



# 2024 Major Event Bid Document

# Why Host an Age-Group Major Event



## **Economic Impact:**

Hosting a major event can stimulate the local economy by attracting participants, spectators, and sponsors outside of your local community.

## **Legacy and Tradition:**

Hosting a major event can create a legacy and tradition that can continue for years. This can become a source of community pride and a recurring event that brings people back to your town.

## **Exposure and Branding:**

Hosting a major event can provide valuable exposure and branding opportunities for your club or organisation.

## **Community Engagement:**

Triathlon events often involve community participation, with volunteers and local organisations playing significant roles in organising and executing the event. This fosters a sense of community pride and engagement.

## **Inspiration and Motivation:**

Witnessing top age group athletes in action can inspire individuals to set and achieve their fitness and personal goals. Hosting a major event can be a source of motivation for the community.

## **Health and Fitness Promotion:**

Triathlon promotes a healthy and active lifestyle. Hosting such an event can inspire residents to become more physically active and embrace fitness, leading to improved overall community health.

## **Sponsorship Opportunities:**

National Series and Championship events often attract sponsors, which can generate additional revenue and support for the event. Local businesses may also benefit from sponsorship opportunities.

Triathlon Ireland will promote the 2024 Major Events on the largest platforms for endurance sports in Ireland including but not limited to exposure on Triathlon Ireland's website (up to 300,000 page views monthly), Facebook (over 34,000 followers), X (over 13,400 followers), and Instagram (over 15,900 followers).

# What Age-Group Major Events are Available?



Major Events	Minimum Capacity
<b>National Triathlon Championship</b>	
Sprint Distance Triathlon (Includes Junior NC 16-19)	300
Draft Legal Elite National Championships	100
Standard Distance Triathlon	350
Middle Distance Triathlon	200
Long Distance Triathlon	50
Para Sprint Triathlon	50
Mixed Team Relay Club Championship	80
Cross Triathlon	100
Youth Triathlon (forms part of the series)	50

## Children's Festival

Children's National Festival - for 11 and under, Participation only

Major Events	Minimum Capacity
<b>Aquathlon</b>	
Aquathlon (Children's, Youth, Junior & Senior + potential inclusion of Para)	100
<b>Aquabike</b>	
Aquabike	100
<b>Duathlon</b>	
Duathlon	100

## National Series

National Triathlon Series	200
National Duathlon Series	100
Youth Series	40

# Delivery Requirements and Registration



## Race Delivery

The LOC must be an affiliated Triathlon club or a commercial organisation for 2024 before the event will be published on the Triathlon Ireland Race Calendar.

## Anti-Doping Requirements

All major events are subject to anti-doping testing by Sport Ireland. The LOC must familiarise themselves with the Race Organiser Anti-Doping Content. Although all races will not be selected there is no advance notification so races should be compliant with the following.

**There are 3 steps:**

1. Documentation added to the Event Management Plan.
2. Facilities in place for a Doping Control Centre or mobile unit requested by LOC.
3. Event Contact Person (ECP) assigned.

Benefits of the Triathlon Ireland registration system can be found [here](#).

Using the TI entry system is preferred. If using Triathlon Ireland's registration system, no alternatives can be used in conjunction for the same event.

## Safeguarding Requirements

All major events must allow those aged under 18 at the time of the event (i.e. not based on age as of December 31st) to participate and must follow safeguarding (SG) requirements.

- Appointment of a qualified Safeguarding Lead (Garda vetting (ROI), Safeguarding training & code of conduct (ROI & NI).
- Complete a Safeguarding Risk Assessment in the Event Management and Safety Plan.
- Complete Safeguarding specific elements of the Event Management and Safety Plan.
- Distribute Safeguarding information to external contractors, parents, volunteers, athletes and photographers.

Full details will be provided in the host agreement for all major events. Events with under 18's should have a child centred environment, we are encouraging all race organisers and their committees to complete their Safeguard 1/Safeguarding Children and Young People in Sport training (3 hours online).

# Objectives and Requirements



## Sponsorship and Branding Requirements

- All major events must comply with the Triathlon Ireland Branding and Sponsorship guidelines.
- Triathlon Ireland can assign the naming rights for all major events to its title sponsor.
- The Local Organising Committee (henceforth referred to as 'LOC') must display the Major event logo\* (as provided by Triathlon Ireland) on all race websites, race advertising, race clothing, and all other merchandise related to the race.
- Events appointed with major events status will be required to provide Triathlon Ireland with three entries to the event, free of charge, to be used by Triathlon Ireland for event marketing purposes.

## Triathlon Ireland Major Event Objectives and Requirements

- Develop a festival, family fun, atmosphere at events.
- Provide an event that could be considered for hosting a World Triathlon or Europe Triathlon event.
- Develop a high quality event in Ireland.
- Provide a series of events for age group athletes to rank themselves against athletes in their respective age group and gender.
- Foster a friendly and competitive spirit amongst athletes.
- Allow for easy accessibility to quality racing for athletes nationwide.
- Provide a spectator friendly environment to inspire the audience.
- Provide a series of age group events which are delivered to a recognisably higher standard.
- Provide an event and series which is attractive to sponsors and funding bodies.

# Prize Giving Breakdown

The prize breakdown must follow the World Triathlon Age Group listings and overall podium positions, [which can be found here](#). Where prizes are awarded to competitors, prize breakdown must follow the below table for all age group major events:

- All age group categories, regardless of the number of entries in the race, must be awarded if the event is awarding age group prizes.
- Prize fund and breakdown must be clearly published in advance of the race on the race website.

## Overall Winners both Male and Female

Overall Award	1st Place	2nd Place	3rd Place
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## Age Group Award both Male and Female

Age Group Award	1st Place	2nd Place	3rd Place
E.g. 18-19	As Above	As Above	As Above
E.g. 20-24	As Above	As Above	As Above
Etc 70-74	As Above	As Above	As Above

**Note:** Overall Winners also place in their respective age group.



# Bidding Tips



## Event description

Tell us about your event. We want to hear about the experience on offer and what the course is like. Paint us a picture of what participants can expect if they book into and attend your event. Detail the style of course i.e Bike section – taking place on open roads, a flat and fast course through the idyllic countryside. Use bullet points if it helps.

## Event information overview

We want to know what your event has to offer and what support you need from TI. We are not expecting your event to cover every aspect of this, so please be honest when completing this section. We're not expecting 'YES' to every question.

## Marketing and promotion

Provide us with some examples of how you market your events and attract participants. Tell us about your reach and the types of marketing collateral you use to make your event stand out from the crowd. Include your event social media handles so we can check out your social media sites.

## Unique selling points

Sell your event to us! Tell us what makes your event different and attracts participants to take part? List your unique selling points – it's time to show off! Think about the experience on offer, the venue and location, how your event will provide the ultimate competition between participants and any awards or recognition you've received.

## Why your event?

This is your chance to tell us why your event should be chosen. Expand upon your unique selling points and tell us why having an age-group major event would make a difference. Consider highlighting points here such as the experience on offer (the entry journey, available event information, maps, medals, merchandise), the local area around your event (sightseeing, accommodation, travel) and your environmental footprint (waste, recycling, sustainable materials). Tell us how you will make the most of hosting an age-group major event.

## Long term event planning

Hosting international events is a key element of Triathlon Ireland's [Strategic Plan 2021- 28](#) and significant investment will be made available to support the event. How do you plan to grow your event?

# Bidding Tips

## Entry Fee

Consider the entry fee. Whatever your fee is, it immediately sets participants expectations for your event. Generally, the higher the fee, the more a participant expects. Triathlon Ireland does not recommend the level at which you set your entry fee, we are very conscious that it should provide value for money and demonstrating this in your bid is vital. Triathlon Ireland encourages organisers to keep their entry fees fair, as one of the key issues our sport faces is pricing people out of our sport.

## Cater for Athletes Under 18

Triathlon Ireland places a strong emphasis on inclusivity and nurturing the talents of our younger participants. We are committed to favouring events that offer opportunities to those who are under 18, including the development of the youth series. Offering a supportive environment for young athletes to learn, grow and develop, thrive and empower the next generation of sports enthusiasts.

## The Bid Process

- Please ensure you can meet all requirements of this bid document before bidding.
- Submissions must be received electronically via the [form provided here](#).
- Deadline for applications is 9am, Thursday, 19th October 2023.
- Between November 6th and 10th, organisers will be informed of their successful or unsuccessful bid.

## Bid Evaluation

Preference will be given to events who can host a Youth Series alongside their own major event. Bids will be assessed and evaluated based on the following criteria:

1. Previous Technical Official report.
2. Number of events in that region.
3. Catering for junior athletes.
4. Time of the season/event date.
5. Sprint/standard distance split.
6. Experience of the LOC.
7. Quality of the bid application, please provide as much detail as possible.
8. Ability to provide draft legal (closed roads) racing.
9. Capacity of the event.
10. Marketing & Communications.
11. Quality of spectator experience.
12. Long term event development plans.
13. Course design.
14. Submission and communication with the Triathlon Ireland Events Team.

## Successful Applications

If you are successful in being appointed Triathlon Ireland Major Event status, Triathlon Ireland will provide a clear host contract outlining roles and responsibilities of both parties. The event will not be listed on the race calendar until we receive the signed agreement.