



BID GUIDE

WORLD ATHLETICS

ROAD RUNNING

CHAMPIONSHIPS

December 2020

www.worldathletics.org



PUBLIC INSTITUTIONS

LA Vuelta

COMUNIDAD DE MADRID

ASOCIACIÓN DE CLUBES DE ATLETISMO DE ESPAÑA

AYUNTAMIENTO DE MADRID

INTERNATIONAL SUPER MARATHON

COMUNIDAD DE MADRID
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MADRID 2018



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WAF / Trinidad Alfonso
Half Marathon Championships
VALENCIA 2018

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Pastor
VALENCIA
Club de Atletismo

VALENCIA 2018



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.



Introducing the World Athletics Road Running Championships

One of the most successful WAS events, the World Half Marathon Championships, is now expanding to create an even more attractive value proposition for host cities, athletes, fans, local sponsors and other stakeholders.

A week-long festival of Running.

The World Athletics Road Running Championships will include four world championships races (Men's Half Marathon, Women's Half Marathon, Men's Road 5km and Women's Road 5km).

Plus, mass races for all, an expo, conference, clinics, free parkrun™, and any other running-related activity that the host feels would contribute to the profile of the event and the community. We understand the importance of creating a legacy for the host city after the event has left town, and we'll work with you to deliver exactly that in your city.

This new event is launching in 2023, with bids to open in late 2020. Read on to learn more.

Something For Everyone



It is estimated that **1.4 billion** people run regularly worldwide. For achievement, for fun, for health. **In essence, they run for a purpose.**

There are endless nuances to running cultures worldwide – but they all have something in common: **all runners** talk about running, consume running content, purchase running-related products and services.

This event is designed to appeal to that very substantial market.

Running also presents a very low barrier to entry for mass participation events. Couch to 5km programmes have proliferated in the last few years and running in a World Championships would be the ultimate reward for those who complete one of these popular programmes. This is the perfect opportunity to create outreach programmes for your local and national population, providing them with once-in-a-lifetime motivation to get moving, whether their ambition is to run in a World 5km championships or even tackle the 21.1km half marathon distance.

The World Athletics Road Running Championships has the ability to reach recreational runners and fans in the host country and worldwide. World Athletics will help you realise the potential of the Championships and make it a **massive success for the host.**



More than just Medals.

The World Athletics Road Running Championships is where the world's best runners gather to determine who is the fastest. It's where world records are broken and legends are born.

It can include:

- A top-class mass participation event where serious amateur and recreational runners race directly in the footsteps of the world's best long distance runners in the heart of an iconic city.
- A health and fitness expo for the endurance and lifestyle sport industry.
- Corporate relays to engage the local business community.
- Conferences and clinics to market a city as a global running hub.
- Community outreach programmes to inspire participation and active living through running.

Other official championships races can also be included, based on local preferences, such as the One Mile World Championships Race, or the Ekiden (road relay).

Benefits to the Host City



Total Direct Economic Impact

Amateur Athlete Spend	\$ 3,572,267
Spectator Spend	\$ 1,993,909
Event Attendee Spend	\$ 1,026,551
Event Organiser Spend	(\$ 510,687)
Total Direct Economic Impact	\$ 6,080,013

Source: Economic Impact WHM Valencia 2018¹





Social Impact

Health & Well-Being

As illustrated below the World Road Running Championships has a track record of promoting health and fitness to communities. And with the addition of the 5km distance to the schedule, the event has become even more accessible for local citizens or guests to use this event as motivation and start to move, preparing for a World Championships experience.

Case Study - WHM Copenhagen 2014

- 1,000 recreational runners joined local running clubs to participate in 3-months pre-event training targeted at new runners
- 13% of all participants (30,000) ran their first Half-Marathon ever
- Participants reported total pre-event training of 18,000,000km
- 6% joined a running club after the event
- 89% of respondents said they would participate in a legacy race

Generating Civic Pride

Based on the Economic Impact Study from WHM Valencia 2018:

- 96% of local residents felt proud that their city hosted the Championships
- 93% of local residents agreed that hosting the Championships has had a positive impact on the host city's communities
- 94% of local residents agreed that hosting the Championships has showcased the host city as a positive and vibrant city
- 95% of local amateur runners 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.

Image & Event Reputation

Event Coverage

- Broadcast in every country of the world (TV and Digital via World Athletics Livestream in dark territories)
- 1.2 million viewers watched some form of the WHM Valencia 2018
- 200 Media Accreditations

Social Media Figures & Reach

Based on WHM Gdynia 2020:

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

A Potential for Legacy Races

The Championships can boost existing races – or help launch new ones. Copenhagen (DEN), Cardiff (GBR) and Valencia (ESP), respectively hosts of the 2014, 2016 and 2018 edition of the Championships were existing events. Their annual race participation numbers increased from an average of 15,800 to 19,930 (+26%) the year after hosting the Championships.



Additional Opportunities

Hosting the World Athletics Road Running 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 host of world-class events;
- Promote the region as destinations of choice;
- Provide a legacy, in all aspects of athletics, that will support the development of athletics in the host city, country and region; and
- Promote the involvement of commercial affiliates.

Global Running Conference

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

The Global Running Conference is the world's premier gathering of the running industry from all corners of the world's largest sport. Event owners and race directors, health promotion agencies and tourism boards, sport apparel brands and tour operators, endurance media and running tech start-ups, sporting rule-makers and anti-doping institutions, pro athletes and talent representation agencies, data scientists, coaches and medical experts – the Global Running Conference is two packed 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 the society and creating growth opportunities at all levels.

The Global Running Conference is a combination of presentations, plenary discussions, workshops, marketplaces, product launches, exhibitions – all with one overarching goal: to gain a deep understanding of the role of running in shaping healthy, resilient, energetic communities.

Health & Fitness Expo

The Local Organising Committee will have the right to 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.



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.

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. Relevant school finals can be held alongside the main event.

Clinics

Many running-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.

parkrun™ Global Festival

The World Athletics' collaboration with parkrun™ will bring the parkrun™ Global Festival to the host city in the week leading up to the event.

Event-associated eLearning initiatives

Local Organising Committee 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.

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 Local Organising Committee to implement a sustainability management system. This will help demonstrate to citizens and other stakeholders a real, walk-the-talk commitment to minimizing the event's environmental impact.

Air Quality Project – Case Study WHM Gdynia 2020

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 in Gdynia, for the 2020 edition of the Championships.

The 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.

The data suggests that the clean air in the Polish city, combined with the optimal temperature and humidity, was among the factors that contributed to the high number of personal best performances in Gdynia, which included the world record set by the women's winner Peres Jepchirchir.

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.

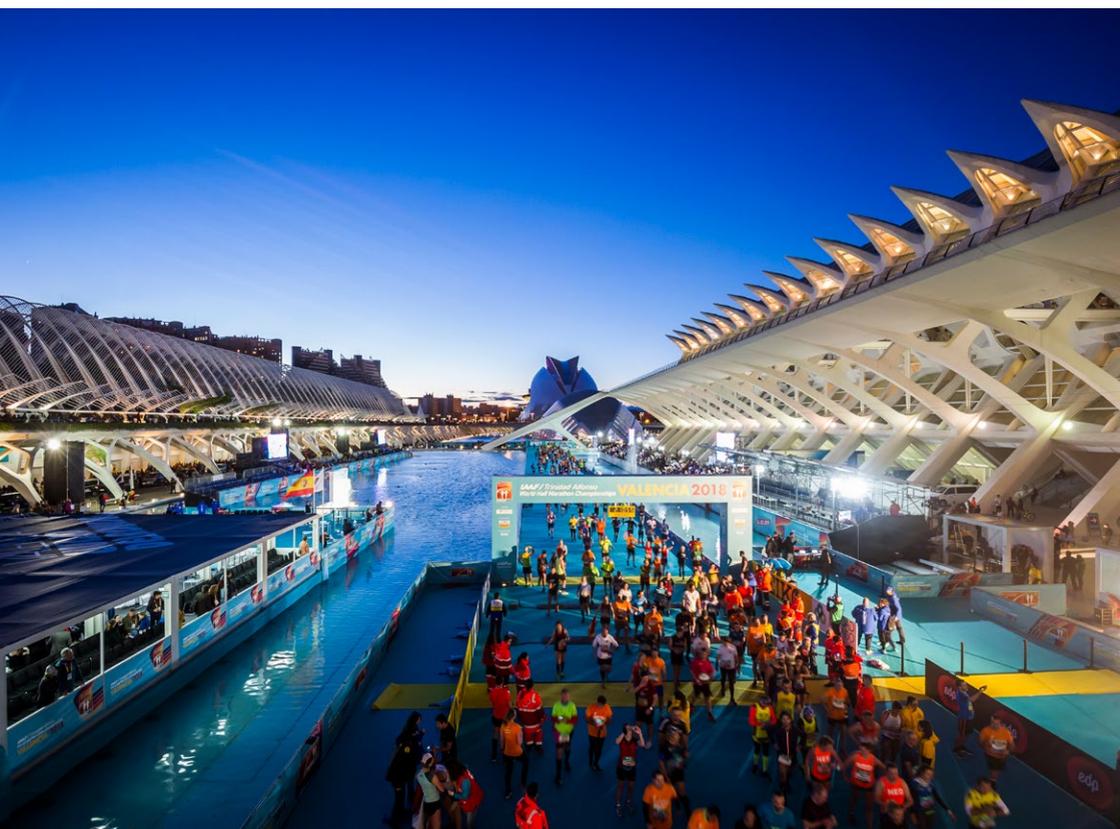
Revenue Potential

100% of revenues from the areas below will go to the Local Organising Committee (LOC):

- Mass participation registration fees
- Expo floorspace sales*
- Concession revenues (food and beverage, physiotherapy, medal engraving, etc.)
- Hospitality sales*
- Merchandising*
- Fees for incoming participants booking with local hotels
- Fees for international travel partners
- Global Running Conference admission fees**
- Fees from clinics and training sessions
- Fees from corporate relays and such activities

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

*** Subject to a specific agreement with World Athletics*

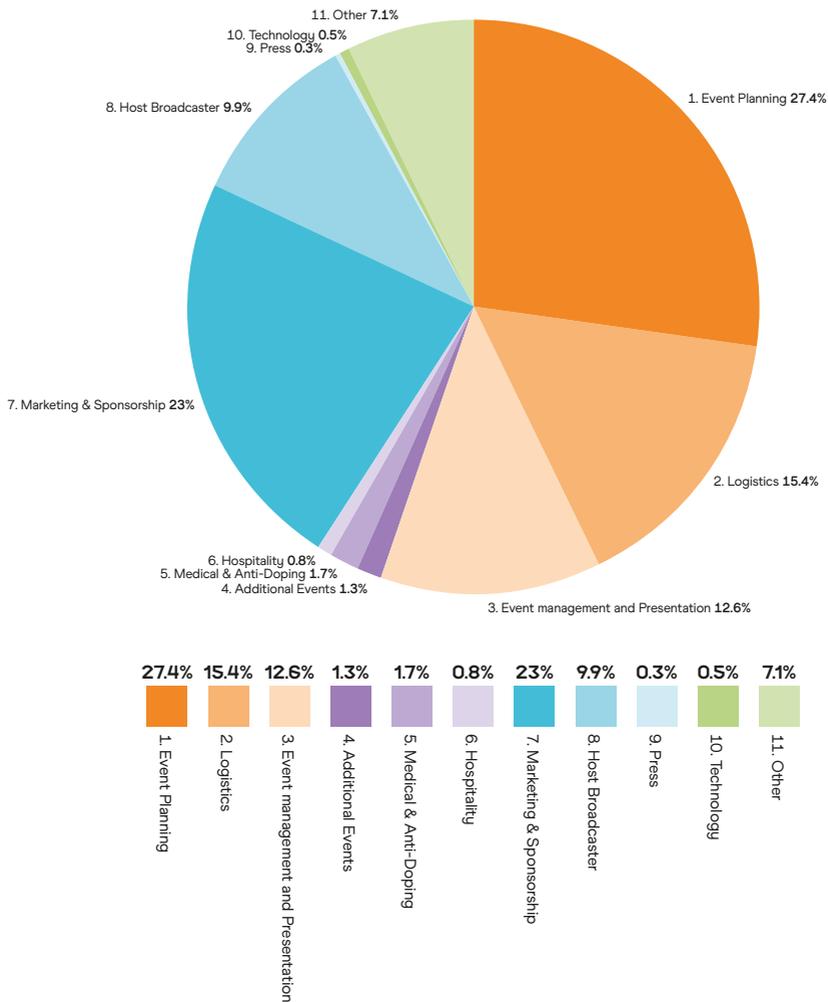


Event Budget

Budget

The indicative Event Budget is circa \$2,000,000 – \$2,500,000, 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

Courses that comply with World Athletics' guidelines for Road Races.

Official Hotels and Meeting Rooms

The official hotel for the World Athletics Road Running Championships provides accommodation for the World Athletics staff 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 Local Organising Committee is also required to provide a shortlist of hotels available for the groups below for World Athletics' review:

- World Athletics Family: 100 beds for 5 nights (minimum four stars)
- Teams: approximately 330 beds for 3 nights (minimum three stars)
- Partners: approximately 20 beds for 3 nights (minimum four stars)
- Media: approximately 20 beds for 3 nights (two- and three-stars options)
- Suppliers and Service Providers: approximately 35 beds for 6 nights (minimum three stars)

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

Mandatory Events

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.

Bidding Process

Bidding calendar for the 2023 World Athletics Road Running Championships

Bid Process Stage	Timeline
Official launch & Bid Guide shared	December 2020
Pre-qualification deadline & verification	1 February 2021
Completed bid application deadline	1 June 2021
Council selection & announcement	July 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 bidding@worldathletics.org



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