



**BID GUIDE**  
**WORLD ATHLETICS**  
**INDOOR CHAMPIONSHIPS**  
**2024 & 2026 EDITIONS**

April 2021

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



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## 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, 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.**



## Welcome to the most immersive experience in Athletics

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For the fan, indoor athletics is the most intense experience in the sport, as demonstrated annually on the World Athletics Indoor Tour, with its 25 competitions around the globe. The Indoor Tour has brought a fresh narrative to indoor athletics putting it in the spotlight with enhanced media exposure and spectator interest.

All the action takes place in an urban indoor arena – where a human slingshot effect is produced by banked turns on an intimate 200m track, and where the 60m sprinters often crash into the padded barriers at the end of the straight. It is daring, it is explosive and it leaves spectators wanting more.

The World Athletics Indoor Championships have been re-imagined over time to suit the era we live in today, where unique experiences are prized. Athletics is the focus, but this event will capture your attention and imagination in ways you may not have anticipated.

The World Athletics Indoor Championships is an immersive experience like none other in the sport. The pulsating music, advanced pyrotechnics and special effects all add to the suspense and celebration – it is a sensory overload that will have you on the edge of your seat, in a theatre of athleticism.

# Introducing the World Athletics Indoor Championships

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**The World Athletics Indoor Championships invites the top stars in athletics to compete in a total of 26 official World Championship events over three days of non-stop medal action. Track and field events will simultaneously take centre stage – all synchronised to music and special effects.**

The versatility of the World Athletics Indoor Championships allows this event to adapt to any location and venue, whether it is a purpose-built athletics arena, multi-purpose sports facility or other entertainment venue. Temporary track installations enable hosting opportunities in any city with an indoor venue of sufficient capacity for a minimum 5,000 seat arena.

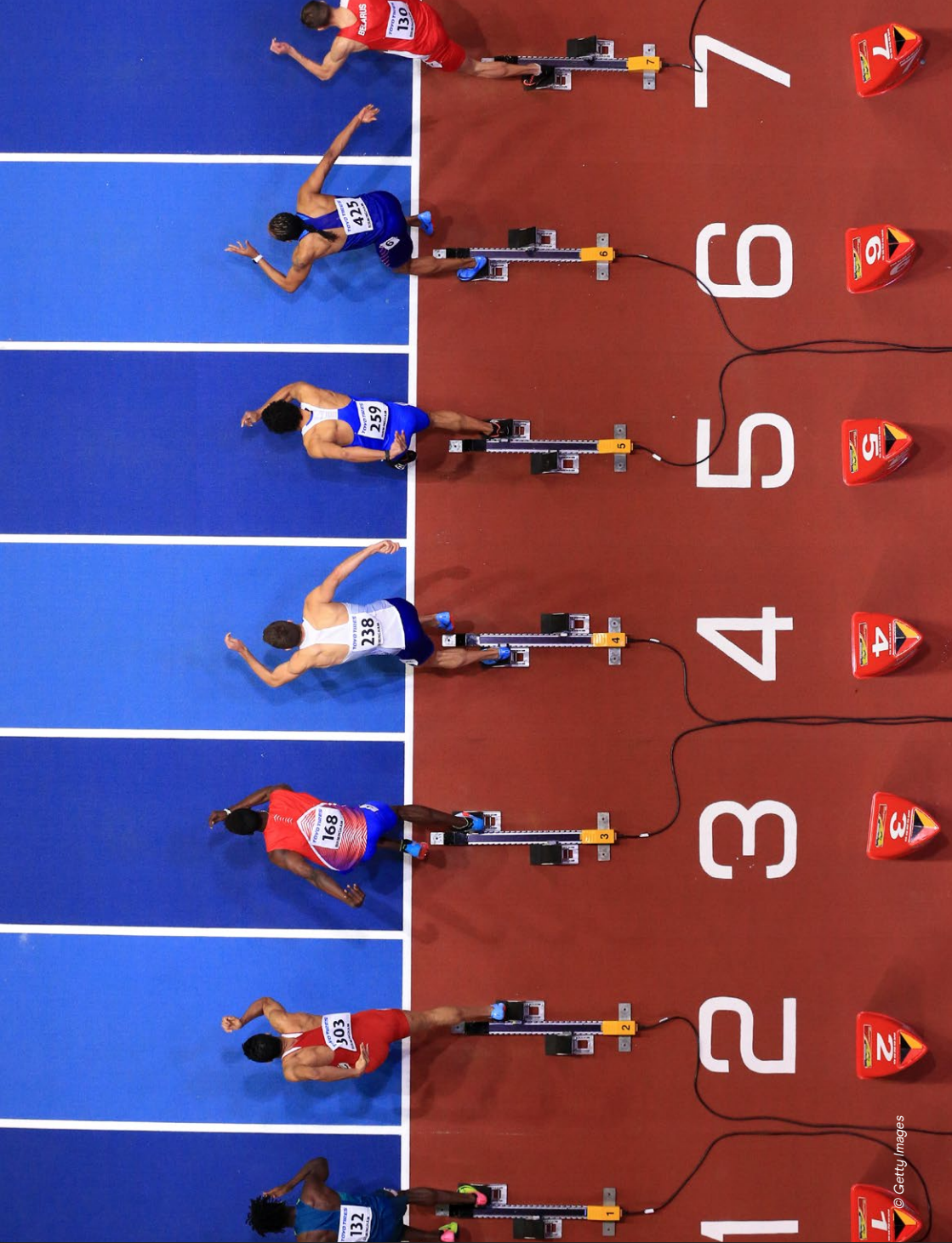
Spectators will be truly immersed in the action as they can get close enough to almost touch it. Beyond the venue, the World Athletics Indoor Championships embraces a wide range of mediums and devices through which viewers engage with sport today - to offer the most entertaining options for both first screen and second screen enjoyment. As over 160 nations battle it out for medal spoils, the event has an obvious national interest for traditional television viewers, but with new edited highlights and augmented reality features it is also a sure hit on digital platforms and social media channels.

This is more than just entertainment though – the event also communicates a powerful message of hope, connection and courage. The event can be a powerful catalyst for social change contributing to public health and sport for all.

The World Athletics Indoor Championships contains the essence of our premium property the World Athletics Championships, while retaining its own distinctive flavour, on a significantly smaller budget, making it accessible to a greater range of host cities. Moreover, the 2024 edition occupies a particularly desirable place in the calendar – as it will be the final World Indoor Championships event prior to Paris 2024 and is a key element of the qualification for that Olympic Games.

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





# Benefits to the Host City

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## Total Direct Economic Impact

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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. As one of the highest profile occasions in one of the most popular sports on the planet, the World Athletics Indoor Championships is well positioned to deliver meaningful returns on host city investment.

See below a snapshot of the economic impact from the World Athletics Indoor Championships in Birmingham 2018:

Spectator Spend	\$1,744,418
Official Event Attendee Spend	\$4,183,721
Total Direct Economic Impact	\$5,928,139
<b>Total Economic Impact</b>	<b>\$7,126,134</b>

## Tourism Impact

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The World Athletics Indoor 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 Indoor Championships in Birmingham 2018:

## Spectators

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Origin	Number	Percentage
Birmingham	1,742	21.6%
Elsewhere in the UK	5,795	71.7%
International	539	6.7%

- Total of **19,613** spectator admissions were recorded from the event, but as you will see below a significant impact of tourism is also driven by broadcast viewers and through social media
- On average, spectators attended 2.43 out of 3 sessions, giving the estimated total number of unique spectators as 8,077 of which 79% were out-of-town spectators and therefore generating additional spend in the local economy
- 58% of all out-of-town spectators stayed in commercial accommodation, for an average of 3 days
- Accommodation spend generated from out-of-town spectators was **\$801,446**
- Non-accommodation spend generated from spectators was **\$945,346**
- Average daily spend of out-of-town spectators was **\$149**
- 73% of spectators said that due to attending the World Championships, they were more likely to return to Birmingham in the next two years





IAAF World Indoor Championships™  
BIRMINGHAM 2018

IAAF World Indoor Championships  
BIRMINGHAM 2018

IAAF World Indoor Championships  
BIRMINGHAM 2018

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# Social Impact

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## Health & Well-Being

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52% of spectators at the World Athletics Indoor Championships in Birmingham 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 the exercise benefits and options available in the host city.

## Generating Civic Pride

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Based on the Impact Study from the World Athletics Indoor Championships in Birmingham 2018:

- 90% of local residents agreed that hosting the World Championships had a positive impact on the host city's community
- 98% of local residents felt proud that their city hosted the World Championships
- 92% 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. 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 Indoor Championships in Birmingham 2018 were split very nearly on an equal basis too, comprising 54% men and 46% women.

# 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 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

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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

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## Event Coverage

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Athletics World Championships are always among the most eagerly anticipated events in the annual sporting calendar. With more than 1,000 journalists and broadcasters covering the action at the World Athletics Indoor Championships, it makes headlines worldwide.

Broadcast coverage of the World Athletics Indoor Championships now reaches almost 200 countries with a cumulative average audience of over 133 million recorded at Birmingham 2018. Also, the figure of three million web impressions generated by Portland 2016 is expected to grow exponentially as World Athletics expands its digital profile. The appeal of athletics to younger fans means that digital channels are becoming increasingly important distribution platforms for World Athletics events. Our athletes and the fast-paced, exciting format makes the World Athletics Indoor Championships a perfect fit for young audiences and digital platforms.

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.

## 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, and we will work with you to deliver exactly what you need to inspire young people and bring communities closer together such as potentially becoming an annual host on the World Athletics Indoor Tour and / or triggering related mass participation events both physically and virtually.





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# Additional Opportunities

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As mentioned above, the World Athletics Indoor Championships is held over three days, but that does not limit hosts to only competition opportunities. World Athletics encourage hosts to extend the impact of the World Championship occasion beyond the competition period and the walls of the arena. The World Athletics Indoor Championships can also provide an opportunity for a range of side events including:

## Outreach

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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

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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

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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 for inexperienced adults 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

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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 local human capital in the host city.

## Other Activations

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

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

# Revenue Potential

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Hosts can monetise the World Athletics Indoor 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

- Fees from clinics and training sessions
- Local hotel commissions

*\*Subject to the Category Release Agreement being concluded with Dentsu<sup>1</sup>*

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

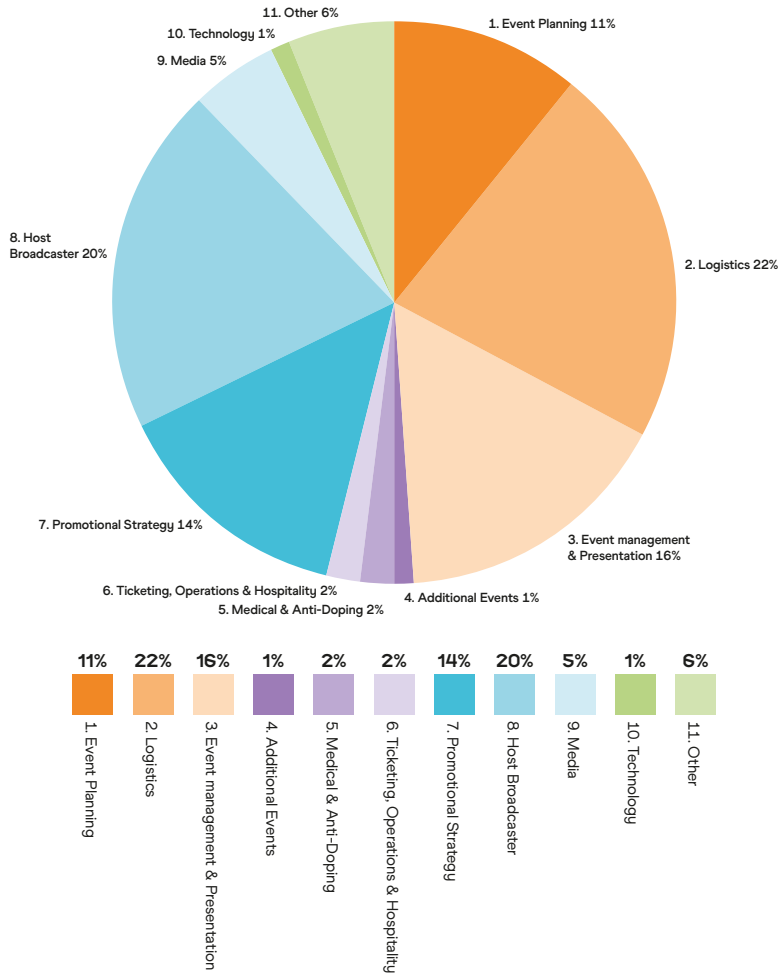
<sup>1</sup>World Athletics has appointed Dentsu as its exclusive global marketing partner and granted Dentsu certain commercial rights relating to the World Athletics Indoor Championships.



# Event Budget

The indicative Event Budget for the World Athletics Indoor Championships is between USD \$7,000,000 – \$8,000,000, 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 date for the World Athletics Indoor Championships is the third week of March, 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

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The main venue for the World Athletics Indoor Championships must be a minimum 5,000 seat arena with a World Athletics Indoor Athletic Facility Certificate - containing a 6-lane oval track and an 8-lane straight track. As mentioned above, the venue may be permanent or a temporary athletics arena can be constructed. Hosts must also provide a warm-up track and warm-up facilities for field events adjacent to the competition venue.

Hosts will be responsible for providing all technical and functional areas at the venue, including call room(s), a mixed zone, a post event area, a photo-finish control room, a video recording room, a results management room, a doping control station, a technical information centre, a rest area for combined events athletes, seats for coaches, teams and media and working areas for broadcast and media.

Hosts will also be responsible for the installation of at least two state-of-the art video screens, a quality sound system and event venue decoration, as well as ensuring the main stadium is equipped with reliable and modern communications networks, infrastructure and services.

## Official Hotels and Meeting Rooms

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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

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If you are interested in hosting either the 2024 or 2026 edition of the World Athletics Indoor 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 Indoor 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 Indoor Championships in more depth including the competition, additional opportunities and the Pre-Qualification Form, you can contact us on [bidning@worldathletics.org](mailto:bidning@worldathletics.org), where you can also send your completed Pre-Qualification Form.



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

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