We are the international governing body for athletics – the #1 Olympic sport.

With a global network of 214 Member Federations and more than 3.5m registered individuals, countless athletes and operators serviced daily and millions of fans across all digital platforms, World Athletics speaks to the whole world. Every day.

We are about 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 athletes to create a healthier and fitter world. We exist to grow the sport of athletics and keep 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 field.

At World Athletics we are committed to creating globally appealing, accessible events that deliver tangible, long-lasting benefits to host cities – right where they need them. 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.
The newest event in global athletics is the World Athletics Relays. Here, it is all about teams.

Usually programmed to finish the World Athletics Championships on a high, the relays represent the ultimate combination of individual skills and teamwork. The World Athletics Relays pits nation against nation in an exciting two-day Olympic qualifying event.

And now the concept has been updated to create even more value for host cities, athletes, fans, for the teams participating, for the local sponsors and for other stakeholders.

A weekend of team-based running events with lots of opportunities for community involvement.

The World Athletics Relays include nine elite relays, including the five Olympic relay disciplines and other select and spectacular relays.

Other options include, hosting mass relay races for all in the stadium or on the road, as well as conferences, clinics and anything related to team-based athletics that the host feels would contribute to the profile of the event and the community.

We understand the importance of creating a legacy for the host city after the event has left town, and we’ll work with you to deliver exactly that in your city.
It is estimated that 1.4 billion people run regularly worldwide. For achievement, for fun, for health. In essence, they run for a purpose.

There are endless nuances to running cultures worldwide – but they all have something in common: all runners talk about running, consume running content, purchase running-related products and services.

This event is designed to appeal to that very substantial market.

Running also presents a very low barrier to entry for mass participation events. From couch to 5km training programmes that have proliferated in the last few years and running in a World Championships would be the ultimate reward for those who complete one of these popular programmes. This is the perfect opportunity to create outreach programmes for your local and national population, providing them with once-in-a-lifetime motivation to get moving, whether their ambition is to run in a World 5km championship or even tackle the 21.1 km half marathon distance.

The World Athletics Relays has the ability to reach recreational runners and fans in the host country and worldwide. World Athletics will help you realise the potential of the Championships and make it a massive success for the host.
More than just medals.

The World Athletics Relays is where the world’s best runners gather to determine who is the fastest. It’s where world records are broken and legends are born.

It can include:

• A top-class mass participation event where serious amateur and recreational runners race directly in the footsteps of the world’s best long distance runners in the heart of an iconic city.
• A health and fitness expo for the endurance and lifestyle sport industry.
• Corporate relays to engage the local business community.
• Conferences and clinics to market a city as a global running hub.
• Community outreach programmes to inspire participation and active living through running.

Other official championships races can also be included, based on local preferences, such as the One Mile World Championships Race, or the Ekiden (road relay).
Benefits to the Host City

Total Direct Economic Impact

<table>
<thead>
<tr>
<th></th>
<th>Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spectator Spend</td>
<td>$924,677</td>
</tr>
<tr>
<td>Official Event Attendee Spend</td>
<td>$1,608,190</td>
</tr>
<tr>
<td>Event Organiser Spend</td>
<td>$3,333,831</td>
</tr>
<tr>
<td><strong>Total Direct Economic Impact</strong></td>
<td><strong>$5,866,698</strong></td>
</tr>
</tbody>
</table>

*Source: Economic Impact WRE Yokohama 2019*

Tourism Impact

Based on the Economic Impact Study from WRE Yokohama 2019:

- Total of 36,000 spectators (of which 8,683 were out-of-town spectators)
- Accommodation spend generated from out-of-town spectators: $133,904
- Non-accommodation spend generated from out-of-town spectators: $790,773 (average daily spend: $80)
- 84% of out-of-town spectators would recommend the host city as a holiday destination after coming to the event
- 66% of out-of-town spectators agreed that the event had increased their awareness of the host city as tourist and/or business destination
- 80% of out-of-town spectators agreed that they were likely to return to the host city in the next two years after attending the event
Health & Well-Being

Seeing truly is believing. For all generations and demographics, the World Athletics Relays can be a catalyst to encourage fit and healthy lifestyles in the host city. Athletics is the world’s most accessible sport and the World Athletics Relays represents team spirit as its very core, making this event an ideal platform to promote healthy habits, psychological wellness and community integration to all audiences.

Generating Civic Pride

Based on the Economic Impact Study from WRE Yokohama 2019:

- 87% of local residents felt proud that their city hosted the Championships
- 80% of local residents agreed that hosting the Championships has had a positive impact on the host city’s communities
- 82% of local residents agreed that hosting the Championships has 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 where it is possible while preserving an even playing field for all our athletes. Finally, our fans are split very nearly on an equal basis too, comprising 52% men and 48% women.
Image & Event Reputation

Event Coverage

- Broadcast in every country of the world (TV and Digital via World Athletics Livestream in dark territories)
- 50 million viewers watched some form of the WRE Yokohama 2019 over the 2 days of competition
- 550 Media Accreditations

Popularity of Relays

61 million viewers watched the finals of the 4x100 metres relays at the Rio Olympic Games in 2016.

Social Media Figures & Reach

Based on WRE Yokohama 2019:

- 532,000 Engagements (Facebook, Twitter, Instagram)
- 2,500,000 Video Views (Facebook, Twitter, Instagram)
- 8,200,000 Impressions (Facebook, Twitter, Instagram)

Olympic Games – IOC statistics on social sharing:

- The 4x100 meter relays ranked 4th among all athletics disciplines in reach on social media with more than 2.4 million people sharing content
Hosting the World Athletics Relays provides an outstanding opportunity to:

- Promote the event and athletics locally and throughout the host country;
- Maximise attendance at the event through mass participation events;
- Enhance the host city and region’s reputation as hosts of world-class events;
- Promote the region as a destination of choice;
- Provide a legacy, in all aspects of athletics, that will support the development of athletics in the host city, country and region; and
- Promote the involvement of commercial affiliates.

World Athletics wishes to create more opportunities for people to participate in and engage with athletics across all levels, in as many countries as possible and in all age groups. The Local Organising Committee of the event can consider incorporating some of these ideas into the event.

**Outreach**

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

Relays are a proven way to implement team spirit in school sports. School-based training and competitions will both promote the event locally and provide a healthy and engaging activity for school classes prior to the event. Relevant school finals can be held alongside the main event.

**Clinics**

Many running-themed activities can be organised that will appeal to the natural audience for our events, including running clinics, injury-prevention seminars, courses for coaches, course measurement sessions. World Athletics can assist with organising a programme of activities through its network and expertise.

**Event-associated eLearning initiatives**

Local Organising Committee (LOC) staff and volunteers will have the opportunity to access the World Athletics’ eLearning platform which offers sport and event-related educative tools (with modules including marketing, event presentation, communication, project management and fan engagement) that aim to upskill local human capital in the host city.
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 the Local Organising Committee to implement a sustainability management system. This will help demonstrate to citizens and other stakeholders a real, walk-the-talk commitment to minimizing the event’s environmental impact.

Environmental Quality of the Event

World Athletics has a comprehensive Sustainability Strategy which has a central goal of making the organisation carbon neutral by 2030. The strategy addresses global issues that pose a threat to the quality of our lives, using the power of sport and athletics to create a better world for communities.

The organisation is embracing sustainability principles and practices within its operations, its Member Federations and the organisation of future World Athletics Series events. Among its commitments is the development of best practice guides for its 214 Member Federations and its event organisers.

Air quality is a particular focus of our sport as this has a material effect on the health and performance of our athletes and their communities. World Athletics launched its Air Quality Project in 2018 and has been steadily introducing air quality monitors to athletics venues around the world to provide real-time data to event organisers and local authorities. Air quality will be a factor in the selection of host cities for our events.
Revenue Potential

100% of revenues from the areas below to be earned by the Local Organising Committee:

• Public ticket sales to the event
• Official programme sales
• Rent from sold expo area spaces
• Food and beverage sold on site to the public
• Hospitality sales*
• Merchandise sales*

*Subject to the Category Release Agreement being concluded with Dentsu
The indicative Event Budget is circa $3,500,000 – $4,000,000, 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

Globally Accessible

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

Sports Requirements

- Eight-lane 400m athletic track facility\(^1\)
  - Level I certificate is recommended
  - Should normally have a minimum capacity of 10,000
- Warm-up facility ideally within walking distance of the Stadium.
- 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, Doping Control, Technical Information Centre, Storage areas for Timing and Data processing, Sports equipment storage areas, Technical Delegates room, etc)

Official Hotels and Meeting Rooms

The official hotel for the World Athletics Relays provides accommodation for the World Athletics staff, VIPs and Guests. Depending on the hotel's capacity, other groups (Member Federations, Partners, Competition Delegates) may be accommodated in the official hotel.

The hotel must be a high-quality tourist hotel (four stars or higher) with accommodation and meeting room facilities

The Local Organising Committee is also required to provide a shortlist of hotels available for the groups below for World Athletics' review:

- World Athletics Family: 210 beds for 5 nights (minimum four stars)
- Teams: approximately 900 beds for 4 nights (minimum three stars)
- Media: approximately 550 beds for 4 nights (two- and three-stars options)
- Suppliers and Service Providers: approximately 70 beds for 9 nights (minimum three stars)
- For more details about the accommodation requirements please refer to the EOA and Event Guide.

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\(^1\) Track facility must be a of a single radius bend construction, or if of a double radius bend design, the smaller radius may not be less than 30.00m
**Mandatory Events**

**World Athletics Opening Dinner**
The Local Organising Committee is responsible for organising a reception for all members of the World Athletics Family (between 100 and 150 people) during the Event, in a venue in the host city. The costs of such reception shall be paid by World Athletics, unless the reception is co-hosted by the LOC, then the costs shall be shared equally.

**Optional initiatives**

**Activations**
Ideas of activations for the event:

- Mass participation road relays
- parkrun™ in preparation for the event in collaboration with event partners
- School Programme (educational “follow your team”, kids’ athletics programs, ambassador visits, meet and greet...)
- Community Programmes - inviting communities to follow different teams
- Volunteer Programmes
- Partners in-store activations
- School Relays including training sessions, competitions and a final at the main event.

**Seminars**
Seminars targeting High Performance or Grassroots sports

**Bidding Process**

**Bidding calendar for the 2023 World Athletics Relays**

<table>
<thead>
<tr>
<th>Bid Process Stage</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Official launch &amp; Bid Guide shared</td>
<td>December 2020</td>
</tr>
<tr>
<td>Pre-qualification deadline &amp; verification</td>
<td>1 February 2021</td>
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<tr>
<td>Completed bid application deadline</td>
<td>1 June 2021</td>
</tr>
<tr>
<td>Council selection &amp; announcement</td>
<td>July 2021</td>
</tr>
</tbody>
</table>

To send back the filled-in Pre-Qualification Form, or should you require any more information on this event, please get in touch with our team at bidding@worldathletics.org