



REQUEST FOR PROPOSAL

TOYOTA AGE GROUP NATIONAL CHAMPIONSHIPS
YOUTH AND JUNIOR NATIONALS

2023-2024



HOST SITE PROPOSAL

USA Triathlon (USAT) invites potential host organizations to bid on hosting the 2023 and 2024 Toyota USA Triathlon Age Group National Championships and Youth and Junior Nationals, which will now be combined as one event, welcoming over 6,500 athletes and 12,000 spectators. The comprehensive host requirements are contained herein. 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. USA Triathlon will own and operate the event and will effectively partner with the LOC and will lean on them for volunteers, permitting, managing key relationships, and securing community support at multiple levels. The economic impact of bringing this event to your community will be significant based on average household income of athletes, family and friends that travel alongside those competing, and average overnight hotel stays.

ABOUT USA TRIATHLON

USA Triathlon (USAT) is the national governing body for the multisport disciplines of triathlon, duathlon, aquathlon, aquabike, paratriathlon, off-road and winter triathlon in the United States. USA Triathlon is a member federation of the U.S. Olympic and Paralympic Committee (USOPC) and World Triathlon, the international federation.

USAT coordinates and sanctions over 4,300 grass-roots and elite multisport events across the country. USAT's membership exceeds 400,000 and is comprised of athletes of all ages, coaches, officials, parents and fans striving together to strengthen multisport.

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

EVENT BACKGROUND

In years past, Age Group National Championships and Youth and Junior Nationals have been treated as two separate events on back to back weekends. Beginning in 2023, we will now combine these events into one event weekend to maximize opportunities for all involved, including youth and adult. With this shift, the host site of this event will welcome over an estimated 6,500 athletes along with 12,000 spectators from across the United States for a three day multisport event consisting of the USA Triathlon Olympic Distance and Sprint Distance Age Group National Championships (amateur athletes ages 15 to upwards of 90 years of age) and the following events as a part of the Youth and Junior Nationals (over 1,000 youth athletes ages 7 to 19 years of age): non-draft, draft-legal, and mixed relay. The events will welcome participants from all fifty states to participate in this multisport event. In addition, there is an opportunity to add additional events depending on the venue.

The event will also consist of Packet Pick-Up, Expo, Athlete Briefings, Welcome Celebration, Awards Ceremony, Swim and Bike Coruse Familiarizations and Athlete Clinics among other items.

WORLD QUALIFYING STATUS

World Triathlon is the International Federation for the sport of triathlon. It is the organization that chooses the sites of each world championship. The world championship is the event for which USAT qualifies athletes through the Toyota Age Group National Championships.

HISTORY OF THE USA TRIATHLON AGE GROUP NATIONAL CHAMPIONSHIPS

YEAR	SITE	# OF ATHLETES
1984	Bass Lake, CA	300
1985	Hilton Head, SC	1,400
1986	Hilton Head, SC	1,450
1987	Hilton Head, SC	1,500
1988	Wilkes-Barre, PA	700
1989	Chicago, IL	900
1990	Hammond, IN	1,050
1991	Hammond, IN	1,150
1992	Cleveland, OH	895
1993	Hammond, IN	1,075
1994	Columbia, MD	975
1995	Chicago, IL	1,000
1996	Mission Viejo, CA	1,050
1997	Columbia, MD	990

YEAR	SITE	# OF ATHLETES
1998	Clermont, FL	1,000
1999	St. Joseph, MO	1,000
2000	St. Joseph, MO	1,050
2001	Coeur d'Alene, ID	1,025
2002	Coeur d'Alene, ID	1,125
2003	Shreveport, LA	1,200
2004	Shreveport, LA	850
2005	Kansas City, MO	1,230
2006	Kansas City, MO	900
2007	Portland, OR	1,200
2008	Portland, OR	1,100
2009	Tuscaloosa, AL	1,100
2010	Tuscaloosa, AL	1,700
2011	Burlington, VT	2,500

YEAR	SITE	# OF ATHLETES
2012	Burlington, VT	3,500
2013	Milwaukee, WI	4,300
2014	Milwaukee, WI	5,780
2015	Milwaukee, WI	5,370
2016	Omaha, NE	4,100
2017	Omaha, NE	3,700
2018	Cleveland, OH	5,450
2019	Cleveland, OH	4,400
2020	Milwaukee, WI	Canceled
2021	Milwaukee, WI	TBD
2022	Milwaukee, WI	TBD

EVENT DATES

USAT and the LOC will work together to set the event date. To maximize participation and based on the dates of World Championships and Ironman Championship races, the event must take place in the last weekend of July or one of the first two weekends of August.

EVENT STRUCTURE

Thursday: Packet Pickup, Expo

Friday: Packet Pickup, Expo, Rules Briefing, Olympic-Dist. Bike Check-in, Youth and Junior Elite Races, Open Water Swim Competition, Swim Familiarization

Saturday: Olympic-Distance Age Group National Championships, Expo, Packet Pick-Up, Sprint-Distance Bike Check-In, USA Triathlon Town Hall Meeting, Olympic-Distance Awards Ceremony, Youth Age Group Races

Sunday: Sprint-Distance Age Group National Championships, Youth Mixed Relay Race, Expo, Sprint-Distance Awards Ceremony

**Road Closure Estimates: Friday - 8 - 10 hours, Saturday - 11 - 13 hours; Sunday - 8 - 10 hours*

PARTNERSHIP WITH THE LOC AND EVENT MARKETING

USA Triathlon will work with the LOC to create and implement a marketing promotion centered on the 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, attraction discounts, dining and sightseeing options, etc.

This event will be marketed throughout the United States by USA Triathlon. USA Triathlon will market the event through its print and electronic media outlets. For increased event recognition, the event will include a webpage, with links to all partners, sponsors and the host city CVB/Sports Commission.

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

USA TRIATHLON SITE SELECTION CRITERIA

USA Triathlon will use the following guidelines in reviewing the proposal and in the selection process.

- 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 20-minute drive from hotels.
- Swim Course: Clean, scenic body of water, with temperatures ranging between 60F and 85F and minimal to no current. Water quality is a priority.
- Bike Course: Safe course with roads that are entirely closed to traffic and can accommodate athletes comfortably. Road conditions are good with minimal safety concerns.
- Run Course: Safe course that should be predominantly on paved roads, trails, or wide sidewalks.
- Weather: Moderate and reliable with minimal environmental threats
- Hotels: Should be able to service thousands of athletes plus staff, friends, family, spectators, and sponsors with ideal pricing between \$70 - \$225/night. USA Triathlon reserves the right to use their preferred housing partner to source rooms.
- Meeting space: to service a variety of events such as Rules Briefings (attendance ranging from 250 - 1200), Awards Ceremonies (25 - 1,500), and other possible ancillary activities. Ability to have a stage, seating, audio/visual, and food and beverages are must haves.

COURSE DISTANCE REQUIREMENTS

YOUTH AND JUNIOR NATIONALS:

EVENT	SWIM	BIKE	RUN
Youth Age Group (Ages 7-10)	100 meters	5 kilometers	1 kilometer
Youth Age Group (Ages 11-15)	200 meters	10 kilometers	2 kilometers
Youth Age Group (Ages 13-18)	300 meters	10 kilometers	2.5 kilometers
Youth Elite (Ages 13-15)	375 meters	10 kilometers	2.5 kilometers
Junior Elite (Ages 16-19)	750 meters	20 kilometers	5 kilometers
Mixed Relay (Ages 13-19)	250 meters	5 kilometers	1.2 kilometers

*The ideal bike course is a 5 kilometer loop to easily accommodate the various race distances.

The Youth Age Group course requires various distances depending on age. The swim must be one lap while the bike and run can be up to two laps each if needed. The anticipated field size for this event is 800 athletes, although the field size is not capped.

The Youth and Junior Elite races will require a 375 meter swim course, 5 kilometer bike course and a 2.5 kilometer run course. Youth Elite athletes will complete one lap of the swim, 2 laps of the bike and 1 lap of the run. Junior Elite athletes will complete 2 laps of the swim course, 4 laps of the bike course and two laps of the run course. Depending on the space availability, the Junior Elite swim course may be set at 750 meters with athletes completing one lap. The anticipated total field size for this event is 300 athletes. The maximum size of each field is 75 athletes per international regulation.

The Mixed Relay event requires each team member completing one lap of the 250 meter swim course, 5 kilometer bike course and 1.2 kilometer run course before tagging off to their teammate who will do the same. This is a very unique event for triathlon, but also in the sense that it is a mixed gender competition. Depending on transition area space, upwards of 60 teams will compete in this event.

To ensure the safety of the athletes, complete road closures will be required for all races.

TOYOTA AGE GROUP NATIONAL CHAMPIONSHIPS:

EVENT	SWIM	BIKE	RUN
Olympic-Distance	1500 meters	40 kilometers	10 kilometer
Sprint Distance	7500 meters	20 kilometers	5 kilometers

Swim: the ideal swim course should be one lap for each distance with minimal to no current.

Bike: the ideal bike course should be one lap for each distance. A two-lap bike course may be accommodated in extenuating circumstances.

Run: the ideal run course should be predominantly on pavement and one loop or out-and-back for each distance, if possible.

To ensure the safety of the athletes, complete road closures will be required for all races.

LOC/HOST SITE BENEFITS

Hosting a national championship provides exposure and financial rewards to the local organizing committee as well as the community. USA Triathlon has provided a breakdown of the financial impact of hosting an event of this caliber in the Economic Impact Projections section of this document. Additionally, revenue can be increased through obtaining local partners and sponsorships to purchase paid advertisements leading up to and through the event.

- Logo on all collateral materials for event
- Logos on event signage on site (provided by LOC)
- Public address announcements during the event
- Opportunity to host a virtual event through USAT's official virtual racing platform
- Promotion through USA Triathlon social media channels
- Promotion through USA Triathlon email marketing channels
- Opportunity to create a mutually agreeable branded #PowerWithin feature story
- Opportunity to create a mutually agreeable branded #PowerWithin video
- Exposition booth
- Premium insert into athlete pre-race goody bags or virtual goody bags
- Select representative of the Host Site may present awards to athletes and be official race starter
- Logo and event information on USA Triathlon Web Site – www.usatriathlon.org
- Official press release
- VIP tent access for up to fifteen (15) designees, if applicable

ECONOMIC IMPACT PROJECTIONS

OUT-OF-TOWN PARTICIPANTS: **5,500**

NUMBER OF DAYS: **3**

AVERAGE DOLLAR AMOUNT OF SPENDING PER DAY: **\$175**

TOTAL: \$2,887,550

OUT-OF-TOWN SPECTATORS: **9,000**

NUMBER OF DAYS: **3**

AVERAGE DOLLAR AMOUNT OF SPENDING PER DAY: **\$150**

TOTAL: \$4,050,000

LOCAL PARTICIPANTS: **600**

AVERAGE DOLLAR AMOUNT OF SPENDING PER DAY: **\$75**

TOTAL: \$45,000

LOCAL ADULT SPECTATORS: **2,000**

AVERAGE DOLLAR AMOUNT OF SPENDING PER DAY: **\$40**

TOTAL: \$80,000

TOTAL PROJECTED ECONOMIC IMPACT: \$7,062,550

INVESTMENT BY THE LOC/HOST SITE

THE INVESTMENT IS THE TOTAL REQUIRED FOR EACH YEAR OF THE TWO-YEAR CONTRACTUAL AGREEMENT.

- Rights Fee - \$70,000 (\$35,000 per year)
- Lake/Park maintenance and upkeep for the event
- Course maintenance and course sweeping
- 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
- Medical Staff, Equipment and Supplies – approximately 15-17 licensed medical professionals, medical director and two ambulances should be on site at all times, appropriate medical staffing on race courses
- Lifeguards, kayakers and water safety costs including any needed boat, kayak, and paddleboard rentals and staffing from the Police, Fire and/or Coast Guard
- Waste Management cost (trash) including recycling
- Volunteer support for event – recruitment of over 700 volunteers to operate under the supervision of a Volunteer Coordinator
- Meeting Rooms/Banquet Halls for all event activities including stage, audio visual, staffing, and seating
- Expo space for 60+ vendors
- Community involvement and awareness to market and promote the event to the local community
- Temporary storage near the race site (1,500 sq. feet)
- Site-visit expenses (for two USA Triathlon representatives to visit the race site before the bid is awarded): Flight, Hotel, Rental Car
- Event Logistic Planning Travel Expenses – 2 visits per year; 3 flights per visit, 3 hotel rooms per visit, 1 rental car per visit
- Race week Travel Expenses for USAT Staff – 50 room nights, 5 round trip airline tickets, 5 rental cars

PROPOSAL BID QUESTIONS

The following are the items that should be included with your bid proposal. Please submit your bid proposal following the format below.

1. HISTORICAL / COMMUNITY SUPPORT / GENERAL

- a. Please 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 event.
- c. State any current triathlon race management affiliations you have or race directors you are aware of within a 120 mile radius.
- d. Where does this event fit into the overall priority of sporting events to support?
- e. Please confirm your willingness to comply with the SafeSport rules of the U.S. Center for SafeSport and USAT including training requirements.

2. VENUE AND COURSES

- a. Describe the area's terrain, lake surrounding, conditions of the roads and parking availability at site.
- b. Detail swim, bike, and run courses, as well as the proposed transition area with as much detail as possible.

3. FINANCIAL

- a. Please confirm your ability to accept the rights fee.
- b. Please confirm your ability to accept the other investment obligations listed in the LOC Investment section.
- c. Please present a fulfillment structure for the investment obligations. Outline how the LOC will fulfill the investment obligations for this event?

4. ACCOMMODATIONS

1. Host Hotel & Over-Flow Properties:
 - a. Detail the amenities of the property, example: Restaurant hours, swimming pool, workout facility, business center etc.
 - b. Distance from hotel to venue(s).
 - c. Distance from hotel to primary airport.
 - d. Meeting room availability, banquet facilities, and associated square footage, etc. and proximity from host hotel.

5. TRANSPORTATION

- a. Airport (both international and domestic options)
- b. What rental vehicle companies service the airport? Do you have any relationships with them? Do you have any relationships with local auto dealerships? Is there the volume to match demand for rental vehicles?

6. PLEASE GIVE A BRIEF DESCRIPTION OF THE TYPES OF EVENTS YOUR ORGANIZATION HAS BROUGHT TO THE COMMUNITY.

7. WHAT LOCAL BUSINESSES MIGHT SUPPORT THE EVENT AND IN WHAT FASHION?

8. PROMOTIONS/MEDIA EXPOSURE

- a. How does your organization plan to promote the event?
- b. What local media might cover the event? What is your relationship with each?

9. LETTERS OF COMMITMENT

1. Please provide a minimum of two letters of commitment:
 - a. Mayor/City Council,
 - b. Police, Fire/Rescue, Medical
 - c. Local Sports Commission/CVB
2. Letter of Intent - Signature by the President/CEO

CONTACT INFORMATION

IF YOUR ORGANIZATION IS INTERESTED IN HOSTING THIS EVENT, PLEASE SEND YOUR BID PROPOSAL VIA MAIL OR EMAIL BY AUGUST 27, 2021 TO:

USA Triathlon
Attn: Brian D'Amico
5825 Delmonico Drive, Suite 200
Colorado Springs, CO 80919

FOR MORE INFORMATION CONTACT:

Brian D'Amico
Director of Events and Programs
USA Triathlon
Phone: 719.955.2682
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E-mail: brian.damico@usatriathlon.org

