



# REQUEST FOR PROPOSAL

YOUTH & JUNIOR NATIONAL CHAMPIONSHIPS

2016-2017



[USATRIATHLON.ORG](http://USATRIATHLON.ORG)

## HOST SITE PROPOSAL

This document features a comprehensive proposal outlining the host site sponsorship of the 2016 & 2017 USA Triathlon Youth & Junior 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 multi-sport.

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 three day event will attract over 700 youth and junior athletes, and their families from across the United States ranging from 7 to 19 years of age. The event date typically falls on the first or second weekend of August.

The event will consist of three types of races, non-drafting, draft-legal and a mixed gender team relay. The non-drafting, or youth age group, race will be conducted as a typical triathlon event following USA Triathlon non-drafting rules. The draft-legal, Youth Elite and Junior Elite, events will be conducted in the Olympic format and are designed to train USA Triathlon's Olympic hopefuls. The team relay is a mixed gender relay that consists of three team members (one female and two males or two females and one male). It is conducted in the draft-legal format with each team member completing all three disciplines before tagging off to their teammate. USA Triathlon hopes to see this added to the Olympic Games in the near future.

The event will also consist of Packet Pick-Up, Expo, Athlete Briefings, Welcome Celebration and Awards Ceremony.

## 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.

## COURSE DISTANCE REQUIREMENTS

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 Elite (Ages 13-15)	375 meters	10 kilometers	2.5 kilometers
Junior Elite (Ages 16-19)	750 meters	20 kilometers	5 kilometers
Team Relay (Ages 13-19)	250 meters	5 kilometers	1.2 kilometers

Youth Age Group course will require a 100 meter swim course, 5 kilometer bike course and 1 kilometer run course. 7 to 10 year olds will do one lap each while the 11 to 15 year olds will complete 2 laps of each course. The anticipated field size for this event is 600 athletes, although the field size is not capped.

Youth Elite and Junior Elite course 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 750m with athletes completing one lap. The anticipated field size for this event is 300 athletes. The maximum size of each field is 75 athletes per international regulation.

The Team 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 mix gender competition. Depending on transition area space, upwards of 75 teams will compete in this event.

To ensure the safety of the athletes complete road closures will be required.



## EVENT DATES

### 2016 USA Triathlon Youth & Junior National Championships

July 30-31, 2016 or August 6-7, 2016

### 2017 USA Triathlon Youth & Junior National Championships

July 29-30, 2017 or August 5-6, 2017

\*\*\* Dates are subject to change \*\*\*

## 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.

- Swim Course: Clean, scenic body of water, with temperatures ranging between 60F and 80F.
- 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. Additionally, revenue can be increased through obtaining local partners and sponsorships to purchase paid advertisements leading up to and through the event.

- 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](http://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

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**OUT-OF-TOWN PARTICIPANTS: 600**

**NUMBER OF DAYS: 3**

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

**TOTAL: \$270,000**

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**OUT-OF-TOWN SPECTATORS: 1,050**

**NUMBER OF DAYS: 3**

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

**TOTAL: \$236,250**

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**LOCAL PARTICIPANTS: 100**

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

**TOTAL: \$7,500**

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**LOCAL SPECTATORS: 200**

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

**TOTAL: \$8,000**

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**TOTAL PROJECTED ECONOMIC IMPACT: \$521,750**

## INVESTMENT BY THE LOC/HOST SITE

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

- Rights Fee - \$10,000 (\$5,000 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 100 volunteers to operate under the supervision of the Volunteer Coordinator
- Community involvement and awareness
- Meeting Rooms/Banquet Halls for all events
- Expo space for approximately 10 vendors
- 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, 3 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. 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 and transition area for all events (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  
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E-mail: [breanna.bissell@usatriathlon.org](mailto:breanna.bissell@usatriathlon.org)



CONTACT INFORMATION

