



**BID GUIDE**

**WORLD ATHLETICS**  
**ROAD RUNNING**  
**CHAMPIONSHIPS**  
**2025 & 2026**

December 2022

[www.worldathletics.org](http://www.worldathletics.org)



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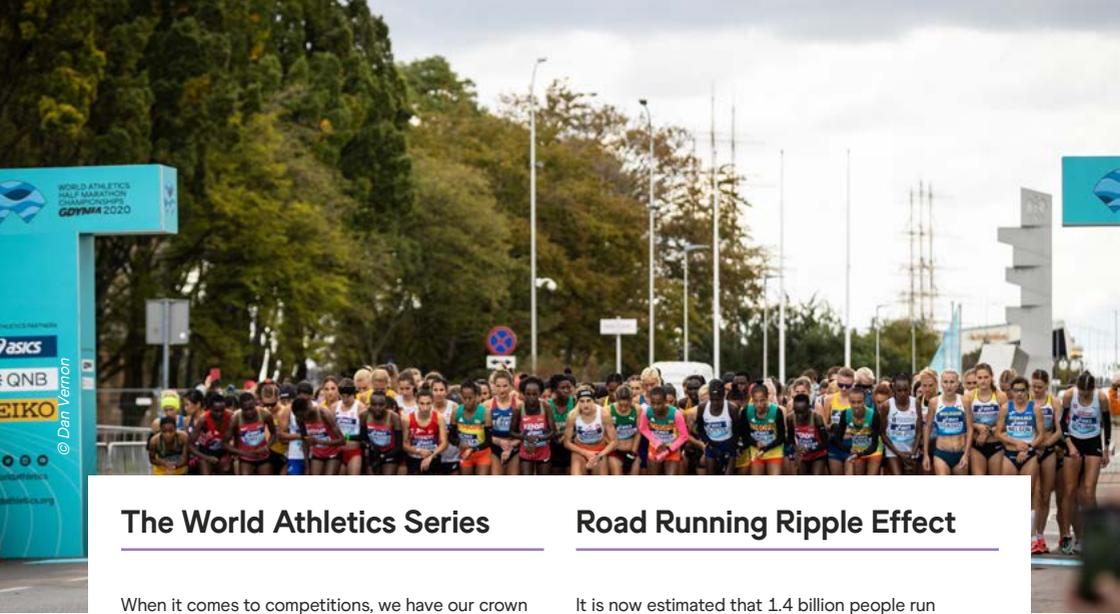


# WE ARE WORLD ATHLETICS

With over 3.5 million athletes, 214 Member Federations, and as the #1 Olympic sport - we are the international governing body for the sport of athletics representing all things running, jumping, throwing and walking.

**And, just like society, we are changing fast.**

Our vision is to use the power and accessibility of athletics and our athletes to create a healthier and fitter world. We exist to grow the sport of athletics and make it relevant in people's lives and in the lives of their communities.



## The World Athletics Series

When it comes to competitions, we have our crown jewels: the World Athletics Series events. WAS for short.

The WAS events include seven of the highest-profile global championships in the sport. Each WAS event is carefully designed to bring unique experiences to life – with the world’s best athletes, in iconic places, to inspire people on and off the track, field and road.

At World Athletics we are committed to creating globally appealing, accessible events that deliver tangible, long-lasting benefits to host cities – where needed most.

**Boosting the local economy, promoting active lifestyles, driving sport tourism, inspiring the youth, putting existing infrastructure to good use, celebrating local culture, fostering sport entrepreneurship, getting cities on the map, creating a legacy of sport volunteering, bringing society together: we can help you achieve your identified goals.**

## Road Running Ripple Effect

It is now estimated that 1.4 billion people run regularly worldwide. Motives are diverse and often in flux - from running to get fit, to be more mindful, to support a charity or to feel a sense of accomplishment. But whether you favour the running experience or the outcome, the reasons people keep running often relates to community and connection to others - people keep people active.

The World Athletics Road Running Championships welcomes the world’s best middle and long distance road runners and crowns the new kings and queens of the road. It also seeks to inspire, energise and connect your community - triggering a positive social ripple effect to promote health and fitness, through the joy of running.

This can be a catalyst to help connect your community and compound participation. This event can be used to motivate people locally and nationally to become healthier and more active in their daily lives with the unique appeal of participating in World Championship mass participation races.

**Running is more than simply a fitness activity, when it becomes a sustained practice it is often described as an activity that enriches people’s lives.**



© Getty Images

## Introducing the World Athletics Road Running Championships

The World Athletics Road Running Championships has evolved from the World Athletics Half Marathon Championships to form a series of World Championship races including the Men's and Women's Half Marathon, Men's and Women's 5km, and the Men's and Women's Mile.

The Half Marathon is one of the world's most popular tests of endurance and the best way to showcase a city. This roughly 21km / 13.1 mile race at the World Athletics Road Running Championships will attract the best distance runners in the world, as it is the pinnacle race for this distance.

The 5km is a long-distance road race in which nearly every spectator can relate and compare times. As well as the World Athletics Road Running Championships crowning world champions, there are world ranking points up for grabs for the 5000m at the World Athletics Championships and the Olympic Games.

The Mile is the marquee middle-distance road race. This roughly 1,609m race is ubiquitous in running culture ever since the chase for the four minute mile in the 1950's. Its prestige lives strong at the World Athletics Road Running Championships, as the only official imperial distance world record event in the sport and a key feature of qualification for

the 'metric mile', the 1,500m at the World Athletics Championships and the Olympic Games. This race is also accessible to anyone, no matter their fitness level. The Mile is the ideal entry level event to get people off the couch and over the finish line. It is never too late to start and this is a good place to begin the journey to a healthier lifestyle.

We are also happy to work with hosts on expanding the programme beyond the championships races to include additional races and opportunities that hosts feel would contribute to both the profile of the event and their community including the World Athletics Global Running Conference, health & fitness expo, parkrun, running clinics, running outreach, school engagement and e-learning initiatives etc.

**Bids are now open for the next two editions of the World Athletics Road Running Championships, taking place in 2025 & 2026.**

*[Read on to learn more.](#)*



## Benefits to the Host City

To review the World Athletics Road Running Championships in more detail it is worth considering the potential benefits to the host city across economic, social and environmental pillars, as well as its impact on image and reputation.

### Total Direct Economic Impact

The profile and scale of the World Athletics Road Running Championships make it well positioned to deliver meaningful returns on investment. Alongside event organisers, official event attendees (including competitors and team officials, competition officials, media and broadcasting personnel, sponsors, suppliers, technical suppliers and volunteers) spectators and recreational runners all bring inbound spending power to stimulate a host city's economy.

See below a snapshot of the economic impact from the precursor to the World Athletics Road Running Championships – the World Athletics Half Marathon Championships in Valencia 2018, which was held in just one day:

Event Attendee Spend	US\$ 1,026,551
Spectator Spend	US\$ 1,993,909
Recreational Runner Spend	US\$ 3,572,267
Total Direct Economic Impact	US\$ 6,592,727
<b>Total Economic Impact</b>	<b>US\$ 8,417,372</b>



## Tourism Impact

The World Athletics Road Running Championships offers an excellent opportunity to engage the local community and demonstrate a host city's culture - whether it's music, dance, food or all of the above.

Based on the tourism impact from the World Athletics Half Marathon Championships in Valencia 2018:

- Total of 2,542 Event attendees of which 1,227 (48%) were from out of town and stayed for an average of 4.3 days
- Estimated total of 27,688 spectators of which 6,087 (21.7%) were from out of town and stayed for an average of 3.2 days
- Total of 14,372 recreational runners of which 6,561 (45.7%) were from out of town and stayed for an average of 3.2 days

Due to attending the World Athletics Half Marathon in Valencia 2018:

- 80% of out of town visitors agreed that the event had increased their awareness of the host city as a tourist and/or business destination
- 90% of out of town visitors would recommend the host city as a holiday destination after attending the event
- 85% of out of town visitors agreed they were more likely to return to the host city in the next two years after attending the event





# Social Impact

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## Health & Well-Being

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The World Athletics Road Running Championships has a powerful influence in promoting health and fitness by generating a running ripple effect amongst event attendees, spectators and recreational runners.

Based on an impact study from the World Athletics Half Marathon Championships in Copenhagen 2014:

- 1,000 recreational runners joined a local running club 3 months pre-event
- 3,900 of the 30,000 recreational runners (13%) ran their first ever Half-Marathon
- 1,800 recreational runners joined a local running club after post-event
- 89% of respondents said they would participate in a legacy race

## Generating Civic Pride

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Based on an impact study from the World Athletics Half Marathon Championships in Valencia 2018:

- 94% of local residents agreed that hosting the World Athletics Half Marathon Championships had a positive impact on the host city's community
- 94% of local residents agreed that hosting the World Athletics Half Marathon Championships showcased the host city as a positive and vibrant city
- 96% of local residents felt proud that their city hosted the World Athletics Half Marathon Championships

## Diversity & Inclusion

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Athletics is colour-blind and gender-balanced, offering equal opportunities to athletes from all walks of life and all races and creeds.

We have complete gender equality on the field of play (including equal prize money for men and women) and we are working swiftly towards gender equality in our governance structures. World Athletics is constitutionally bound to reach gender equality on our Council, Executive Board and Commissions by 2027 (we are at about 40% now). World Athletics has pursued a policy of transgender inclusivity whilst maintaining a level playing field for all female athletes.

Finally, there was a slight majority of female spectators at the World Athletics Half Marathon Championships in Valencia 2018, comprising 57% women and 43% male.

# Environmental Impact

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## Environmental Quality of the Event

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In recognition of the environmental challenges faced by cities today, specifically air pollution, climate change and over consumption of resources, and of the growing scrutiny under which the event industry is placed, World Athletics will work with hosts to implement a sustainability management system. This will help demonstrate to all stakeholders a real walk-the-talk commitment to minimising the event's environmental impact. World Athletics is also committed to working with cities to promote environmental initiatives within the wider community.

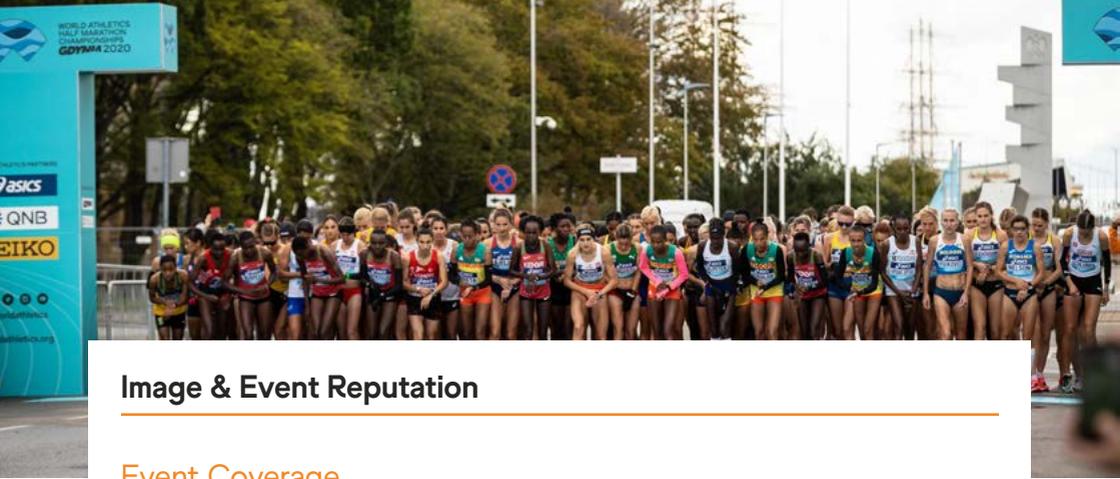
## Air Quality Project – Case Study WHM Gdynia 2020

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As part of World Athletics' continuing pilot programme to measure air quality at sporting venues around the world, and with the support of the local organising committee, World Athletics' Health and Science Department measured clinical and environmental data at the World Athletics Half Marathon Championships in Gdynia 2020 and the World Athletics Relays in Yokohama in 2019.

By publishing air quality from venues such as Gdynia and Yokohama, World Athletics hopes to encourage athletes, recreational runners, cities, local and national governments and member federations to become more conscious of air quality and the impact that it has on health and performance.





## Image & Event Reputation

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### Event Coverage

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The World Athletics Road Running Championships is one of the most important road races in the calendar and with more than 200 media accreditations, it makes headlines worldwide.

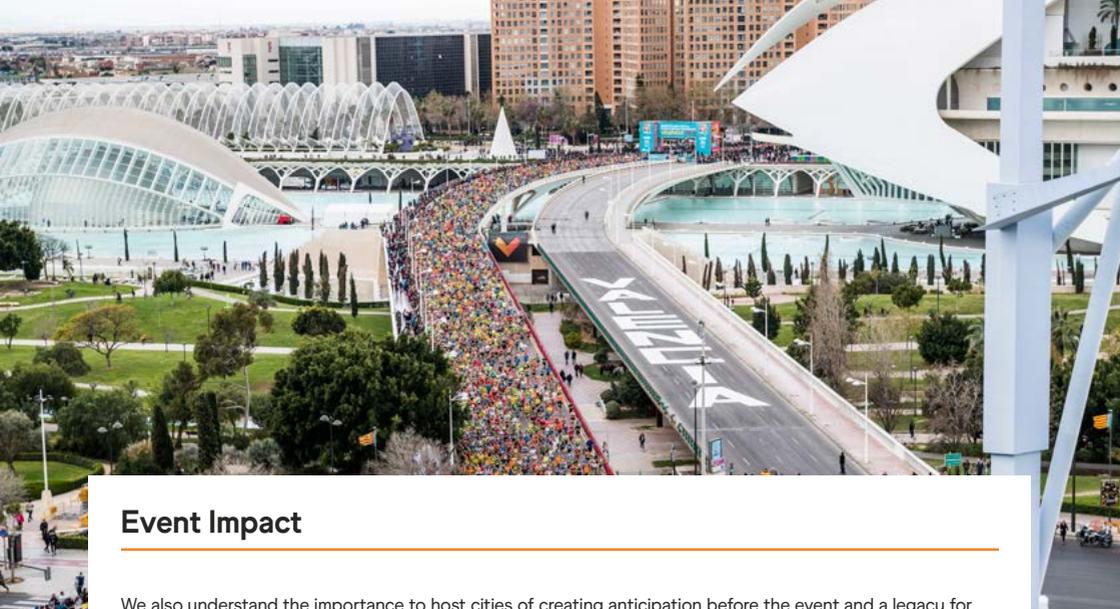
### Social Media Figures & Reach

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Based on an Impact Study from the World Athletics Half Marathon Championships in Gdynia 2020:

- 570,000 Engagements (Facebook, Twitter, Instagram)
- 1,100,000 Video Views (Facebook, Twitter, Instagram)
- 8,000,000 Impressions (Facebook, Twitter, Instagram)

The appeal of athletics to younger fans means that digital channels are becoming increasingly important distribution platforms for World Athletics events. A focus on live streaming, the introduction of new fan engagement initiatives and an enhanced range of exclusive behind-the-scenes multimedia content are all part of World Athletics' commitment to connecting the event, the hosts and our athletes with new audiences online, ensuring every future edition will connect with more people in a powerful and meaningful way.



## Event Impact

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We also understand the importance to host cities of creating anticipation before the event and a legacy for when the show is over, and we will work with you to deliver exactly what you need to inspire your citizens and bring your community closer together.

## Legacy Races

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This event can boost existing races or help launch new ones. The annual race participation numbers for Copenhagen, Cardiff and Valencia increased an average of 26% from 15,000 to 19,930 the year after hosting the World Athletics Half Marathon Championships. The Copenhagen Half is the legacy race that continues to thrive today following the 2014 World Athletics Half Marathon Championships in Copenhagen with over 25,000 participants annually as part of the SuperHalves series.

## Schools

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Athletics legends can visit schools to share the positive effect of running and exercise generally. Running workshops and youth championships can help establish long term development pathways for the next generation of athletes.

## Volunteers

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Local residents and sports enthusiasts can play a part in the event experience through volunteering which will boost future athletics hosting opportunities.

## Additional Opportunities

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World Athletics encourages hosts to extend the impact of the World Athletics Road Running Championships beyond the competition period. This event can also provide an opportunity for a range of side events including:

### Mass Participation Races

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The host is expected to deliver mass participation races in conjunction with the World Athletics Road Running Championships. Mass participation is a major revenue stream which can allow event organisers to fully finance the event. The World Athletics Half Marathon Championships has averaged 22,000 entries for the mass participation races across four previous editions. The inaugural World Athletics Road Running Championships Riga in 2023 plans to feature around 35,000 mass participation runners.

### World Athletics Global Running Conference

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The host will hold the right of first refusal to organise on an exclusive worldwide basis for the year in question - the World Athletics Global Running Conference.

The World Athletics Global Running Conference is the world's premier gathering of the running industry – including event owners and race directors, tourism boards and health promotion agencies, sport apparel brands and endurance media, sporting rule-makers and running tech disruptors, pro-athletes and talent representation agencies, medical experts and anti-doping institutions, coaches and data scientists.

The Global Running Conference is two days when the future of running is charted – as a sport, as an economic activity, as a tool of public policy – defining its place in society and creating growth opportunities at all levels.

It will feature a combination of presentations, fireside chats, plenary discussions, workshops, marketplaces, product launches, exhibitions – all with one overarching goal – to gain a deeper understanding of the role that running has in shaping communities.

### Health & Fitness Expo

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The local organising committee can organise an official event Expo under terms and conditions to be set out by World Athletics and Dentsu, which will include conditions relating to the commercial aspects.





## parkrun

World Athletics has partnered with parkrun to help expand its global series of free, weekly, timed walking and running events. parkrun will engage and discuss with the local organising committee around launching new events or boosting existing parkrun events in the host city.

## Running Clinics

Many running activities can be organised that will appeal to the natural audience for our events, including youth running clinics, injury-prevention seminars, courses for coaches, course measurement sessions.

## Running Outreach

Entry level outreach training programmes can be rolled out locally and nationally through running clubs and communities to encourage healthy habits. World Athletics can contribute through its network and expertise by designing programmes and facilitating access to past and present professional athletes.

## School Engagement

School-based training and competitions will provide a healthy and engaging activity for school children to connect with the event, which may also help promote it. Also, national youth and school races can be held alongside the main event.

## E-learning Initiatives

Host staff and volunteers will have the opportunity to access the World Athletics' e-learning platform which offers sport and event-related education tools (with modules including marketing, event presentation, communication, project management and fan engagement) that aim to upskill locals event experience in the host city.

## Other Activations

As well as the above, former hosts have increased engagement with the World Athletics Road Running Championships from the following activation opportunities:

- 'Year-to-go' countdown events
- Athlete engagement events
- Concerts and local festivals

## Revenue Potential

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There are a number of revenue streams available to make this a profitable event for event organisers:

**(a) The World Athletics Road Running Championships**

- National sponsorship\*
- Merchandising\*
- Concession revenues (food and beverage etc.)
- Commercial hospitality sales\*
- Local hotel commissions

**(b) Additional Events**

- Mass participation registration fees
- Fees from clinics and training sessions
- World Athletics Global Running Conference admission tickets
- Travel packages

*\*Subject to the Category Release Agreement being concluded with Dentsu<sup>1</sup>*

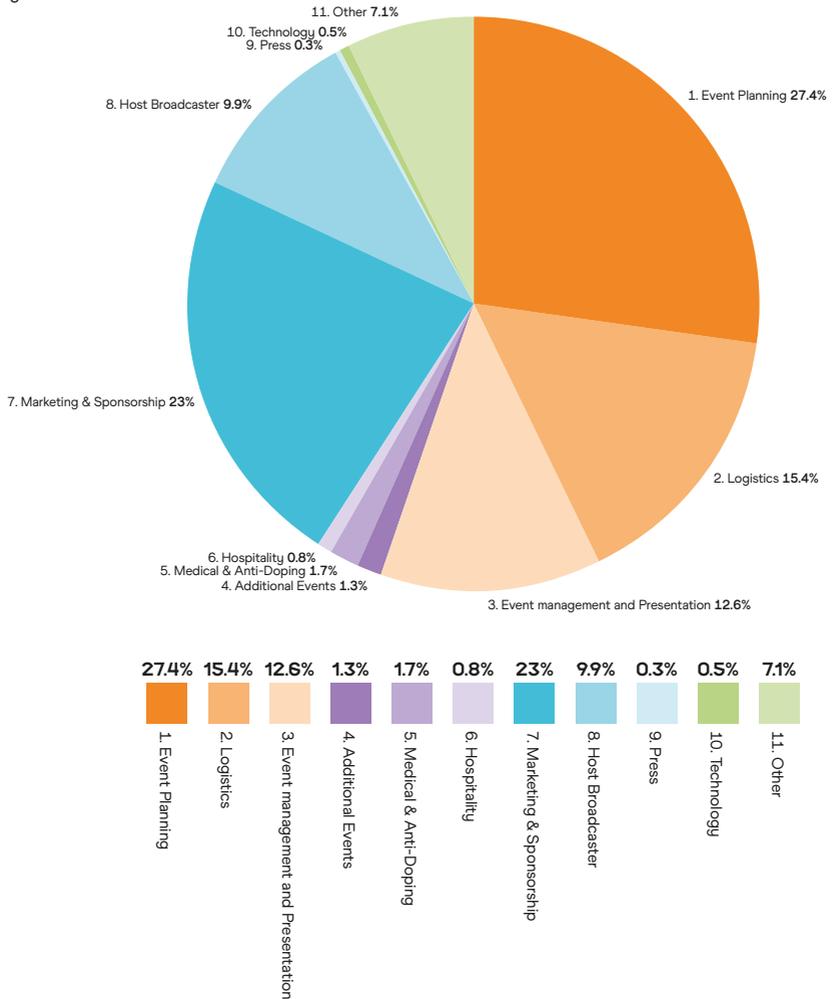


# Event Budget

## Budget

The indicative Event Budget for the World Athletics Road Running Championships is between USD \$2,500,000 - \$3,000,000, but it will vary according to local costs and conditions.

World Athletics can schedule virtual meetings with the bidding committees to go through the proposed event budget.



## Bidding Requirements

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Based on the World Athletics' Global Calendar, the preferred dates for the World Athletics Road Running Championships are anytime in September and October, but we may be open to other similar dates.

The host city needs to be accessible to teams and equipment travelling from all parts of the world, so reasonable proximity to an international airport is essential.

There are no hosting fees, but there are mandatory costs payable by hosts to World Athletics relating to various services provided such as accreditation system, access control, event presentation, website, results management services and Host Broadcaster.

## Sports Requirements

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The courses should comply with the World Athletics guidelines for road races and all World Athletics Road Running Championship courses should share the same finish line.

Hosts will be responsible for providing all technical and functional areas at the race venue, including athlete changing rooms, call room, mixed zone, post event area, gathering area for medal ceremonies, doping control station, recorders' booth, technical information centre and competition information desks. Hosts will also be responsible for the installation of a video screen for the public showing the television signal, quality sound system and event decoration, as well as ensuring a reliable and modern communication system.

## Official Hotels and Meeting Rooms

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Hosts will be required to provide a shortlist of official hotels available for the following client groups in the Bid Application Form:

- World Athletics Family and Partners
- Athletes and Team Officials
- Media
- Host Broadcaster
- Technical Suppliers and Service Providers

Further information on numbers and duration will be provided at a later stage in the Event Organisation Agreement.

## Bidding Process

If you are interested in hosting the World Athletics Road Running Championships 2025 and / or 2026, please download a Pre-Qualification Form (available on our website) and submit this by close of business on the deadline set out below.

Bid Process Stage	Timeline
Official Launch & Bid Guide shared	December 2022
Pre-Qualification Form Submission Deadline	15 February 2023
Bid Application Documents Submission Deadline	1 May 2023
Event awarded by Council	July 2023

If you would like to discuss the World Athletics Road Running Championships in more depth including the Pre-Qualification Form – please contact us on [bidning@worldathletics.org](mailto:bidning@worldathletics.org) where you can also send your completed Pre-Qualification Form.



[www.worldathletics.org](http://www.worldathletics.org)

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