



2019 USA Triathlon Age Group Draft-Legal Sprint Distance Triathlon National Championship/World Qualifier for 2020 ITU Grand Final Sprint Distance World Championship

Race Management Request for Proposal (RFP)

Note that this will be the only draft-legal sprint distance United States qualifier for the 2020 ITU Grand Final Sprint Distance World Championships

HOST SITE PROPOSAL

This document features a comprehensive proposal outlining the host site production opportunity for the 2019 USA Triathlon Age Group Draft-Legal Sprint Distance Triathlon National Championship/World Qualifier for the 2020 ITU Grand Final Draft-Legal Sprint Distance Triathlon World Championship. The Local Organizing Committee (LOC) 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.

ABOUT USA TRIATHLON

USA Triathlon (USAT) is the national governing body for the multisport disciplines of triathlon, duathlon, aquabike, aquathlon and winter triathlon in the United States. USA Triathlon is a member federation of the U.S. Olympic Committee and the International Triathlon Union (ITU).

USA Triathlon will oversee the selection of the 2019 USA Triathlon Age Group Draft-Legal Sprint Distance Triathlon National Championship/World Qualifier.

USAT coordinates and sanctions over 4,300 grass-roots and elite multisport events across the country. USAT's annual membership exceeds 170,000 and is comprised of athletes of all ages, coaches, officials, parents and fans striving together to strengthen multisport.

The mission of USA Triathlon is to grow and inspire the triathlon community. Our vision is to provide the resources required for all in the triathlon community to reach their full potential.

EVENT BACKGROUND

- This is a sprint distance draft-legal triathlon. There shall be no cap on the number of participants although USAT would work with race management on how to best sequence the wave starts.
- Only United States draft-legal qualifier/draft-legal triathlon National Championship for the draft-legal triathlon sprint at ITU Worlds in 2020.
- The event should take place between July and November while not conflicting with any of USA Triathlon's owned National Championships (Collegiate National Championships – April 4-5, Duathlon National Championships – April 13-14, Youth and Junior National Championships – August 3-4, and Age Group National Championships – August 10-11) or ITU World Triathlon Championships.

EVENT OWNERSHIP

The LOC will be given the latitude to make logistical decisions for the event. Quick response to emails and phone calls is imperative. USAT will rely on the expertise of LOC Race Director and Race Management Team to do all that is necessary to prepare the venue for race day.

Event Organizer will secure at its own expense:

- Maintain one updated website with event information, rules, schedule (using existing website is fine)
- Create a draft-legal event with multiple loops for both the bike and the run (can be run on the same weekend as other events you manage) with absolutely no crossovers
- Registration and wait list system (we will jointly determine the entry fee for the event)
- All necessary permits, tests (city, county, state permits, water tests, etc.) and costs related to these items
- USAT Sanctioning Fees
- Event insurance via USAT sanctioning process
- Finisher medals to match design of place medals and artwork must be approved by USAT
- Necessary equipment, including:
 - Fenced transition
 - Athlete ID numbering kit which are USAT branded (swim caps, helmet number, bike rack sticker, bike number and bibs)
 - Bike racks
 - Swim caps
 - Amplified sound system
 - Bike and run course closed to traffic
 - Medical tent with cots and privacy curtains
 - Penalty box, white board and signage
 - “1k” and “1k to Finish” markers
 - Walkie-talkie system for officials and staff (approximately 25 radios)
 - Location for athlete meeting with audio visual equipment (image projection, sound)
 - Cost of shipping event branding kit to site
 - 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
- Necessary services, including:
 - Chip timing and results page (results posted no later than 6 hours after competition)
 - EMS with ambulance support on site
 - Motorized zodiac or rapid response boat on-water when athletes are in water
 - Food for up to 10 officials/representatives during event
 - Food for athletes during competition (aid station) and post event
- Necessary staff, including:
 - Race director
 - Event management team
 - Approximately 125 volunteers or as many as deemed necessary
- Necessary event structure:
 - Accurately measured course
 - Competitions may not overlap

USA Triathlon will serve as consultants on every aspect of this event. USAT will work closely with the LOC/Race Management/Race Director to ensure a successful event is produced. The LOC will serve a vital role in planning and connecting with USAT’s key staff as well as the right individuals and agencies within the community. USA Triathlon does reserve the right to use a housing service to secure the necessary hotel room needs for the event.

EVENT DATES

Highest priority will be given to those events held between the months of July and November of 2019.

EVENT MARKETING

In conjunction with LOC 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 with links to all partners, sponsors, and host city CVB/Sports Commission information.

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

Because this is an event partnership, the LOC's logo will appear in conjunction with all marketing, advertising and promotion for the race courtesy of USAT. USAT reserves the right to review and approve all collateral material for the race prior to its production. The LOC may use USAT's logo in conjunction with its printed information but only with approval.

USA TRIATHLON PARTNERSHIP WITH THE LOC

USA Triathlon will work with the LOC to create and implement marketing promotions centered on event location. Such promotions may include special pre-event vacation packages, discounts on future vacation visits to the area, special athlete tours of historical or unique sites, etc. USA Triathlon will assist in ensuring all promotions adhere to NCAA Legislation when and where necessary.

USA TRIATHLON SITE SELECTION CRITERIA

USA Triathlon will use the following guidelines in reviewing the proposal and in the selection process. 2. Site should be able to easily transition to a duathlon format if weather requires.

- Swim Course: 750 meters. Clean, scenic body of water, with approximate temperatures ranging between 60F and 80F. Two loop swims are an option but only if the course supports easy exit and re-entrance points. Wetsuits swims are acceptable.
 - Water quality – wave height, temperature, etc. History of water quality and number of cancelled swims at the site. Testing required 3 months 1 month and two weeks out prior to event.
- Weather: Moderate and reliable (minimal threats of hurricanes, searing heat, extreme humidity, etc.)
- Bike Course: 20 kilometers. Safe course with roads that are entirely closed to traffic and can accommodate the athletes comfortably for draft-legal style of racing. Road conditions are good with minimal safety concerns. Must be one or two laps.
- Run Course: 5 kilometers. Should be on paved road or at least 8' wide paved pathway. Run course must be separated from bike course.
- Transition: Set up in a way that all athletes travel the same distance during the race. A split transition area is not acceptable. Absolutely no crossovers.
- Hotels: should be able to service 300 athletes plus staff, friends, family, spectators, and sponsors. Dorms, home stays, campgrounds, etc. are alternative housing options. Housing procurement at discounted pricing is important.
- Race Venue: Adequate space for swim start/finish, transition area, finish line, athlete recovery area, spectator viewing, parking, and race expo. Venue should not be more than a 20-minute drive from primary hotels. Must have access for medical ingress and egress.

RACE DIRECTOR CRITERIA

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

- USAT Race Director Certification
- 5 years of triathlon-specific event experience
- A positive sanctioning history with USA Triathlon
- All previous races, if sanctioned by USAT, have been sanction-compliant
- Race Director is in good standing with USA Triathlon
- Knowledge of and ability to follow ITU draft-legal race rules
- If selected, ability to sanction event at least 90 days prior to race day

LOC/HOST SITE BENEFITS

Hosting world qualifiers provides exposure and financial rewards to the local organizing committee as well as the community.

Additionally, revenue can be increased through obtaining local partners and advertisers to purchase paid advertisements leading up to and through the event.

- Promotional Scope: Value includes a full-page advertisement in USA Triathlon's Membership Magazine (150,000 circulation). This same information will be placed on various Regional Federation websites as well as the event and USAT's national website.
- The following items will be funded and provided by USAT:
 - USAT branded signage in the form of mesh fencing, flags, and pop-up tents (1-2)

- LOC logo on USAT produced collateral materials for event
- Use of USAT logo on event signage on site provided by the LOC
- Public address announcement language and script to be announced by LOC/Host Site
- Promotion of event via USAT media channels
- Additional equipment may be provided at the expense of the event production team
- Support and consultation to race director
- USAT staff on-site
- Place awards for athletes going 1-3 deep in each age group
 - Note that LOC must secure finisher medals to match design of place medals and artwork must be approved by USAT

INVESTMENT BY THE LOC/HOST SITE

The investment is the total required for one year of the contractual agreement.

REQUIRED

- Rights Fee: None
- Logistic costs of the event (including the items below)
 - Permits and all costs associated with the permitting process
 - Police – used for traffic control, road closures and security
 - Road closure costs
 - Traffic control costs
 - Fire Department – used for EMS, on-water safety
 - Stairs/ramp for water entrance or exit if needed
- Lake/Park maintenance and upkeep for the event
- USAT Sanctioned including sanction fees
- Course maintenance and course sweeping
- Medical staff, equipment and supplies - approximately 8-10 licensed medical professionals, medical director, and an ambulance should be on site at all times
- Lifeguards, kayakers, staff from Police, Fire, and/or Coast Guard, and water safety costs including any needed boat rentals
- Waste Management – including trash and sanitary toilets
- Volunteer support for event recruitment of 100-150 volunteers to operate under the supervision of the Volunteer Coordinator
- Meeting Rooms/Banquet Halls for all event activities
- Expo space for approximately 10 vendors
- Community involvement and awareness-programs that will activate interest for those in the area
- Temporary storage near the race site (1,500 sq. feet)
- Branded USAT race items such as swim caps, helmet number, bike rack sticker, bike number and bib sheets
- Electronic chip timing
- Finisher medals for each athlete approved by USAT
- Other items as determined
- Athlete t-shirt (note that the design must be approved by USAT)

PROPOSAL BID QUESTIONS

The following are the items that should be included with your bid proposal. Please submit your responses in the order they are presented below.

1. Introduction

- a. Include information as to why the event should be hosted by your organization including qualities that make your site unique.
- b. Describe other events supported by your organization which demonstrate your ability to successfully host this competition.
- c. State any current triathlon race management affiliations you have where other services are rendered such as timing, rental suppliers, etc.
- d. Ways you would attempt to get the community to embrace the event
- e. Any experience you have with the production of Draft Legal events should be noted here.

2. Venue
 - a. Describe the area's terrain, the body of water, conditions of the roads and parking availability at site.
 - b. Triathlon
 - a. Detail and provide maps for the Swim Course (750m) - 1 loop preferred; Bike Course (20k) - 2 loops; Run Course (5k) - 2 loops preferred; and Transition area - please include size and details of transition flow.
3. Financial
 - a. Please confirm your ability to accept the obligations listed in the LOC section above.
 - b. Outline how the LOC will fulfill the investment obligations for this event
4. Accommodations
 - a. Host Hotel & Over-Flow Properties:
 1. Detail the amenities of the property, example: Restaurant hours, swimming pool, workout facility, business center, etc.
 - b. Distance from hotel(s) to venue
 - c. Distance from hotel to primary airport
 - d. Parking accessibility at hotel, and fees if any
 - e. Meeting room availability, and associated square footage, etc.
 - f. Shuttle options to/from airport and venue if an option
5. Transportation
 - a. Airport - Regional vs. National vs. International
 - b. Airport shuttle services (if different from 4f above)
 - c. Identify how many rental car/van companies service the airport. Describe any partnerships you have with any of them. If you have any relationships with local auto dealerships that could service the needs of teams, please note that in the proposal.
6. What local businesses might support the event and in what fashion?
7. Promotions /Media Exposure
 - a. Describe in as succinctly as you can, your promotional plan for the event.
 - b. If you work with local, state or regional media, identify them and your relationship with each.
8. Letters of Commitment
 - a. Please provide a minimum of three letters of commitment:
 1. Mayor/City Council Member (or comparable)
 2. Police, Fire/Rescue, Medical Contacts (any and all that you can get)
 3. Local Sports Commission/CVB
 - b. Letter of Intent from the President/CEO/ Race President, Manager, or Director of your company

If your organization is interested producing this event, please send your bid proposal to:

USA Triathlon

Attn: Brian D'Amico

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5825 Delmonico Drive, Suite 200, Colorado Springs, CO 80919

E-mail: brian.damico@usatriathlon.org

Fax: 719-955-2680

DUE DATE: October 19, 2018