



**BID GUIDE**  
**WORLD ATHLETICS**  
**U20 CHAMPIONSHIPS**  
**2028 & 2030 EDITIONS**

August 2024

[www.worldathletics.org](http://www.worldathletics.org)







# WE ARE WORLD ATHLETICS

With more than 3.5 million athletes, 214 Member Federations, and as the No. 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

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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 events that deliver tangible 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.**



## For the Youth, to Inspire the Youth

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The World Athletics U20 Championships is designed for the youth, to inspire the youth.

This event is the first platform for the best junior athletes in the world to compete for their nations on the global stage and where the rising stars of our sport emerge.

The World Athletics U20 Championships encourages the next generation of top athletes, but it can also be a powerful catalyst to motivate many young people to become fitter and healthier, as well as offering memorable work experience and volunteer opportunities to a wide range of talented young people.

# Introducing the World Athletics U20 Championships

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**The World Athletics U20 Championships is held over five-days and the event attracts around 1,350 athletes from 130 nations, as the world's best junior athletes compete across 28 track and field disciplines.**

This event is the junior equivalent of our premium property the World Athletics Championships, but on a significantly smaller budget and it is an excellent means to develop the capacity to host major international events.

More than just medals - it also includes the new 'Athletes Rising' programme that aims to engage, educate and empower the rising stars of athletics on various topics including social media storytelling, navigating the competition landscape, athlete representation, as well as safeguarding and athlete wellbeing.

Bids are now open for the next two editions of the World Athletics U20 Championships which will take place in 2028 and 2030 respectively. Read on to learn more.



# Benefits to the Host City

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## Total Impact

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To review the World Athletics U20 Championships in more detail it is worth considering the potential benefits to the host city across economic, media, social and environmental impact.

The profile and scale of the World Athletics U20 Championships make it well positioned to deliver a rewarding return on investment for host cities.

See below a snapshot of the total impact from the World Athletics U20 Championships in Cali, Colombia 2022.

Economic Impact	\$16.5m
Media Impact	\$14.1m
Social Impact	\$48k
Environmental Cost	- \$1.4m
<b>Total Impact</b>	<b>\$29.4m</b>



## Tourism Impact

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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 Cali, Colombia 2022:

## Unique Spectators

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Origin	Number	Percentage
Colombia	12,905	82%
International	2,833	18%

Estimated 15,738 unique spectators across the 6-day competition

- 54% of spectators were Female and 46% were Male
- 72% of spectators stayed more than 5 nights
- 91% stayed in a hotel or other commercial premises





# Social Impact

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## Health & Well-Being

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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

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Based on an Impact Study from the World Athletics U20 Championships in Tampere, Finland 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

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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 and proud to now have a new gender equal council. World Athletics has pursued a policy of transgender inclusivity whilst maintaining a level playing field for all female athletes.

# Environmental Impact

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## Environmental Quality of the Event

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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

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

By publishing air quality results from our WAS events, World Athletics hopes to encourage cities, national and local governments and member federations to become more conscious of air quality and the impact that it has on health and performance.

# Image & Event Reputation

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## Event Coverage

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Based on the Impact Study from the World Athletics U20 Championships in Tampere, Finland 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

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Based on the Impact Study from the World Athletics U20 Championships in Cali, Colombia 2022:

- 6,626 Posts
- 8.4m Engagement
- **\$4.13m Total value**

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

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We also understand the importance of creating a legacy for the host city after the show is over. This might include rejuvenating existing sport infrastructure and / or boosting future job opportunities for the next generation.

**Renovate Existing Infrastructure** – As a consequence of Tampere being awarded the World Athletics U20 Championships 2018, €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 local teams and residents..

**Develop Social Cohesion & Volunteer Experience** – At the World Athletics U20 Championships in Tampere, Finland 2018 sport enthusiasts and local residents played a part in the event, with a total of 800 volunteers supporting delivery of the competition.

**Strengthen Hosting Credentials** – Hosting the World Athletics U20 Championships 2018 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

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World Athletics encourages hosts to expand the impact of the World Athletics U20 Championships beyond the competition period and the stadium walls. This event can also provide opportunities for a range of side events including:

## Mass Races

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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.

## Health & Fitness Outreach

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

## School Engagement

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School-based brand design is likely to engage local school children and their parents which could in turn help to promote the event. National youth and school races can also be held in connection with the event.

## Clinics and Training Sessions

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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.

## Event-associated eLearning Initiatives

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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

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

- 'Year-to-go' countdown events
- Athlete Rising Programme
- Concerts and festivals



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# Revenue Potential

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Further to public funding, there are a number of additional revenue streams available to the local organising committee:

## (a) The World Athletics U20 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 Dentsu<sup>1</sup>*

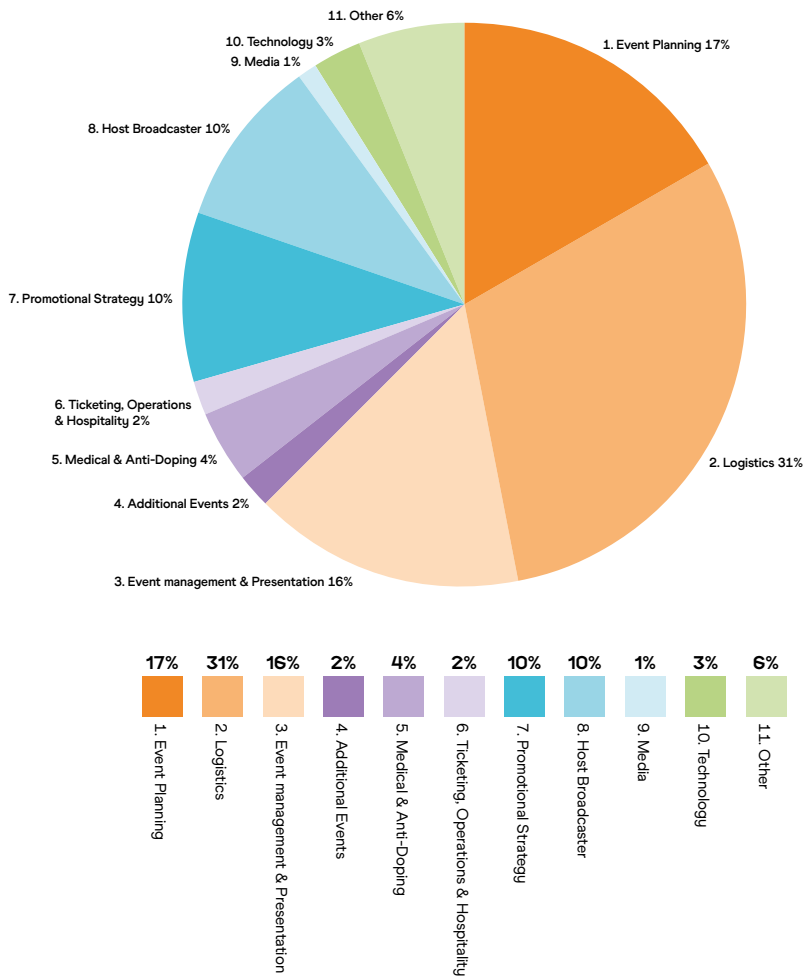
<sup>1</sup>World Athletics has appointed Dentsu as its exclusive global marketing partner and granted Dentsu certain commercial rights relating to the World Athletics U20 Championships.



# 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

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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 some delivery costs payable to World Athletics relating to various services provided such as accreditation, access control, website, Video Officiating Replay System, the Host Broadcaster and Results Management Services.

## Sports Requirements

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- 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

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

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

## Bidding Process

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If you are interested in hosting either the 2028 or 2030 editions of the World Athletics U20 Championships, and would like to discuss this in more detail, please email [bidning@worldathletics.org](mailto:bidning@worldathletics.org)

### Bidding calendar for the 2028 and 2030 World Athletics U20 Championships

See below the current bid process timeline:

Bid Process Stage	Timeline
Official Launch & Bid Guide shared	August 2024
Pre-Qualification Form Submission Deadline	6 December 2024
Bid Application Documents Submission Deadline	2 May 2025
Bid Application Final Submission Deadline	4 July 2025
Event awarded by Council	September 2025

Please note that World Athletics reserves the right to amend this bid process timeline as it deems necessary, and the live World Athletics Series Bidding Calendar is available on our website - see [www.worldathletics.org/hosting/calendar](http://www.worldathletics.org/hosting/calendar)



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