



WORLD ORIENTEERING CHAMPIONSHIPS IN THE YEAR 2020

Guidance notes for WOC applicants

I. Introduction

The World Orienteering Championships (WOC) are organised every year. In accordance with the decision of the Extraordinary General Assembly of the IOF in Inverness, Scotland in August 2015, odd years shall be organised with forest based competitions and even years shall be organised as urban based competitions.

In accordance with the above, all IOF member federations are hereby invited to submit to the IOF an application to host the WOC in the year 2020 (Urban formats). Note that the announcement of this application is also being sent to potential venue partners, however any application shall be submitted by an IOF member federation. The application deadline is 15 March 2016.

II. General information on application criteria and procedure

Except for the front sheet, there is no pre-printed application form to be filled in. Applicants are asked to supply the IOF with a free-form application containing the requested information. In particular, the applicant should express a clear vision of and a concept for the WOC.

The **WOC programme 2020** includes one interval-start sprint competition including a qualification and a final race, a mixed-gender Sprint Relay (2 Men/2 Women per team), and one additional competition format (which is not yet defined). All competitions are intended to be organised in an urban environment. In addition to the competitions above the program includes ceremonies (opening, medal and closing ceremonies), adequate model events and rest, an Official Banquet and Athlete's Banquet. The total WOC program is not expected to be longer than 5 days.

As the format of the 3rd medal competition is not yet defined, applicants are asked to acknowledge that they will organise this event within the format decided by the IOF Council.

The goal of the IOF is to achieve extensive media coverage and sponsorship support for the WOC. **The Leibnitz Convention**, the **WOC Guidelines**, the **Protocol Guide** and the **Sponsor Guide** (all available on the IOF website, www.orienteeing.org) are guiding documents in order to make IOF events more attractive and exciting, and of better quality for competitors, spectators, the media (including TV and the Internet), and sponsors.

For information on the **competition formats**, please consult the Competition Rules for IOF Foot Orienteering Events.

Event dates

In preparing the application, the organiser shall consider the IOF policy on conflicting event dates (document available on the IOF website). According to this policy, the WOC 2020 dates cannot overlap with the dates of the following event:

- IAAF European Championships (location/dates not yet decided)
- UEFA Euro 2020 (June – July, exact dates not yet decided)
- Olympic Summer games Tokyo 2020 (24 July – 9 August)



Competition Arenas

The quality of the competition experience depends significantly on the location and the nature of the competition arena, the layout and quality of its facilities, and the extent to which it is possible to see the athletes in action. Wherever possible in the context of providing a fair and suitably challenging competition, arenas should be attractive, easily accessible and provide opportunities for building a good spectator experience. The arena may use existing facilities or be temporarily built for the occasion.

The organiser should consider the spectator aspect also in their marketing of the event, to an internal orienteering fan base as well as the general public. The organisation of the event should be done in such a way as to maximize the number of on-site spectators and enhance their experience.

Arena Production

The IOF has a strong ambition to raise the visibility of orienteering in the world of sports and within the orienteering community. The World Orienteering Championships is considered to be the prime showcase and the applicant is therefore expected to share this ambition and to be ready to invest in the presentation of the event to achieve the highest possible number of spectators, both in the physical arena and following from home.

The following aspects must be part of Arena Production:

- Carefully planned arenas
- Quality commentary in fluent English
- Image production and presentation to large video screens in the arena including GPS tracking
- On-line broadcast of the arena image production, commentary and results to the Internet via IOF LiveCenter
- Live TV signal available to international TV broadcasters

Media Aspects

WOC shall be organized with live TV coverage of all finals. The organizers shall cooperate with the IOF Office regarding supplier agreements for the TV productions to ensure consistency across WOC years and regarding the marketing and sales of TV and streaming rights. The organizers shall make sure that the utilization of advanced technology for presenting orienteering competitions on TV and the internet is possible at the event venues, i.e. infrastructure for reliable GPS tracking and TV production equipment shall be available.

The main event centre and each race venue should have well equipped media centres providing good infrastructure facilities and easy means of communication for reporters and photographers. There shall be no accreditation or use fees charged for media representatives.

The WOC website should have advanced design and provide wide-ranging information in fluent English before, during (including 'live' updates on the races) and after WOC.

In the evaluation of the applications, the IOF will pay particular attention to the below aspects:

- The applicant's vision of the WOC and the outlined event concept
- Preferably a centralised accommodation of athletes, officials, media representatives etc., the aim of which is to create an 'Olympic Village' atmosphere.
- Suitable areas for each of the event formats
- Good maps and courses
- Attractiveness for spectators
- Cooperation agreement with venue, local authorities and the potential for sponsorships
- The organisers/federation shall be committed to a TV production agreement
- The event is planned to ensure the possibility for excellent TV coverage
- The arena and competition area facilities, with good press facilities and good access to phone and internet.
- Spectators' races in connection with the WOC
- Meeting facilities
- The overall budget and financial package proposed



Currently, the WOC involves about 350 athletes, 100 team officials and 150 media representatives.

In addition, the IOF General Assembly may be organised in connection with WOC 2020. If the organiser is interested in also hosting the General Assembly information about conference opportunities should be included in the application. Independent of the General Assembly, IOF Council and Commission meetings and seminars are organised in conjunction with the WOC. This means that approximately another 100 – 150 national and IOF delegates are present during the WOC.

For more information about the set of criteria used to evaluate WOC bids, please see Appendix 1.

Sanction fee to be paid for the WOC organising rights

As decided by the IOF Council, the applicants pay an application fee of 1,000 EUR. This fee goes towards the evaluation of the bids. The fee shall be paid by the application deadline 15 March 2016.

In accordance with the Competition Rules for IOF Foot Orienteering Events, the IOF Council has taken the decision to impose a levy on the WOC. The sanction fee applicable to the WOC in the year 2020 is subject to negotiation based upon the potential income from TV rights, sponsorships and venue contributions. It is however expected that the minimum level of the sanction fee to the IOF will be consistent with the income stream from sanction fees and the respective areas mentioned above in connection with previous WOCs. The financial package and budget proposed by the organiser including the contribution to be made to the IOF will be an important aspect of the evaluation of the bid.

The fee pays for services provided by the IOF such as registration and administration tools, access to the IOF LiveCenter and assistance from the IOF in organising the event.

The fee also includes rights to sell advertisement space to sponsors. The extent of these rights is an element of the above negotiation of sanction fees.

The IOF retains the right to contract with a main WOC sponsor (Title Sponsorship for WOC). This means that the Title Sponsor's logo will be combined with an event logo as guided by the IOF. This also includes the right to major exposure of the Title Sponsor on all the number bibs, start and finish gates, along the start and the finish chute and on the results board and the podium, as well as on all official competition materials. The advertising space reserved for the Title Sponsor and other sponsors are defined in the "IOF Sponsor Guide for organisers of World Orienteering Championships". The rights and the responsibilities of the IOF and the WOC organiser and their respective sponsors and partners shall be described in the Sponsorship Agreement.

The IOF, the national federation and the local organiser shall strive to achieve as extensive TV and Internet coverage of the event as possible. The organiser may not enter into any TV or Internet agreement without prior consultation with, and approval of, the IOF. Agreement about TV rights will be included in the above negotiation of sanction fee.

Applicants should provide information they find relevant to the above negotiations, i.e. how they propose to organise sponsorship sales and rights sales and the extent of venue contributions which can be expected. Applicants should describe how they see cooperation with the IOF in these areas.

III. How to apply for the WOC in 2020

The application (in English) shall be submitted to the IOF Office by the national orienteering federation, not by the local organiser. The application shall consist of the filled-in front sheet, a free-form application containing the requested information, and any necessary appendices. The application deadline is 15 March 2016.

The preferred application format is scanned PDF copy of the front sheets that is merged with your free form application in PDF format into one single PDF application document. Attachment documents should also be in PDF format.



The schedule is as follows:

November 2015	Application forms are distributed to the national orienteering federations and potential venues
15 March 2016	Applications to host the WOC in 2020 shall reach the IOF Office and the application fee shall be paid to the IOF bank account.
15 March 2016 →	Review of the applications, evaluation visits, preliminary organiser's agreement to be signed

The IOF General Assembly appoints the WOC organiser for the year 2020 at the IOF Congress to be held in Strömstad, Sweden August 26th, 2016. A decision about the preliminary event dates will be taken in conjunction with the appointment.

IV. Information to be included in the application

1. General information

- The applicant's vision of the WOC
- The event concept

2. Event Centre

- Location
- Accommodation (standard and price ranges with attached photos and/or brochures)
- Location/structures for ceremonies (opening/awards/closing/banquet)
- Location/structures for meetings (gatherings of 10 to 100 people)
- Location/structures for media representatives

3. Competition Centre(s)

- Competition area (terrain) description (some form of map shall accompany the application to be able to assess the applicability for the competitions)
- Experience of local organiser in hosting national and international events
- Competition centres' accessibility from the Event Centre
- Telecommunications capacity and support in the competition centres, including for GPS tracking
- Internet capacity and support in the competition centres (Media and spectators)
- Information about access to the competition centres (land ownership, usage rights etc)
- Name and experience of mapmaker

4. Travel and transportation
 - Closest international airport
 - Travel costs and alternatives in the region
 - Transport plans during the event period
5. Partnership agreements (written letter-of-intent or agreements shall be evaluated)
 - Plans/contracts with the National Federation
 - Plans/contracts with Host Venues
 - Plans/contracts with the competition centre(s)
 - Plans/contracts with sponsors
 - Plans/contracts regarding TV coverage
6. Organisation/finances
 - Planned organisation for the hosting of the WOC
 - Budget and Financial plans for the hosting of the WOC including the contribution to be made to the IOF.

V. Further information and advice

The IOF Foot Orienteering Commission (FOC) and the IOF Office are prepared to offer guidance on all aspects of organising a WOC. The WOC Guidelines can be found on the IOF website. For specific questions the follow are the appropriate contacts:

Matter	Contact	Email
TV rights, contracts, etc.	Tom Hollowell, IOF CEO	tom.hollowell@orienteering.org
Practical administration matters	David Wästlund, IOF Sports Administrator	david.wastlund@orienteering.org
Orienteering-related matters (terrains, arenas, technical requirements, etc.)	Aron Less, FootO Commission Chair	aron.less@orienteering.org

APPENDIX 1: IOF Foot Orienteering Commission’s evaluation criteria for WOC bids

Criterion	Commentary (please bear in mind that different criteria have different weightings in the assessment)
Concept	Includes proposed event dates, and structure of the proposed event venues (e.g. proximity of event venues to event centre).
Competition areas	WOC 2020 currently will have 4-5 competitions, all to be in an urban environment: Different competitions have slightly different priorities with regards to area usage and the application should reflect this.
Arena suitability’s	The suitability of proposed arenas is evaluated with regard to size, available facilities, available transport options, accessibility, facilities for media, spectator experience
Accommodation	The ability to offer centralised accommodation for most/all teams in a restricted number of venues is a positive for WOC. A good range of quality and price is extremely important. Accommodation venues should be not too far from each other. The applicant should have access to different standards of accommodation in a wide price range (please indicate).
Local tourism	Important to attract tourists for the WOC Tour races, which is important for venue economic impact and brings spectators to the arena.
Organisational ability	The applicant Federations’ and local applicant’s previous track record on national and international major event organisation.
Local support	Refers to support from local authorities and other external bodies/individuals important to the success of the event
Climate and environmental	Includes consideration of climate (with excessively hot, cold or wet climates at the proposed event times being a negative), as well as the elevation of proposed event areas.
Local costs	General cost level of the applicant country.
English spoken (language skills of organisation)	It is very important that at least a substantial subset of key officials are able to communicate effectively with the SEA and other IOF representatives
English spoken (general population)	General ability of the population to communicate in English.
Broadcasting and communications	Suitability of venues for TV (e.g. camera locations) is especially important for WOC. Mobile phone coverage of the competition area is critical for WOC in order to support GPS tracking. A reliable internet connection, both for the use of the organiser and spectators, should also be available.
Safety, security and health risks	While it is highly unlikely that an orienteering event has sufficient profile to present a specific security risk in the way that, for example, the Olympic Games or FIFA World Cup does, those associated with the event are still exposed to risks which exist generally in the region where the event is taking place (e.g. crime, political instability). Health risks (e.g. disease risk, unsafe drinking water) may also be considerations. It should also be noted that the safety/security situation may change significantly (either positively or negatively) between the allocation of the event and the date of the event taking place.
Transport to event centre and to venues	Good transport links to the event centre are important – existing guidance suggests that events should be close to international airports, but this may not be so important if there are good internal transport links. Any major event centre should be accessible by some form of public transport. The organiser should be prepared to offer transport (at the expense of users) to participants, officials and spectators.



Entry procedures/ visas	Any IOF event should be able to be accessed by participants from any IOF member country. Visa procedures which make it difficult or impossible for competitors for some countries to attend, or which require unacceptably long lead times for applications, are a significant negative for the event. This should be viewed from the perspectives of all likely participant countries.
Suitable facilities for IOF meetings	<p>A number of IOF meetings (Council and commission) are organised each year in conjunction with WOC. These meetings will require 4-5 meeting rooms able to accommodate 8-25 people. The meeting facilities should be available in the IOF hotel (or very close to it) and have a reliable wireless internet connection. All meeting rooms should be available for the duration of the WOC week.</p> <p>The IOF General Assembly is organised together with WOC in even years (e.g. 2020). A conference hall for around 150 people is needed to accommodate the participants.</p>