

# BID GUIDE THE WORLD ATHLETICS CHAMPIONSHIPS 2029+31

Published June 2025



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







# WE ARE WORLD ATHLETICS

**We are the international governing body for the sport of athletics.**

Our vision is to use the power and accessibility of athletics and our athletes to create a healthier and fitter world.

As the foundation of all sport, World Athletics aims to ensure that the joy of running, jumping, throwing and walking continues to grow strongly in all corners of the globe. These basic skills, developed early, benefit all sport and lead to healthier, fitter individuals and communities.

We have never been more optimistic about the future of our sport, because of the breadth of talent amongst our athletes and the level of engagement amongst our fans is stronger than it has ever been.



## The World Athletics Series

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The World Athletics Series events are seven of the highest-profile international championships in our sport.

Each World Athletics Series 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.

The biennial World Athletics Championships is our flagship event and the jewel of our World Athletics Series.



## The World Athletics Championships 2029 / 2031

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The World Athletics Championships (WCH) is one of the most prestigious major international sporting events in the world.

As the pinnacle athletics event of the year and the outdoor season finale, it brings together the world's best track and field athletes to compete for their nations on the biggest stage of all.

### A Global Spotlight

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#### Our Athletes

(based on Budapest WCH 2023)



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## Value Proposition

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The World Athletics Championships 2029 / 2031 will generate high impact economic, media and social value for the host city, within a sustainable framework.

### Economic

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### Media

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### Social

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### Environment

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## Total Event Impact

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Both the profile and scale of the World Athletics Championships make it well positioned to deliver a meaningful return on investment.

Event organisers, athletes, officials, spectators and recreational runners all bring inbound spending power to stimulate the host city's economy.

Below is a breakdown of the total event impact based on Budapest WCH 2023:

**Total Event Impact: USD\$ 408.4m**





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## Fans & Tourism

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The World Athletics Championships is an ideal opportunity to promote the very best of the host city's attributes to visitors. The event attracts a balanced demographic with higher-than-average spending power and offers an unforgettable fan experience.

### Fans (based on London WCH 2017)

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### Fan Experience (based on Budapest WCH 2023)

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## Tourism

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## Media Coverage

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The World Athletics Championships captures the world's attention and interest with record breaking exploits, epic rivalries and feel-good moments.

## Broadcast

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World Athletics is responsible for the World Athletics Championship's broadcast production and all broadcast partnerships. The event is broadcast in every country in the world on TV / digital, and all the major broadcasters (including BBC, NBC, TBS, CCTV, beIN, AFROSPORT, ARD/ZDF, Rai/Sky and others) are fully committed to showing the event in 2029 and likely to renew for 2031.





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## Press/Media

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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 positive news headlines worldwide.

## Digital Press (based on Budapest WCH 2023)

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## Print Press (based on Budapest WCH 2023)

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## Social Media (based on Oregon WCH 2022)

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The introduction of new exclusive behind-the-scenes access, influencer programmes and fan giveaways are all part of World Athletics' efforts to cater for new digital audiences and drive genuine connection and engagement across all major social media platforms.



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## Social Impact

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Engaging the local community in the World Athletics Championships is an important feature of the event's success and is a USP (unique selling proposition) that sets this property apart from other major international sporting events. World Athletics can advise and support hosts to deliver the most relevant social impact for the host city's community before, during and after the event.

### Local Resident Feedback (based on London WCH 2017)

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## Health, Fitness & Well-Being

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As modern society tackles obesity and other health issues, athletics offers one of the most accessible forms of exercise. The World Athletics Championships can act as an important catalyst to promote health, fitness and well-being in the host city and inspire behavioral change across the host country.

At the Budapest WCH 2023, there were incentives for Hungarians to become more active by receiving substantial ticket discounts for participating in “Everyday Heroes” sporting events in the lead up to the event.

## Youth Programmes / Schools

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Past and present athletics legends can visit schools and clubs to share the positive effects of athletics and exercise generally. Youth training programmes and competitions can engage children and young people to connect with the event and might even help to promote it.

At the Oregon WCH 2022, a Youth Engagement Programme was launched across 800 schools across the state called “Making Tracks” to inspire young people to fulfil their potential and maintain healthy, active lifestyles whilst also celebrating the diversity of each country competing.





## Work Experience

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At the Budapest WCH 2023, 12 individuals from around the world had the unique opportunity to take part in the World Athletics Photography Workshop during the event. This covered photo operations, archiving, lighting, positioning and identifying key moments, as well as meeting representatives from Sony, Nikon and Canon.

At the Oregon WCH 2022, our Host Broadcast partner recruited workforce from the local community through a partnership with Oregon University.

## Volunteers

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Volunteering can upskill workers, build friendships and forge a sense of community, as well as boosting future event hosting opportunities.

Based on Budapest WCH 2023:

## Social Initiatives

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World Athletics strongly advocates for geographical and gender diverse representation across the event workforce. The World Athletics Championships also provides an excellent platform for the host city to drive social initiatives and support important causes.

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

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

**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 events.

**Promoting Diverse Businesses** - Women and / or BIPOC (Black, Indigneous and People of Colour) owned businesses were intentionally recruited for catering and food trucks.



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## Additional Opportunities

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World Athletics encourages hosts to bolster the impact of the World Athletics Championships beyond the competition itself with a range of additional complimentary events.

### Mass Participation Races

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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.

### Health & Fitness Expo

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An official health and fitness event exhibition can be organised during the event under terms and conditions agreed with World Athletics and its marketing partner.

### Athletics Clinics

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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.

### Athletics Outreach

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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.



## Parkruns

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

## E-learning Initiatives

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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 local talent.

## Other Activations

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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
- Kids' Athletics



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## Environmental Impact

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In recognition of environmental challenges faced by cities around the world, such as climate change, biodiversity loss and air pollution, as well as the growing scrutiny under which the event industry is placed, World Athletics takes the environmental impact of our events very seriously and will work with hosts to fulfil leading industry standards.

## Athletics for a Better World Standard

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To minimise the environmental impact of our events and maximise their local economic benefits, World Athletics has developed the Athletics for a Better World Standard, a system that evaluates and scores an event's achievement in sustainable delivery and in delivering the event in alignment with the World Athletics sustainability strategy. The standard is tiered, with platinum, gold, silver, bronze and recognized event achievement levels.

To ensure that sustainability is firmly embedded in our World Athletics Series events and that high standards are consistently maintained, the host of the World Athletics Championships is required to comply with at least the Athletics for a Better World Standard gold level achievement on sustainability.

More information can be found on the World Athletics website ([click here](#)).

## Air Quality Project

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As part of World Athletics' 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.



## Sustainability Initiatives

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Some examples of the environmental initiatives at our World Athletics Championships, include the below from the Oregon WCH 2022:

**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 programs.

**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 5,200lbs of edible food to the local charity ‘Food for Lane County’ and composted 3,660lbs of food waste.

# Event Budget

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The budget for the World Athletics Championships will vary according to local costs and conditions. World Athletics is pleased to schedule initial meetings with bid committees to discuss requirements and anticipated event budgets in more detail.

## Host City Revenue

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As well as public funding, there are a number of valuable commercial revenue streams available to finance the World Athletics Championships:

**(a) The World Athletics Championships**

- National sponsorship income and VIK\*
- Ticket sales
- Merchandising\*
- Commercial hospitality sales\*
- Concession revenues\* (food and beverage etc.)
- Hotel commissions
- Official Programme sales

**(b) Additional Events**

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

*\*Subject to the Category Release Agreement being concluded with World Athletics and its marketing partner<sup>1</sup>*

## Bidding Requirements

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Based on the World Athletics' Global Calendar, the preferred dates for the World Athletics Championships 2029 / 2031 are the second and third weeks of September.

The host city must be accessible for both personnel and equipment travelling from all parts of the world, so reasonable proximity to an international airport is essential.

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 same surface product as the main stadium.

The road courses must comply with the requirements of Rules 54 (Race Walking) and Rule 55 (Road Races) of the Technical Rules. These must 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.

## World Athletics Congress

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The World Athletics Congress meets every two years at the World Athletics Championships. The 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 will assist with local logistics for the Congress.

## 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:

- 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.

## Bidding Process

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The bid process for the World Athletics Championship 2029/31 is set out in the Bidding Calendar on our website (click [here](#)) and if interested to host either the World Athletics Championships 2029 / 2031, please submit a Pre-Qualification Form by **1<sup>st</sup> October 2025**.

World Athletics is grateful for the interest and commitment of prospective hosts to create a healthier and fitter world by investing in the World Athletics Championships 2029 / 2031.

The information contained in this Bid Guide represents an overview of the World Athletics Championships 2029 / 2031 hosting opportunity with reference to impact data from several past editions of the event.

The World Athletics Championships 2029 / 2031 bid process will be run in accordance with the World Athletics Bidding Rules (click [here](#)). The respective host city decisions will be taken by World Athletics' Council on recommendation by the Bid Evaluation Panel. The bid documents including the Evaluation Methodology, Event Organisation Agreement, Event Guide and Technical Manual will be shared with qualified bidders following the Pre-Qualification stage.

In the meantime, if you wish to discuss the requirements of the World Athletics Championships 2029 / 2031 in more detail – please contact us at [bidding@worldathletics.org](mailto:bidding@worldathletics.org)





