



BID GUIDE

WORLD ATHLETICS

CHAMPIONSHIPS

December 2020

www.worldathletics.org







WE ARE WORLD ATHLETICS

We are the international governing body for athletics – the **#1 Olympic sport**.

With a global network of 214 Member Federations and more than 3.5m registered individuals, countless athletes and operators serviced daily and millions of fans across all digital platforms, World Athletics speaks to the whole world. Every day.

We are about 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 athletes to create a healthier and fitter world. We exist to grow the sport of athletics and keep 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 the world's greatest places, to inspire people on and off the field.**

At World Athletics we are committed to creating globally appealing, accessible events that deliver tangible, long-lasting benefits to host cities – right where they need them. **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.



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Introducing the World Athletics Championships

The World Athletics Championships exist to crown the ultimate champions of the world in various athletics disciplines. This high-profile and prestigious event represents the pinnacle of achievement for our athletes. We have a billion people tuning in to witness the athletes performing at the peak of their powers and giving everything they have. With more than 200 nations competing from around the globe, it comprises 10 days of awe-inspiring competition from more than 2000 of the very best athletes, and reported by 3000 media, making this one of the largest sporting events in the world.

49 world championship events, including:

- Track events
- Field events
- Marathon (Men & Women)
- Race Walk (20K & 35K, Men & Women)



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Benefits to the Host City

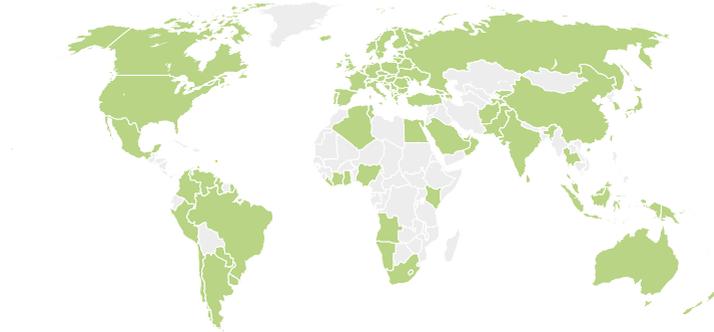


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Total Direct Economic Impact

Spectator Spend	\$ 75,040,048
Event Attendee Spend	\$ 19,588,092
Event Organiser Spend	\$ 13,921,492
Deduct Direct Leakages	(\$ 4,412,951)
Total Direct Economic Impact	\$ 104,126,440

Source: *Economic Impact WCH London 2017*



WCH London 2017 origin of foreign spectators (in green)



Tourism Impact

Based on the Economic Impact Study from WCH London 2017:

- Total of 335,371 unique spectators, including 230,000 that were non-local
- 705,000 competition tickets sold
- 56% of all out-of-town spectators (124,416) stayed in commercial accommodation, for an average of 4 days.
- Accommodation spend generated from out-of-town spectators: \$30,000,000
- Non-accommodation spend generated from out-of-town spectators: \$40,000,000 (average daily spend: \$85)
- 91% of out-of-town spectators would recommend the host city as a holiday destination after coming to the event
- 81% of out-of-town spectators agreed that the event had increased their awareness for the host city as tourist and/or business destination
- 69% of out-of-town spectators agreed that they were likely to return to the host city in the next two years after attending the event

Social Impact

Health & Well-Being

Over three quarters of athletics fans are inspired by the athletes themselves. With the world's best athletes competing in the World Athletics Championships, it can be a catalyst to encourage fit and healthy lifestyles in the host city. Athletics is the world's most accessible sport making the World Athletics Championships an ideal platform to promote healthy habits, psychological wellness and community cohesion to all audiences.

Generating Civic Pride

Based on the Economic Impact Study from WCH London 2017:

- 97% of local residents felt proud that their city hosted the Championships
- 91% of local residents agreed that hosting the Championships has had a positive impact on the host city's communities
- 97% of local residents agreed that hosting the Championships has showcased the host city as a positive and vibrant city

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 where it is possible while preserving an even playing field for all our athletes. Finally, our fans are split very nearly on an equal basis too, comprising 52% men and 48% women.

Volunteer Programme

Events cannot run without the hard work and friendly faces of the volunteers. Whether it's for personal development, learning new skills, making friends or strengthening communities, volunteering enriches lives as well as helping create memorable moments for everyone involved in the event.

Based on numbers from WCH London 2017:

- 2913 Volunteers
- 19000 shifts
- 141,300 hours worked

Image & Event Reputation

Event Coverage

- The world's biggest broadcasters (including BBC, TBS, NBC, CCTV, Globo and many others) are all fully committed to showing the World Athletics Championships
- Broadcast in every country of the world (TV and Digital via World Athletics Livestream in dark territories)
- 1 billion viewers watched some form of the WCH London 2017
- 3,000 Media Accreditations

Social Media Figures & Reach

Based on WCH Doha 2019:

- 5,600,000 Engagements (Facebook, Twitter, Instagram)
- 12,300,000 Video Views on Youtube
- 211,000,000 Impressions (Facebook, Twitter, Instagram)

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, and of the growing scrutiny under which the event industry is placed, World Athletics will work with the LOC to implement a sustainability management system. This will help to demonstrate to citizens and other stakeholders a real, walk-the-talk commitment to minimizing the event's environmental impact.

Air Quality Project

World Athletics has a comprehensive Sustainability Strategy which has a central goal of making the organisation carbon neutral by 2030. The strategy addresses global issues that pose a threat to the quality of our lives, using the power of sport and athletics to create a better world for communities.

The organisation is embracing sustainability principles and practices within its operations, its Member Federations and the organisation of future World Athletics Series events. Among its commitments is the development of best practice guides for its 214 Member Federations and its event organisers.

Air quality is a particular focus of our sport as this has a material effect on the health and performance of our athletes and their communities. World Athletics launched its Air Quality Project in 2018 and has been steadily introducing air quality monitors to athletics venues around the world to provide real-time data to event organisers and local authorities. Air quality will be a factor in the selection of host cities for our events.



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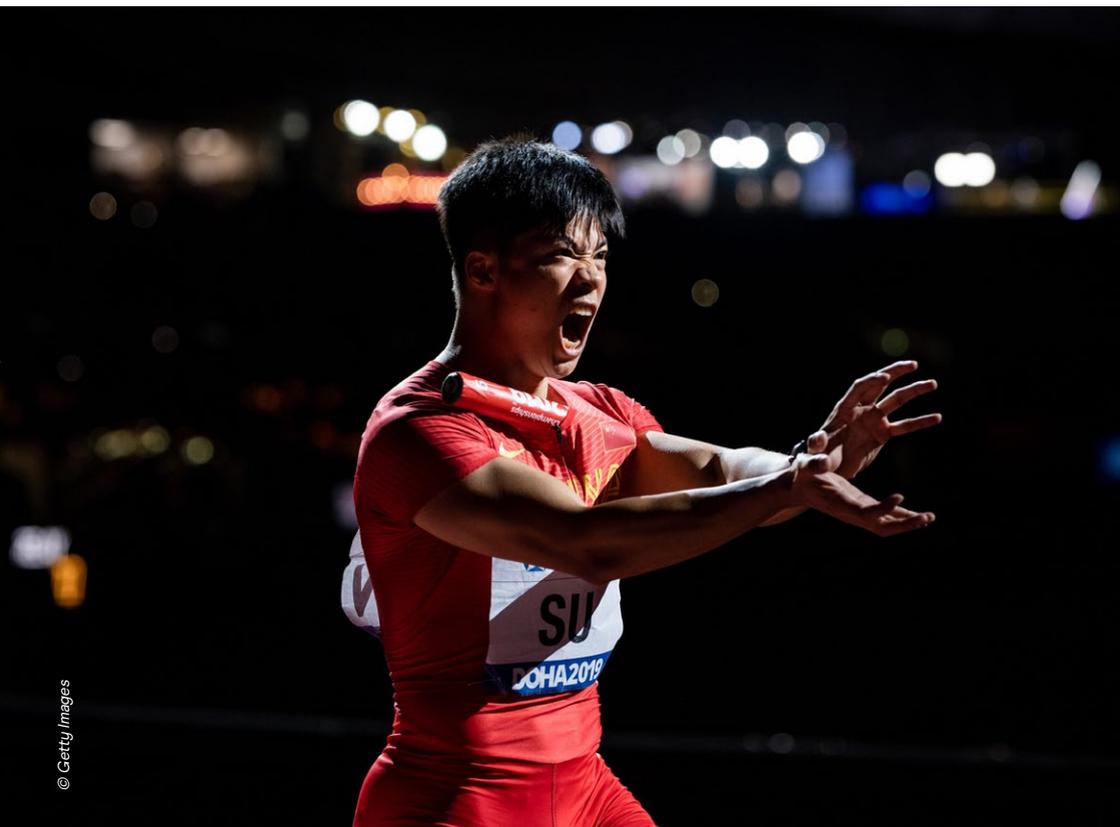
Revenue Potential

100% of revenues from the areas below to be earned by the Local Organising Committee:

- Public ticket sales to the event
- Official programme sales
- Rent from sold expo area spaces
- Food and beverage sold on site to the public
- Hospitality sales*
- Merchandise sales*

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

The list of unavailable product categories will be provided by Dentsu to the Local Organising Committee (LOC) during the bidding process.

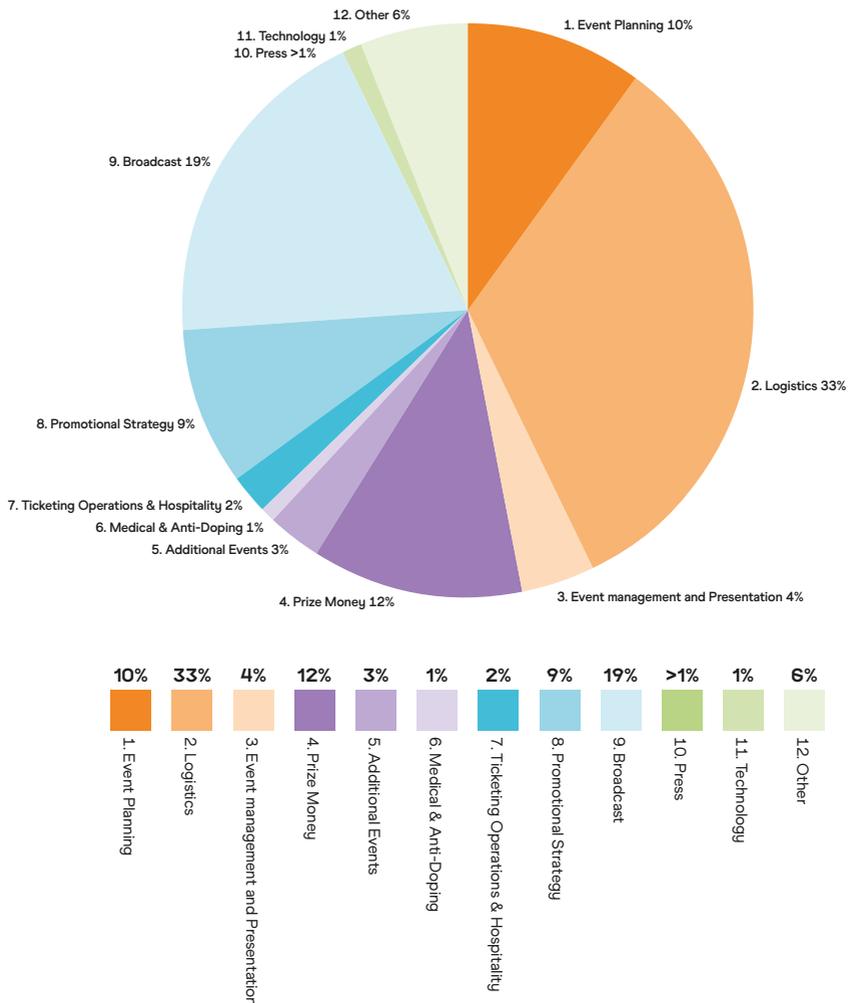


Event Budget

Budget

The indicative Event Budget is circa \$70,000,000 – \$80,000,000, 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

Globally Accessible

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

Sports Requirements

- Stadium of 30,000 spectator seats (including around 10,000 seat kills) with a category 1 Track
- A Warm-up facility will include a separate area for Long Throws, ideally within easy walking distance of the Stadium
- Technical functional areas and rooms must be provided in the main Stadium (e.g. Call Room, Mixed Zone, Post Event Area, Photo Finish, Data Processing, Medal Ceremonies, Doping Control, Technical Information Centre, Rest Areas for Combined Events, Storage Areas for Timing and Data Processing, Sports Equipment Storage Areas, Technical Delegates Rooms, etc.)
- Organisation of a test event which must be held between one year and four months before the event

Official Hotels and Meeting Rooms

The official hotel for the World Athletics Championships provides accommodation for the World Athletics staff, VIPs and guests. Depending on the hotel's capacity, other groups (Member Federations, Partners, Competition Delegates) may be accommodated in the official hotel.

The hotel must be a high-quality tourist hotel (four stars or higher) with accommodation and meeting room facilities.

The LOC is also required to provide a shortlist of hotels available for the groups below for World Athletics' review:

- World Athletics Family: approximately 600 beds for 19 nights
- Teams: approximately 3,250 beds for 13 nights (minimum three stars)
- Congress Delegates: approximately 340 beds for 15 nights (minimum four stars)
- Partners: approximately 300 beds for 11 nights (minimum four stars)
- Media: approximately 2000 beds for 12 nights (two and three stars options)
- Suppliers and Service Providers: approximately 150 beds for 20 nights (minimum three stars)

For more details about the accommodation requirements please refer to the EOA and the Event Guide

Mandatory Events

World Athletics Congress

Organising the World Athletics Championships includes hosting the World Athletics Congress. The Congress is the highest authority of World Athletics and the sport of athletics worldwide. Consisting of the 214 Member Federations represented by up to three delegates each, often debating and voting on high-profile topics, the Congress not only attracts substantial media attention, it also positions the host city as the epicentre of athletics worldwide in the days leading up to the opening of competition.

The LOC is responsible for identifying a suitable location and to assist with local logistics.

World Athletics Opening Dinner

The Local Organising Committee is responsible for organising a reception for all members of the World Athletics Family (between 100 and 150 people) during the Event, in a venue in the host city. The costs of such reception shall be paid by World Athletics, unless the reception is co-hosted by the LOC, then the costs shall be shared equally.

Final Party

To the extent agreed by World Athletics the organising Member Federation shall be responsible for hosting a final party at the end of the event for all athletes, team officials and members of the World Athletics Family at the cost of the organising Member Federation.

Additional Opportunities

Hosting the World Athletics Championships provides an outstanding opportunity to:

- Promote the event and athletics locally and throughout the host country
- Maximise attendance at the event through mass participation events
- Enhance the host city and region's reputation as hosts of world-class events
- Promote the region as a destination of choice
- Provide a legacy, in all aspects of athletics, that will support the development of athletics in the host city, country and region
- Promote the involvement of commercial affiliates

World Athletics wishes to create more opportunities for people to participate in and engage with athletics across all levels, in as many countries as possible and in all age groups. The Local Organising Committee of the event can consider incorporating some of these ideas into the event.



Outreach

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

Engaging the schools and local community through activations such as educational “follow your team”, kids’ athletics programs, ambassador visits, meet and greet.

Relays are a proven way to implement team spirit in school sports. School-based training and competitions will both promote the event locally and provide a healthy and engaging activity for school classes prior to the event.

Case Study: Women in World Athletics

Women in World Athletics is a five-year initiative developing women’s leadership and officiating in athletics and encouraging great involvement in all sport at all levels by women.

The Programme was split into three phases:

1. Raising awareness of leadership skills, and introducing concepts regarding career planning and to identify and recognise the barriers to progression.
2. Moving from reflection to action, with delegates setting personal goals and ambitions and action plans.
3. The 2017 Seminar celebrated success and sharing journeys to help inspire others, how to effect change and to become an agent for change.

More than 140 women from over 50 countries have attended at least one of the seminars.

Clinics and Seminars

Many athletics-themed activities can be organised that will appeal to the natural audience for our events, including running clinics, injury-prevention seminars, courses for coaches, course measurement sessions. World Athletics can assist with organising a programme of activities through its network and expertise.

Seminars can be tailored to cover everything from grass roots to high performance.

Event-associated eLearning initiatives

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

Bidding Process

Bidding calendar for the 2025 World Athletics Championships

Bid Process Stage	Timeline
Official launch & Bid Guide shared	December 2020
Pre-qualification deadline & verification	1 March 2021
Completed bid application deadline	1 September 2021
Council selection & announcement	December 2021

To send back the filled in Pre-Qualification Form, or should you require any more information on this event, please get in touch with our team at bidning@worldathletics.org





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