



2019 Regional Championship
Olympic Distance
Request for Proposal

HOST SITE PROPOSAL

This document features a comprehensive proposal outlining the host site production opportunity for the 2019 Regional Championships Olympic Distance. The event chosen as host should place primary emphasis on the safety and quality of the event while also generating community interest and respectfully representing the USA Triathlon brand.

The selected host event will contract for one year with an option to host the same championship the following year if both parties agree it is in their best interests.

DESIRED RACES AND RECOMMENDED RACE DISTANCES

- Olympic Distance Triathlon (1500m swim, 40k bike, 10k run)

EVENT OWNERSHIP

The event race director will retain all entry fee revenue and sponsorship sales. USAT Partners will be given first right of refusal for the event and should they not participate in the event, the race director may use their partner of choice unless otherwise outlined below. Should USAT Partners engage in the event, USAT will produce all USAT Partner signage at USAT's cost outside of the finish line chute/gantry.

Race Director will adhere to and secure all of the below at their own expense:

- Maintain one updated website for both events with event information, rules, schedule (using existing website is fine)
- Registration and wait list system which must be done through USAT's Official Event Registration partner for all online athlete registrations. (Race Director will determine entry fee)
 - All athletes are required to be USAT Annual or One-Day Members
- All necessary permits, tests (city, county, state permits, water tests, etc.) and costs related to these items
- USAT sanctioning fees
- Officials costs
- Necessary equipment, including:
 - Fenced transition
 - Athlete ID numbering kit
 - Bike racks
 - Rentals including but not limited to coolers, chairs, tables, tents, port-o-lets, ice, water, barricades, tents, lights, etc.
 - Other miscellaneous items to ensure smooth/safe operation of event
 - Create a visible fencing location for provided USAT Regions scrim (mesh fencing) and feather flags
- Necessary services, including but not limited to:
 - Chip timing and results page (results posted no later than 6 hours after competition)
 - EMS with ambulance support on site
- Necessary event structure:
 - Accurately measured courses
 - RD operates event and leverages their database for participation in addition to USAT marketing
 - Ensure a sellout situation does not occur if possible
 - Regional Championship feel in all aspects (venue, communications, website, etc.)
 - Adequate parking near venue
- Provide space available to host Coaching and Officials clinics if they are requested by the region

EVENT DATES

Events should not conflict USAT National Championships and must take place at least 3 weeks prior to the Age Group National Championship (August 11).

EVENT MARKETING

USA Triathlon will assist in marketing through its print and electronic media outlets. For increased recognition, the event production team will need to include a webpage pertinent information for athletes.

Recommended RD marketing strategies include, but are not limited to: website, Twitter, Instagram, Facebook, Press Releases, Newsletters, Programs and other various text materials.

Race Management is allowed to sell sponsorships for the event. However, USAT reserves the right to category exclusivity for all categories of USAT national sponsors. This includes, but is not limited to, the automotive category and any other current USAT sponsors. This also includes any sponsors that USAT subsequently signs leading up to the event, provided that Race Management has not already partnered with a sponsor in the same category since the execution this Agreement. In the case of a potential sponsor conflict with a current USAT national level sponsor, Race Management will inform USAT of the conflict regarding the prospective sponsor in writing. USAT will then consider the sponsorship opportunity and render a final decision to approve or not.

RACE DIRECTOR CRITERIA

USA Triathlon is looking for Race Directors to possess, at minimum, the following:

- Current USAT Level I/Level II Race Director Certification
- Multiple years of triathlon-specific event experience
- A positive sanctioning history with USA Triathlon
- Race Director is in good standing with USA Triathlon
- If selected, ability to sanction event at least 60 days prior to race day

HOST SITE BENEFITS

- Event Promotion: USA Triathlon will promote the event as a championship via National and Regional communications.
 - Region eblast will promote the region's championship schedule
 - Championship spotlights will be included in Region Newsletter
 - Region social media will promote the event (Race Director can assist with content)
 - All championships will be posted on the USAT Website and event calendar
- USAT to provide the following medals:
 - Place 1-3 for every Age Group, Male/Female
- Cost of pallet to be shipped to and from event including but not limited to the following:
 - USAT branded signage in the form of mesh fencing and flags
 - USAT sponsor branding
 - Use of USAT logo and event logo on event signage on site provided by the RD
 - Public address announcement language and script to be announced by Host Site
 - Promotion of event via USAT media channels
 - Support and consultation to race director
- Ability to sell sponsorships (more detail provided in "Event Ownership" portion of RFP)
- Promotional Materials for Race Director: Official Region Championship email templates and banners will be provided to the race director to use when promoting the championship side of events.

HOW TO APPLY

Follow the link below to the Regional Championship Google Form to submit your proposal information.

<https://docs.google.com/forms/d/e/1FAIpQLSdI7C3O6jTKHeUNTIct1xFEolpNRzKfu1HuVt6wDJsgcCoNPg/viewform?c=0&w=1>

If you have any questions or would like to provide any information not requested in the Google Form please contact:

USA Triathlon Regions

E-mail: regions@usatriathlon.org

Subject: Regional Championships

DUE DATE: November 5, 2018