

WORLD ATHLETICS RELAYS

2024 EDITION

BID GUIDE

March 2022



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www.worldathletics.org

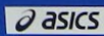


WINNERS



IAAF World Relays YOKOHAMA 2019™

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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. The goal is simple: 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.

The World Athletics Series is diverse and truly global. There is something for everyone to enjoy throughout the year.

The Moment for Relays



Team spirit has no limits - it compounds all individual ambition, effort and excellence. The World Athletics Relays stands out within the World Athletics Series, where our individual athletes are transcended by a collective pursuit.

This event showcases the thrills and sometimes spills unique to relays - it evokes drama, suspense and celebration. The knock-out format adds to the excitement and calls for truly inspired team performances. The field of national teams is diverse, and the competition is wide open for any nation, big or small, to seize the moment.

The World Athletics Relays also aims to communicate powerful messages of hope, teamwork and connection. This event can go beyond the track and play an important role in encouraging togetherness by engaging community involvement and generating civic pride.

This is the moment for teamwork within athletics, and within society, the moment to work together with shared belief, shared sacrifice and shared connection. This is the moment for relays.



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Introducing the World Athletics Relays



The World Athletics Relays is evolving with crucial qualifications intensifying the hype, drama and jeopardy of this event. Bids are now open for the next edition of the World Athletics Relays, taking place in 2024.

The 2024 edition will serve as the main qualification process for the Paris Olympic Games 2024. The World Athletics Relays is held over two days and now becomes make or break for national teams as they compete in five Olympic relay disciplines including Women's 4x100m and 4x400m, Men's 4x100m and 4x400m, and the mixed team 4x400.

The stakes are high, but this event also exudes expression and flair with choreographed team entrances. The pulsating music, advanced pyrotechnics and special effects add to both the suspense and the celebration. A carnival atmosphere will captivate a whole range of spectators within an immersive sports entertainment experience.

We are also happy to work with hosts on expanding the programme further by including additional relay-related races and opportunities that hosts feel would contribute to both the profile of the event and their community, such as various recreational relay races and a potential Ekiden on the roads of the host city. Read on to learn more.

Benefits to the Host City

To review the World Athletics Relays 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 Relays 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 any recreational participants all bring inbound spending power to stimulate a host city's economy.

See below a snapshot of the economic impact from the World Athletics Relays in Yokohama 2019:

Spectator Spend	\$ 924,677
Official Event Attendee Spend	\$ 1,608,190
Total Direct Economic Impact	\$ 5,866,698
Total Economic Impact	\$ 8,213,377

Tourism Impact

The World Athletics Relays 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 Relays in Yokohama 2019:

- A total of 19,612 tickets were bought online for the event and an additional 16,536 tickets were handed out for free to local schools
- On average, spectators attended 1.47 days, giving an estimated total number of unique spectators of 13,318 of which 65% were out-of-town spectators, and therefore generating additional spend in the local economy

Unique Spectators

Origin	Number	Percentage
Yokohama	4,661	35%
Elsewhere in the Japan	8,524	64%
International	133	1%

Due to attending the World Athletics Relays in Yokohama 2019:

- **84%** of out-of-town spectators said that they would recommend Yokohama as a holiday destination
- **80%** of out-of-town spectators said that they would be more likely to return to Yokohama in the near future





BTC
SEDNEY
BAHAMAS 2017

BTC
GAITHER
BAHAMAS 2017

BTC
YUAN
CHINA
BAHAMAS 2017

SEIKO

BTC
BTC
BTC
Everyday

Social Impact

Based on an Impact Study from the World Athletics Relays in Yokohama 2019:

Health & Well-Being

- **94%** of spectators said that attending the event had inspired them to do more active recreation or sport than they would normally. All World Athletics Series events aim to promote health and fitness to communities, but the World Athletics Relays stands out for the potential ripple effect that a relay/team based mass participation event is capable of.

Generating Civic Pride

- **80%** of local residents agreed that hosting the World Athletics Relays had a positive impact on the host city's community
- **82%** of local residents agreed that hosting the World Athletics Relays showcased the host city as a positive and vibrant city
- **87%** of local residents felt proud that their city hosted the World Athletics Relays

Diversity & Inclusion

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 maintain a level playing field for all female athletes. Finally, our fans at the World Athletics Relays in Yokohama 2019 were split very nearly on an equal basis too, comprising 52% men and 48% women.

Environmental Impact

Environmental Quality of the Event

In recognition of the environmental challenges faced by cities today, specifically air pollution, climate change and over consumption of resources, as well as the growing scrutiny under which the event industry is placed, World Athletics will work with hosts to implement a sustainability management system in line with its 10-year sustainability strategy. 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 Studies

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 Relays in Yokohama in 2019 and the World Athletics Half Marathon Championships in Gdynia 2020.

By publishing air quality results from Yokohama and Gdynia, 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

Event Coverage

The World Athletics Relays is an important feature in the global athletics calendar. With more than 550 media accreditations, it makes headlines worldwide. 50 million viewers watched some form of the World Athletics Relays in Yokohama 2019 and as the main qualification process for the Paris Olympic Games 2024 interest is likely to rise exponentially.

Digital / Social Media Reach

Based on an Impact Study from the World Athletics Relays in Yokohama 2019 there were:

- 532,000 Engagements (Facebook, Twitter, Instagram)
- 2,500,000 Video Views (Facebook, Twitter, Instagram)
- 8,200,000 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. Our athletes and the fast-paced, exciting format makes the World Athletics Relays a perfect fit for young audiences and digital platforms.

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

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.

Schools – Athletics legends can visit schools to share the positive effect of walking and exercise generally. Relay workshops and youth championships can help establish long term development pathways for the next generation of athletes. At the World Athletics Relays in Yokohama in 2019, schools' competitions and an ASICS kids' challenge also took place in the main stadium.

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

Relay Culture – The event can make good use of the World Athletics Relays to nurture a culture of teamwork in the host city.





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Additional Opportunities

As mentioned above, the World Athletics Relays is held over two days, but that does not limit hosts to only competition opportunities. World Athletics encourage hosts to extend the impact of the occasion beyond the competition period and the stadium walls. The World Athletics Relays can also provide an opportunity for a range of side events including:

Health & Fitness Outreach

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

Athletics Clinics

Many athletics-related activities can be organised that will appeal to the natural audience for our events, including youth clinics, courses for coaches or training sessions with top athletes.

School Engagement

School-based training and competitions will provide a healthy and engaging activity for school classes to connect with and promote the event. In the days leading up to the World Athletics Relays you can invite locals to try out athletics in a world class facility. 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 event experience in the host city.

Other Activations

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

- 'Year-to-go' countdown events
- Athlete engagement events
- Mass participation events
- Conferences and summits
- Concerts and local festivals

Revenue Potential

Hosts can monetise the World Athletics Relays through a number of revenue streams:

(a) The World Athletics Relays

- Admission tickets
- 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
- Local hotel commissions
- Sport conference admission tickets

**Subject to the Category Release Agreement being concluded with Dentsu¹*

¹ World Athletics has appointed Dentsu as its exclusive global marketing partner and granted Dentsu certain commercial rights relating to the World Athletics Relays.

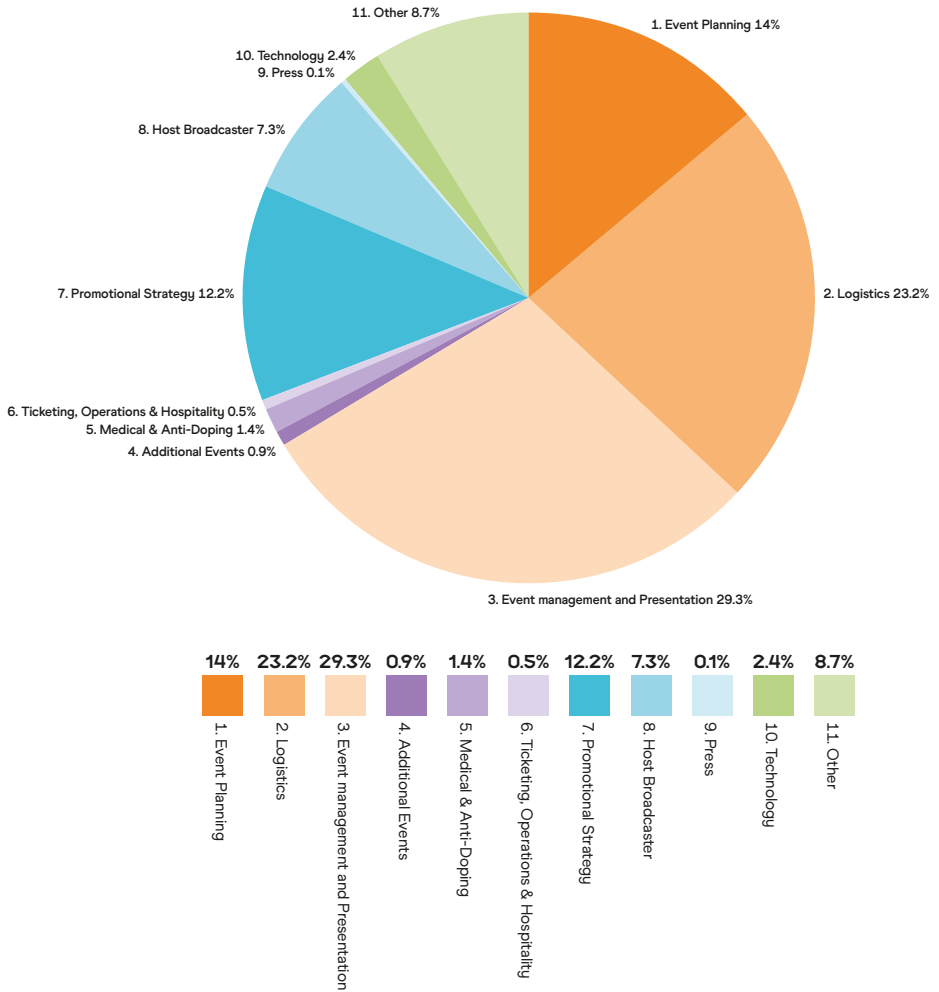


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Event Budget

The indicative Event Budget for the World Athletics Relays is between USD \$3,500,000 - \$4,000,000, but it will vary according to local costs and conditions.

World Athletics will schedule virtual meetings with the bidding committees to go through the proposed Event Budget.



Bidding Requirements

Based on the World Athletics' Global Calendar, the preferred date for the World Athletics Relays is April or May, but we may be open to other 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, access control, video officiating replay system, event presentation, website, Host Broadcaster and results management services.

Sports Requirements

The main venue for the World Athletics Relays should have a minimum capacity for circa 15,000 spectators and hold a Class 1 Athletics Facility Certificate. Hosts must also provide a warm-up track and facilities within easy walking distance.

Hosts will be responsible for providing all technical and functional areas at the venue, including call room(s), a mixed zone, a post event area, a photo-finish control room, a video recording room, a results management room, a doping control station, a technical information centre, competition information desks and seats for coaches and teams.

Hosts will also be responsible for the installation of video screens, a quality sound system and event venue decoration, as well as ensuring the main stadium is equipped with reliable and modern communications networks, infrastructure and services.

Official Hotels and Meeting Rooms

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 2024 edition of the World Athletics Relays, please download a Pre-Qualification Form (available on our website) and submit this by close of business on the deadline set out below.

Bidding calendar for the 2024 World Athletics Relays

Bid Process Stage	Timeline
Official Launch & Bid Guide shared	March 2022
Pre-Qualification Form Submission Deadline	1 June 2022
Bid Application Documents Submission Deadline	1 October 2022
Event awarded by Council	December 2022

If you would like to discuss the World Athletics Relays in more depth including the competition, additional opportunities and the Pre-Qualification Form – please contact us on bidning@worldathletics.org where you can also send your completed Pre-Qualification Form.



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