



**2021 Long Course
Multisport National
Championships Festival**

REQUEST FOR PROPOSAL

Please note that there will be an option to extend to 2022 pending mutual agreement upon the completion of the 2021 event

HOST SITE PROPOSAL

This document features a comprehensive proposal outlining the host site production opportunity for the 2021 Long Course Multisport National Championships Festival (***with an option to extend to 2022 pending mutual agreement***) to include the following races which will garner National Championship designation:

- Olympic-Distance Aquabike
- Long Course Aquabike
- Long Course Triathlon
- Long Course Duathlon

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. It is a requirement that all events be held on the same weekend, at the same location.

The wave of the future is upon us – larger scale events that cover a cross section of racing opportunities for athletes. The International Triathlon Union (ITU), the international governing body for triathlon, supported their first in 2017 with a host of races in Penticton, Canada. Additional locations have been earmarked by the ITU for future years and are expanding at a rapid rate. Thousands of athletes from around the world will be embarking on this destination which is ripe in history and perfect for the disciplines that will comprise the week of racing.

The concept will bring together athletes who will have the ability to compete in several different racing opportunities even though they comprise different disciplines that are independently popular. The events, though, will complement each other while preserving the integrity of the races being challenged. We are looking for those with a predisposition to managing large scale multisport events. Important for success, USAT will also need to lean on a race management company that has experience producing multiple ‘properties’ over a given time frame to best assure success. These companies will not only have to demonstrate previous working relationships with community and police but strongly support what we believe to be the acumen needed to balance what are very distinctive and different athlete needs.

REQUIRED RACES AND RECOMMENDED RACE DISTANCES

- Olympic-Distance Aquabike: 1500m swim, 40k bike
- Long Course Aquabike: 1.2 mile swim, 56 mile bike
- Long Course Triathlon: 1.2 mile swim, 56 mile bike, 13.1 mile run
- Long Course Duathlon: 3.1 mile run, 56 mile bike, 13.1 mile run

EVENT OWNERSHIP

The Local Organizing Committee (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 the LOC, Race Director and Race Management Team to do all that is necessary to prepare the venue for race day and execute fair and safe races.

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

LOC 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 sufficient)
- Registration and wait list system which must be done through Active Network (USAT and LOC will jointly determine the entry fee for the event)
 - All athletes are required to be USAT Annual Members
- 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
- Hotel cost for two (2) USAT staff member for four (4) nights each
- Officials costs
- Necessary equipment, including:
 - Hard fenced/barricaded transition
 - Athlete ID numbering kit which are USAT branded (swim caps, helmet number, bike rack sticker, bike number and bibs) and approved by USAT prior to production

- Bike racks with no more than 8 – 10 athletes per bike rack
- Swim caps which are USAT branded and approved by USAT prior to production
- Amplified sound system including high-level announcer(s)
- Bike and run course closed to traffic
- Medical tent with cots and privacy curtains
- Penalty box, white board and signage
- “km” markers, ideally every 5km
- Walkie-talkie system for officials and staff (approximately 25 radios)
- Finisher medals approved by USAT prior to production, preferably through USAT’s preferred partner
- Location for athlete meeting with audio visual equipment (image projection, sound) and tables, chairs, etc.
- 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 custom panels/signage for finish line chute/gantry depicting USA Triathlon National Championships approved by USAT
- Goody bag design approved by USAT
- Ensure t-shirt and/or premium item design is approved by USAT and is event or festival specific
- Awards outside of the top 3 or 5 in each event and top 3 or 5 in each age group, if you wish to supply, must be consistent with top 3 or 5 award design that USAT produces and provides
- Necessary services, including but not limited to:
 - Chip timing and results page (results posted no later than 6 hours after competition), with preferred vendor being USAT’s official timing partner (SportStats)
 - EMS with ambulance support on site
 - Food for officials/representatives during event
 - Food for athletes and volunteers during competition (aid station) and post event
 - On-course nutrition
- Necessary staff, including:
 - Race director
 - Event management team
 - Adequate volunteers in all areas of event
- Necessary event structure:
 - Accurately measured courses
 - RD operates event and leverages their database for participation in addition to USAT marketing
 - Events held over the duration of one weekend as athletes will be competing in multiple events
 - Ensure a sellout situation does not occur if at all possible – within bid, please note capacities
 - National Championship feel in all aspects (venue, communications, website, etc.)
 - Adequate parking near venue to accommodate 2,000+ athletes

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 in which it would be a split rebate between LOC and USAT.

EVENT DATES

Events must not conflict with other non-owned USAT National Championships and USAT owned National Championships including Collegiate Club Nationals, Duathlon Nationals, Youth and Junior Nationals, and Age Group Nationals. Date should also not conflict with Team USA events, including World Championships, as well as other large-scale domestic events. Event date shall be mutually agreed upon and preferred date is late-September, October, and early November.

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, Pinterest, 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.

RACE DIRECTOR CRITERIA

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

- Current USAT Race Director Certification
 - If not certified, Race Director must be certified by January 1 of race year
 - <https://www.teamusa.org/usa-triathlon/usat-for-me/race-directors/education-and-certification>
- 5 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 120 days prior to race day
- Must attend 2020 USA Triathlon Toyota Age Group National Championships (Milwaukee, WI) to observe as the goal is to have the Long Course Multisport Festival be on-par with an owned USAT National Championship that USAT owns and produces.

LOC/HOST SITE BENEFITS

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.
- USAT to provide the following medals:
 - Place 1-5 Long Course Triathlon
 - Place 1-3 Long Course Duathlon
 - Place 1-5 Long Course Aquabike
 - Place 1-3 Olympic-Distance Aquabike
- National Championship shirt or other award for each age group winner. USAT will not provide overall race awards.
- Three (3) USAT staff members to attend including all travel expenses
 - Note that LOC covers two (2) USAT staff member as referenced under Event Ownership
- Cost of pallet to be shipped to and from LOC including but not limited to the following:
 - USAT branded signage in the form of mesh fencing and flags with a minimum of four pieces
 - Use of USAT logo and event 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
 - LOC logo on USAT produced collateral materials for event
 - Support and consultation to race director
- Ability to sell sponsorships (more detail provided in "Event Ownership" portion of RFP)

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/relationships 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 multiple races within a weekend 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. Detail/map the Swim Course, Bike Course, Run Course, & Transition area - please include size and details of transition flow.
- c. Separate maps must be present for each of the races that are to be included in the bid.

3. Financial

- a. Please confirm your ability to accept the obligations listed prior in this document and if you anticipate additional cost for hosting.

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.

5. Transportation

- a. Airport - Regional vs. National vs. International
- b. Identify how many rental car/van companies service the airport. Uber and Lyft are also options. Describe any partnerships you have with any of them. If you have any relationships with local auto dealerships that could service the needs of larger groups, please note that in the proposal.

6. What local businesses might support the event and in what fashion?

7. Promotions /Media Exposure

- a. Describe as succinctly as you can, your promotional plan for the event.

- b. If you work with local, state, regional, or national media (including print, radio, and television), 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, please send your bid proposal to:

USA Triathlon

Attn: Brian D'Amico

2021 Long Course Multisport National Championships Festival

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

E-mail: brian.damico@usatriathlon.org

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DUE DATE: April 17, 2020