



Mercedes-Benz



UCI

**MOUNTAIN BIKE
WORLD CUP**

MERCEDES-BENZ

UCI MOUNTAIN BIKE WORLD CUP

INFORMATION FOR ORGANISERS

1. FOREWORD

The **Mercedes-Benz UCI Mountain Bike World Cup** is a season-long series of races that tests the skill, stamina and consistency of the world's best specialists in mountain biking. Over a period of six months, the athletes confront each other time and time again in a bid to claim the leader's jersey and, ultimately, the overall UCI World Cup title.

Hosting a round of this extremely hard-fought competition leads to positive spin-offs both for the sport and the region. The local population has a chance to see mountain bike racing at the highest level, and the venue is showcased as a top mountain bike destination.

Be it for Cross-country Olympic (XCO) Cross-country short circuit (XCC), and/or Downhill (DHI), the World Cup venue must live up to expectations of athletes, fans and sponsors alike. For the organisers, it is a major undertaking and a rewarding and satisfying experience.

In order to encourage potential hosts and to simplify their candidature procedure, the UCI has published this Bidding Guide. The aim of this document is to provide National Federations and candidature committees of potential host cities with practical information for preparing their candidature.

Questions that regularly crop up from potential hosts are answered in our concise guide, which provides advice for the different stages of the bid procedure. Issues covered include marketing rights, sponsors, budget, course requirements, team areas, and transport and accommodation requirements.

I hope that this bidding procedure will be the beginning of a long and successful collaboration between the UCI and the future organisers of a round of the **Mercedes-Benz UCI Mountain Bike World Cup**.

Good luck!

David Lappartient
UCI President



2. A BIT OF HISTORY

Mountain biking began taking off in the 1970s. While some people were striding around town in flares, others were seeking to adapt their bikes to cope with the hilliest and most difficult tracks in California. Enthusiasts very quickly began organising timed descents. The first line of mountain bikes was manufactured in 1979, and the sport has grown ever since.

The UCI Mountain Bike World Cup was created in 1991. Originally for cross-country only, the event now includes downhill. Different concepts, different rules but a common DNA: fun, based on speed, acrobatic.

Mountain biking links sport, performance and countryside. Given the nature of the sport, the topographic requirements are more important than for other cycling sports. A lot of different locations are possible: countryside, ski resorts, downtown parks - the calendar is built based on this diversity.

DID YOU KNOW?

- In XCO, Julien Absalon (FRA) is the most titled UCI World Cup athlete with six overall titles. Gunn-Rita Dahle (NOR) is the most successful woman with four titles
- In the Elite Men's competition, reigning Olympic and UCI World Champion Nino Schurter (Scott-SRAM MTB Racing Team) finished an unprecedented perfect 2017 UCI World Cup season, when he completed his sweep of all six rounds.
- France leads the DHI World Cup competitions with five overall titles each for Nicolas Vouilloz, Anne-Caroline Chausson and Sabrina Jonnier.
- In Downhill, we can put forward the amazing career from Greg Minnaar from South Africa with 21 Downhill World Cup victories and 75 Downhill World Cup podiums.

Mont St Anne (CAN)

Fort William (GBR)

La Bresse (FRA)

Vallnord (AND)

Albstadt (GER)

Nove Mesto (CZE)

Losinj (CRO)

Leogang (AUT)

Val Di Sole (ITA)

Stellenbosch (RSA)

ORGANISERS OF THE 2018 SEASON



Mercedes-Benz



MOUNTAIN BIKE
WORLD CUP



3. KEY FACTS

TELEVISION COVERAGE:

THE EVENTS ARE CURRENTLY BROADCAST WORLDWIDE

TV rights holders:	23 (2017)
Countries covered:	104 (2017)
Cumulated audience:	64.91 million (2017)
Including viewers watching dedicated coverage: (Live, delayed, hlt)	8 million (2017)

RED BULL MEDIA HOUSE (RBMH):

All events are broadcast live worldwide and free of charge on Red Bull TV and redbull.com

LIVE COVERAGE ON RED BULL TV:

- 26 live programs over the series
- 41.5 hours in total
- 2.46 million live views
- 3.33 million VOD views (video-on-demand)

2017

- 9 events
- 9 host countries
- between 150 and 250 riders for Downhill
- between 200 and 350 riders for Cross-country

4. THE ADVANTAGES OF HOSTING CYCLING EVENTS

HOSTING A UCI EVENT ENABLES A CITY TO MEET ECONOMIC, TOURISTIC & SOCIAL OBJECTIVES.

Hosting a UCI event will help a city to:

- Benefit from international media coverage which will boost the reputation of your region or city
- Showcase to the local population your initiatives for developing the bicycle as a means of transport or a leisure activity in order to address ecological and public health issues
- Inject activity into the local economy via the influx of athletes, teams, media, spectators...
- Involve your population, and in particular the youth, in a dynamic, international project
- Create a promotional platform for your city/region in order to develop tourism in general and cycle touring in particular by communicating the image of a region that favours cycling (cycle paths / scenery...)

The experience of the UCI: the most efficient strategy is to host several events over 3-4 years to create a link between cycling and the city.

Hosting a UCI mountain bike event also sends a strong message to the Mountain Bike community that your place is a great spot for this cycling discipline.

The Mountain Bike community is used to travel to find some Mountain Bike friendly places across the world.



5. BUSINESS MODEL

The UCI proposes business models that can adapt to the local economic environment. Transparency and flexibility are key elements in the relations between the UCI and the organisers.

THE UCI REQUESTS THE FOLLOWING FEES:

For all organisers:

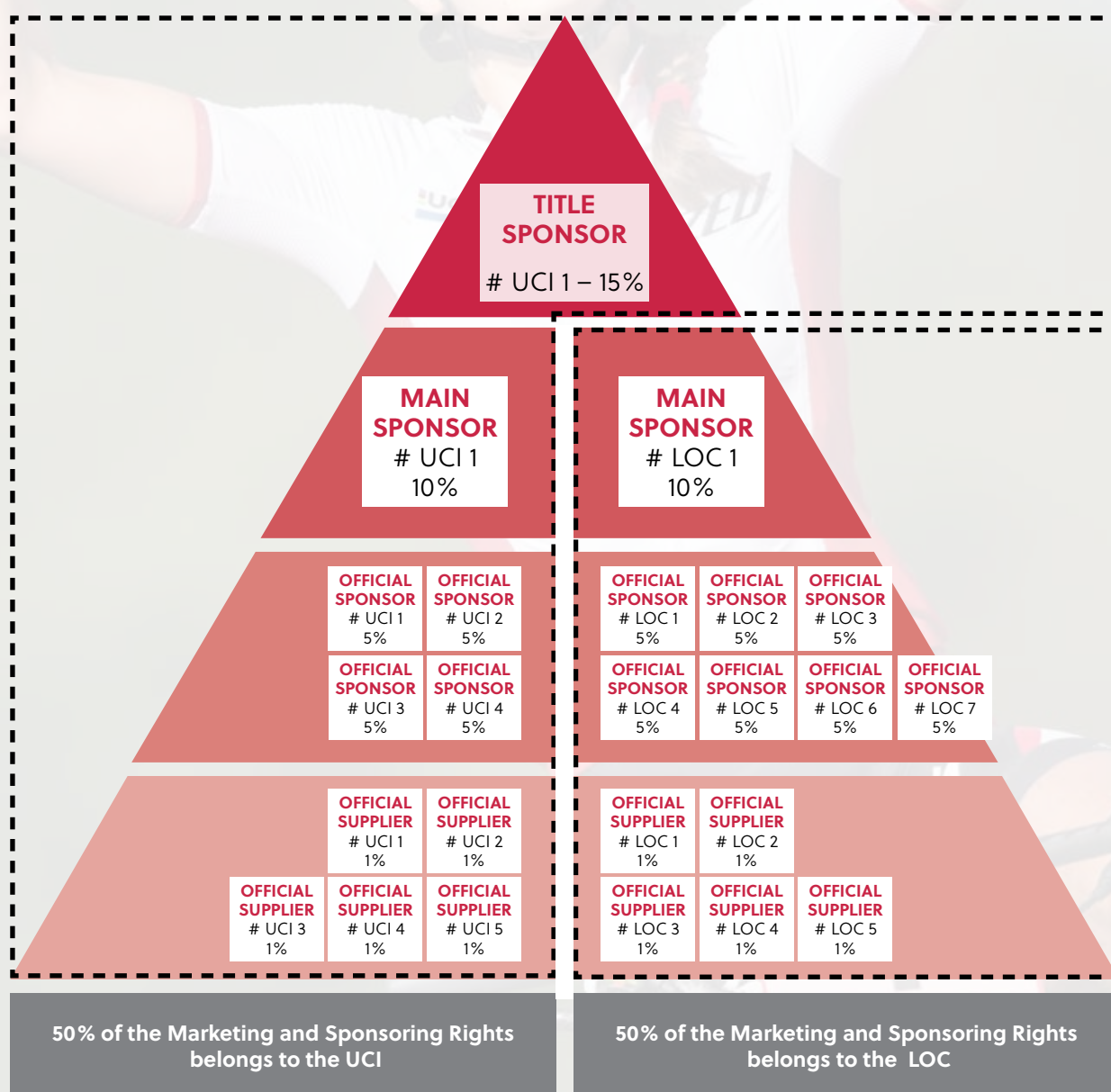
2019 - 2020	MARKETING AND SPONSORSHIP RIGHTS
32 500 €	40%
37 500 €	50%

This fee includes tv production, timing services and other services detailed under point 9.

6. MARKETING AND SPONSORSHIP RIGHTS

MARKETING RIGHTS

As stated above, the Organiser can acquire up to 50 % of the marketing and sponsorship rights. As an example of rights' distribution, the pyramid below provides a guide to the number of partners within each level of partnership and the share of voice/percentage of the marketing inventory traditionally given to each level.



* Note that Institutional Partners should be part of this marketing inventory allocation with a Partnership Tier to be determined based on % of Marketing and Sponsorship Rights granted

The structure is composed of 4 different tiers which the UCI's and Organiser's commercial and institutional partners will feed into.

These tiers will be reflected accordingly in all the event's communication and visual material. The digits indicate the potential number of partners (of both the UCI and the Organiser) at each level. The percentages represent the approximate share of marketing and sponsorship rights each level will be entitled to.

UCI PARTNERS AND PRODUCTS/SERVICES CATEGORIES

The UCI reserves the following products/services categories for its partners. Please kindly note that the below categories are subject to contract renewals and may be subject to changes. A detailed overview or final signature may be provided by the UCI upon the Organiser's request or at final contract's signature.

- Truck, Van, Car, Motorbike (50m3 and more), Electric Motorbike and all motorized transportation means by road
- Bicycle-shoes, bicycle components, pedals, rims, wheels, handlebars, stems (except forks, saddles, feeding bottles and tyres), connected cycling components (solely limited to the list of products herein and power meters)
- Camera means any device which is primarily intended to function as still image capture, vid-eo recording, or virtual reality and immersive content capture device, and related products, including but not limited to drones, mounts, video editing software, image stabilization, and other accessory products
- Timepieces and all kind of watches (digital and analogue), as well as all wrist worn devices which incorporate timing as a function of the device such as smartwatches or activity track-ers, clocks, countdown clocks, jewelry pieces with a time piece included as well as any other equipment where timing is a function of the device, timing, timing system, scoring and scoreboard equipment
- IT
- Tyres
- Energy drinks (for the avoidance of doubt, this category applies to any related catering concessions, which therefore is not entitled to commercialise any other product as part of the category and shall promote and sell UCI's partner products)
- High pressure water washer

In addition, the Organiser agrees not to enter into any partnership with any tobacco manufacturer, companies producing pornographic products, spirits, or sport betting companies.

ORGANISER'S PARTNERS

Outside of the categories reserved by the UCI, the Organiser (as well as the UCI) is free to negotiate with partners in other products/services categories, provided that the exclusive rights of the UCI partners are scrupulously respected.

The Organiser's partners are subject to the UCI's approval before the Organiser and the partner enter into an agreement.

MARKETING AND SPONSORSHIP INVENTORY

The Mercedes-Benz UCI Mountain Bike World Cup offer its partners clear visibility through the event marketing and sponsorship inventory. Please see below a non-exhaustive list of the key items.

- Boards and banners on course
- Start and finish arches on course
- Inflatable items along the course
- Backdrops and structures
- Product placement
- Official communications (program, result list, etc.)
- Public announcements by speaker
- 30-second clip played on giant screen
- Digital visibility
- Expo area
- Event tickets
- VIP hospitality

IMPLEMENTATION OF SIGNAGE

The Organiser and the UCI should work in close cooperation regarding the implementation of their respective partners. Appointed implementation teams should be piloted by the Marketing representatives of the Organiser and of the UCI.

VIP HOSPITALITY

The VIP hospitality is a significant opportunity to generate revenues for the Organiser. The UCI family should have access to the highest level of hospitality.

PROCEEDS

The Organiser may retain all income derived from:

- Its granted marketing and sponsorship rights
- Event tickets sales
- VIP hospitality sales (with the exception of the UCI VIP tickets quota)
- Official program sales
- Merchandising
- Expo area



7.MERCHANDISING

UCI PRODUCTS EXCLUSIVITY –WATCHES

The UCI official partner for the category “watches” have been granted the respective exclusivity in relation to the production of watches’ merchandising.

Consequently, the Organiser is obliged to produce any watches for its merchandising via the relevant UCI supplier.



8. TELEVISION PRODUCTION AND DISTRIBUTION

In 2019, the TV production will be fully covered by the UCI, with Red Bull Media House acting as exclusive production partner and delivering the following services and products:

- Full HD production, 1080i, 16:9
- Minimum of 14 cameras + special cameras (POV, high-speed, on-board...)
- Live coverage of all DHI and XCO events broadcast on Red Bull Media House's platforms
- One 26' highlights programme for single events for national & international distribution
- Two 26' highlights programmes for double events for national & international distribution
- One 10' news (max) competition / discipline for national & international distribution

Despite the very significant investment from Red Bull Media House into the production, it is possible that for specific venues a contribution from the organisers will be requested. This will be decided on a case by case basis.

Organisers are also encouraged to liaise with potential local host broadcasters to partner with RBMH and eventually share the local TV rights.

The UCI is the exclusive owner of worldwide broadcasting rights of the UCI Mountain Bike World Cup in the widest sense of the term (which includes radio, television, Internet, DVD, Mobile TV, IPTV, Video on Demand, Giant Screen, etc.). In 2019 Red Bull Media House will also act as the exclusive worldwide distribution agency.

9. UCI / ORGANISERS SHARE OF RESPONSABILITIES

SERVICES PROVIDED BY THE UCI:

- Mercedes-Benz UCI Mountain Bike World Cup series label
- General coordination of the series
- TV production & distribution
- Timekeeping (including scoreboard) / results
- TV graphics
- Worldwide promotion of the series
- Technical advice and feedback on courses and event layout in the build up to the event
- Practical Organisation Guide for the 2018 Mercedes-Benz UCI Mountain Bike World Cup
- Decoration and set up of the official infrastructure (start and finish arches, backdrops)
- Appointment and payment of a Technical Delegate
- Appointment and payment of the President of the Commissaires Panel and one secretary
- Liaison with the anti-doping organisation which will appoint Doping Control Officer(s)
- Visual guidelines
- Online registration
- Post event report and TV analysis
- Annual seminar for all organisers
- Leaders' Jerseys
- Payment of the overall ranking prize money at the end of the season (World Cup general ranking)
- Implementation of UCI partners
- Trophies for the winners of the overall ranking

SERVICES PROVIDED BY THE OC:

- Payment of fees
- Organisation of the 2018 Mercedes-Benz UCI Mountain Bike World Cup in line with the terms and conditions specified in the contract
- Respect of the UCI rules, UCI World Cup Organisation Guide and Visual Guidelines
- Cash payment of the prize money for the event
- Promotion of the event
- Medical services
- VIP area and activities
- Accommodation for UCI staff (up to 80 nights, half board)
- Anti-doping related costs
- Adequate insurance coverage
- Athletes' identification (bike plates, body numbers, etc.)
- Timing cabling
- Implementation of OC partners

10. PRIZE MONEY PER EVENT

	PER EVENT (PAID BY THE ORGANISER)			OVERALL (PAID BY UCI)	
	MEN + WOMEN	M/W U23	M/W JUNIORS	MEN & WOMEN	
WORLD CUPS	XCO & DHI	XCO	DHI	XCO & DHI	XCO U23
1st	3 750 €	400 €	200 €	10 000 €	3 000 €
2nd	2 100 €	265 €	130 €	6 000 €	2 000 €
3rd	1 250 €	200 €	100 €	4 000 €	1 000 €
4th	800 €	165 €	80 €	3 000 €	500 €
5th	600 €	130 €	65 €	2 500 €	
6th	500 €	100 €	50 €	2 000 €	
7th	350 €	80 €	45 €	1 500 €	
8th	300 €	65 €	30 €	1 500 €	
9th	250 €	50 €	25 €	1 000 €	
10th	200 €	30 €	20 €	1 000 €	
TOTAL	10 100 €	1 485 €	745 €	32 500 €	6 500 €

* A prize money for the XCC event, Men and Women, might be introduced from 2019.

11. CALENDAR

2019

EVENTS	DATE	VENUE
Mercedes-Benz UCI MTB World Cup - XCO	09-10.03.2019	
Mercedes-Benz UCI MTB World Cup - DHI	27-28.04.2019	
Mercedes-Benz UCI MTB World Cup - XCO	18-19.05.2019	
Mercedes-Benz UCI MTB World Cup - XCO	25-26.05.2019	
Mercedes-Benz UCI MTB World Cup - DHI	01-02.06.2019	
Mercedes-Benz UCI MTB World Cup - DHI	08-09.06.2019	
Mercedes-Benz UCI MTB World Cup - XCO/DHI	06-07.07.2019	
Mercedes-Benz UCI MTB World Cup - XCO/DHI	13-14.07.2019	
Mercedes-Benz UCI MTB World Cup - XCO/DHI	03-04.08.2019	
UCI MTB WORLD CHAMPIONSHIPS presented by Mercedes-Benz - XCO/DHI	31.08-01.09	Mont-Sainte-Anne (CAN)
Mercedes-Benz UCI MTB World Cup - XCO/DHI	07-08.09.2019	

2020

Mercedes-Benz UCI MTB World Cup - XCO	07-08.03.2020	
Mercedes-Benz UCI MTB World Cup - DHI	March	
Mercedes-Benz UCI MTB World Cup - DHI	25-26.04.2020	
Mercedes-Benz UCI MTB World Cup - DHI	02-03.05.2020	
Mercedes-Benz UCI MTB World Cup - XCO	16-17.05.2020	
Mercedes-Benz UCI MTB World Cup - XCO	23-24.05.2020	
Mercedes-Benz UCI MTB World Cup - DHI	13-14.06.2020	
Mercedes-Benz UCI MTB World Cup - XCO/DHI	20-21.06.2020	
UCI MTB WORLD CHAMPIONSHIPS presented by Mercedes-Benz - XCO	26-28.06.2020	Albstadt (GER)
Mercedes-Benz UCI MTB World Cup - XCO/DHI	22-23.08.2020	
UCI MTB WORLD CHAMPIONSHIPS presented by Mercedes-Benz - DHI	05-06.09.2020	Leogang (AUT)
Mercedes-Benz UCI MTB World Cup - XCO/DHI	12-13.09.2020	

SCHEDULE

A schedule for the Mercedes-Benz UCI Mountain Bike World Cup races is provided by the UCI.

However, parallel to the major events that make up the World Cup series, there is a desire to offer more activities - sporting and cultural - to all participants and supporters.

To achieve this, the organisers are urged to integrate the organisation of a Mercedes-Benz UCI Mountain Bike World Cup round into a framework of supporting and mass participation events.

If any additional side events apart from the Elite UCI World Cup races are planned, an indication of these should be supplied.



12. BIDDING PROCESS

June 27th 2018:

- Deadline for submission of bidding file
- Two files need to be prepared either in French or in English and returned to **Caroline Constantin**, Deputy MTB Coordinator (offroad@uci.ch)

13. BIDDING FILE CONTENT

FOR EACH BID, THE NATIONAL FEDERATION OR CANDIDATE/ORGANISER MUST SUBMIT A FILE INCLUDING THE FOLLOWING:

- A letter of introduction on letterhead from the Host National Federation
- Any introductory notes that are appropriate as well as any other supporting letters and documentation from public / tourism / city authorities
- Letter of introduction mentioning their motivation or reason(s) for the bid
- Full contact details of the organiser
- References and events already organised on the circuit
- Date requested
- Installations available (race headquarters, press room, team managers' meeting room, commissaires room, VIP facilities, official hotel; etc.)
- Provisional budget (income and expenses)
- Geographical location/situation (distance from the airport, motorway, big city)
- A course map as described below
- For new events: location, transportation and accommodation details

Any other information that could be relevant to the bid should also be included

COURSE(S)

A description of each of the courses (Cross-country Olympic, Downhill, XCC) is required. These descriptions should include the % breakdown of the following sections of the courses:

- Climbing (XCO) including metres gained
- Descending (DHI should be 100%)
- Wide track
- Single track
- Fast downhill sections
- Slow technical downhill sections
- Features
- XCO start loop if applicable

The following information should also be included:

- A detailed course map indicating start and finish area(s), feed / technical assistance zone, spectator hot spots and access, danger spots and first aid locations
- Outline of previous events run on this course
- A diagrammatic course profile with details of height gains and losses
- A GPS plan of the start finish area showing the finish line (if possible on Google Earth)
- Catering facilities, car parking areas, expo trade stand, team technical support areas
- Descriptions of any bridges/artificial obstacles (if applicable)
- Description of any man made obstacles on the course
- An indication of the ground conditions along the course
- Outlines of alternative plans in case of bad weather (if required)
- Uplift system information for Downhill events

11. EVENT LEGACY

DEVELOPING CYCLING IN YOUR CITY

In hosting a UCI event you will have the perfect platform to promote the development of cycling in your city.

- ✓ *Do you want to promote your region/city as bike-friendly?*
- ✓ *Do you wish to develop tourism in your area and encourage your citizens to use bikes as a means of transport?*

Hosting a UCI event is a concrete translation of your ideas and plans. The UCI can support you as you build a strategy to develop cycling: we can provide you with ideas and benchmarks from successful initiatives around the world to help you to reach your goals. We share the same target: to develop cycling!

Cycling is more than a sport, it is the answer to many concerns of our society: public health, environment, traffic...



UCI BIKE CITY LABEL

In order to promote cities and regions that invest in cycling, the UCI has created a "UCI Bike City Label".

This label will distinguish cities active in two areas:

- Hosting a UCI events
- Developing cycling within its population.

The city/region will be entitled to use the label over a five-year period.

The label will be awarded each year during the UCI Road World Championships. A communication plan dedicated to the winners will be established through the UCI's various communication channels.

12. THE UCI

The Union Cycliste Internationale (UCI) is the world governing body for cycling recognised by the International Olympic Committee (IOC). The UCI's mission is to develop and promote cycling - in close collaboration with National Federations - as a competitive sport, as a healthy recreational activity and as a means of transport.


The UCI governs eight disciplines of the sport of cycling: road, track, mountain bike, BMX, para-cycling, cyclo-cross, trials, indoor cycling. Four of them are represented at the Olympic Games (road, track, mountain bike and BMX), two at the Paralympic Games (road and track) and three at the Youth Olympic Games (road, mountain bike and BMX).

Additionally, the UCI promotes a number of its own events, including the UCI Road World Championships, an iconic annual event, and a wide range of other UCI World Championships and World Cups across the various disciplines. The different sizes and scopes of our events ensure that UCI cycling events can be hosted by all cities.

INTERNATIONAL UCI EVENTS ARE HELD ANNUALLY FOR ALL OUR DISCIPLINES

ROAD	UCI Road World Championships UCI Gran Fondo World Championships
MOUNTAIN BIKE	UCI Mountain Bike World Championships presented by Mercedes-Benz Mercedes-Benz UCI Mountain Bike World Cup
TRACK CYCLING	UCI Track Cycling World Championships presented by Tissot UCI Juniors Track Cycling World Championships Tissot UCI Track Cycling World Cup
CYCLO-CROSS	UCI Cyclo-cross World Championships Telenet UCI Cyclo-cross World Cup
PARA-CYCLING	UCI Para-cycling Road World Championships UCI Para-cycling Track World Championships UCI Para-cycling Road World Cup
BMX	UCI BMX World Championships UCI BMX Supercross World Cup
BMX FREESTYLE	UCI BMX Freestyle World Cup
TRIALS	UCI Trials World Cup
URBAN CYCLING	UCI Urban Cycling World Championships
INDOOR CYCLING	UCI Indoor Cycling World Championships UCI Cycle-ball World Cup UCI Artistic Cycling World Cup
MASS PARTICIPATION	Road, Mountain Bike, Track

The UCI headquarters are located in Aigle, Switzerland, at the UCI World Cycling Centre.



The information contained herein is of indicative nature only and is meant to provide potential organisers with the general requirements of the UCI. All contained information and requirements concerning the Mercedes-Benz UCI Mountain Bike World Cup may evolve and be altered at a later stage. Substantial amendments and modifications to the UCI's requirements, if any, will be reported to the Organiser and shall be reflected in the Organisation Agreement that will be signed with the Organiser and/or through the Organisation Guide that will be provided.

In case of any discrepancy between the terms and conditions of the Organisation Agreement and the information provided in the bidding documentation, the Organisation Agreement will prevail.

CONTACTS

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