



Kids

10 June  
2016

Recreational

11 June  
2016

Nederlandse Triathlon Bond  
European Triathlon Union

12 June  
2016



Europe -- > Nederland -- > Limburg -- > Weert

# Ambition & roadmap Stadstriathlon Weert (1)



It is the ambition of the "**City Triathlon Weert**" organization to establish a professionally organized triathlon with both national and international participants.

In addition to the **professional athletes** the **recreation** and **youth athletes** will always center stage on the race calendar.

The objective of the organization is fully in line with the top sports policy of the NTB, local government of Weert and province of Limburg.

The city triathlon race fits perfectly into the overall picture of the Weerter "Loot" schools and the triathlon club in Weert which means talent development, training, clinics and triathlon competition as total **end to end package**.

On Friday afternoon the youth and schools are central to make an easy access to the triathlon sport and competition, while in the weekend the emphasis will be on both recreational as well as NTB, ETU, ITU competitions.

The organization leverages both **official emergency services** as the **local associations** to assure the perfect combination of capacity, capability, quality and continuity.

Because of the unique **cloverleaf** design all aspects of the sport of triathlon are nearby and easy to follow for both potential athletes, parents, athletes, coaches, supporters, sponsors and the public. In addition, because of the central location of Weert the race is very easily accessible via car, train, plane.

# Ambition & roadmap Stadstriathlon Weert (2)



The **first triathlon** was organized in **2010**. In 2011 the NTB NK youth and in 2014/2015 the NTB NK Olympic Distance and first ETU OD YOG were added to the competition.

End 2014, the foundation "City Triathlon Weert" was established whereby the entire organization has been modified and extended in line with the 2024 ambitions and growth strategy.

The organization wants to maintain and secure this growth path by creating every two years an significant expansion and enrichment of the program.

Target is to expend with the ETU program European Cup in Olympic distance triathlon in 2016 and the first EK ETU OD in 2019, which is also the 10th anniversary of the City triathlon.

In 2021, the organization seeks a new challenge by adding the ITU to the competition calendar for the Olympic distance.

Besides that the organization wants to **specialize** in a **qualitatively very high-quality ¼ & OD triathlon race** the Friday afternoon will always remain for the youth a low-threshold triathlon while on Saturday, the recreational athlete will remain central in order to promote the triathlon sport in a broader sense.

This organization carries out the policy of motivating and developing both youth and international professional triathlete.

For the detailed strategic roadmap see next slide,

# Roadmap 2024



Year	Friday	Saturday	Sunday
2010		Recreational OD	
2011		Recreational OD	NTB NK youth & junior
2012		Recreational OD	NTB NK youth & junior
2013		Recreational OD	First division
2014	Schools	Recreational OD, NTB NK OD	ETU OD YOG, Ere, 2nd -division
2015	Kids for gold, schools, child parent	Recreational OD, NTB 3rd, 2nd division, sprint, trio	NTB NK OD, parent child, Aspirants
2016	Kids for gold, schools, child parent	Recreational sprint/OD, Women, Youth, Trio, NTB 2nd Division, Company competition	ETU European cup OD Man / Women, NTB Ere division sprint
2017	Kids for gold, schools, child parent	Recreational sprint/OD, Women, Youth, Trio, NTB 2nd Division, Company competition	ETU EK Youth , NTB Ere division sprint
2018	Kids for gold, schools, child parent	Recreational sprint/OD, Women, Youth, Trio, NTB 2nd Division, Company competition	ETU European cup OD heren/dames, Youth qualifier OD, NTB Ere division sprint
2019	Kids for gold, schools, child parent	Recreational sprint/OD, Women, Youth, Trio, NTB 2nd Division, Company competition	ETU EK OD Men / Women, NTB Ere division sprint
2020	Kids for gold, schools, child parent	Recreational OD/ ½, Women, Youth, Trio, NTB 2nd Division, Company competition	ITU OD, NTB Ere division sprint
2021	Kids for gold, schools, child parent	Recreational OD/ ½, Women, Youth, Trio, NTB 2nd Division	ITU OD, NTB Ere division sprint
2022	Kids for gold, schools, child parent	Recreational OD/ ½, Women, Youth, Trio, NTB 2nd Division, Company competition	ITU OD, NTB Ere division sprint
2023	Kids for gold, schools, child parent	Recreational OD/ ½, Women, Youth, Trio, NTB 2nd Division, Company competition	ITU OD, NTB Ere division sprint, (Tnatura)
2024	Kids for gold, schools, child parent	Recreational OD/ ½, Women, Youth, Trio, NTB 2nd Division, Company competition	ITU OD, NTB Ere division sprint, (Tnatura)



# Roadmap ETU 2016-2019



2016: ETU European cup OD  
2017: ETU EK Youth  
2018: ETU European cup OD, Youth qualifier  
2019: ETU EK OD  
2019: *10<sup>th</sup> anniversary City Triathlon Weert*

NTB: Ere, 2<sup>nd</sup> division sprint  
NTB: Ere, 2<sup>nd</sup> division sprint  
NTB: Ere, 2<sup>nd</sup> division sprint  
NTB: Ere, 2<sup>nd</sup> division sprint

# ETU 2016



## ETU:

*At the ETU Executive Board it was decided that your bid has been successful and that your event can be called a (Premium) European Cup and/or Junior European Cup.  
Congratulations !!!!*



### ETU Triathlon European Cup

Date	Event	Place	Country
10 April	ETU Triathlon European Cup ETU Triathlon <i>Junior</i> European Cup	Melilla *(provisional)*	ESP
8 May	ETU Triathlon European Cup	Madrid	ESP
4 June	ETU Triathlon <i>Junior</i> European Cup	Kupiškis	LIT
12 June	ETU Triathlon European Cup	Weert	NED
17 June	ETU Triathlon <i>Junior</i> European Cup	Kitzbühel	AUT
2 July	ETU <u>Sprint</u> Triathlon PREMIUM European Cup ETU Triathlon <i>Junior</i> European Cup	Holten	NED
3 July	ETU <u>Sprint</u> Triathlon European Cup	Tartu	EST
9-10 July	ETU Triathlon <i>Junior</i> European Cup (semi-final/final)	Tiszaújváros	HUN
17 July	ETU Triathlon <i>Junior</i> European Cup	Zagreb	CRO
23 July	ETU <u>Sprint</u> Triathlon European Cup	Rotterdam	NED
23-24 July	ETU Triathlon <i>Junior</i> European Cup	Riga	LAT
30-31 July	ETU Triathlon European Cup	Ēğirdir	TUR
31 July	ETU Triathlon <i>Junior</i> European Cup	Tábor	CZE
6-7 August	ETU <u>Sprint</u> Triathlon European Cup	Malmö	SWE
13 August	ETU <u>Sprint</u> Triathlon European Cup	Tønsberg	NOR
28 August	ETU Triathlon PREMIUM European Cup	Karlovy Vary	CZE
28 August	ETU Triathlon <i>Junior</i> European Cup	Tulcea	ROU
3 September	ETU Triathlon <i>Junior</i> European Cup	Bled	SLO
11 September	ETU Triathlon PREMIUM European Cup	Constanta-Mamaia	ROU
15-16 October	ETU Triathlon European Cup ETU Triathlon <i>Junior</i> European Cup	Alanya	TUR

## ETU:

**Weert** - Another solid event that has in the past been used to select athletes for the Youth Olympics. Easy to get to and with a very warm welcome

## Facts and figures



**7** th city triathlon Weert

**26** hours top sport    **1** VCC    **31** nationalities

**350** volunteers    **7** coordinators

**24** medics    **2** km run track    **5** swim tracks

**10** km Bike track    **2500** athletes

**2** swim locations

**25** km road diversions    **3** day event    **41** sponsors

**12** organizations    **50** team leads    **1** finish area

**20** diversions    **10000** spectators

**2** nd weekend June    **2** transition zones

# Corporations



HMC  
Helmvaarders



ARCUS

350 volunteers

24 medics

12 organizations



# Concept program, 3 day event



## Friday 10 June

- Go for Gold kids and schools
- Child Parent
- **"Singel" Run AV Weert**

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## Saturday 11 June

- Recreational Sprint
- Recreational ¼, OD
- NTB, 2<sup>nd</sup> division sprint
- Company competition

11 June  
2016

## Sunday 12 June

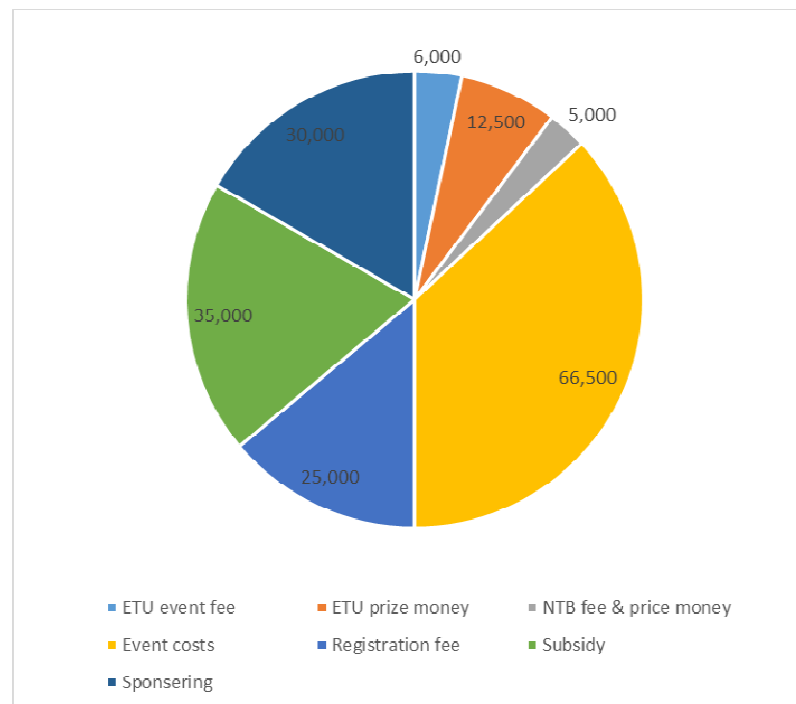
- ETU, European cup
- NTB, Ere division sprint

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# Budget 2016



ETU event fee	6,000	Registration fee	25,000
ETU prize money	12,500	Subsidy	35,000
NTB fee & price money	5,000	Sponsoring	30,000
Event costs	66,500		
	<b>90,000</b>		<b>90,000</b>



# Vraag om eerder garantie



ETU pre contract moet op uiterlijk 30 October getekend worden “Stichting Stadstriathlon Weert” en Nederlandse Triathlon Bond:

1) De organisatie, datum, locatie

2) Het financiële gedeelte (betaal termijnen januari, april en mei)

- Bid Fee 2,000€
- Event Fee 4,000€
- Prize Money 12,500€