



BID GUIDE
WORLD ATHLETICS
RACE WALKING TEAM
CHAMPIONSHIPS
2026 + 2028

October 2023

www.worldathletics.org



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RACE WALKING TEAM
CHAMPIONSHIPS
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WE ARE WORLD ATHLETICS

With over 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 iconic 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 real benefits to host cities.

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 Power of Walking

The power of walking is infinite - walking is the most popular exercise activity in the world and it can support healthier, safer and more sustainable communities.

Research has shown that walking can help people live healthier and longer. A walking routine, if done properly, has all the standard benefits of aerobic exercise such as improvements in the heart and circulatory systems, better blood glucose control, normalisation of blood pressure, it can also slow or decrease cognitive decline, as well as reduce anxiety and depression. As the most accessible way to meet the recommended physical activity levels, it is little wonder that walking is getting a great deal of attention from public policymakers at all levels. Major cities around the world are also increasingly assessing their 'walkability', a term that refers to how safe, convenient and efficient it is to walk in an urban environment.

The World Athletics Race Walking Team Championships requires minimum build and is the most sustainable event in the World Athletics Series family. With walking the focus, host cities can showcase pedestrianised areas and paths, as well as incorporating green and active transport as a central feature of the event.

Power walking, speed walking, fitness walking. Race walking has many names and personalities. It can be rhythmic and eccentric fitting for a festival atmosphere, and yet the race pace and technical intensity demonstrates a narrative of resilience. Whichever way your host city chooses to characterise it, this event will likely capture attention, challenge perceptions and shift lifestyle habits in favour of walking.

The World Athletics Race Walking Team Championships aims to highlight both the walkability and unique features of your host city and it could be the perfect catalyst to move things forward for your community, one step at a time.

Introducing the World Athletics Race Walking Team Championships



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The World Athletics Race Walking Team Championships invites the top racers in the world to compete in a total of eight official World Championships in senior men's and women's, as well as U20 men's and women's events, held over one day.

We are also delighted to confirm that the World Masters Championships will be included in this programme. We are happy to work with hosts on expanding the programme further by including additional walking-related opportunities that hosts feel would contribute to both the profile of the event and their community, based on local preferences.

The accessibility and globalised nature of this competition allows any nation in the world to participate and to be truly competitive. The field of racers and the medals table is as diverse as it gets in elite athletics. The competition is wide open for anyone to stake a claim in becoming the latest World Champion.

All the action takes place on a flat 1-2km loop course. The versatility of the course allows this event to adapt to any location in a walkable city, whether it takes place on a popular beach promenade, incorporates a city landmark or even passes through a facade. This is street racing and is designed as an event for the people, appealing to curious passers-by, spectators and recreational participants of all ages and abilities.

Bids are now open for the next two editions of the World Athletics Race Walking Team Championships which will take place in 2026 and 2028 respectively. Read on to learn more.



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Benefits to the Host City

To review the World Athletics Race Walking Team Championships in more detail it is worth considering the potential benefits to the host city across economic, social and environments pillars, as well as its impact on image and reputation of the event coverage and event legacy.

Total Direct Economic Impact

The profile and scale of the World Athletics Race Walking Team Championships make it well positioned to deliver meaningful returns on investment. Alongside event organisers, official event attendees (including competitors and team officials, competition officials, media and broadcasting personnel, sponsors, suppliers, technical suppliers and volunteers) spectators and recreational participants all bring inbound spending power to stimulate a host city's economy.

See below a snapshot of the projected economic impact of the next edition of the World Athletics Race Walking Team Championships based on previous World Athletics Series data:

Event Organiser Spend	\$ 874,209
Official Event Attendee Spend	\$ 712,550
Spectator Spend	\$ 1,049,850
Mass Participation Spend	\$ 337,438
Total Direct Economic Impact	\$ 2,974,047

Tourism Impact

The World Athletics Race Walking Team Championships offers an excellent opportunity to engage the local community and demonstrate a host city's culture and creativity - whether it's music, dance, art or all of the above.

See below a snapshot of the projected tourism impact of the next edition of the World Athletics Race Walking Team Championships based on previous World Athletics Series data:

Event Organiser and Event Attendees:

Origin	Number	Percentage
Host City & National	474	35%
International	887	65%
Total	1,361	-

Spectators:

Origin	Number	Percentage
Host City	5,188	52%
National	3,615	36%
International	1,197	12%
Total	10,000	-

Mass Participants:

Origin	Number	Percentage
Host City	1,950	26%
National	4,800	64%
International	750	10%
Total	7,500	-

Social Impact

Based on an Impact Study from previous World Athletics Series event data:

Health & Well-Being

The World Athletics Race Walking Team Championships aims to increase awareness of exercise benefits and facilities in the host city. 43% of spectators that attended the previous edition of this event said it had inspired them to do more active recreation or sport than they would normally.

Generating Civic Pride

- 94% of local residents felt proud that their city hosted the World Athletics Race Walking Team Championships.
- 94% of local residents agreed that hosting the World Athletics Race Walking Team Championships showcased the host city as a positive and vibrant city.
- 74% of local residents agreed that hosting the World Athletics Race Walking Team Championships had a positive impact on the host city's community.

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 has a gender equal Council. World Athletics has pursued a policy of transgender inclusivity whilst maintaining a level playing field for all female athletes.
- Finally, fans at the World Athletics Race Walking Team Championships are split very nearly on an equal basis too, comprising around 51% male and 49% female.





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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. This will help demonstrate to all 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

As part of World Athletics' continuing programme to measure air quality in host cities and sporting venues around the world, World Athletics' Health & Science Department with the support of the local organising committee measure clinical and environmental data at the World Athletics Series events.

By publishing air quality from our events, 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

The World Athletics Series are among the most eagerly anticipated events in the annual sporting calendar. The World Athletics Race Walking Team Championships is broadcast in every country in the world (TV and digital via World Athletics Livestream in dark territories) and web impressions are expected to grow exponentially as World Athletics expands its digital profile.

A focus on live streaming, the introduction of new fan engagement initiatives and an enhanced range of exclusive behind-the-scenes 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.

Event Legacy

We understand the importance of creating a legacy after the show is over, and we will work with you to deliver exactly what you need to inspire all ages and abilities to get moving and bring communities closer together.

Schools - Athletics legends can visit schools to share the positive effect of exercise generally. Workshops and youth championships can help establish long term development pathways for the next generation of athletes.

Volunteers – Local residents and sports enthusiasts can play a part in the event experience through volunteering which will boost future athletics hosting opportunities.

Walking culture – The event legacy can make good use of the walkable city infrastructure to nurture a greater walking culture in the host city.

Additional Opportunities

World Athletics encourages hosts to extend the impact of the World Athletics Race Walking Team Championships beyond the competition period into a festival of movement. This event can also provide an opportunity for a range of side events including:

Mass Participation

Mass participation races allow recreational walkers and runners to race in the footsteps of the world's best, surrounded by cheering spectators and their loved ones.

Clinics and Training Sessions

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 race walking and running 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 classes to connect with and promote the event. National youth and school races can be held alongside the main event.

Visitor Travel Packages

Tourism travel packages and activities can be created for participants and spectators to enhance their experience and encourage visitors to extend their time in the host city. These activities could feature special walking tours of a host city or region.

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 locals in the host city.

Other Activations

As well as the above, former hosts have increased engagement with the following activation opportunities:

- 'Year-to-go' countdown events
- Athlete engagement events
- Walking and Wellbeing exhibition
- Parkrun partnerships
- Conferences and summits
- Walking Alliances
- Concerts and local festivals

Revenue Potential

There are a number of revenue streams available to event organisers, beyond public funding:

(a) The World Athletics Race Walking Team Championships:

- National sponsorship*
- Merchandising*
- Concession revenues (food and beverage etc.)

(b) Additional Events:

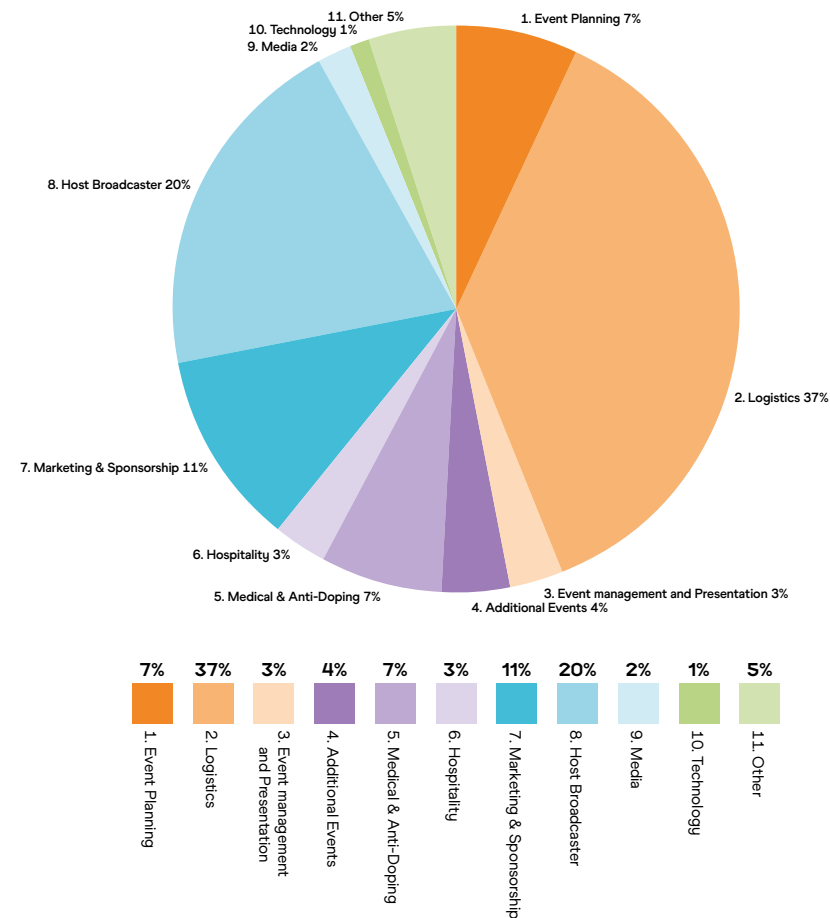
- Mass participation registration fees
- Walking and Wellbeing exhibition floorspace
- Fees from clinics and training sessions
- Travel packages and local hotel commissions
- Sport conference admission tickets

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

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

Event Budget

The indicative Event Budget for the World Athletics Race Walking Team Championships is circa USD \$ 1,000,000, but it will vary according to local costs and conditions.



Bidding Requirements

Based on the World Athletics' Global Calendar, the preferred date for the World Athletics Race Walking Team Championships is April or May, 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, access control, event presentation, the website and the Host Broadcaster.

Sports Requirements

The course loop for the World Athletics Race Walking Team Championships must be no shorter than 1km and no longer than 2km. It must comply with the requirements of rule 54.1.1 of the Technical Rules and be designed in accordance with the recommendations contained in the World Athletics publication "Race Walking – A Guide to Judging and Organising". Hosts must also provide training areas and a warm-up area at the venue.

Hosts will be responsible for providing all technical and functional facilities at the venue, including athletes' changing rooms, call room, mixed zone, a gathering area for medal ceremonies, doping control station, recorders' booth, technical information centre and competition information desks.

Hosts will also be responsible for the installation of a video screen for the public showing of the television signal, a quality sound system and event decoration, as well as ensuring a reliable and modern communications system.

Official Hotels and Meeting Rooms

Hosts will be required to provide a shortlist of official hotels available for the following client groups in the Bid Application Form.

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

Further information on numbers and duration will be provided at a later stage in the Event Organisation Agreement.

Bidding Process

If you are interested in hosting either the 2026 or 2028 edition of the World Athletics Race Walking Team 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 2026 and 2028 World Athletics Race Walking Team Championships

Bid Process Stage	Timeline
Official Launch & Bid Guide shared	October 2023
Pre-Qualification Form Submission Deadline	19 January 2024
Bid Application Documents Submission Deadline	10 May 2024
Bid Application Documents Final Submission Deadline	31 May 2024
Event awarded by Council	August 2024

If you would like to discuss the World Athletics Race Walking Team Championships in more detail 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.





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