



REQUEST FOR PROPOSAL

TOYOTA AGE GROUP NATIONAL CHAMPIONSHIPS

2023-2024



HOST SITE PROPOSAL

This document features a comprehensive proposal outlining the host site sponsorship of the 2023 and 2024 Toyota USA Triathlon Age Group National Championships. The local organizing committee chosen as host should place primary emphasis on the safety and quality of the event while also generating community interest and respectfully representing the USA Triathlon brand.

ABOUT USA TRIATHLON

USA Triathlon (USAT) is the national governing body for the multisport disciplines of triathlon, duathlon, aquathlon and winter triathlon in the United States. USA Triathlon is a member federation of the U.S. Olympic Committee and the International Triathlon Union (ITU).

USAT coordinates and sanctions over 4,300 grass-roots and elite multisport events across the country. USAT's membership exceeds 150,000 and is comprised of athletes of all ages, coaches, officials, parents and fans striving together to strengthen multisport.

The mission of USA Triathlon is to grow and inspire the triathlon community. Our vision is to provide the resources required for all in the triathlon community to reach their full potential.

EVENT BACKGROUND

The host site of this event will welcome over 5,000 athletes along with 10,000 spectators from across the United States for a three day multisport event consisting of USAT's Olympic Distance and Sprint Distance Age Group National Championships (amateur athletes). The events will welcome participants from all fifty states to participate in this multisport event. In addition, there is an opportunity to add additional events depending on the venue.

This Request for Proposal will outline the background of this event, USAT's expectations of the Local Organizing Committee (LOC) and the structure that this event will be produced. It will also outline the benefits of the USAT National Championships and the contents to be submitted in the proposal.

EVENT OWNERSHIP

USA Triathlon owns and operates this turnkey event. USAT will serve as race management and work closely with the LOC to make sure a successful event is produced. The LOC will serve a vital role in the planning and connecting USAT with the right individuals and agencies within the community.

WORLD QUALIFYING STATUS

The International Triathlon Union (ITU) is the International Federation for the sport of triathlon. It is the organization that chooses the sites of each world championship. The world championship is the event for which USAT qualifies athletes through the Age Group National Championships.

HISTORY OF THE USA TRIATHLON AGE GROUP NATIONAL CHAMPIONSHIPS

YEAR	SITE	# OF ATHLETES
1984	Bass Lake, CA	300
1985	Hilton Head, SC	1,400
1986	Hilton Head, SC	1,450
1987	Hilton Head, SC	1,500
1988	Wilkes-Barre, PA	700
1989	Chicago, IL	900
1990	Hammond, IN	1,050
1991	Hammond, IN	1,150
1992	Cleveland, OH	895
1993	Hammond, IN	1,075
1994	Columbia, MD	975
1995	Chicago, IL	1,000
1996	Mission Viejo, CA	1,050
1997	Columbia, MD	990
1998	Clermont, FL	1,000
1999	St. Joseph, MO	1,000
2000	St. Joseph, MO	1,050
2001	Coeur d'Alene, ID	1,025
2002	Coeur d'Alene, ID	1,125
2003	Shreveport, LA	1,200

YEAR	SITE	# OF ATHLETES
2004	Shreveport, LA	850
2005	Kansas City, MO	1,230
2006	Kansas City, MO	900
2007	Portland, OR	1,200
2008	Portland, OR	1,100
2009	Tuscaloosa, AL	1,100
2010	Tuscaloosa, AL	1,700
2011	Burlington, VT	2,500
2012	Burlington, VT	3,500
2013	Milwaukee, WI	4,300
2014	Milwaukee, WI	5,780
2015	Milwaukee, WI	5,370
2016	Omaha, NE	4,100
2017	Omaha, NE	3,700
2018	Cleveland, OH	5,450
2019	Cleveland, OH	4,400
2020	Milwaukee, WI	canceled
2021	Milwaukee, WI	TBD
2022	Milwaukee, WI	TBD
2023-24		

EVENT DATES

USAT and the LOC will work together to set the event date. To maximize participation and based on the dates of ITU World Championships and Ironman Championship races, early-mid August is most desirable.

EVENT STRUCTURE

Thursday: Packet Pickup, Expo

Friday: Packet Pickup, Expo, Rules Briefing, Olympic-Dist. Bike Check-in, Open Water Swim Competiton, Swim Familiarization

Saturday: Olympic-Distance Age Group National Championships, Expo, Packet Pick-Up, Sprint-Distance Bike Check-In, USA Triathlon Town Hall Meeting, Olympic-Distance Awards Ceremony

Sunday: Sprint-Distance Age Group National Championships, Expo, Sprint-Distance Awards Ceremony

EVENT MARKETING

This event will be marketed throughout the United States by USA Triathlon. USA Triathlon will market the event through its print and electronic media outlets. For increased event recognition, the event will include a webpage, with links to all partners, sponsors and the host city CVB/Sports Commission.

Because USAT sees this as a partnership, the LOC's logo will appear in conjunction with all marketing, advertising and promotion for the event. The LOC reserves the right to review and approve all collateral material for the event prior to its production. The LOC also may use USAT's logo in conjunction with its printed information but only with approval from USAT.

USA TRIATHLON PARTNERSHIP WITH THE LOC

USA Triathlon will work with the LOC to create and implement a marketing promotion centered on the event location. Such promotions may include special pre-event vacation packages, discounts on future vacation visits to the area, special athlete tours of historical or unique sites, etc.

USA TRIATHLON SITE SELECTION CRITERIA

USA Triathlon will use the following guidelines in reviewing the proposal and in the selection process.

- Swim Course: Clean, scenic body of water, with temperatures ranging between 60F and 80F.
- Weather: Moderate and reliable (No threats of hurricanes, searing heat, forest fires, etc.)
- Bike Course: Safe course with roads that are entirely closed to traffic and can accommodate the athletes comfortably. Road conditions are good with minimal safety concerns.
- Hotels: Should be able to service 5,500 athletes plus staff, friends, family, spectators, and sponsors. Dorms, home stays, campgrounds, etc., are alternative housing options. Attempts should be made to minimize the cost of the hotel room block. (USA Triathlon reserves the right to use preferred housing partner to source necessary rooms).
- Race Venue: Adequate space for swim start/finish, transition area, finish line, athlete recovery area, spectator viewing, parking, and race expo. Venue should not be more than 20 minutes drive from hotels. No split transition area.

“Age Group Nationals is the most important race to me because it’s got the best feel of any race in the country apart from maybe IRONMAN Hawaii.”

Doug Clark
Age Group Athlete
Morristown, NJ



LOC/HOST SITE BENEFITS

Hosting a national championship provides exposure and financial rewards to the local organizing committee as well as the community. USA Triathlon has provided a breakdown of the financial impact of hosting an event of this caliber in the Economic Impact Projections section of this document. Additionally, revenue can be increased through obtaining local partners and sponsorships to purchase paid advertisements leading up to and through the event.

Promotion/Ad Budget: valued at \$50,000 – includes full-page ads and/or application submissions in Triathlete Magazine (56,000 circulation), Inside Triathlon (16,000 circulation), USA Triathlon Magazine (150,000 circulation) and regional triathlon publications (combine for roughly 60,000 circulation). This same information will be placed on the event website and USAT's national website: www.usatriathlon.org.

- Full-page ad in Official Program: 6,000 distributed at event
- Logo on all collateral materials for event
- Logos on event signage on site (provided by LOC)
- Public address announcements during the event
- Exposition booth
- Premium insert into athlete pre-race goody bags
- Select representative of the Host Site may present awards to athletes
- Two free entries into sprint race
- Four VIP passes for select officials
- Logo and event information on USA Triathlon Web Site – www.usatriathlon.org
- Official press releases submitted to all certified USAT coaches, USAT certified clubs, media within a 200 mile radius of the event, including all daily and weekly newspapers

2019 TOYOTA AGE GROUP NATIONAL CHAMPIONSHIPS IN CLEVELAND, OHIO



ECONOMIC IMPACT PROJECTIONS

OUT-OF-TOWN ADULT PARTICIPANTS: **4,500**

NUMBER OF DAYS: **3**

AVERAGE DOLLAR AMOUNT OF SPENDING PER DAY: **\$175**

TOTAL: \$2,362,500

OUT-OF-TOWN ADULT SPECTATORS: **8,500**

NUMBER OF DAYS: **3**

AVERAGE DOLLAR AMOUNT OF SPENDING PER DAY: **\$150**

TOTAL: \$3,825,000

LOCAL ADULT PARTICIPANTS: **500**

AVERAGE DOLLAR AMOUNT OF SPENDING PER DAY: **\$75**

TOTAL: \$37,500

LOCAL ADULT SPECTATORS: **1,500**

AVERAGE DOLLAR AMOUNT OF SPENDING PER DAY: **\$40**

TOTAL: \$60,000

TOTAL PROJECTED ECONOMIC IMPACT: \$6,285,000

**NOTE: Additional values representing a much higher economic impact are available upon request.*

INVESTMENT BY THE LOC/HOST SITE

THE INVESTMENT IS THE TOTAL REQUIRED FOR EACH YEAR OF THE TWO-YEAR CONTRACTUAL AGREEMENT.

- Rights Fee - \$60,000 (\$30,000 per year)
- Lake/Park maintenance and upkeep for the event
- Course maintenance and course sweeping
- Logistic costs of the event (including the items below)
 - Permits and all costs associated with the permitting process
 - Police – used for traffic control, road closures and security
 - Road closure costs
 - Traffic control costs
 - Fire Department – used for EMS, on-water safety
 - Stairs/ramp for water entrance or exit if needed
- Medical Staff, Equipment and Supplies – approximately 15-17 licensed medical professionals, medical director and two ambulances should be on site at all times, appropriate medical staffing on race courses
- Lifeguards, kayakers and water safety costs including any needed boat, kayak, and paddleboard rentals and staffing from the Police, Fire and/or Coast Guard
- Waste Management
- Volunteer support for event – recruitment of over 700 volunteers to operate under the supervision of the Volunteer Coordinator
- Meeting Rooms/Banquet Halls for all event activities
- Expo space for approximately 50 vendors
- Community involvement and awareness
- Temporary storage near the race site (1,500 sq. feet)
- Site-visit expenses (for two USA Triathlon representatives to visit the race site before the bid is awarded) Flight, Hotel, Rental Car
- Event Logistic Planning Travel Expenses – 2 visits per year; 3 flights per visit, 3 hotel rooms per visit, 1 rental car per visit
- Race week Travel Expenses for USAT Staff – 40 room nights, 4 airline tickets, 4 rental cars



PROPOSAL BID QUESTIONS

The following are the items that should be included with your bid proposal. Please submit your bid proposal following the format below.

1. INTRODUCTION

- a. Please include information as to why the event should be hosted by your organization including qualities that make your site unique.
- b. Describe other events supported by your organization which demonstrate your ability to successfully host this event.
- c. State any current triathlon race management affiliations you have or race directors you are aware of within a 120 mile radius.
- d. How would you attempt to get the community to embrace the event?

2. VENUE

- a. Describe the area's terrain, lake surrounding, conditions of the roads and parking availability at site.
- b. Detail Swim course (1.5 k) – 1 loop preferred, Bike course (40 k) – 1 loop preferred, Run course (10 k) 1 loop and transition area for both Olympic Distance and Sprint Distance (include maps).

3. FINANCIAL

- a. Please confirm your ability to accept the rights fee.
- b. Please confirm your ability to accept the other investment obligations listed in the LOC Investment section.
- c. Please present a fulfillment structure for the investment obligations. Outline how the LOC will fulfill the investment obligations for this event?

4. ACCOMMODATIONS

1. Host Hotel & Over-Flow Properties:
 - a. Detail the amenities of the property, example: Restaurant hours, swimming pool, workout facility, business center etc.
 - b. Distance from hotel to venue(s).
 - c. Distance from hotel to primary airport.
 - d. Parking fees, if any
 - e. Meeting room availability, and associated square footage, etc.

5. TRANSPORTATION

- a. Airport
- b. Airport Shuttle Services
- c. What rental car companies service the airport? Do you have any relationships with them? Do you have any relationships with local auto dealerships?

6. PLEASE GIVE A BRIEF DESCRIPTION OF THE TYPES OF EVENTS YOUR ORGANIZATION HAS BROUGHT TO THE COMMUNITY.

7. WHAT LOCAL BUSINESSES MIGHT SUPPORT THE EVENT AND IN WHAT FASHION?

8. PROMOTIONS/MEDIA EXPOSURE

- a. How does your organization plan to promote the event?
- b. What local media might cover the event? What is your relationship with each?

9. LETTERS OF COMMITMENT

1. Please provide a minimum of three letters of commitment:
 - a. Mayor/City Council,
 - b. Police, Fire/Rescue, Medical
 - c. Local Sports Commission/CVB
2. Letter of Intent - Signature by the President/CEO

CONTACT INFORMATION

IF YOUR ORGANIZATION IS INTERESTED IN HOSTING THIS EVENT,
PLEASE SEND YOUR BID PROPOSAL BY JUNE 30, 2021 TO:

USA Triathlon
Attn: Brian D'Amico
5825 Delmonico Drive, Suite 200
Colorado Springs, CO 80919

FOR MORE INFORMATION CONTACT:

Brian D'Amico
Director of Events
USA Triathlon
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E-mail: brian.damico@usatriathlon.org



CONTACT INFORMATION

