

Sprint & Olympic-Distance National Championships

REQUEST FOR PROPOSAL

2025 + BEYOND



HOST SITE PROPOSAL

This document features a comprehensive proposal outlining the host site sponsorship of the USA Triathlon Sprint and Olympic-Distance National Championships with the goal of being in a city for 2 years and then returning to the same city 6-8 years later.

ABOUT USA TRIATHLON

USA Triathlon is the national governing body for the multisport disciplines of triathlon, duathlon, aquathlon, aquabike, paratriathlon, off-road and winter triathlon in the United States. USA Triathlon is a member federation of the U.S. Olympic & Paralympic Committee (USOPC) and World Triathlon, the international federation.

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 USA Triathlon's Sprint and Olympic-Distance National Championships (amateur athletes) taking place on Saturday and Sunday, and an open water swim competition on Friday. 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, USA Triathlon'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. USA Triathlon 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.

SELECTION TIMELINE

2025 – 2026 SELECTION TIMELINE

At the time of the selection, the Host must be willing to sign a legal contract with USA Triathlon. A timeline of the selection process is listed below:

- RFP published and bid process open – February 2024
- Bid applications due – March 30, 2024
- Initial site visits completed – April – June 2024
- Host selected and notified – July 2024
- Contract finalized and signed – August 2024
- Formal announcement* – September 2024

2027 – 2028 SELECTION TIMELINE

At the time of the selection, the Host must be willing to sign a legal contract with USA Triathlon. A timeline of the selection process is listed below:

- RFP published and bid process open – February 2024
- Bid applications due – August 30, 2024
- Initial site visits completed – October – November 2024
- Host selected and notified – December 2024
- Contract finalized and signed – January 2025
- Formal announcement* – 2025 Quarter 1



LOCATION HISTORY

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	5,934
2022	Milwaukee, WI	6,174
2023	Milwaukee, WI	5,496
2024	Atlantic City, NJ	TBD

EVENT DATES

USAT and LOC will work together to set the event date. To maximize participation and based on the date of other major multisport events, months to consider include August and September. Decisions in selecting a date should consider other majors events and World Triathlon Championship dates. Cities must have multi-year availability (2+). USA Triathlon does not guarantee multi-year in any city and will opt in past year one pending experience, financials, and collective feedback.

EVENT STRUCTURE

- Thursday: Packet Pickup, Expo
- Friday: Packet Pickup, Expo, Rules Briefing, Olympic Distance Bike Check-In, Open Water Swim Competition, Swim Familiarization
- Saturday: Olympic-Distance Age Group National Championships, Expo, Packet Pickup, Sprint Bike Check-In, Olympic-Distance Awards Ceremony
- Sunday: Sprint Age Group National Championships, Expo, Sprint Awards Ceremony

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 as promotions may include special pre-event vacation packages, discounts on future vacation visits to the area, special athletes 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.

- Race Venue: Adequate space for swim start/finish, transition area, finish line, athlete recovery area, spectator viewing, and race expo. Venue should not be more than 20 minutes drive from hotels. Approximate space needed is 400,000+ square feet.
- Swim Course: Clean, scenic body of water with minimal-to-no-current with temperatures ranging between 60F and 80F. Water quality must be safe for swimming based on water quality testing. The testing agency or agency that governs the body of water will make this determination. Minimal to no current.
- Bike Course: Safe course with roads that are closed to traffic. Road conditions are good with minimal safety concerns.
- Run Course: Safe course that should be predominately on paved roads, trails, or sidewalks.
- Hotels: Should be able to service 5,000+ athletes plus staff, friends, family, spectators, and sponsors with ideal pricing between \$90 - \$300 per night. USA Triathlon reserves the right to use their preferred housing partner to source rooms.
- Meeting Space: To service a variety of events such as (Rules Briefing (attendance ranging from (500-800), awards, and USA Triathlon Foundation Gala, with all to include audio/visual, and food/beverage.
- Parking: Ideally parking should be onsite or a short walk to the venue.

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

PROJECTED ECONOMIC IMPACT: \$6,285,000 (annually)

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

INVESTMENT BY LOC/HOST

- Rights Fee - \$60,000 (\$30,000 per year)
- Lake/Park/Course maintenance and upkeep for the event
- 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 Police, Fire and/or Coast Guard
- Waste Management cost (trash) including recycling
- Volunteer support for event- recruitment of over 500 volunteers to operate under the supervision of a Volunteer Coordinator
- Meeting Rooms/Banquet Halls for all event activities including stage, audio visual, staffing, and seating
- Expo space for approximately 60+ vendors (can be on-site at the venue)
- Community involvement and awareness to market and promote the event to the local community
- Temporary storage near the race site (1,500 sq. feet)
- Site-visit expenses (for two USA Triathlon representatives 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- 50 room nights, 5 round trip airline tickets, 5 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 about your city and venue.
- 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 (750m and 1500m) – 1 loop preferred, Bike course (20k and 40k) – 1 loop preferred, Run course (5k and 10k) 1 loop and transition/venue areas (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

- a. Host Hotel & Over-Flow Properties:
 - i. Detail the amenities of the property, example: Restaurant hours, swimming pool, workout facility, business center etc.
 - ii. Distance from hotel to venue(s).
 - iii. Distance from hotel to primary airport.
 - iv. Parking fees, if any
 - v. 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. PROMOTIONS/MEDIA EXPOSURE

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

8. LETTERS OF COMMITMENT

- a. Please provide a minimum of three letters of commitment:
 - i. Mayor/City Council
 - ii. Police, Fire/Rescue, Medical
 - iii. Local Sports Commission/CVB
 - iv. Letter of Intent - Signature by the President/CEO

CONTACT INFORMATION

IF YOUR ORGANIZATION IS INTERESTED IN HOSTING THIS EVENT AND RECEIVING FURTHER DETAILS, PLEASE CONTACT:

Brian D'Amico
Director of Events
USA Triathlon
Phone: 719.955.2682
Email: brian.damico@usatriathlon.org

