



**2020 UCI URBAN CYCLING  
WORLD CHAMPIONSHIPS**

**INFORMATION FOR ORGANISERS**

**A NEW EVENT AT THE HEART OF YOUR CITY**

# 1. FOREWORD

One of the oldest Olympic sports, cycling has been on the programme of the Games since the first modern edition in 1896.

The UCI is proud of this long history, but we are careful not to rely solely on the past. We regularly invest in and develop new cycling disciplines that complement our traditional disciplines and help shape the future of our sport.

That is why we are pleased to present: the UCI Urban Cycling World Championships. This includes three disciplines:

- Trials which is already governed by the UCI
- BMX Freestyle Flatland, last discipline to have been integrated to the UCI
- BMX Freestyle Park, newly integrated into the Olympic program

The concept of the UCI Urban Cycling World Championships arose in response to a growing demand for events linked to the urban culture. Taking our sport into the heart of big cities was a major challenge, not least due to obvious logistical constraints. Nevertheless, these modern and dynamic UCI World Championships are perfect for downtown competition venues. They will bring together the world's very best specialists in the three disciplines, who will vie for the rainbow jersey and the title of World Champion. At the same time, the local population will be treated to an easily-accessible and exciting show of the very highest level.

The UCI greatly appreciates the interest and commitment shown by all potential organisers. In bidding to host the UCI Urban Cycling World Championships, you have already demonstrated your wish to invest in the future of these three disciplines and I thank you sincerely for that.

I hope that this bidding procedure will be the beginning of a long and successful collaboration between the UCI and the future organisers of the UCI Urban Cycling World Championships.

Good luck!

**David Lappartient**  
UCI President



# 2. EVENT CONCEPT

Over recent years, city centres have become major and popular fields of play. Obstacles provided by inner-city architecture are used in many different ways by people on bikes, on skateboards or simply using their physical strength to jump and climb. Bicycles play a key role in this new trend and have become a central part of the urban culture.

As a result, cities have expressed a growing desire to organise city-centre events, which do not involve major logistical constraints.

The UCI has responded to this sporting tendency and the expectations of cities with the UCI Urban Cycling World Championships.

This event will feature the UCI World Championships for 3 sports:

- BMX Freestyle Park
- BMX Freestyle Flatland
- Trials

1 EVENT, 3 DISCIPLINES!

## A NEW EVENT DEDICATED TO AND DEVELOPED FOR CITY CENTRES:

- Compact and dynamic
- Strong image benefits
- Limited logistical constraints: minimal road closures
- Full turnkey solution to limit the workload



# 3. SPORT PROGRAMME

Nine rainbow Jerseys for women and men are at stake for the winners of three spectacular disciplines:

## BMX FREESTYLE PARK

The Park discipline of BMX Freestyle is perfectly suited to an urban setting.

- Competition format:**
- Individual runs
  - Scored based on difficulty and originality

- Strengths:**
- Very popular among the youth
  - Impressive jumps

## BMX FREESTYLE FLATLAND

BMX Freestyle Flatland is perfectly suited to an urban setting.

- Competition format:**
- Individual runs
  - Scored based on difficulty and originality

- Strengths:**
- Strong artistic dimension
  - Symbol of Urban culture

## TRIALS

Trials is the perfect urban sport: these riders are able to climb or jump over any type of obstacle on their bikes

- Competition format:**
- Individual run
  - Obstacle course completed on a bike
  - Penalties incurred for touching the ground with the body

- Strengths:**
- Very spectacular
  - Possibility to create dramatic and striking obstacles
  - Proximity to riders

# 4. EVENT CONCEPT AND POSITIONING

## KEY ELEMENTS

<b>Total number of athletes:</b>	<b>300 - 400</b>
<b>Logistics</b>	<b>Monday to Monday</b>

The installation will start on the first Monday with the UCI partner and everything will be removed by the next Monday.

## REQUIREMENTS

10,000m<sup>2</sup> if the 3 sports take place at the same venue.

It is up to the host city, bearing in mind any impact on costs, to decide if the 3 competitions will be concentrated at the same site or be organised in different areas. In any case, the UCI requests that the sports take place within walking distance of each other.

## SERVICES

The UCI proposes a full turnkey solution

The sporting infrastructure (BMX competitions structures,, obstacles, course design) is the responsibility of the UCI and its suppliers, thus limiting the city's workload.

## POSITIONING

### FREE EVENT IN THE CITY CENTRE

- A well-known and emblematic area of the city
- A free event for the citizens
- Adapted to the local environment

### COMPACT AND DYNAMIC

- All sports in the same place
- Competitions short, intense and spectacular
- 4-day event with limited logistical constraints

### SPORT, CULTURE AND CONVIVIALITY

- The best men and women riders
- A true show: music, dance, lights
- A platform to highlight urban culture



**FISE** World  
Edmonton

# 5. THE ADVANTAGES OF HOSTING CYCLING EVENTS

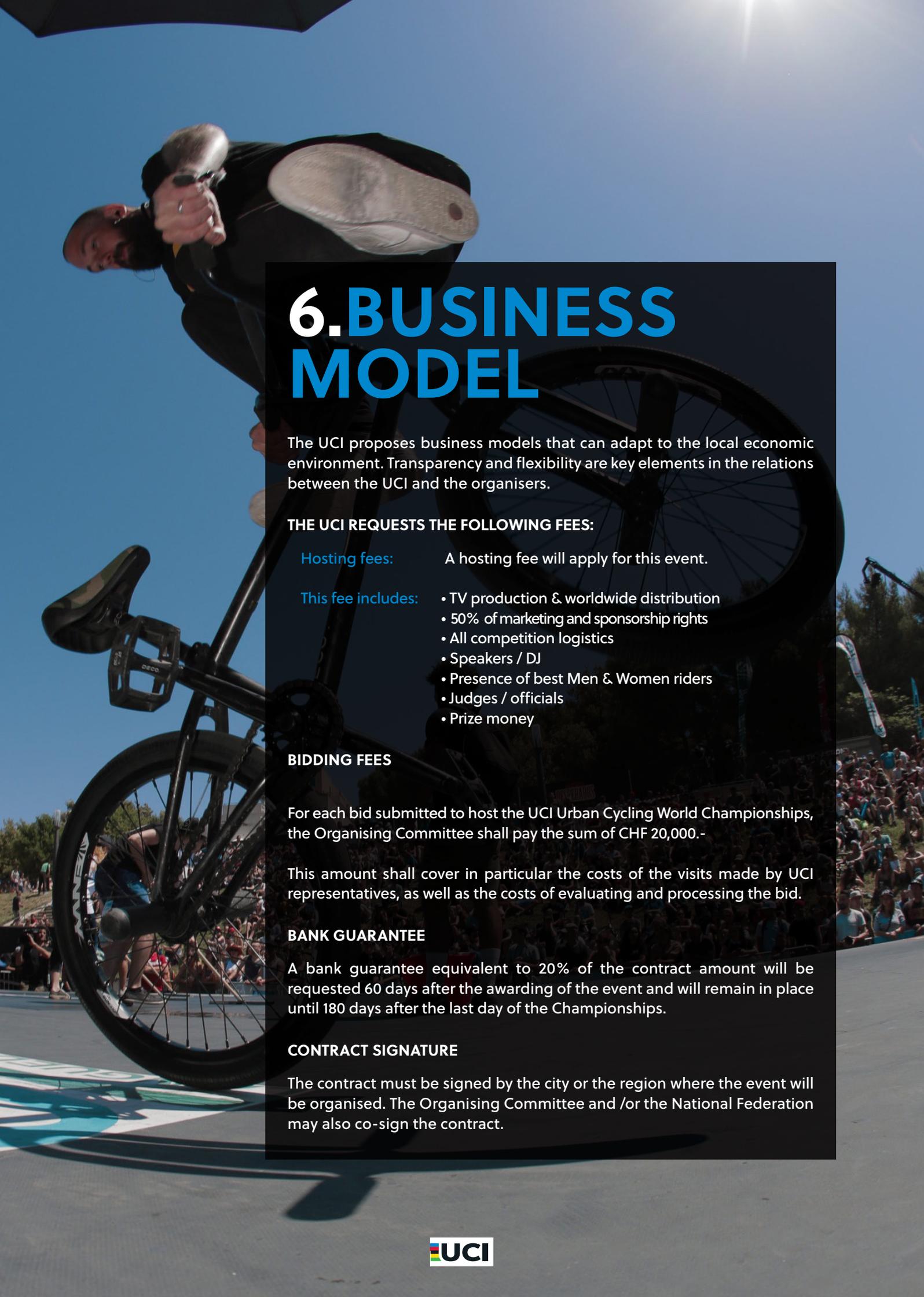
**HOSTING A UCI EVENT ENABLES A CITY TO MEET ECONOMIC, TOURISTIC & SOCIAL OBJECTIVES.**

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. Organising a round of the UCI Trials World Cup, for instance, could be a good way to build momentum.***





# 6. 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:

**Hosting fees:** A hosting fee will apply for this event.

**This fee includes:**

- TV production & worldwide distribution
- 50% of marketing and sponsorship rights
- All competition logistics
- Speakers / DJ
- Presence of best Men & Women riders
- Judges / officials
- Prize money

## BIDDING FEES

For each bid submitted to host the UCI Urban Cycling World Championships, the Organising Committee shall pay the sum of CHF 20,000.-

This amount shall cover in particular the costs of the visits made by UCI representatives, as well as the costs of evaluating and processing the bid.

## BANK GUARANTEE

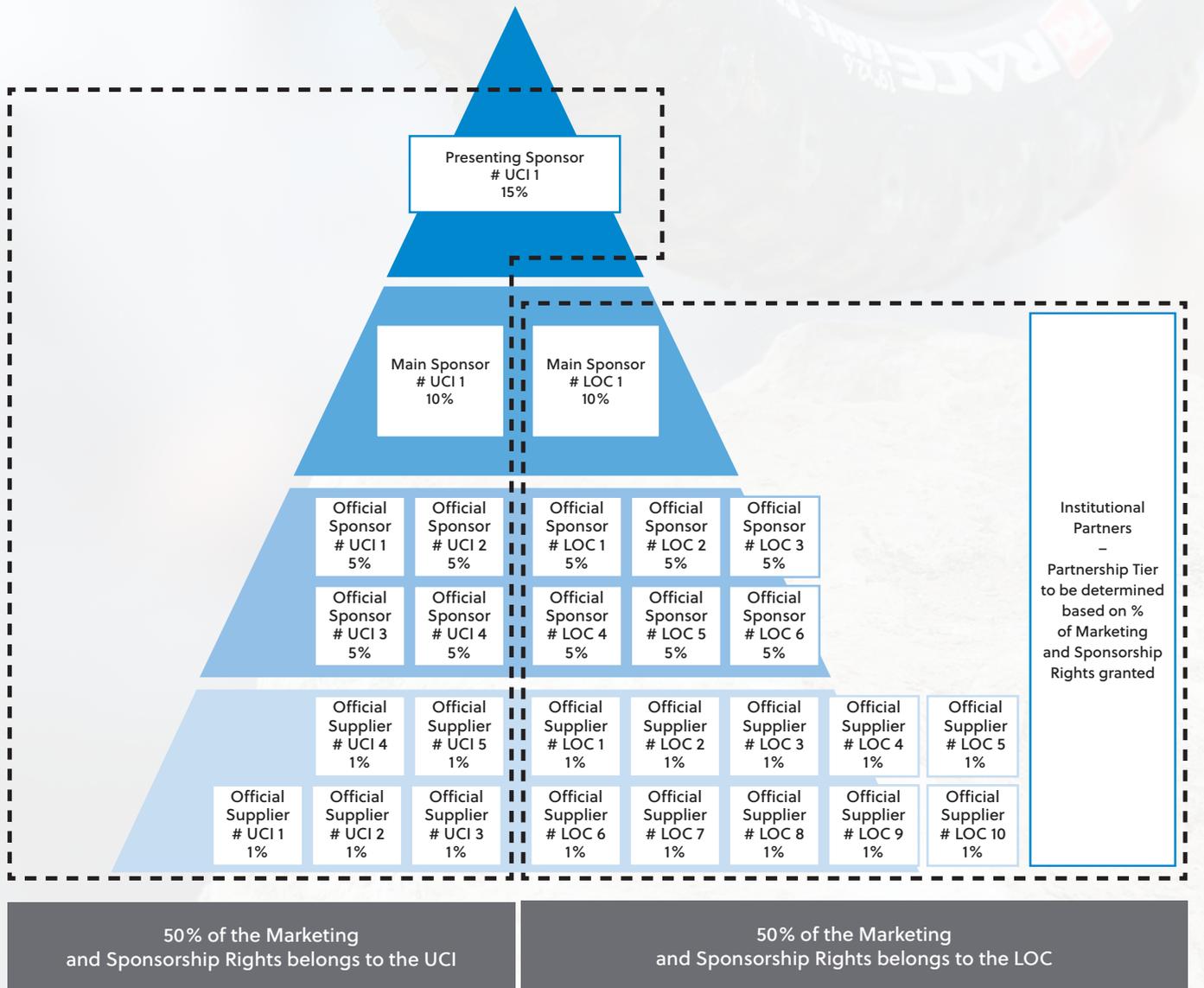
A bank guarantee equivalent to 20% of the contract amount will be requested 60 days after the awarding of the event and will remain in place until 180 days after the last day of the Championships.

## CONTRACT SIGNATURE

The contract must be signed by the city or the region where the event will be organised. The Organising Committee and /or the National Federation may also co-sign the contract.

# 7. MARKETING AND SPONSORSHIP RIGHTS

As stated above, the Organiser will acquire 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.



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 may be provided by the UCI upon the Organiser's request.

- 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 trackers, 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;
- Cycling clothing and sportswear;
- Drones;
- IT (anything related to data processing including computing technologies, hardware, software, network providers, etc..).

In addition, the Organiser agrees not to enter into any partnership with any tobacco manufacturer, companies producing pornographic products, spirits, or sport betting companies (some categories are prohibited and others tolerated under certain conditions by virtue of articles 1.1.008 to 1.1.090 of the UCI Regulations).

## ORGANISER'S PARTNERS

Outside of the categories mentioned above, the Organiser 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 UCI Urban Cycling Championships offers 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
- Beach flags on course
- Ramp logo (BMX Freestyle Park only)
- Obstacles on course (Trials only)
- Floor logo (BMX Freestyle Flatland)
- Inflatable items along the course
- Backdrops and structures
- 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 is responsible for the implementation of its own and the UCI partners' signage in, on and around the sport circuits. The appointed implementation team(s) will 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

# 8. TELEVISION PRODUCTION AND ELECTRONIC MEDIA RIGHTS

The UCI will guarantee top level live television production at its own costs via its production partner and therefore remains the exclusive owner of the worldwide electronic media rights including any media rights within the territory of the UCI Urban Cycling World Championships (Host Country Rights).

## MEDIA DISTRIBUTION

The UCI distribution partner will take care of extending the media coverage on a worldwide basis via its international partners.



# 9. MERCHANDISING

The merchandising can be a source of revenues for the Organiser but it generates also an important workload and can be difficult to implement for limited quantities whereas the UCI is aware that the Organiser has limited resources.

To make the Organiser's life easier, the UCI has launched a merchandising program: an official partner has been appointed and has a range of products ready to be ordered.

The UCI official partner will have the exclusivity on the merchandising items: all merchandising orders have to be addressed to the UCI official partner.

The Organiser owns the merchandising rights and will retain 100% of the sales revenues (with the exception of the below reserved categories). The Organiser can request to modify the design, to develop specific products and ordered UCI branded items or items branded with the event logo.

Depending on the Organiser's strategy, the UCI official partner can also create your webstore and manage the payments, preparation and sending. The UCI official partner can also connect directly with your partners if they want to produce items related to your UCI events.

## **UCI PRODUCTS EXCLUSIVITY – CYCLING CLOTHES, SPORTSWEAR, AND WATCHES**

The UCI official partners for the categories "cycling clothes", "sportswear" and "watches" have been granted the respective exclusivity in relation to the production of merchandising cycling clothes, sportswear and watches.

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

# 10. SHARE OF RESPONSABILITIES: ORGANISERS / UCI



SERVICE PROVISION	ORGANISER	UCI
Coordination of UCI Urban Cycling World Championships		✓
Organisation Guide		✓
Staff before, during and post event	✓	✓
UCI Technical Delegates		✓
UCI Secretaries		✓
Commissaires' Panels		✓
UCI Urban Cycling World Championships label & guidelines		✓
Press service and worldwide promotion of the event	✓	✓
Local promotion	✓	
Competitions structures and event backdrops	✓	✓
Implementation of UCI partners	✓	
Implementation of OC partners	✓	
Accreditation system and delivery		✓
Live TV production		✓
Timekeeping and TV graphics		✓
Costs of anti-doping testing	✓	✓
Cars		✓
Post-event reports and TV analysis		✓
World Champion jerseys & medals		✓
Prize money		✓
Trials obstacles		✓
BMX Freestyle fields of play		✓
TV distribution		✓

Travel and accommodation for riders are not at the organiser's expense

# 11. BIDDING PROCESS

The UCI wishes to assist candidates, providing them with as much support as possible for their project. The UCI Urban Cycling World Championships are awarded three years before the event.

## SEPTEMBER:

- Opening of the bidding process
- Discover the UCI
- Discover the available events
- Discover the "Cycling for all" projects

## SEPTEMBER-JANUARY:

Discussions with cities / regions about their plans and projects

## FEBRUARY-JUNE:

Events selection / sites visits / bidding file preparation

## JUNE:

Contract signed

## UCI SEMINAR:

- Discover the events and the business models
- Discover the UCI sports team and the organisation

## SEPTEMBER (EVENT YEAR -3):

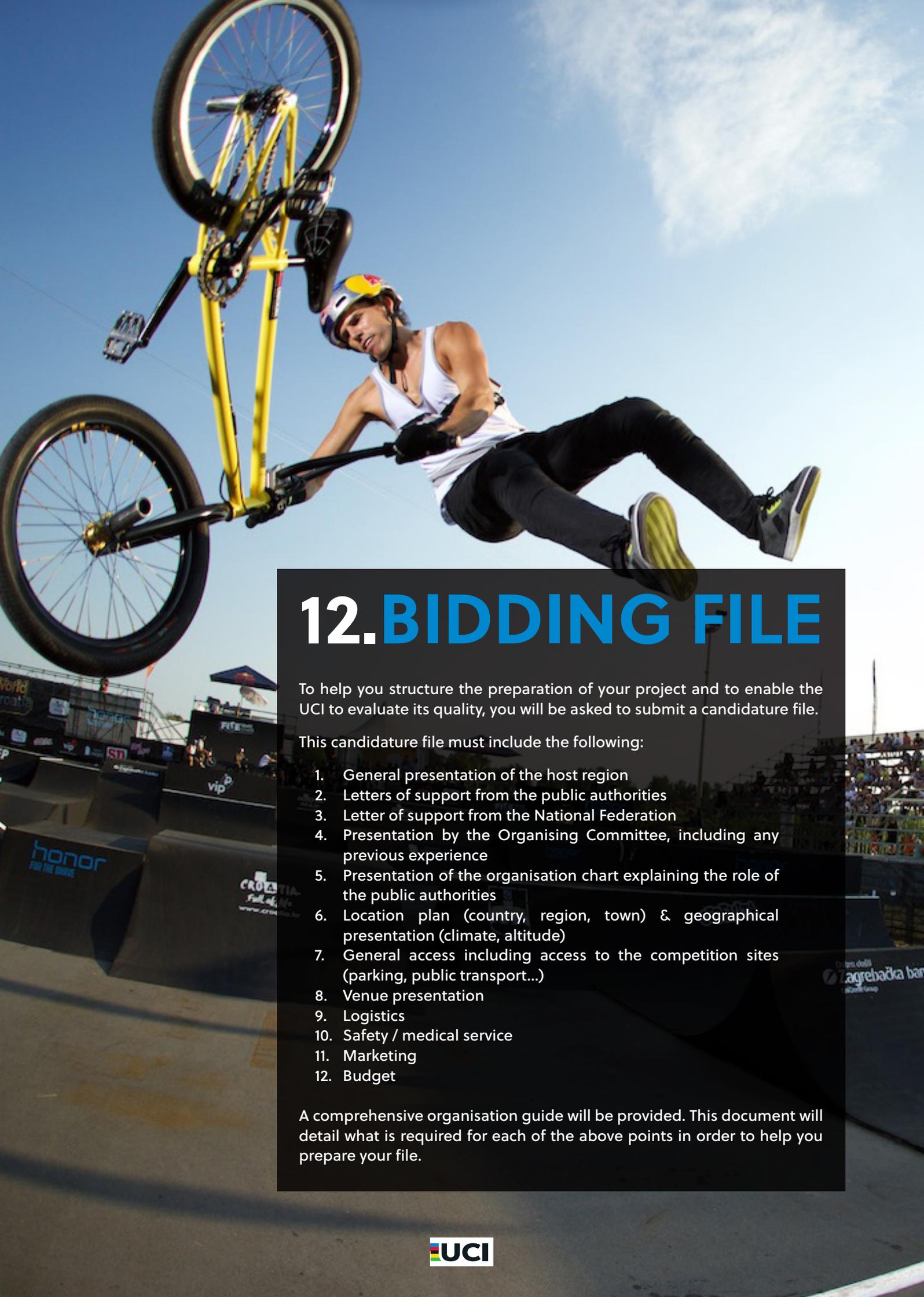
UCI Management Committee official vote

The UCI proposes this calendar in order to provide assistance, but it is not a problem if you do not wish to attend the seminars.

The National Federation must be involved.

The UCI Management Committee's vote will be based on the evaluation of each file according to the evaluation grid below:

CRITERIA FAMILY	CRITERIA
Sport attractiveness	UCI geographical strategy
Event Delivery	Overall event sites
Event Delivery	Circuit features: attractive images - technical course
Sport attractiveness	Sporting difficulty
Sport attractiveness	Spectators & atmosphere expected
Event Delivery	Logistics: accessibility of the area
Sport attractiveness	Cycling development
Finance	Financial Guarantee
Finance	Provisional budget including the UCI fees
Finance	Economical opportunities
Resources	Political risk: stability - elections
Resources	Relations with UCI: multi-year events plan
Resources	LOC experience
Resources	Stakeholders' commitment
Event Delivery	Legacy / cycling development plans



# 12. BIDDING FILE

To help you structure the preparation of your project and to enable the UCI to evaluate its quality, you will be asked to submit a candidature file.

This candidature file must include the following:

1. General presentation of the host region
2. Letters of support from the public authorities
3. Letter of support from the National Federation
4. Presentation by the Organising Committee, including any previous experience
5. Presentation of the organisation chart explaining the role of the public authorities
6. Location plan (country, region, town) & geographical presentation (climate, altitude)
7. General access including access to the competition sites (parking, public transport...)
8. Venue presentation
9. Logistics
10. Safety / medical service
11. Marketing
12. Budget

A comprehensive organisation guide will be provided. This document will detail what is required for each of the above points in order to help you prepare your file.

# 13. 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 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.

# 14. 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. Five of them are represented at the Olympic Games (road, track, mountain bike, BMX and BMX Freestyle), 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

<b>ROAD</b>	UCI Road World Championships UCI Gran Fondo World Championships
<b>MOUNTAIN BIKE</b>	UCI Mountain Bike World Championships presented by Mercedes-Benz UCI 4X World Championships presented by Mercedes-Benz Mercedes-Benz UCI Mountain Bike World Cup UCI Mountain Bike Eliminator World Cup UCI Mountain Bike Marathon World Championships
<b>TRACK CYCLING</b>	UCI Track Cycling World Championships presented by Tissot UCI Junior Track Cycling World Championships TISSOT UCI Track Cycling World Cup
<b>CYCLO-CROSS</b>	UCI Cyclo-cross World Championships Telenet UCI Cyclo-cross World Cup
<b>PARA-CYCLING</b>	UCI Para-cycling Road World Championships UCI Para-cycling Track World Championships UCI Para-cycling Road World Cup
<b>BMX</b>	UCI BMX World Championships UCI BMX Supercross World Cup
<b>BMX FREESTYLE</b>	UCI BMX Freestyle World Cup
<b>TRIALS</b>	UCI Trials World Youth Games UCI Trials World Cup
<b>URBAN CYCLING</b>	UCI Urban Cycling World Championships
<b>INDOOR CYCLING</b>	UCI Indoor Cycling World Championships UCI Cycle-ball World Cup UCI Artistic Cycling World Cup
<b>MASS PARTICIPATION</b>	Road, Mountain Bike, Track

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



The information contained herein represents the current requirements of the UCI and matters concerning the UCI Urban Cycling World Championships may evolve and be altered. Substantial amendments and modifications to the UCI's requirements will be reported to the Organiser and shall be reflected through the Organisation Guide that will be provided and/ or in the Organisation Agreement that will be signed with the Organiser.

**CONTACT**

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