BID GUIDE
WORLD ATHLETICS
RACE WALKING
TEAM
CHAMPIONSHIPS
December 2021
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 power of walking is infinite. Walking is the most popular exercise activity in the world and can support healthier, safer and more sustainable communities.

Research has shown that walking can help people live healthier and longer. A walking routine, if done properly, has all the standard benefits of aerobic exercise such as improvements in the heart and circulatory systems, better blood glucose control, normalisation of blood pressure, it can also slow or decrease cognitive decline, as well as reduce anxiety and depression. As the most accessible way to meet the recommended physical activity levels, it is little wonder that walking is getting a great deal of attention from public policymakers at all levels.

Major cities around the world are also increasingly assessing their ‘walkability’ a term that refers to how safe, convenient and efficient it is to walk in an urban environment. Walking is one of the most democratic forms of mobility and can provide more equitable and safer forms of active transport for urban residents.

The World Athletics Race Walking Team Championships requires minimum build and is the most sustainable event in the World Athletics Series family. With walking the focus, host cities can showcase pedestrianised areas and paths, as well as incorporating green and active transport as a central feature of the event.

Power walking, speed walking, fitness walking. Race walking has many names and personalities. It can be rhythmic and eccentric fitting for a festival atmosphere, and yet the race pace and technical intensity demonstrates a narrative of resilience. Whichever way your host city chooses to characterise it, this event will likely capture attention, challenge common perceptions and shift lifestyle habits in favour of walking.

The World Athletics Race Walking Team Championships aims to highlight both the walkability and unique features of your host city and it could be the perfect catalyst to move things forward for your community, one step at a time.
The World Athletics Race Walking Team Championships invites the top racers in the world to compete in a total of eight (8) official World Championship events across men's and women's senior 20km, 35km and team events, as well as U20’s 10km races, held over two (2) consecutive days.

Moreover, we are delighted to confirm that the World Masters Championships will be included in this programme. We are also happy to work with hosts on expanding the programme further by including additional walking-related opportunities that hosts feel would contribute to both the profile of the event and their community, based on local preferences.

The accessibility and globalised nature of this competition allows any nation in the world to participate and to be truly competitive. The field of racers and the medals table is as diverse as it gets in elite athletics. The competition is wide open for anyone to stake a claim in becoming the latest World Champion.

All the action takes place on a flat 1-2km loop course. The versatility of the course allows this event to adapt to any location in a walkable city, whether it takes place on a popular beach promenade, incorporates a city landmark or even passes through a facade. This is street racing and is designed as an event for the people, appealing to curious passers-by, spectators and recreational participants of all ages and abilities.

The 2024 edition occupies a particularly desirable place in the calendar, as it will be the final World Athletics Race Walking Team Championships event prior to the Paris 2024 Olympics and is a key element of the qualification for that Olympiad.

Bids are now open for the next two editions of the World Athletics Race Walking Team Championships which will take place in 2024 and 2026 respectively. Read on to learn more.
Benefits to the Host City

To review the World Athletics Race Walking Team Championships in more detail it is worth considering the potential benefits to the host city across economic, social and environments pillars, as well as its impact on image and reputation of the event coverage and event legacy.

Total Direct Economic Impact

The profile and scale of the World Athletics Race Walking Team 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 participants all bring inbound spending power to stimulate a host city’s economy.

See below a snapshot of the projected economic impact of the next edition of the World Athletics Race Walking Team Championships based on previous World Athletics Series data:

<table>
<thead>
<tr>
<th>Event Organiser Spend</th>
<th>$874,209</th>
</tr>
</thead>
<tbody>
<tr>
<td>Official Event Attendee Spend</td>
<td>$712,550</td>
</tr>
<tr>
<td>Spectator Spend</td>
<td>$1,049,850</td>
</tr>
<tr>
<td>Mass Participation Spend</td>
<td>$337,438</td>
</tr>
<tr>
<td>Total Direct Economic Impact</td>
<td>$2,974,047</td>
</tr>
</tbody>
</table>

Tourism Impact

The World Athletics Race Walking Team Championships offers an excellent opportunity to engage the local community and demonstrate a host city’s culture - whether it’s art, music, technology or all of the above.

See below a snapshot of the projected tourism impact of the next edition of the World Athletics Race Walking Team Championships based on previous World Athletics Series data:
Event Organiser and Event Attendees:

<table>
<thead>
<tr>
<th>Origin</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Host City &amp; National</td>
<td>474</td>
<td>35%</td>
</tr>
<tr>
<td>International</td>
<td>887</td>
<td>65%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,361</strong></td>
<td><strong>-</strong></td>
</tr>
</tbody>
</table>

Spectators:

<table>
<thead>
<tr>
<th>Origin</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Host City</td>
<td>5,188</td>
<td>52%</td>
</tr>
<tr>
<td>National</td>
<td>3,615</td>
<td>36%</td>
</tr>
<tr>
<td>International</td>
<td>1,197</td>
<td>12%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>10,000</td>
<td><strong>-</strong></td>
</tr>
</tbody>
</table>

Mass Participants:

<table>
<thead>
<tr>
<th>Origin</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Host City</td>
<td>1,950</td>
<td>26%</td>
</tr>
<tr>
<td>National</td>
<td>4,800</td>
<td>64%</td>
</tr>
<tr>
<td>International</td>
<td>750</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>7,500</td>
<td><strong>-</strong></td>
</tr>
</tbody>
</table>
Social Impact

Based on an Impact Study from previous World Athletics Series event data:

Health & Well-Being

This event aims to increase awareness of exercise benefits and facilities in the host city. 43% of spectators that attended the World Championship event said it had inspired them to do more active recreation or sport than they would normally.

Generating Civic Pride

- 94% of local residents felt proud that their city hosted the World Championships.
- 94% of local residents agreed that hosting the World Championships showcased the host city as a positive and vibrant city.
- 74% of local residents agreed that hosting the World Championships had a positive impact on the host city’s community.

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 maintaining a level playing field for all female athletes.
- Finally, fans at the World Championship event are split very nearly on an equal basis too, comprising around 51% male and 49% female.
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 in line with its ambitious 10-year sustainability strategy. This will help demonstrate to citizens and other 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.

Environmental Quality of the Event

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

The latest study revealed that Gdynia had the best air quality of any major athletics event or road race measured since World Athletics’ Air Quality Project started in 2018.

By publishing air quality from venues such as 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 Series are among the most eagerly anticipated events in the annual sporting calendar. The World Athletics Race Walking Team Championships is broadcast in every country in the world (TV and digital via World Athletics Livestream in dark territories) and web impressions are expected to grow exponentially as World Athletics expands its digital profile.

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 Legacy

We also understand the importance of creating a legacy for the host city after the show is over, and we will work with you to deliver exactly what you need to inspire all ages and abilities to get moving and bring communities closer together.

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

Volunteers – Local residents and sports enthusiasts can play a part in this once in a lifetime World championships experience through volunteering opportunities which will boost future athletics hosting opportunities.

Walking culture – The event legacy can make good use of the walkable city infrastructure to nurture a greater walking culture in the host city.
As mentioned above, the World Athletics Race Walking Team Championships is held over two days, but that does not limit hosts to only elite competition opportunities. World Athletics encourages hosts to extend the impact of the World Championship occasion beyond the competition period into a festival of movement. The World Athletics Race Walking Team Championships can also provide an opportunity for a range of side events including:

**Mass Participation**

Mass participation races allow recreational walkers and runners to race in the footsteps of the world’s best, surrounded by cheering spectators and their loved ones.

**Clinics and Training Sessions**

Custom-made, low barrier entry training programmes can be rolled out locally and nationally through local athletics clubs and communities. World Athletics will contribute through its network and expertise, for example facilitating access to past and present athletes, and designing race walking and running programmes tailored to the needs of the host and its community.

**School Engagement**

School-based training and competitions will provide a healthy and engaging activity for school classes to connect with and promote the event. National youth and school races can be held alongside the main event.

**Visitor Travel Packages**

Tourism travel packages and activities can be created for participants and spectators to enhance their experience and encourage visitors to extend their time in the host city. These activities could feature special walking tours of a host city or region.
Event-associated eLearning Initiatives

Host staff and volunteers will have the opportunity to access the World Athletics’ eLearning platform which offers sport and event-related educational tools (with modules including marketing, event presentation, communication, project management and fan engagement) that aim to upskill local stakeholders in the host city.

Other Activations

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

- ‘Year-to-go’ countdown events
- Athlete engagement events
- Walking and Wellbeing exhibition
- Parkrun partnerships
- Conferences and summits
- Walking Alliances
- Concerts and local festivals

Revenue Potential

Hosts can monetise the World Athletics Race Walking Team Championships through a number of revenue streams:

(a) The Competition:
- National sponsorship*
- Merchandising*
- Concession revenues* (food and beverage etc.)

(b) Additional Events:
- Mass participation registration fees
- Walking and Wellbeing exhibition floorspace
- Fees from clinics and training sessions
- Travel packages and local hotel commissions
- Sport conference admission tickets

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

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1 World Athletics has appointed Dentsu as its exclusive global marketing partner and granted Dentsu certain commercial rights relating to the World Athletics Race Walking Team Championships.
The indicative Event Budget for the World Athletics Race Walking Team Championships is circa USD $1,000,000 but it will vary according to local costs and conditions.
Based on the World Athletics’ Global Calendar, the preferred date for the World Athletics Race Walking Team Championships 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, event presentation, the website and the Host Broadcaster.

**Sports Requirements**

The course loop for the World Athletics Race Walking Team Championships must be no shorter than 1km and no longer than 2km. It must comply with the requirements of rule 54.11 of the Technical Rules and be designed in accordance with the recommendations contained in the World Athletics publication “Race Walking – A Guide to Judging and Organising”. Hosts must also provide training areas and a warm-up area at the venue.

Hosts will be responsible for providing all technical and functional facilities at the venue, including athletes’ changing rooms, call room, a mixed zone, a post event area, a gathering area for medal ceremonies, a doping control station, a recorders’ booth, a technical information centre and competition information desks.

Hosts will also be responsible for the installation of a video screen for the public showing of the television signal, a quality sound system and event decoration, as well as ensuring a reliable and modern communications system.

**Official Hotels and Meeting Rooms**

Hosts will be required to provide a shortlist of official hotels available for the client groups below 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 either the 2024 or 2026 edition of the World Athletics Race Walking Team Championships - 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 and 2026 World Athletics Race Walking Team Championships

<table>
<thead>
<tr>
<th>Bid Process Stage</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Official Launch &amp; Bid Guide shared</td>
<td>December 2021</td>
</tr>
<tr>
<td>Pre-Qualification Form Submission Deadline</td>
<td>1 March 2022</td>
</tr>
<tr>
<td>Bid Application Documents Submission Deadline</td>
<td>1 June 2022</td>
</tr>
<tr>
<td>Event awarded by Council</td>
<td>July 2022</td>
</tr>
</tbody>
</table>

If you would like to discuss the World Athletics Race Walking Team Championships in more detail including the competition, additional opportunities and the Pre-Qualification Form, you can contact us on bidding@worldathletics.org, where you can also send your completed Pre-Qualification Form.