



World Para  
**Athletics**

# World Para Athletics Championships

Bidding Summary for 2023 and 2025 Editions

# 1 The World Para Athletics Championships

World Para Athletics Championships is the flagship competition of World Para Athletics ('WPA'). The first World Para Athletics Championships (formerly IPC Athletics) were held in Berlin, Germany in 1994. The Championships, as have the entire Paralympic Movement, have grown considerably since.

The now biennial competition was most recently hosted in Dubai, United Arab Emirates and featured over 1,300 athletes from 116 nations, making it the largest single Para sport event ever held. In 2022, the tenth edition of World Para Athletics Championships will take place in Kobe, Japan.

In 2021, WPA will decide the hosts of the 2023 and 2025 World Para Athletics Championships.

**THESE WORLD CHAMPIONSHIPS TRANSFORM LIVES  
ON AND OFF THE TRACK**



## 2 Why Bid?

- Bring the world's marquee Para athletics event to your region while investing in post COVID-19 economic recovery
- Showcase your city and country to the world
- Leverage the unique economic and especially the social benefits of these championships
- Become a recognised global leader around diversity and inclusion

### Minimal investment – Maximum ROI

- **Cost:** Modest budget compared to other world sports events
- **Economic Benefits:** Collaborate with tourism partners to bring athletes and spectators from over 100 nations. London 2017 found a direct regional economic impact of nearly EUR 50 million
- **Impact:** Guaranteed headline grabbing world records and jaw dropping performances
- **Reach:** Growing global television and social media audience. Dubai 2019 attracted a record worldwide cumulative audience of more than 300 million viewers
- **Long-term Legacy:** Much more than a sports event – a Championships with a social legacy. Like the Paralympic Games, the World Para Athletics Championships is the world's leading sports event driving social change

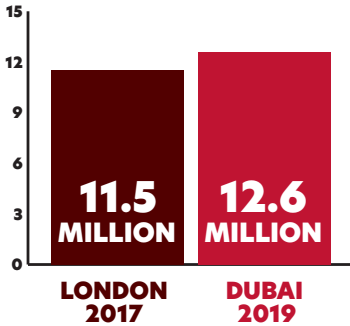


# Growth of the World Championships

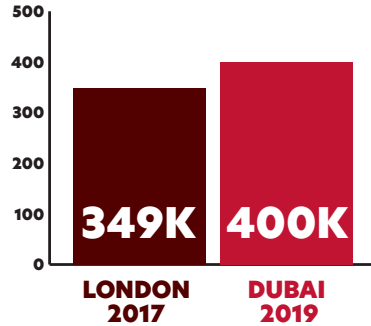
## FACEBOOK



### FACEBOOK REACH & IMPRESSIONS



### FACEBOOK LIVESTREAM VIEWS



### FACEBOOK IMPRESSIONS

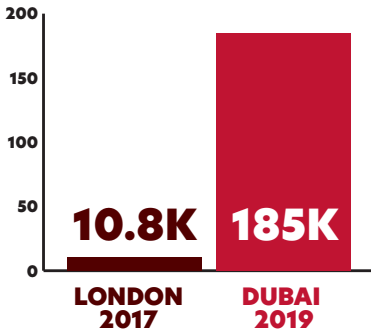
**12.6 MILLION**  
DUBAI 2019

# Growth of the World Championships

## INSTAGRAM & TWITTER



### INSTAGRAM ENGAGEMENTS



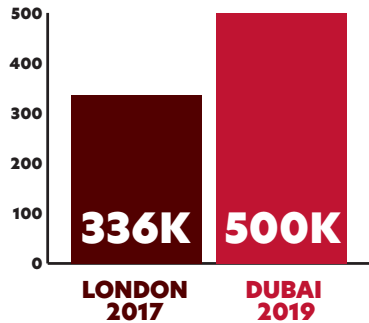
### TWITTER IMPRESSIONS

**2.1 MILLION**

DUBAI 2019



### TWITTER VIDEO VIEWS



### INSTAGRAM IMPRESSIONS

**1.6 MILLION**

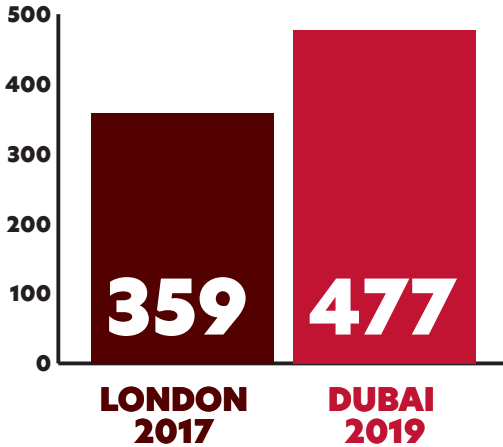
DUBAI 2019

# Growth of the World Championships

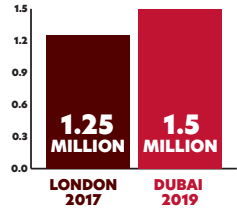
## TV & YOUTUBE



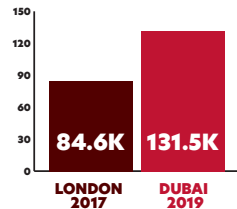
### BROADCAST HOURS



### LIVE MINUTES WATCHED ON YOUTUBE



### YOUTUBE LIVE VIEWS



## How the event drives social change and leaves a social legacy

- The Championships showcase your city as a leader in accessibility and inclusion for all
- The event has proven legacy of raising awareness of systemic barriers faced by people with disabilities and improving the accessibility infrastructure throughout the host city including transportation, venues, and hotels
- Aligns your community's long-term strategic plan to the event's goals around diversity, inclusions and sustainability
- The Championships encourage Local Organizing Committees to adopt best practices including delivering sustainable events (ISO20121)



### 3 2023 World Championships Bid Timelines

Delivery Actions	Final Date
WPA open the bid process and release the Expression of Interest.	November 2020
Submission of Expression of Interest forms to WPA	28 January 2021
WPA release detailed bid documents to the eligible Bid Authorities (BA)	By January 2021
Meetings/Calls with prospective hosts on-demand	January-March 2021
Submission of final bid to WPA	2 April 2021
Bid evaluation and inspections and follow up requested from finalists	April-June 2021
Evaluation reports created and Selection of host	July 2021





## 4 2025 World Championships Bid Timelines

Delivery Actions	Final Date
WPA open the bid process and release the Expression of Interest.	November 2020
Submission of Expression of Interest forms	31 March 2021
WPA release detailed bid documents to the eligible Bid Authorities (BA)	April 2021
Meetings/Calls with prospective hosts on-demand	April-July 2021
Submission of final bid to WPA	August 2021
Bid evaluation and inspections and follow up requested from finalists	September-October 2021
Evaluation reports created and Selection of host	November 2021



## 5 Bidding Fee

EUR 5,000 is the bidding fee required to be paid together with the submission of the final bid. If a BA is applying for one or both editions of the Championships at the same time, one fee of EUR 5,000 is necessary.

## 6 Host City Requirements

This list is a brief breakdown of key requirements. Full requirements will be shared with provision of bid book template to bidding authority.

### General

- City with a minimum population of 250,000 residents and a greater metropolitan area population of more than 1,000,000 residents
- Ensure all Championships venues are available for the duration of the Championships (15-16 days total)
  - 1-2 days arrivals
  - 3-4 days classification
  - 10 days competition (including opening ceremony and closing ceremony)
  - 1-2 days departures
- Minimum of 3,000 beds in hotels or village setting located within approximately 30 minutes' drive of main venue and training venues
- A minimum of one international airport located within the city
- A minimum budget of at least 8 million Euros (recommended no less than 10 million Euros)

### Championships Venues

- Minimum 15,000 seat stadium
  - Minimum 8-lane certified synthetic track
  - Warm up facilities including standard 400m track with at least 6-lanes, jumping and throwing areas (short throws), and a separate long throwing area
  - Team preparation spaces

- Dedicated athletes, international officials, and national officials' lounges
- Media tribunes for approximately 100 seats and a media centre with approximately 200 seats or the ability to create a temporary solution
- In stadium VIP seating and hospitality facilities or the ability to create a temporary hospitality centre
- Broadcast compound or the ability to set up a temporary broadcast compound throughout the duration of the Championships
- Minimum two additional training venues with 6-lane track (minimum), high jump, long jump, shot put and long throwing areas
- High traffic “fan village” area or similar
  - Includes area for a Medals Plaza (victory ceremonies) and special events stage
  - Includes space for sponsor activation and/or Championship spectator engagement



## 7 WPA Contributions

WPA will appoint and cover the cost of the Host Broadcaster (“HB”) who is responsible for delivering the production of the international signal and broadcasting services for the Championships.

WPA will also contribute a grant ring-fenced to cover the services costs of the following areas:

- Results and Information
- Timing and Scoring
- Sport Presentation

WPA shall determine of the level of service and appoint service suppliers/providers.



## 8 Summary of Financial Obligations

- The Local Organising Committee (LOC) is responsible for the overall management of the event budget. The following are the main financial obligations of the LOC:
- Ensure full-board accommodation for NPC Delegations, at least 60% of such accommodation shall cost no more than EUR 80 per person per night (minimum three (3) stars standard);
- Pay air and ground travel costs for WPA workforce and representatives (maximum of 40);
- Pay full-board accommodation for WPA for a maximum of 1,200 room nights (European four (4) or five (5) stars standard);
- Pay travel and full-board accommodation of the required site visits;
- Pay travel, full-board accommodation, and per diem (no less than EUR 35 per day) for all WPA International Delegates and Officials (European four (4) or five (5) stars standard);
- Pay any related cost for national competition officials;
- Pay travel and full-board accommodation and all other associated costs (including transport of equipment) for the result and information, timing and scoring, and sport presentation contractors appointed for the Championships;
- Provide free of charge offices for WPA secretariat at Championships hotel and main competition venue;
- Provide and pay costs of full VIP hospitality area and services throughout competition days (maximum 10).
- Pay associated costs for the operation of the Championships Management System (Accreditation, Sport Entry, Accommodation, and Arrival and Departure) and production of accreditation cards and lanyards. Pay for the development costs of any requested updates of the system.
- Pay the organisation costs of any sport forum or membership gathering to occur prior to or after the Championships (maximum one (1) day);
- Pay for services, facilities, infrastructure and other requirements that are required to support the broadcast production and operations as outlined in the WPA Broadcasting Requirements for World Championships;

- Provide free of charge working facilities including internet connection for TV commentators and media;
- Pay the costs of the Doping Control Programme including pre-competition and in-competition test as required by WPA and Anti-Doping Education and Awareness Programme;
- Provide and pay costs of appropriate medical services for both emergency and preventative care through a dedicated medical centre and satellite services; and
- Pay for insurance policies as required by WPA.

## 9 Expression of Interest for Hosting World Para Athletics Championships

Please find the Expression of Interest Form [here](#) and submit the required information supporting documents to [bid@WorldParaAthletics.org](mailto:bid@WorldParaAthletics.org) no later than the respective deadline for 2023 and 2025 editions.





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