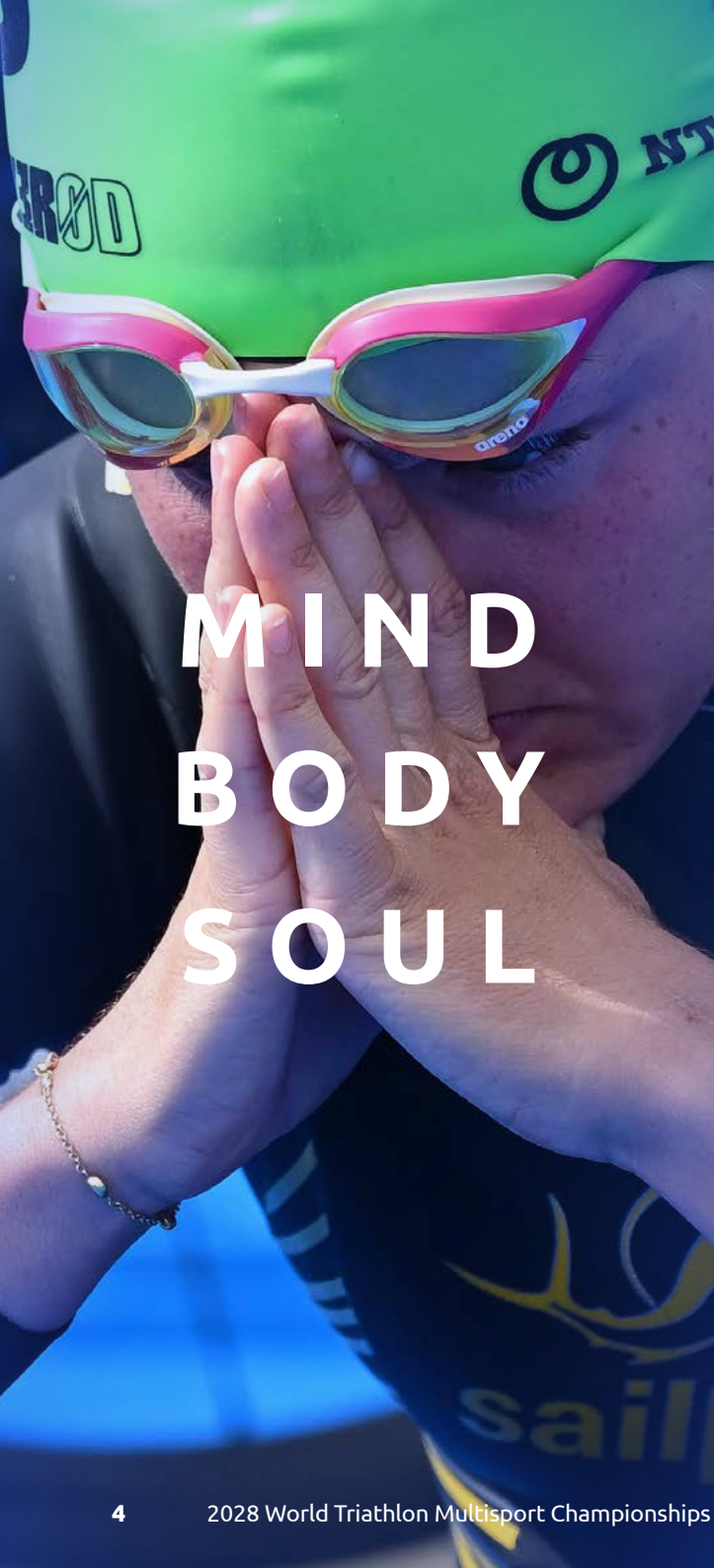
- Significant prize purse;
- International TV, mainstream media and online coverage;
- Major boost for local tourism and enhancement of Host City's global profile;
- Attendance of thousands of competing athletes, families and support teams;
- Widespread coverage on all official World Triathlon social media channels and those of the competitors;
- Positive association with one of the world's fastest growing and most aspirational mass-participation sports.

The World Triathlon Multisport Championships is designed to span all continents and promote global participation.

*Please note that the provisions laid out in this document are presented under the conditions and contracts of World Triathlon as of 1 May 2024.*

*Given that the stated information and data are for event bids in the long-term, please expect there to be some changes to specifics regarding increased media reach, broadcast partnerships and sponsor activations, due to the nature of those contracts. Any updates will be shared as necessary at the earliest opportunity.*

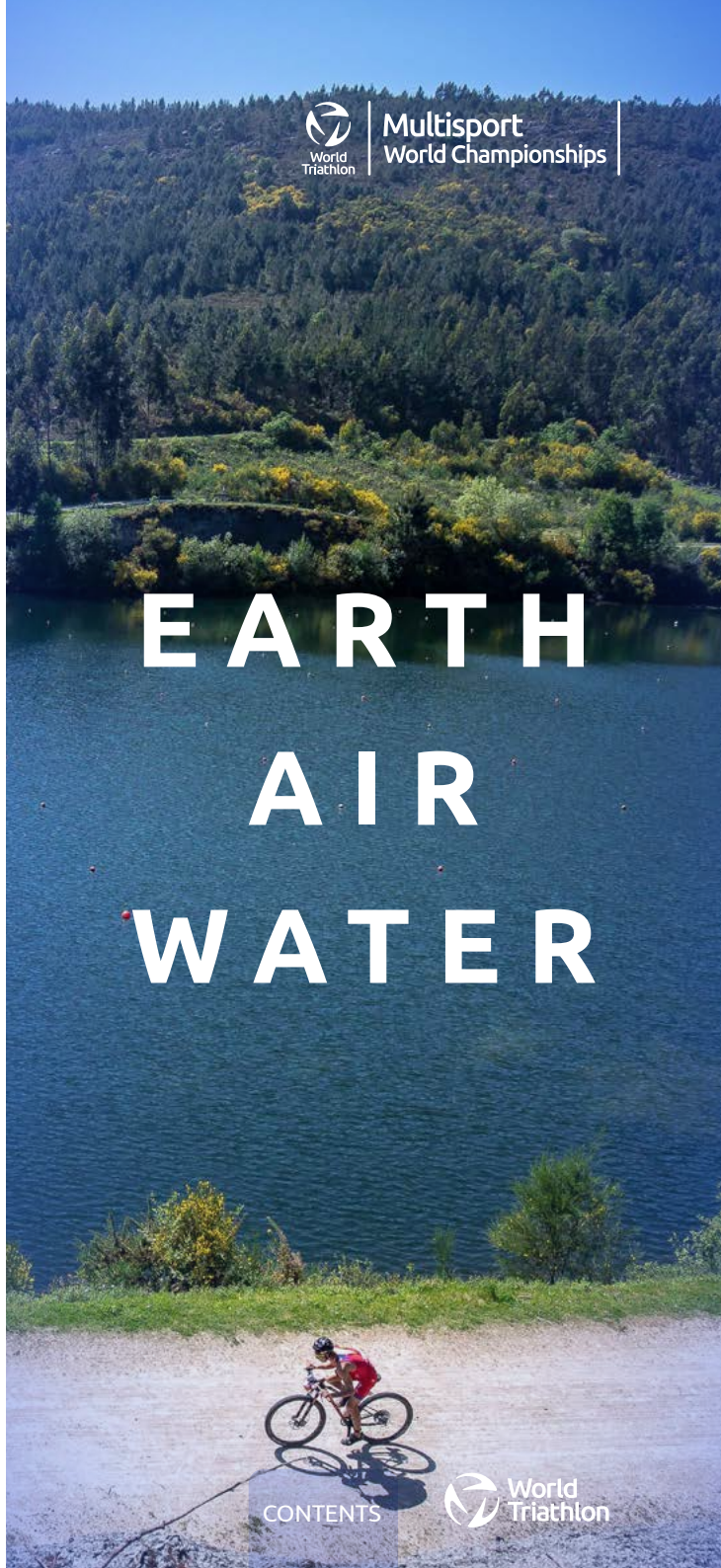




**MIND  
BODY  
SOUL**



**SWIM  
BIKE  
RUN**



**EARTH  
AIR  
WATER**

# World Triathlon - the World Governing Body

- Founded in 1989, World Triathlon is the world governing body for the Olympic and Paralympic sport of triathlon and is recognised by the International Olympic Committee (IOC), the International Paralympic Committee (IPC), the World Anti-doping Agency (WADA), the Association of Summer Olympic Sports (ASOIF) and GAISF, the Association of International Sport Federations;
- World Triathlon is the world governing body for triathlon and all related multisport disciplines such as Aquathlon, Cross Duathlon, Cross Triathlon, Duathlon, Long Distance Duathlon, Long Distance Triathlon, Winter Triathlon and Aquabike;
- More information about World Triathlon can be found at [www.triathlon.org](http://www.triathlon.org), “the official triathlon resource”.

## World Triathlon Multisport Championships

- Host Cities and National Federations are encouraged to develop visionary proposals that can enhance the scope, presentation and marketing of the events as well as to provide a great experience to all participants;
- Endorsement by the National Federation is mandatory. The structure of the Local Organising Committee can be made up of any combination of National Federations, Host City and/or recognised Event Delivery Partners;
- The Local Organising Committee must host a test event (National or International event) the year prior to the World Triathlon Multisport Championships at least in Long Distance Triathlon and the Cross Triathlon disciplines (being held back-to-back).



# Athlete Participation

The estimated number of athletes participating at the Championships is 4,000.

EVENT	ESTIMATED NUMBERS	
	Elite/U23/Junior/ Paratriathlon	Age-Group
AQUATHLON	100	600
CROSS TRIATHLON	100	300
CROSS DUATHLON	70	200
DUATHLON SPRINT	160	600
DUATHLON STANDARD	N/A	600
LONG DISTANCE TRIATHLON	70	800
LONG DISTANCE AQUABIKE	N/A	400
<b>TOTALS</b>	<b>500</b>	<b>3500</b>

- The numbers from the above chart are a conservative approach based on an average participation in different continents.

Key aspects from 2018:

- 44% of the athletes spent 7 days or more in the city/region of the Championships;
- 73% of the athletes came with someone not racing (1 person or more).



**4,000**  
athletes

# World Triathlon Objectives

- Host a safe and fair competition;
  - Present an event that is attractive to sponsors and/or tourism authority, and is of benefit to the National Federation's objectives of developing the sport;
  - Maximise media exposure for triathlon and World Triathlon multisport disciplines nationally and globally;
  - Provide an unforgettable experience to all participants and spectator audiences;
  - Exhibit strong corporate support;
  - Engage public institution support;
  - Establish strong partnerships among all stakeholders;
  - Ensure a strong emphasis on sport development with a provision of a legacy for the sport;
- Taking place over approximately 10 days, the World Triathlon Multisport Championships is more than just a sports competition for the athletes. It is also an important development opportunity from the grassroots to elite level, giving athletes from a wide range of Age-Groups the opportunity to race. The entire occasion is a visual spectacle designed to inspire and motivate, from the experienced to the newcomer.







## World Triathlon's Investment and Support Services

- Ensuring worldwide social media coverage across all World Triathlon channels including Facebook, Instagram, Twitter, TikTok and Weibo and YouTube;
- Investing in an event report including TV, livestream, social media and global partner data to evaluate the commercial success of the event and provide insight for improvement;
- Providing essential technical and operational support, guidelines and advice;
- Managing the elite athletes and their event entries and rankings;
- Providing event design guidelines, sponsorship framework and commercial advice.
- Providing a centralised entry system for all mass participation events, which the LOC's will be obliged to use.

## Television

- The hosts own the domestic television rights for the event. World Triathlon will retain international rights and maximise international interest and create global coverage. Domestic television production and distribution costs are the responsibility of the Local Organising Committee.
- World Triathlon will produce digital & broadcast highlights with international distribution.

## Internet and Social Media

World Triathlon's website ([triathlon.org](http://triathlon.org)) attracts over 4.7 million users, over 6.5 million sessions and 16 million page views annually and growing.

World Triathlon operates a full OTT platform, [Triathlonlive.tv](http://Triathlonlive.tv), to distribute live and on-demand races, as well as providing interviews, behind the scenes footage and extra content to its subscribers.

World Triathlon has a highly engaged and rapidly growing fanbase on social media, meaning our platforms allow substantial promotion of a Host City from a trusted source.

World Triathlon's growth on social media ([X-Twitter](#) / [Instagram](#) / [Facebook](#) / [Youtube](#) / [TikTok](#) / [Weibo](#)) continues to increase rapidly.

World Triathlon has a very strong presence on Instagram allowing us to share a unique perspective to promote our sport to a captive and diverse audience with compelling content. With more than 318,000 engaged followers it continues to show strong growth.

World Triathlon's Twitter accounts currently have more than 167,000 followers. This is a highly valuable promotional tool not only for World Triathlon races but also for the host cities.

World Triathlon's Facebook channel also continues its steady growth, with a community of more than 300,000 followers, plus many more on channels associated with World Triathlon, such as World Triathlon's Official Store, Multisport, etc.

World Triathlon publications reach an average audience of upwards of 1 million people.

World Triathlon's YouTube channel has more than 93,000 subscribers and our videos have more than 42 million views. Our viewers have watched more than 87 million minutes of triathlon content – over 166 years of viewing time – not only the best moments of our races but also videos promoting Host Cities, courses and athletes.

World Triathlon's media team will generate and distribute content for social media on all the digital properties of World Triathlon, as well as for the [triathlonlive.tv](http://triathlonlive.tv) OTT platform.

## Internet and Social Media



**4.7m+**  
users

**16m**  
page views  
per year



**360k**  
users

**2.1m**  
page views  
per year



**317k+**  
followers



**300k+**  
followers



**167k+**  
followers



**93K+**  
followers

**42m**  
views



**33K+**  
followers

**39m**  
views



**7.5k+**  
followers

as of 8 April 2024



## Print media and photography

- World Triathlon employs an experienced media team focused on developing content and distributing news to the worldwide written and photographic media.
- World Triathlon brings world-class, award-winning sports photographers to each event and distributes images through international photo agencies such as AP, Getty, AFP and Reuters.
- We also guarantee maximum exposure with our media database, including journalists and media outlets from every major market in the world, which receives all World Triathlon's communications, previews, reviews, pictures and media info of all our events.



The world we are living in is changing rapidly. Industrial and economic progress has come at a great cost to the planet, but it is not too late to make decisions and take actions that can halt the damage done to our environment and stem the tide of global warming.

It is in the very nature of our duty as the governing body of one of the world's fastest growing sports that World Triathlon reaches all corners of the globe. We host large-scale events in major cities attracting thousands of participants and even more spectators. We now know the impact that daily occurrences such as global travel and the use of plastics has on our planet, and we want to become a leader not just among fellow International Sports Federations, but global organisations of all kinds, in taking action and encouraging our stakeholders to do likewise.

As part of this approach, World Triathlon has introduced the [World Triathlon Sustainability Guide for Event Organizers](#). This document is an invitation to our event organiser partners to engage in the journey of social, economic and environmental sustainability within the delivery of their event.

Some are already engaged, either on a voluntary basis or due to local legislation, and others have not yet started. Regardless of your location on this journey, this document offers a non-exhaustive list of actions to help keep you moving into the direction of sustainability.

It will also serve as a framework for a World Triathlon Sustainability certification system, which will recognize the commitments of LOCs to minimize their footprint.

# Local Organising Committee Requirements

## Financial requirements

The financial obligations required to host a World Triathlon Multisport Championships are:

FEES	2028
Event Rights Fee	US\$200,000
Prize Money	US\$350,000

Prize money is split among events at the discretion of World Triathlon, and distribution is driven by the World Triathlon competition rules.

## Secondary financial requirements

### Transportation

- The Local Organising Committee should ensure that local transportation is organised free of charge for World Triathlon officials including those drawn from the World Triathlon Executive Board, guests, staff, technical officials, and media team. This transportation will be for all activities related to the event including:
  - Airport transfers (arrival and departures);
  - Transfer between hotel and competition venue(s), media events and any social activities;
  - Two dedicated vehicles for the World Triathlon technical team (Technical Delegates, Assistant Technical Delegates, Team Leader) and the feasibility of using public transport;
  - Dedicated vehicle for the World Triathlon media team;
  - Mutually agreed number of dedicated scooters/ bicycles for the World Triathlon team.

### Accommodation

- The Local Organising Committee is required to provide accommodation (breakfast included), for World Triathlon officials including those drawn from the World Triathlon Executive Board, World Triathlon guests, staff, technical delegate(s), and World Triathlon media team in a hotel that is reasonably close to the competition venue, with a provision for both single and double rooms. Total hotel room-nights required:

Double/Twin Room	Single Room
86	154
- In case a World Triathlon Executive Board meeting is held in conjunction with the World Triathlon Multisport Championships, an additional 80 room-nights are required on a mixed single/double basis.
- World Triathlon may request up to an additional 30% room nights under the World Triathlon budget offered at cost basis.
- The Local Organising Committee is also required to provide free accommodation for the World Triathlon officials doing the required site visits during the evaluation period or leading up to the actual event.

## Technical officials' accommodation

- World Triathlon will agree with the Host NF/LOC regarding the number of National and International Technical Officials (SFTOs).
- It is the responsibility of the LOC/Host NF to cover the expenses of the National Technical Officials as per the Host NF requirement
- Accommodation (including breakfast) must be provided to all Technical Officials on a twin-room basis for the duration of their official stay at the World Triathlon Multisport Championships.

## Athletes' services/package

- The Local Organising Committee must list all the athlete services that are offered with the entry fee as well as the athlete package: Gear, registration gift, finisher medal/gift, complimentary pasta party tickets, social functions, etc.
- The following services to be available to the participants:
  - Sufficient range of accommodation within a reasonable distance from the competition site;

- Access to training sites for the entire duration of the event, starting 3 days before the first competition. Such service should be free of charge for the Elite/U23/Junior athletes, for the Para triathletes and for Age-Group athletes also on a discounted fee;
- Safe bike and swim course familiarisation for Elite athletes and warm up opportunities for all;
- Bike Mechanic services for all athletes and bike rental opportunities;
- Local medical services.
- Free entry option for the previous World Champions of the same multisport event, including Age-Group.
- For all athletes (including Age-Groupers) the World Triathlon system should be used for registration (process and deadlines to be discussed with World Triathlon).

## Hosting

- The Local Organising Committee is required to host two "Pasta Parties" and one Closing/Award Function. Award Ceremonies are required after each competition for all categories. VIP reception and a VIP hosting area on competition days are required.

## Insurance

- The Local Organising Committee is obliged to provide a US\$10,000,000 (ten million) event liability insurance cover.

## Anti-doping

- The Local Organising Committee will work with their National Federation and NADO in their country to organise and fund 70 urine tests (including 42 ESA and 8 GHRF) and 10 blood tests (all with GHs) in total. All Doping Control costs (including testing, facilities, transportation etc.) will be covered by the LOC.

## Live digital broadcast

- Local Organising Committees must provide a live internet broadcast with minimum 5 cameras and a studio from each competition day including the required personnel. Portable transmission units (backpack bag solution) are recommended for a sustainable solution. This setup is needed for all Elite/U23/Junior/Para races as well as the Age-Group competitions, and should be possible to do pre and post races media actions covered by the internet broadcasting.
- World Triathlon retains international media rights.

## Technology

- Live Timing: A proficient timing company, capable of producing live results and associated costs are the responsibility of the Local Organising Committee;
- Athlete Tracker: Due to the nature of the sport, athlete tracking is required for the elite athletes of the Cross Triathlon and Long Distance Triathlon
- Additional to this, 15 devices are required for operational use. All associated costs are the responsibility of the Local Organising Committee;
- 35 radios and up to 15 unlimited data sim cards for the World Triathlon team;
- Entries must be processed via the World Triathlon online system.

## Expo area

- The Local Organising Committee must provide up to four complimentary areas for expo booths/ tents for World Triathlon Global Partner, World Triathlon Anti-Doping, World Triathlon official merchandise partner, and future Host Cities/LOCs. The specification to be agreed upon by the parties.

## Economic impact survey report

- The Local Organising Committee must agree with an external party (local tourism agency) or/ an agreed third party contractual partner from World Triathlon the implementation of a detailed economic impact report for the Championships.
- World Triathlon will work in conjunction with the LOC to develop a post-event survey for Age-group athletes. World Triathlon will be responsible for distributing the survey and the analysis and communication of results to all relevant parties.

## Event Management Tools Partnerships

- World Triathlon has partnered with OnePlan for developing an online platform where the venue management and the course management planning is taking place. The event will be requested to use this platform during the planning process.
- World Triathlon has partnered with the company WeTrack for delivering a project management system and document sharing platform for all World Triathlon events. This tool is used during the planning process for following the events' progress

report and it is mandatory for all LOCs to use it. This application is offered to the LOC at World Triathlon's cost.

- All the World Triathlon events can have access to the Tomorrow app. Tomorrow.io is the world's only weather intelligence platform. Fully customizable to the triathlon events' needs, everyone can benefit dramatically and improve operational efficiency.



## Technical elements

Competition categories:

**DUATHLON** Age-Group Standard, Age-Group Sprint, Elite, Under 23, Junior, Para triathlon, 2x2 Mixed Relay (Elite, Juniors);

**CROSS TRIATHLON** Age-Group, Elite, Under 23, Junior, Para triathlon;

**CROSS DUATHLON** Age-Group, Elite, Under 23, Junior, Para triathlon;

**AQUATHLON** Age-Group, Elite, Under 23, Junior, Para triathlon;

**LONG DISTANCE TRIATHLON\*** Age-Group, Elite, Para triathlon;

**AQUABIKE** Age-Group;

\* The Long Distance Triathlon must be held on the 3 km swim / 120 km bike / 30 km run distance.

## Schedule

The full competition schedule is intended to take place across 7-9 days. Other Scheduled Activities: Complimentary cultural events over the course of the 10 days. In case the Local Organising Committee would like to include an open race for any of the multisport disciplines, it must be approved by the World Triathlon Technical Delegates.

Suggested Competition Schedule

DEADLINE	EVENT
<b>FRIDAY</b>	Duathlon briefing and familiarisations; Pasta Party; Opening Ceremony
<b>SATURDAY</b>	<b>DUATHLON:</b> Age-Group Sprint, Junior, Elite/Under 23
<b>SUNDAY</b>	<b>DUATHLON:</b> Age-Group Standard, Para triathlon, 2x2 Mixed Relay
<b>MONDAY</b>	Cross Duathlon briefing and familiarisations
<b>TUESDAY</b>	<b>CROSS DUATHLON:</b> Age-Group, Junior/ Para triathlon, Elite/Under 23
<b>WEDNESDAY</b>	Cross Triathlon briefing and familiarisations
<b>THURSDAY</b>	<b>CROSS TRIATHLON:</b> Age-Group, Junior/ Para triathlon, Elite/Under 23  Aquathlon briefing and familiarisations, Pasta Party, Welcome Ceremony
<b>FRIDAY</b>	<b>AQUATHLON:</b> Age-Group, Junior/ Para triathlon, Elite/Under 23
<b>SATURDAY</b>	Long Distance Triathlon briefing and familiarisations
<b>SUNDAY</b>	<b>LONG DISTANCE TRIATHLON:</b> Age-Group, Para triathlon, Elite; <b>AQUABIKE:</b> Age-Group Closing Ceremony

## Date preference

To maximise participation in all categories, the recommended period for holding the World Triathlon Multisport Championships is from the middle of June to the middle of August. In order to maximise media attention, the event dates should not clash with a World Triathlon Championship Series event if possible.

## Venue and course

- The technical requirement of the course and the venue are covered in the Event Organisers' Manual (EOM) and in the World Triathlon Competition Rules;
- It is preferable to have a single venue location for the Championships. This results in all associated planning, logistics, implementation and athlete experience being much easier to execute effectively. There needs to be a clear layout and detailed proposal in cases where two venues are required, explaining how the main logistics will be implemented to ensure the athlete experience is not affected by travel.

## Technical Officials

There will be three different blocks for the duration of the event:

- 35 Technical Officials will be assigned to block 1 for the Duathlon events, arriving one day prior to the first competition day and departing one day after the last competition day;
- 30 Technical Officials will be assigned to block 2 for the Cross Triathlon , Cross Duathlon and Aquathlon events, arriving one day prior to the first competition day and departing one day after the last competition day;
- 45 Technical Officials will be assigned to block 3 for the Long Distance Triathlon and Aquabike events, arriving one day prior to the first competition day and departing one day after the last competition day.

## Manuals and guidelines

The Host City must adhere to all relevant requirements as stated in the:

- [World Triathlon Event Organisers Manual](#)
- [World Triathlon Branding Guidelines – Multisport](#)
- [World Triathlon Sport Presentation Manual](#) and
- [World Triathlon Competition Rules](#).

# Sport Presentation

- The LOC should refer to the World Triathlon Sport Presentation manual for all requirements regarding onsite sport presentation;
- The event should be presented to the on-site spectators by announcers to be approved by World Triathlon. A large video screen greatly enhances the spectator engagement and it is recommended;
- The Athletes Introduction and Award Ceremonies must be conducted as per the World Triathlon Sport Presentation Manual;
- The Local Organising Committee should secure a minimum of two announcers;
- Multisport Legends: the Local Organising Committee should provide trophies for those completing a minimum of 4 events (open waves are not considered);
- Elite athlete engagement program: the Local Organising Committee should provide facilities for two Elite athlete Q&A Sessions with Age-Group athletes.



# Communications

- Promotion of the Championships internationally and nationally in the years and months leading up to the event is a joint responsibility of all stakeholders;
- Printed or digital version of programmes (Athletes' Guide, Media Guide and Spectators' Guide) should provide information of the venue/s, including diagrams of the staging and display areas, time schedule for events, a description of each event and its objective, as well as competitor profiles for the top-ranked athletes. Programmes have to be approved by World Triathlon;
- During the planning period, the Local Organising Committee must maintain effective communication with all external parties, including World Triathlon, National Federations, government entities, professional contractors, vendors, sponsors and media;
- All major communications have to be approved by World Triathlon.



## Revenues

The event has the potential for generating considerable revenue over expenses when well marketed. It provides a good opportunity to reduce overhead expenses by attracting support from government and commercial entities. It is the responsibility of the Local Organising Committee to market it effectively. All revenues from successful marketing will go directly to the Local Organising Committee.

The Local Organising Committee is entitled to receive 100% of revenue from the following sources but not limited to:

- Sponsorship (including event title sponsor);
- Public institutions;
- Entry fees from the athletes;
- Hotel commissions;
- National media and television rights sales;
- Merchandise sales;
- Finisher pictures' sales;
- Food and beverage sales;
- Ticket sales;
- Expo.

The maximum price of entry fees chargeable to the athletes via the National Federations by the Local Organising Committee are the following:

EVENT	AGE_GROUP ENTRY FEE (USD)
LONG DISTANCE TRIATHLON	350
DUATHLON STANDARD	200
DUATHLON SPRINT/ 2x2 MIXED RELAY	180
CROSS TRIATHLON	150
CROSS DUATHLON	130
AQUATHLON	100
AQUABIKE	300

Elite/U23/Jr/Para triathlon categories can be charged a maximum 50% of the above fees.

Multi registration discounts should be provided to participants as a minimum of the following percentages:

- 2 events = 5% discount
- 3 events = 10% discount
- 4 events = 15% discount
- 5 events = 20% discount

## Intellectual property

- The Local Organising Committee has the right to use the official name from the day of contract signature until six months after the last day of the event.

## Branding

- The Local Organising Committee is entitled to use at least 70% of the advertising space on the field-of-play and on-site branding (World Triathlon retains maximum 30%).
- Details about the branding can be found in the World Triathlon Multisport Branding Guidelines.

## Television and media

- The hosts own the domestic media rights for the event.
- World Triathlon retains the international media rights for the event.

# Bid Process



Multisport  
World Championships

2024



\* the date of the selection and announcement might change, but within 2024.



# Selection Criteria

Non-European Host Cities will be preferred for 2028.

Upon receipt of the letter of intent, World Triathlon will send the contract to each bidder. The signed contract shall be sent from each Local Organising Committee/National Federation to the World Triathlon together with the Bid documentation. World Triathlon will evaluate each bid based on a set of criteria and expect to receive all this information in the bid package.

The following criteria are weighted equally:

- Host National Federation letter of endorsement including the required certified Technical Officials;
- Host City Council/Mayor and/or Government letter of support with a signed guarantee for the use of roads, streets and other public areas needed for the competitions and course trainings;
- Scheduling/Event dates with certain flexibility with the day and start time requests;
- Geographical location and the number of events in the region;
- Venue location and technical evaluations of the courses;
- Regular water quality tests of the swim course (minimum 6) including two of them one year out from the proposed date and further tests during different weather conditions, to be performed by a local certified institution. A sanitary inspection must be conducted during the first site visit and according to the outcome of the inspection, more tests may be requested;
- Environmental data: heat stress indicator (WBGT), air temperature, water temperature, average rainfall, air pollution index, current (if applicable), sunrise/sunset;
- Written financial guarantee for the organisation of the event;
- Medical plan outline;
- Experience and structure of the Local Organising Committee;
- Support of Host Broadcaster;
- Host hotel and accommodation – information about hotels, including location and room rates;
- Proposed athlete support services;
- Proximity to international airport;
- Draft budget proposal;
- Entry fee proposals with discount mechanism for multiple entries;
- Attached signed contract;
- Proposal to host a test event;
- Commitment to sport development;
- The LOCs must commit to acquiring at least the Silver level World Triathlon Events' Sustainability Certification by the year of the event, and ban single-use plastic. The event must measure and seek to reduce its carbon footprint and report it within 3 months from the completion of the event.

## Bid presentation

- After the bid submission deadline, World Triathlon may request to visit cities that have sent all the proprietary documentation with a delegation of up to two people. The bidder will agree to cover the local transport and accommodation for up to 2 nights;
- World Triathlon may eliminate bids before offering the opportunity to present to the World Triathlon Executive Board, which is the body that makes the final decision on selections;
- Presentations will be no longer than 15 minutes as well as Q&A session. The bidders will be provided with A/V facilities.
- In case of multiple bids, World Triathlon reserves the rights to allocate World Triathlon Multisport Championships also for 2029 and after, with the same conditions set out in this bidding criteria.

## Bid application documentation

- Documents should be prepared in a simple format and at a modest cost;
- All documents must be submitted to the World Triathlon in English;
- Bids are evaluated on substance and content;
- Maps and diagrams should be accurate and of good quality;
- Digital photos should be included.

## Submissions

- The bid documents and supporting materials may be submitted electronically to [sport@triathlon.org](mailto:sport@triathlon.org)





# Multisport World Championships

## Contact

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