

BID GUIDE THE WORLD ATHLETICS RACE WALKING TEAM CHAMPIONSHIPS 2028 / 2030

July 2025



www.worldathletics.org





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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

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.



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The World Athletics Race Walking Team Championships 2028 / 2030

The biennial World Athletics Race Walking Team Championships brings together the world's best racewalkers to compete for their nations on the big stage.

The accessibility of this competition allows any nation in the world to participate and to be truly competitive. The field of racers and the medals table is as diverse as it gets in elite athletics. The competition is wide open for anyone to stake a claim in becoming the latest World Champion.

All the action takes place on a flat 1-2km loop course. The versatility of the course allows this event to adapt to any location in a walkable city, whether it takes place on a popular beach promenade, incorporates a city landmark or even passes through a facade. This is street racing and is designed as an event for the people, appealing to curious passers-by, spectators and recreational participants of all ages and abilities.

We are also happy to work with hosts on expanding the programmes further by connecting with additional walking/movement opportunities that hosts feel would contribute to both the profile of the event and their community.

Bids are now open for the next two editions of the World Athletics Race Walking Team Championships which will take place in 2028 and 2030.



The Power of Walking

The power of walking is infinite - walking is the most popular exercise activity in the world and it can support healthier, safer and more sustainable communities.

Research has shown that walking can help people live healthier and longer. A walking routine, if done properly, has all the standard benefits of aerobic exercise such as improvements in the heart and circulatory systems, better blood glucose control, normalisation of blood pressure, it can also slow or decrease cognitive decline, as well as reduce anxiety and depression.

As the most accessible way to meet the recommended physical activity levels, it is little wonder that walking is getting a great deal of attention from public policymakers at all levels. Major cities around the world are also increasingly assessing their 'walkability', a term that refers to how safe, convenient and efficient it is to walk in an urban environment.

The World Athletics Race Walking Team Championships requires minimum build and is the most sustainable event in the World Athletics Series family. With walking the focus, host cities can showcase pedestrianised areas and paths, as well as incorporating green and active transport as a central feature of the event.

Power walking, speed walking, fitness walking. Race walking has many names and personalities. It can be rhythmic and eccentric fitting for a festival atmosphere, and yet the race pace and technical intensity demonstrates a narrative of resilience. Whichever way your host city chooses to characterise it, this event will likely capture attention, challenge perceptions and shift lifestyle habits in favour of walking.

The World Athletics Race Walking Team Championships aims to highlight both the walkability and unique features of your host city and it could be the perfect catalyst to move things forward for your community, one step at a time.



Value Proposition

The World Athletics Race Walking Team Championships 2028 / 2030 will generate economic, media and social value for the host city, within a sustainable framework.

Economic

Media

Social

Environment



Total Event Impact

The global nature and profile of the World Athletics Race Walking Team Championships (WRWTC) enables it 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 Antalya WRWTC 2024:

Total Event Impact: **USD\$ 3,000,000**





Fans & Tourism

The World Athletics Race Walking Team Championships can help to promote the host city's landmarks and attractions to visitors. The event attracts a balanced demographic with higher-than-average spending power and offers a memorable fan experience.

Fans (based on Antalya WRWTC 2024)



Media Coverage

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

Broadcast (based on Antalya WRWTC 2024)

World Athletics oversees the World Athletics Race Walking Team Championship's broadcast production and all broadcast partnerships.





Press/Media

The World Athletics Race Walking Team Championships makes positive news headlines worldwide.

Online and Print Press (based on Antalya WRWTC 2024)

Social Media (based on Antalya WRWTC 2024)

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

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Social Impact

Engaging the local community in the World Athletics Race Walking Team Championships is an important feature of the event's success and is a USP (unique selling point) that sets this event apart from other 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 Antalya WRWTC 2024)

Health, Fitness & Well-Being

As modern society tackles obesity and other health issues, walking offers the most accessible form of exercise. The World Athletics Race Walking Team 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.

Youth Programmes / Schools

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

Volunteers

Local residents and sports enthusiasts can also immerse themselves in the event experience through volunteering which can upskill workers, build friendships and forge a sense of community, as well as boosting future event hosting opportunities.

Based on Antalya WRWTC 2024:



Additional Opportunities

World Athletics encourages hosts to bolster the impact of the World Athletics Race Walking Team Championships beyond the competition itself with a range of additional side events.

Mass Participation Races

The host may deliver mass participation races in conjunction with the World Athletics Race Walking Team Championships which can generate additional revenue and / or act as a promotional tool for the event and other local races.

Health & Fitness Expo

If hosting a mass participation race, an official health and fitness event exhibition can also be organised during the event under terms and conditions agreed with World Athletics and its marketing partner.

Athletics Clinics

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

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

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

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

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

- 'Year-to-go' countdown events
- Athlete engagement events
- Conferences and summits
- Concerts and local festivals
- Kids' Athletics



Environmental Impact

In recognition of environmental challenges faced by cities around the world, such as climate change 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

As part of World Athletics 2030 Sustainability Strategy, World Athletics has developed the Athletics for a Better World Standard complete with ISO 20121 Sustainable Event Certification. 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 Race Walking Team Championships is required to comply with at least the Athletics for a Better World Standard bronze level achievement on sustainability.

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

Air Quality Project

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 can measure clinical and environmental data at the World Athletics Race Walking Team 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

The World Athletics Race Walking Team Championships provide an ideal setting to engage different segments of the community in the event through various sustainability initiatives.

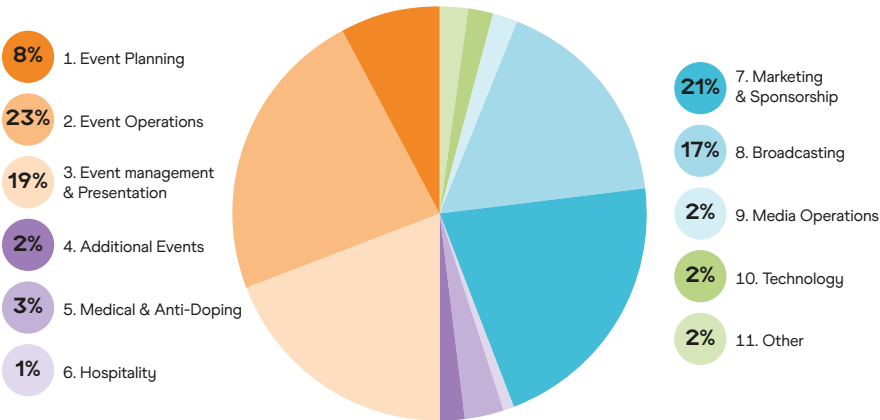
On the eve of the 2022 event in Muscat, nearly 40 local and international athletes, volunteers and World Athletics staff gathered at a local beach for a clean-up, collected more than 30 bags of trash. In Antalya two years later, more than 30 local participants from the World Athletics Kids Athletics programme and other community members teamed with four athletes from Team Australia to collect and remove nearly 23kg of trash. Each event took under an hour and both received significant local media coverage. In Muscat, athletes also participated in a tree planting at the host venue.



Event Budget

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

The indicative event budget is circa US\$ 1,000,000



Host City Revenue

As well as public funding, there are also some valuable commercial revenue streams available to finance the World Athletics Race Walking Team Championships:

(a) The World Athletics Race Walking Team Championships

- National sponsorship income and VIK
- 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' marketing partner.

Bidding Requirements

Based on the World Athletics' Global Calendar, the preferred dates for the World Athletics Race Walking Team Championships 2028 / 2030 are in the first two weeks of April.

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 course loop for the World Athletics Race Walking Team Championships must be no shorter than 1km and no longer than 2km. It must comply with the requirements of rule 54.1.1 of the Technical Rules and be designed in accordance with the recommendations contained in the World Athletics publication "Race Walking – A Guide to Judging and Organising". Hosts must also provide training areas and a warm-up area at the venue.

Hosts will be responsible for providing all technical and functional facilities at the venue, including athletes' changing rooms, call room, mixed zone, a gathering area for medal ceremonies, doping control station, recorders' booth, technical information centre and competition information desks. Hosts will also be responsible for the installation of a video screen for the public showing of the television signal, a quality sound system and event decoration, as well as ensuring a reliable and modern communications system.

Official Hotels and Meeting Rooms

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 Guests
- 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

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 Race Walking Team Championships 2028 / 2030.

The information contained in this Bid Guide represents an overview of the World Athletics Race Walking Team Championships 2028 / 2030 hosting opportunity with reference to impact data from the most recent edition of the event.

The World Athletics Race Walking Team Championships 2028 / 2030 will run in accordance with the World Athletics Bidding Rules ([click here](#)).

The bid process for the World Athletics Race Walking Team Championship 2028/30 is set out in the Bidding Calendar on our website ([click here](#)) and if interested to host either edition, please submit a Pre-Qualification Form by **1st September 2025**.

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. The respective host city decisions will be taken by World Athletics' Council on recommendation by the Bid Evaluation Panel.

In the meantime, if you wish to discuss the requirements of the World Athletics Race Walking Team Championships 2028 / 2030 in more detail – please contact us at bidding@worldathletics.org



