

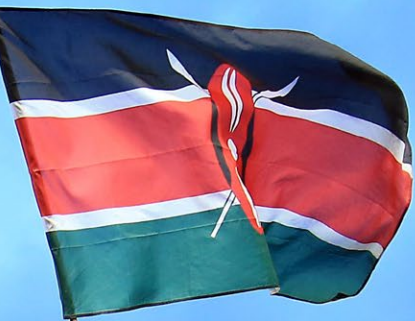


BID GUIDE
WORLD ATHLETICS
U20 CHAMPIONSHIPS
2024 & 2026 EDITIONS

April 2021

www.worldathletics.org







WE ARE WORLD ATHLETICS

With more than 3.5 million athletes, 214 Member Federations, and as the #1 Olympic sport - we are the international governing body for the sport of athletics representing 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 our athletes to create a healthier and fitter world. We exist to grow the sport of athletics and make 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 track, field and road.**

At World Athletics we are committed to creating globally appealing, accessible events that deliver tangible, long-lasting benefits to host regions – where needed most. **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 throughout the year.



© Getty Images

For the Youth, to Inspire the Youth

More than a competition, the World Athletics U20 Championships can become a movement. A movement which can be designed for the youth to inspire the youth - bringing together talented young people to celebrate and encourage the next generation of athletes.

The World Athletics U20 Championships is a means for host cities to connect with and provide opportunities to all young people in their most formative years. It provides a platform for young athletes, student volunteers and young people interested in becoming technical officials to develop their skills on and off the field of play – performing, learning and growing to become the people they aspire to be.

The World Athletics U20 Championships can be a catalyst for hosts to motivate the local and national population (and young people in particular) to become healthier and fitter via social, club or community based training groups, mass races and other outreach programmes.

Introducing the World Athletics U20 Championships

The World Athletics U20 Championships welcomes the best junior athletes from around the world to meet, greet and compete with each other on the global stage across 28 track and field disciplines. Held over six days, it gives the world a chance to see rising stars emerge, at the same time offering these athletes opportunities to engage with university recruiters, sponsors and new followers.

This is more than just medals though – this festival of movement also communicates a powerful message of hope, connection and courage. The World Athletics U20 Championships can be a focus for social change contributing to education, public health and sport for all. It presents a platform for cross-cultural exchanges and experiences amongst teenagers from diverse backgrounds through a series of youth programmes associated with the event.

The World Athletics U20 Championships is essentially a junior version of our premium property the World Athletics Championships on a significantly smaller budget, making it accessible to a greater range of host cities with ambitions to host major international events and develop the talent to do so. Moreover, the 2024 edition is perfectly timed either to immediately precede or follow the Paris 2024 Olympic Games by a number of weeks and can leverage the Olympic excitement and momentum.

Bids are now open for the next two editions of the World Athletics U20 Championships which will take place in 2024 and 2026 respectively. Read on to learn more.



Benefits to the Host City

Total Direct Economic Impact

Tens of thousands of inbound competitors, officials, spectators and media personnel bring significant spending power to stimulate the host city's hospitality sectors in particular.

Major events bring major economic benefits. The World Athletics U20 Championships is well positioned to deliver meaningful returns on host city investment both in the long term and short term.

See below a snapshot of the economic impact from the World Athletics U20 Championships in Tampere 2018.

Spectator Spend	\$3,147,126
Official Event Attendee Spend	\$4,453,578
Event Organiser Spend	\$907,425
Total Direct Economic Impact	\$8,508,129
Total Economic Impact	\$10,195,381



Tourism Impact

The World Athletics U20 Championships offers an excellent opportunity to engage the local community and showcase a host city's culture – whether it's art, music, technology or all of the above.

Based on the tourism impact from the World Athletics U20 Championships in Tampere 2018:

Spectators

Origin	Number	Percentage
Tampere	8,025	49%
Elsewhere in Finland	7,205	44%
International	1,146	7%

- Total of **33,390** spectator admissions were recorded from the event
- On average, spectators attended 2.07 days, giving the estimated total number of unique spectators as 16,376 of which 51% were out-of-town spectators and therefore generating additional spend in the local economy
- 30% of all out-of-town spectators stayed in commercial accommodation, for an average of 5.12 days
- Accommodation spend generated from out-of-town spectators was **\$1,289,170**
- Non-accommodation spend generated from spectators was **\$1,857,695**
- Average daily spend of out-of-town spectators was **\$185**
- 92% of spectators said that due to attending the World Championships they would recommend Tampere as a holiday destination
- 76% of spectators said that due to attending the World Championships, they were more likely to return to Tampere in the next two years





Social Impact

Health & Well-Being

43% of spectators at the World Athletics U20 Championships in Tampere 2018 said that attending the event had inspired them to do more active recreation or sport than they would normally. All World Athletics Series events have a track record of promoting health and fitness to communities and this event aims to increase awareness of exercise benefits and options available in the host city with a focus on encouraging healthy habits in young people.

Generating Civic Pride

Based on the Impact Study from the World Athletics U20 Championships in Tampere 2018:

- 95% of local residents agreed that hosting the World Championships had a positive impact on the host city's community
- 93% of local residents felt proud that their city hosted the World Championships
- 95% of local residents agreed that hosting the World Championships 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 whilst maintaining a level playing field for all female athletes. Finally, our fans at the World Athletics WU20 Championships in Tampere 2018 were split very nearly on an equal basis too, comprising 59% men and 41% women.

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 hosts to implement a sustainability management system in line with its ambitious 10-year sustainability strategy. This will help demonstrate to citizens and other stakeholders a real, walk-the-talk commitment to minimising the event's environmental impact. World Athletics is also committed to working with cities to promote environmental initiatives within the wider community.

Air Quality Project – Case Study World Athletics Half Marathon, Gdynia 2020

As part of World Athletics' continuing 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 at the World Athletics Half Marathon Championships in Gdynia 2020 and the World Relays in Yokohama in 2019.

The latest 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.

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.

Image & Event Reputation

Event Coverage

Based on the Impact Study from the World Athletics U20 Championships in Tampere 2018:

- Broadcast by 28 TV broadcasters in over 140 TV nations and across all six continents
- Generated over 990 broadcast hours
- 16 million cumulative TV audience
- 184 Media Accreditations

Social Media Figures & Reach

Based on the Impact Study from the World Athletics U20 Championships in Tampere 2018:

- 881 Posts (Facebook, Twitter, Instagram)
- 331,616 Reactions / Likes (Facebook, Twitter, Instagram)
- 38,044 Shares / Retweets (Facebook, Twitter, Instagram)
- 3,880 Comments / Replies (Facebook, Twitter, Instagram)
- 16,160 New Followers (Facebook, Twitter, Instagram)

A focus on live streaming, the introduction of new fan engagement initiatives and enhanced range of multimedia content are all part of World Athletics' commitment to connecting the event, the hosts and our athletes with new audiences online, ensuring every future edition will connect with more people in a powerful and meaningful way.



A Potential for Legacy

We also understand the importance of creating a legacy for the host city after the show is over, and we will work with you to deliver exactly what you need to inspire young people and bring communities closer together. This might include rejuvenating existing sport infrastructure and / or boosting future job opportunities in sport for the next generation.

Renovate Existing Infrastructure – As a consequence of Tampere being awarded the World Athletics U20 Championships, €4 million of public funds was invested into the renovation of the Tampere Stadium (including the installation of the new athletics track) and the training grounds were also refurbished making top class facilities accessible to all.

Develop Social Cohesion & Volunteer Experience – Media facilities at the World Athletics U20 Championships were organised by Visit Tampere's staff, who had not worked at a major sports event before. Tampere 2018 also allowed sport enthusiasts and local residents to play a part in the event, with a total of 800 volunteers supporting delivery of the competition. This provided skills and leadership opportunities for those who had past experience of volunteering and was also a good introduction and socially engaging experience for those who had not volunteered before.

Strengthen Hosting Credentials – Hosting the World Athletics U20 Championships strengthened Tampere's credentials as a major international event host in preparation of other events such as the International Ice-Hockey Federation World Championships in 2022, as well as boosting its potential candidacy for the European Capital of Culture 2026.

Additional Opportunities

As mentioned above, the World Athletics U20 Championships welcomes the best junior athletes from around the world, but that does not deny local residents from participating. The World Athletics U20 Championships also provides an opportunity for a range of side events that allow young people to develop healthy habits, express themselves and build friendships.

Mass Races

Mass participation races can include individual, team and relay races whereby recreational runners will participate and join the experience surrounded by cheering spectators and loved ones.

Outreach

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

School Engagement

School-based training and competitions will provide a healthy and engaging activity for school children to connect with and promote the event. National youth and school races can be held alongside the main event and mixed relays are also a novel way to implement team spirit in school sports.

Clinics

Many athletics-related activities can be organised that will appeal to the natural audience for our events, including youth clinics, courses for coaches or training sessions with top athletes for inexperienced participants willing to try athletics. These can be tailor-made for their physical capacity.

And in the days leading into the start of the championships, we will invite locals to try out athletics on a World Championships facility.

Event-associated eLearning Initiatives

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



Revenue Potential

Hosts can monetise the World Athletics U20 Championships through a number of revenue streams:

(a) The World Championships

- Admission tickets
- National sponsorship*
- Merchandising*
- Concession revenues* (food and beverage etc.)
- Commercial hospitality sales*
- Local hotel commissions

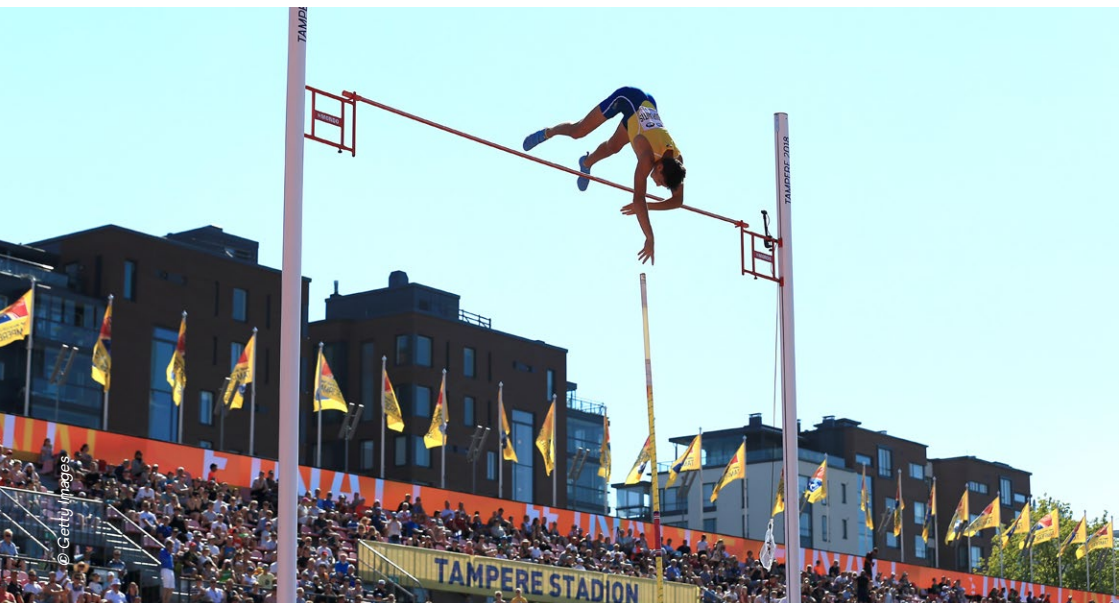
(b) Additional Events

- Mass participation registration fees
- Fees from clinics and training sessions
- Local hotel commissions

**Subject to the Category Release Agreement being concluded with Dentsu¹*

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

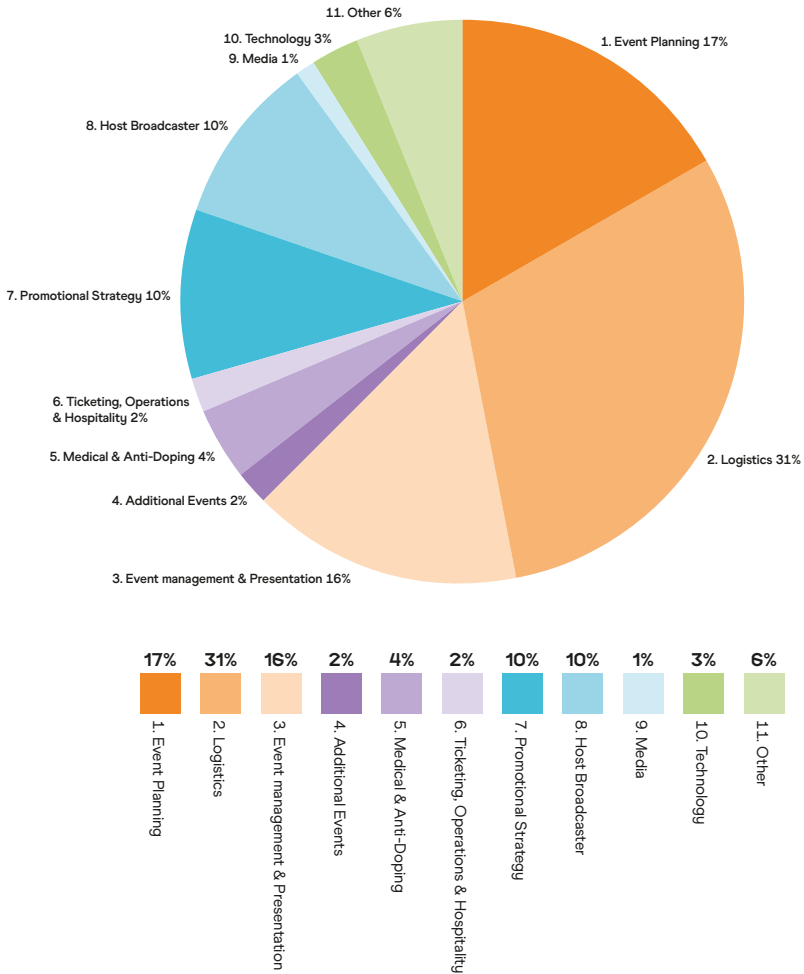
¹World Athletics has appointed Dentsu as its exclusive global marketing partner and granted Dentsu certain commercial rights relating to the World Athletics U20 Championships.



Event Budget

The indicative Event Budget for the World Athletics U20 Championships is between USD \$5,000,000 – \$6,000,000, 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

Based on the World Athletics Global Calendar, the preferred dates for the World Athletics U20 Championships are in August, but we may be open to other dates.

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

There are no hosting fees, but there are mandatory costs payable by hosts to World Athletics relating to various services provided such as Accreditation, Video Officiating Replay System, Event Presentation, the Host Broadcaster and Results Management Services.

Sports Requirements

- Stadium of minimum 10,000 seats with Class 1 World Athletics Facility Certificate and eight-lane track
- Track facility must be of a single radius bend construction, or if of a double radius bend design, the smaller radius may not be less than 30.00m
- Infield shall be natural grass or covered in a synthetic surface approved by World Athletics
- Warm-up facility will include a separate area for Long Throws, ideally within easy walking distance of the Stadium
- Adequate training facilities must be provided to ensure training possibilities for all events at appropriate times
- A number of technical and functional areas and rooms must be provided in the main Stadium (Call room, Mixed zone, Post event area, Photo Finish, Data Processing, Medal Ceremonies, Doping Control, Technical Information Centre, Rest area for Combined Events, Storage areas for Timing and Data processing, Sports equipment storage areas, working areas for broadcast and media, Technical Delegates room, etc.)
- A test event needs to be held within a year or up to four (4) months before the event

Official Hotels and Meeting Rooms

Hosts will be required to provide a shortlist of official hotels available for the client groups below in the Bid Application Form. Further information on numbers and duration will be provided at a later stage in the Event Organisation Agreement for the following stakeholders:

- World Athletics Family and Partners
- Athletes and Team Officials
- Media
- Host Broadcaster
- Technical Suppliers and Service Providers

Bidding Process

If you are interested in hosting either the 2024 or 2026 editions of the World Athletics U20 Championships, please download a Pre-Qualification Form (available on our website) and submit this by close of business on the deadline set out below.

Bidding calendar for the 2024 and 2026 World Athletics U20 Championships

Bid Process Stage	Timeline
Official Launch & Bid Guide shared	April 2021
Pre-Qualification Form Submission Deadline	1 June 2021
Bid Application Documents Submission Deadline	1 October 2021
Event awarded by World Athletics Council	December 2021

If you would like to discuss the World Athletics U20 Championships in more depth including the competition, additional opportunities and the Pre-Qualification Form, you can contact us on bidning@worldathletics.org, where you can also send your completed Pre-Qualification Form.



www.worldathletics.org

@WorldAthletics



6-8, Quai Antoine 1er, BP 359
MC 98007

Monaco Cedex

©World Athletics 2020.
All Rights Reserved.