

BID GUIDE WORLD ATHLETICS CHAMPIONSHIPS 2027

January 2023



www.worldathletics.org







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 communities.



© Mercedes Oliver

The World Athletics Series

When it comes to competitions, we have our crown jewels: the World Athletics Series events.

The World Athletics Series events include seven of the highest-profile international championships in athletics. Each WAS event is carefully designed to bring unique experiences to life – with 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 tangible, long-lasting benefits to host cities – where needed most.

Boosting the local economy, promoting active lifestyles, driving sports tourism, inspiring the youth, putting existing infrastructure to good use, celebrating local culture, fostering sport entrepreneurship, putting cities on the map, creating a legacy of sport volunteering, bringing society together – World Athletics will work with hosts to achieve identified goals.



“The Greatest Show on Earth”

The World Athletics Championships is one of the most prestigious major international sporting events in the world. As the pinnacle stand-alone athletics event, it brings together the world’s best track and field athletes to compete for their nations on the international stage.

At the most recent World Athletics Championships in Oregon, USA 2022 - 81 countries made finals, 45 countries won medals and 29 countries won gold.

The reach, visibility and influence of athletics is truly global, and World Athletics President, Sebastian Coe has recently described this event as “the greatest show on earth”.

Introducing the World Athletics Championships

The World Athletics Championships comprises of nine days of inspiring competition with around 1,800 of the world’s best athletes from over 180 nations.

The programme comprises of 49 athletics events based both in the stadium and on the road, with 24 events for Men, 24 events for Women and one mixed relay event.

We are also happy to work with hosts on expanding the programme beyond the championships to include additional events and opportunities that hosts feel would contribute to both the profile of the event and your community.

Bids are now open for the World Athletics Championships 2027.

Read on to learn more.



Benefits to the Host City

To review the World Athletics Championships in more detail it is worth considering the potential benefits to the host city across economic, social and environmental pillars, as well as its impact on image and reputation.

Total Direct Economic Impact

The profile and scale of the World Athletics Championships make it well positioned to deliver a sizeable return 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 runners all bring inbound spending power to stimulate a host city's economy.

Below is a breakdown of the economic impact from the World Athletics Championships in Oregon 2022:

Accommodation	US\$ 45m
Food & Beverage	US\$ 10m
Transportation	US\$ 4.3m
Retail & Leisure	US\$ 7.4m
Net Organiser Spend	US\$ 29.6m
Multiplier	1.59*
Total Economic Impact	US\$ 153m
Total TV & OTT Value	US\$ 59.3m
Online Press	US\$ 19.3m
Print Press	US\$ 3.5m
Social Media	US\$ 7.2m
Total Media Impact	US\$ 89.3m
Volunteering	US\$ 2.1m
Social Initiatives	US\$ 0.1m
Total Event Impact	US\$ 244.5m



© Mercedes Oliver

Tourism Impact

The World Athletics Championships offers an excellent opportunity for destination marketing by demonstrating a host city's sporting capital, culture and character.

At the World Athletics Championships in London 2017:

- 705,000 competition tickets were sold to a total of 335,371 unique spectators
- 56% of all out-of-town spectators (124,416) stayed in commercial accommodations for an average of 4 days

Due to attending the World Athletics Championships in London 2017:

- 69% of out of town visitors agreed they were more likely to return to the host city in the next two years after attending the event
- 81% of out of town visitors agreed that the event had increased their awareness of the host city as a tourist and/or business destination
- 91% of out of town visitors would recommend the host city as a holiday destination after attending the event



© Mercedes Oliver



Social Impact

Health, Fitness & Well-Being

As modern society tackles new obesity issues, athletics offer one of the most accessible forms of fitness. The World Athletics Championships can act as an important catalyst to promote health, fitness and well-being in the host city and across the host country through the power and influence of our athletes.

Generating Civic Pride

Based on an impact study from the World Athletics Championships in London 2017:

- 97% of local residents felt proud that their city hosted the World Athletics Championships
- 91% of local residents agreed that hosting the World Athletics Championships had a positive impact on the host city's community
- 97% of local residents agreed that hosting the World Athletics 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.

Spectators at the World Athletics Championships in Oregon 2022, comprised of 55% male and 45% female.



© Mercedes Oliver

Social Initiatives at the World Athletics Championships, Oregon 2022

At the World Athletics Championships in Oregon 2022, the local organising committee (LOC) ran a number of social initiatives, including the below:

The 'Women in the Spotlight' Day – Women in the sport were honoured as part of a “Women in the Spotlight” initiative, showcasing key women’s athletics events.

Gender Equality Seminars – The LOC hosted “Out of the Blocks”, a gender equality seminar designed to spur change within member federations on gender equality, pay equity and increasing female participation.

Promoting Women led businesses - Women and / or BIPOC owned businesses were intentionally recruited for catering and food trucks.

Gear Donation – The LOC worked with a non-profit organisation called ‘Endless Mileage’ to create a space for athletic gear donation within the Athlete’s Village.

Diversity and Inclusion Training – All staff were provided with a series of training on justice, equity, diversity and inclusion.



© Instagram

Environmental Impact

Athletics for a Better World

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 sustainable initiatives and actions. World Athletics has developed the Athletics for a Better World sustainable event standard as part of World Athletics 2030 Sustainability Strategy. This standard is a pre-requisite for all sanctioned World Athletics events to ensure these world class events also deliver world class sustainability.

Air Quality Project

As part of World Athletics' continuing pilot programme to measure air quality at sporting venues around the world, and with the support of the LOC, World Athletics' Health and Science Department will measure clinical and environmental data at the World Athletics Championships.

By publishing air quality from 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.

Environmental Initiatives at the World Athletics Championships, Oregon 2022

At the World Athletics Championships in Oregon 2022, the LOC ran a number of environmental initiatives, including the below:

Green Energy – 140,000 kWh of renewable power was used to power operations at the venue. This reduced carbon emissions by 3,263.11 tonnes.

Carbon Offset - 100% of the carbon emissions from the event were offset.

Paper – There was an entirely paperless ticketing system and event programme.

Waste Diversion - 29,100 lbs of waste was diverted from landfill, at a rate of nearly 81%.

'Bring Your Own Water Bottle' Campaign – 35 temporary water stations were installed and 8,000 reusable water bottles were distributed. This meant that no single-use plastic water bottles were sold or distributed, eliminating approximately 325,000 from the event.

Food and catering – 11 local food vendors were contracted and throughout the event, they donated over 5,200 lbs of edible food to the local charity 'Food for Lane County' and composted 3,660 lbs of food waste.

Image & Event Reputation

Event Coverage

The World Athletics Championships is one of the most popular global sporting events in the world and with more than 3,000 media accreditations, it makes headlines worldwide.

The event is broadcast in every country in the world on TV and digital, and all the major broadcasters (including BBC; NBC, TBS, CCTV, Globo and many other) are fully committed to showing the World Athletics Championships. One billion viewers watched some form of the World Athletics Championships in London 2017.

Social Media Figures & Reach

Based on an Impact Study from World Athletics Championships Oregon 2022:

- 5,570 Posts (Facebook, Twitter, Instagram, Tiktok and YouTube)
- 37.2m Engagements (Facebook, Twitter, Instagram, Tiktok and YouTube)

The appeal of athletics to younger fans means that digital channels are becoming increasingly important distribution platforms for World Athletics events. 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 Impact

We also understand the importance to host cities of creating an aura and anticipation before the event and a legacy for when the show is over, and we will work with hosts to deliver the most relevant impact for your community.

Youth Programmes / Schools – Athletics legends can visit schools to share the positive effect of athletics and exercise generally. Athletics workshops and youth championships can help establish long term development pathways for the next generation of athletes.

At the World Athletics Championships in Oregon 2022, a Youth Engagement Programme was launched across 800 schools in Oregon called 'Making Tracks' to inspire young people to fulfil their potential and maintain healthy, active lifestyles while celebrating diversity of the World coming to Oregon.

Volunteers – Local residents and sports enthusiasts can play a part in the event experience through volunteering which can help to upskill workers, as well as boost future hosting opportunities.

At the World Athletics Championships, a total of 1,585 volunteers participated in Oregon 2022 and 2,913 volunteers participated in London 2017.



© Mercedes Oliver

Additional Opportunities

World Athletics encourages hosts to bolster the impact of the World Athletics Championships beyond the competition itself with a range of side events, including:

Health & Fitness Expo

An official health and fitness event exhibition can be organised under terms and conditions agreed with World Athletics and Dentsu.

Mass Participation Races

The host may deliver mass participation races in conjunction with the World Athletics Championships which can generate additional revenue and / or act as a promotional tool for the event and other local road races.

parkrun

World Athletics has partnered with parkrun to help expand its global series of free, weekly, timed walking and running events. parkrun will engage and discuss with the LOC around launching new events or boosting existing parkrun events in the host city.

Athletics Clinics

Many activities can be organised that will appeal to the natural audience of our events, including youth athletics clinics, injury-prevention seminars, courses for coaches and course measurement sessions.



© Mercedes Oliver

Athletics Outreach

Entry level outreach training programmes can be rolled out locally and nationally through athletics clubs and communities to encourage healthy habits. World Athletics can contribute through its network and expertise by designing programmes and facilitating access to past and present professional athletes.

School Engagement

School-based training and competitions can provide a healthy and engaging activity for school children to connect with the event, which may also help promote it. Also, national youth and school races can be held alongside the main event.

E-learning Initiatives

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

Other Activations

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

- 'Year-to-go' countdown events
- Athlete engagement events
- Conferences and summits
- Concerts and local festivals





Revenue Potential

There are a number of revenue streams available to finance the World Athletics Championships:

(a) The World Athletics Championships

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

(b) Additional Events

- Exhibition sales
- Conference sales
- Mass participation registration fees
- Fees from clinics and training sessions
- Travel packages

**Subject to the Category Release Agreement being concluded with Dentsu.1*

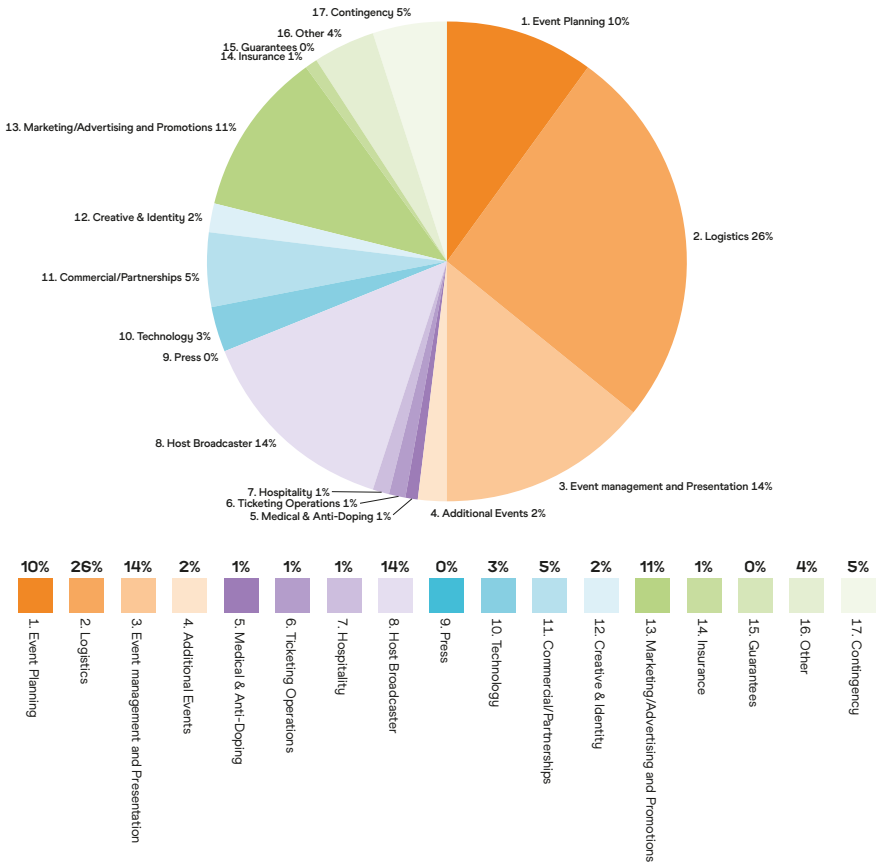


Event Budget

Budget

The indicative Event Budget for the World Athletics Championships is between USD \$75,000,000 - \$80,000,000, but it will vary according to local costs and conditions.

World Athletics can 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 Road Running Championships are in the third and fourth weeks of August, but we may be open to other similar dates.

The host city needs to be accessible to both 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 for the delivery of various services provided such as the accreditation system, access control, event presentation, website, results management services and Host Broadcaster fees.

Sports Requirements

The main stadium for the World Athletics Championships should have a minimum capacity of 30,000 spectators and hold a Class 1 Athletics Facility Certificate. Hosts must provide a warm-up track and facilities (including a separate area for long throws) ideally within easy walking distance of the stadium and the warm-up track must be 400m with at least six lanes and the surface product should be the same as the main stadium.

The road race courses should comply with the requirements of Rules 54 (Race Walking) and Rule 55 (Road Races) of the Technical Rules. They should be measured by a World Athletic/AIMS approved Grade "A" International Road Course Measurer to validate the courses used are as measured.

Adequate training areas and facilities are to be provided at a reasonable distance from the Team hotels to ensure training possibilities for all events at appropriate times.

Hosts will also be responsible for providing a number of technical and functional areas and rooms at the competition venues. Further information will be provided at a later stage in the Event Guide.



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
- Broadcasters
- Technical Suppliers and Service Providers

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

Additional Requirements

World Athletics Congress – The World Athletics Congress meets every two years at the World Athletics Championships. Congress is the highest authority of World Athletics and the sport of athletics worldwide. Consisting of the 214 Member Federations represented by up to three delegates each, it debates and votes on high-profile topics concerning the sport. The Congress will position the host city at the very epicentre of the sport and attract additional media attention in the days leading up to the competition. The LOC is responsible for identifying a suitable location and to assist with local logistics for the Congress.

Bidding Process

If you are interested in hosting the World Athletics Championships 2027, please download a Pre-Qualification Form (available on our website) and submit this by close of business on the deadline set out below.

Bid Process Stage	Timeline
Official Launch & Bid Guide shared	January 2023
Pre-Qualification Form Submission Deadline	1 May 2023
Bid Application Documents Initial Submission Deadline	15 September 2023
Site Visits and Bid Application Dialogue	Between Initial and Final Bid submission Deadlines
Bid Application Documents Final Submission Deadline	15 December 2023
Event awarded by Council	March 2024

If you would like to discuss the World Athletics Championships in more depth including the Pre-Qualification Form – please 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 2022.
All Rights Reserved.