REQUEST FOR PROPOSAL

DUATHLON NATIONAL CHAMPIONSHIPS

2016-2017

USATRIATHLON.ORG

HOST SITE PROPOSAL

This document features a comprehensive proposal outlining the host site sponsorship of the 2016 & 2017 USA Triathlon Duathlon National Championships. The local organizing committee 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, 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).

USAT coordinates and sanctions over 4,300 grass-roots and elite multisport events across the country. USAT's membership exceeds 150,000 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

The two-day event will attract approximately 900 athletes, and their families, from across the United States.

The USAT Duathlon National Championships will be conducted in a run, bike, run format. There are two distances for the event; Standard and Sprint. The possibility of including a youth component can be discussed if there is a feeling it will be beneficial to the community and event.

EVENT OWNERSHIP

USA Triathlon owns and operates this turnkey event. USAT will serve as race management and work closely with the LOC to make sure a successful event is produced. The LOC will serve a vital role in the planning and connecting USAT with 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.

WORLD QUALIFYING STATUS

The International Triathlon Union (ITU) 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 Duathlon National Championships.

EVENT DATES

The event date is flexible. USAT and the LOC will work together to set the event date. Decisions in selecting a date should consider other local events, large national events and ITU World Championship dates.

EVENT STRUCTURE

SCHEDULE OF EVENTS:

Friday: Packet Pick-Up, Expo
Saturday: Duathlon Standard & Sprint Distances Races, Awards Ceremony

COURSE DISTANCE REQUIREMENTS:

EVENT	RUN 1	BIKE	RUN 2
Standard Distance	10 kilometers	40 kilometers	5 kilometers
Sprint Distance	5 kilometers	20 kilometers	2.5 kilometers

EVENT MARKETING

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 PARTNERSHIP WITH THE LOC

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, etc.

USA TRIATHLON SITE SELECTION CRITERIA

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

- Weather: Moderate and reliable (No threats of hurricanes, searing heat, forest fires, etc.)
- Bike Course: Safe course with roads that are entirely closed to traffic and can accommodate the athletes comfortably. Road conditions are good with minimal safety concerns.
- Altitude: No higher than 3,500'
- Hotels: Should be able to service 900 athletes plus staff, friends, family, spectators, and sponsors. Dorms, home stays, campgrounds, etc., are alternative housing options. Attempts should be made to minimize the cost of the hotel room block.
- 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 minutes drive from hotels. No split transition area.

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.

- Promotion/Ad Budget: $50,000—includes full-page ads in USA Triathlon Life (150,000 circulation) and regional triathlon publications (combine for roughly 55,000 circulation). This same information will be placed on various Regional Federation websites as well as the event website and USAT's national website.
- Full-page ad in Official Program
- Logo on all collateral materials for event
- Logos on event signage on site (provided by LOC)
- Public address announcements during the event
- Exposition booth
- Premium insert into athlete pre-race goody bags
- Select representative of the Host Site may present awards to athletes
- Logo and event information on USA Triathlon Web Site – www.usatriathlon.org
- Official press releases submitted to all certified USAT coaches, USAT certified clubs, media within a 200 mile radius of the event, including all daily and weekly newspapers

ECONOMIC IMPACT PROJECTIONS

OUT-OF-TOWN ADULT PARTICIPANTS: **800**
NUMBER OF DAYS: **3**
AVERAGE DOLLAR AMOUNT OF SPENDING PER DAY: **$150**

TOTAL: $360,000

OUT-OF-TOWN ADULT SPECTATORS: **1,000**
NUMBER OF DAYS: **3**
AVERAGE DOLLAR AMOUNT OF SPENDING PER DAY: **$75**

TOTAL: $225,000

LOCAL ADULT PARTICIPANTS: **100**
AVERAGE DOLLAR AMOUNT OF SPENDING PER DAY: **$75**

TOTAL: $7,500

LOCAL ADULT SPECTATORS: **500**
AVERAGE DOLLAR AMOUNT OF SPENDING PER DAY: **$40**

TOTAL: $20,000

TOTAL PROJECTED ECONOMIC IMPACT: $612,500

The economic impact can be improved if the community can support the event with good pricing for hotel rooms and a weekend of activities that will encourage people to show up early and stay later through the weekend.

INVESTMENT BY THE LOC/HOST SITE

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

- Rights Fee - $30,000 ($15,000 per year)
- 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
- Lake/Park maintenance and upkeep for the event
- 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 and water safety costs including any needed boat rentals and staffing from the Police, Fire and/or Coast Guard
- Waste Management
- Volunteer support for event—recruitment of over 300 volunteers to operate under the supervision of the Volunteer Coordinator
- Meeting Rooms/Banquet Halls for all event activities
- Expo space for approximately 15 vendors
- Community involvement and awareness
- 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; 2 flights per visit, 2 hotel rooms per visit, 1 rental car per visit
- Race week Travel Expenses for USAT Staff - 30 room nights, 2 airline tickets and 3 rental cars for the event

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. **INTRODUCTION**
   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. How would you attempt to get the community to embrace the event?

2. **VENUE**
   a. Describe the area's terrain, lake surrounding, conditions of the roads and parking availability at site.
   b. Detail Swim course (1.5 k) – 1 loop preferred, Bike course (40 k) – 1 loop preferred, Run course (10 k) 1 loop and transition area (include maps).

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. Parking fees, if any
      e. Meeting room availability, and associated square footage, etc.

5. **TRANSPORTATION**
   a. Airport
   b. Airport Shuttle Services
   c. What rental car companies service the airport? Do you have any relationships with them? Do you have any relationships with local auto dealerships?

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? HOW?**

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 three 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 BY JANUARY 2, 2014 TO:

USA Triathlon
Attn: Breanna Bissell
5825 Delmonico Drive, Suite 200
Colorado Springs, CO 80919

FOR MORE INFORMATION CONTACT:

Breanna Bissell
National Events Manager
USA Triathlon
Phone: 719.884-5604
Fax: 719.955.2680
E-mail: breanna.bissell@usatriathlon.org