



**UCI TRACK CYCLING
WORLD CHAMPIONSHIPS
INFORMATION FOR ORGANISERS**

BE PART OF THE LEGEND

1. FOREWORD

To organise the UCI Track Cycling World Championships is to organise the discipline's leading annual event. For the vast majority of Elite athletes, the UCI World Championships represent the major goal of the year, and that is why the organisation of this event is so important.

Track cycling is one of cycling's five Olympic disciplines and one that is incredibly popular worldwide. You only have to experience the atmosphere inside the velodrome of a UCI World Championships to understand the magnitude of such an event! Hosting the leading event on the track cycling calendar is a major undertaking and a truly satisfying and exciting experience!

The UCI greatly appreciates the interest and commitment shown by potential organisers. In bidding to host the UCI Track Cycling World Championships, you have already demonstrated your wish to invest in the future of this discipline 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 organiser of the UCI Track Cycling World Championships.

Good luck!

David Lappartient
UCI President



2.SPORT

Track cycling has been an Olympic sport since the 1st modern Olympic Games (1896).

The first Track Cycling World Championships were held in 1893. It is the oldest international cycling event: an institution!

Speed, excitement, intensity are the DNA of track cycling. More than just sporting event, it is a true show for the many spectators attending.

Track cycling is simply our sport's Formula 1 whereby power and speed reach their climax. Whilst oxygen becomes scarce and muscles are burning, the quest for the rainbow jersey takes over to the greatest delight of the crowd.

The diversity of the event proposed will attract a large audience of spectators with endurance and sprint, individual and team races keeping the atmosphere exciting throughout. Proximity to the athletes competing brings the public to the heart.

DID YOU KNOW ?

- The first Track Cycling World Championships were held during the Universal Exposition of Chicago.
- Before the World Championships of Montreal in 1974, 50 consecutive editions were held in Europe.
- France is the most successful country (137 titles) followed by Germany (130 titles) and the United Kingdom (102 titles).
- Frenchman Arnaud Tournant is the most decorated male athlete with 14 titles.
- Australian Anna Meares is the most decorated female athlete with 11 titles.

UCI Track Cycling World Championships host cities:

2013 : Minsk
2014 : Cali
2015 : Saint-Quentin-en-Yvelines
2016 : London
2017 : Hong Kong
2018 : Apeldoorn
2019 : Pruszkow
2020 : Berlin
2021 : Ashgabat

3. EVENTS KEY FACTS

UCI Track Cycling World Championships Key Facts

Number of competition days	5
Number of athletes	300
Media Accreditations	500
Other Accreditations	1300
Spectators	Venue sold out

REQUIREMENTS

- Category 1 UCI approved velodrome with a 250m track minimum for UCI Track Cycling World Championships
- Category 2 UCI homologated velodrome for UCI Junior Track Cycling World Championships and UCI Track Cycling World Cups
- Temporary track can be considered.

KEY MEDIA FIGURES

- 170 million viewers, cumulative audience
- 130 countries covered
- 1400 hours of total broadcasting

The high number of medals during this event facilitates a very large coverage: the winning athletes comes from many countries all over the world.

[Note: economic data & key figures from previous editions](#)

PROGRAM

Women 's competition

- Individual sprint
- Team sprint
- 500m time trial
- Keirin
- Individual pursuit
- Team pursuit
- Points race
- Scratch race
- Omnium

Men's competition

- Individual sprint
- Team sprint
- 1km time trial
- Individual pursuit
- Team pursuit
- Keirin
- Points race
- Madison
- Scratch race
- Omnium

4. EVENT ECONOMIC IMPACT

The UCI signed a partnership with EY to analyse the Economic Impact of the UCI events. The EY team visits the different World Championships to analyse the financial figures, to interview the team managers, the media and the fans to understand their spendings, the length of their stay their feedback about the host region and the tourism potential.

The key indicator is the Gross Value Added: the GVA measures the contribution of a corporate subsidiary, project, company or municipality to an economy. Gross value added provides a dollar value for the amount of goods and services that have been produced in a country, minus the cost of all inputs and raw material that are directly attributable to that production

It was important for the UCI to rely on a neutral third party to provide trustable data to the future organisers.

2019 UCI TRACK WORLD CHAMPIONSHIPS

APELDOORN, THE NETHERLANDS

FINANCIAL

- Gross Value Added: the event generated a **2.3 M€** boost to the economy.
- Visitors spent **880 K€** in the region.
- Teams spent **850 K€** in the region, out of which **750 K€** in the accommodation. .

FANS & TOURISM

- **8 600 unique spectators** attended the event: 5 600 came from outside the region.
- International visitors stayed **2.9 days** in average.
- **53%** of the attendees agreed or totally agreed that the Track Championships had encouraged them to do more sport
- **53%** either agreed or totally agreed that they felt more positive about Gelderland as a tourist destination as a result of the Track Championships.



5. THE ADVANTAGES OF HOSTING CYCLING EVENTS

ECONOMICAL, TOURISTIC & SOCIAL OBJECTIVES OF HOST CITIES

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, 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 UCI: the most efficient strategy is to host several events on a 3-4 years to create a link between cycling and the city.

6. BUSINESS MODEL

The UCI is always makes sure to put forward business models which can be adapted to suit the local economic environment.

Transparency and flexibility are key elements of the relationships between the UCI and the organisers.

THE FEES REQUESTED BY THE UCI ARE AS FOLLOWS:

- Hosting fees:** A hosting fee will apply for this event. The fees includes 40% of the marketing and sponsorship rights and the TV production paid by the UCI
- Optional Marketing fees:** 10% of additional marketing and sponsorship rights (if rights available, to be discussed with the UCI)

BIDDING FEES

When submitting each bid for the UCI Track Cycling World Championships, the Organising Committee shall pay the sum of 12'500 CHF.

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.

FINANCIAL GUARANTEE

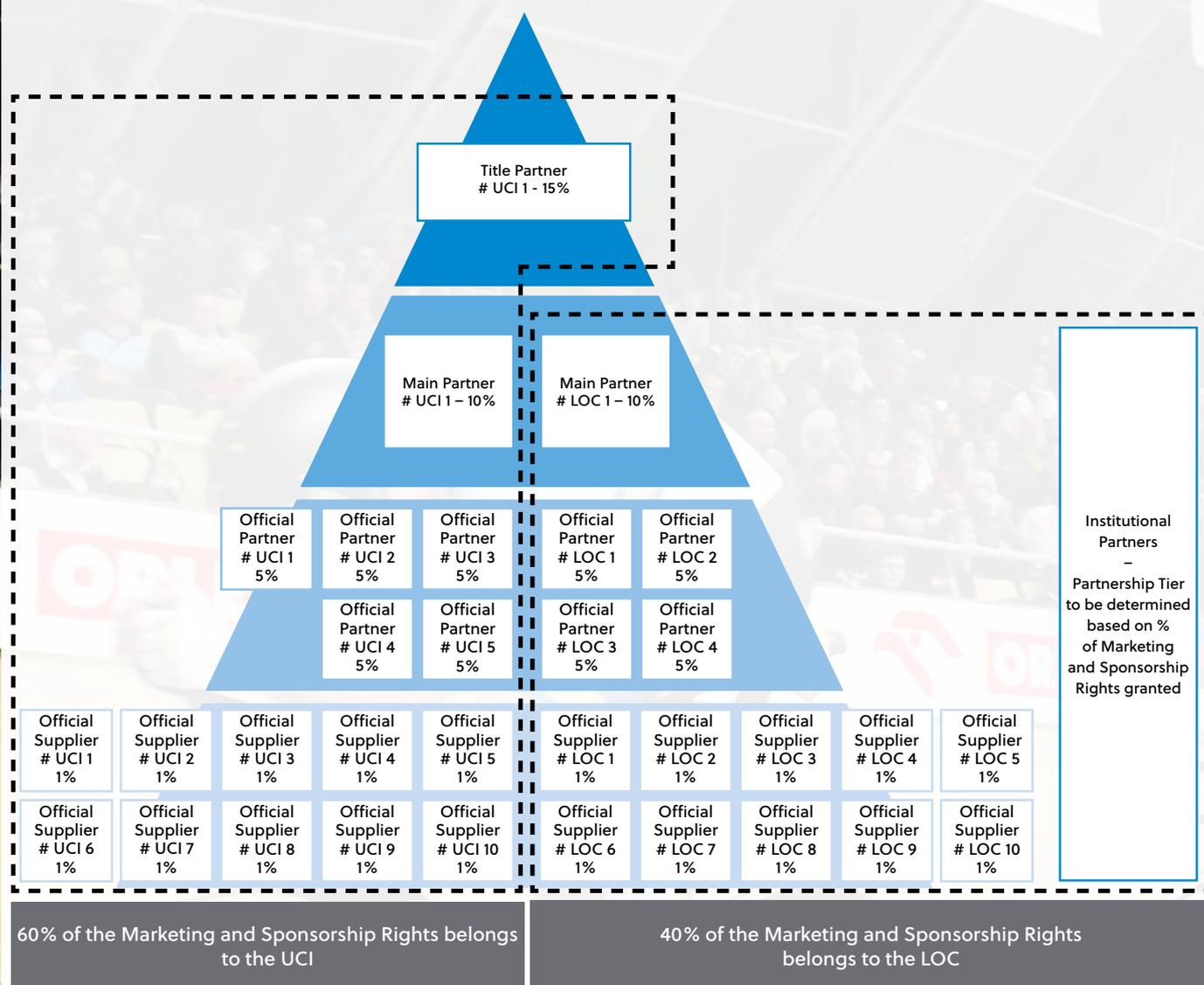
A bank guarantee equivalent to 20% of the contract amount will be requested 60 days after the event award and will remain in place until 180 days after the last day of the Championships.

CONTRACT SIGNATURE

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

7. MARKETING AND SPONSORSHIP RIGHTS

As stated above, the Organiser will acquire 40% 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;
- 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 listed before and power meters);
- All kind of specific / technical cycling clothes such as, but not limited to, the cycling jerseys, bib shorts, gloves, socks, caps, skinsuits, thermo vests and raincoats;
- Rollers, trainers, bottle cages, bottles;
- IT;
- Tyres;
- Helmets;
- Truck, Car, Van, Motorbike (50m3 and more), Electric Motorbike and all motorized transportation means by road.

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 Track Cycling World Championships offers its partners clear visibility through the event marketing and sponsorship inventory. Please see below a non-exhaustive list of the key items.

- Outside ring boards (perimeter boards)
- Infield banners and branded items
- Backdrops and structures
- Track stickers and paintings
- 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 track. 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

A photograph of a track cycling race in progress. Two cyclists are visible on a wooden track. The cyclist in the foreground is wearing a black jersey and helmet, leaning forward in a racing posture. The cyclist in the background is wearing a white and red jersey and helmet, also leaning forward. The background shows a large, blurred crowd of spectators seated in a stadium. The lighting is bright, typical of an indoor arena.

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 Track 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.

Note: the above model reflects the current situation but is subject to contract renewal

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 AND WATCHES

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

Consequently, the Organiser is obliged to produce any cycling clothes or watches for its



10. RESPONSIBILITIES SPLIT: ORGANISERS / UCI

SERVICE PROVISION

	ORGANISER	UCI
Organisation of the UCI Track Cycling World Championships	✓	
Coordination of UCI Track Cycling World Championships		✓
Practical Organisation Guide		✓
Staff before, during and post event	✓	✓
UCI Technical Delegate		✓
Commissaires' Panel		✓
UCI Track Cycling World Championships label & guidelines		✓
Press service and worldwide promotion of the event		✓
Marketing implementation (backdrops, UCI & OC partners boards and paintings, etc.)	✓	
'One-year to go' presentation at the preceding World Championships	✓	
Accreditation system and delivery		✓
Live TV production (all final races)		✓
Timekeeping and TV graphics		✓
Payment of anti-doping tests	✓	
Post-event reports	✓	
World Champion jerseys & medals		✓
Prize money to riders		✓
TV distribution		✓

The travel costs and the accommodation costs are paid by the National Federations.



11. BIDDING PROCESS

The UCI wishes to assist candidates, providing them with as much support as possible for their project. The UCI Track 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

UCI SEMINAR:

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

SEPTEMBER-JANUARY:

Discussions with cities/regions about their plans and projects

JUNE:

Contract signed

FEBRUARY-JUNE:

Events selection / sites visits / bidding file preparation

SEPTEMBER:

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 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	Velodrome infrastructure
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 your bid submission and enable the UCI to assess the quality of the project, you will be asked to submit a candidature file.

The candidature file must address all the following points:

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 / Experience
5. Location plan (country, region, town) & Geographical presentation, climatic conditions, altitude
6. General access / Access to the competition site
7. Venue presentation
8. Velodrome infrastructure
9. Logistic
10. Safety
11. Marketing
12. Budget.

The detailed organisation guide will be provided. This document will specify the framework and requirements of each of the aforementioned points which will help you assembling your application file.

PRESENTED BY  TISSOT

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 or as a means of transport.

The UCI governs the 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, 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.

At the international level, UCI organises a wide range of events every year. The different sizes and scopes of our events ensure that UCI cycling events can be hosted by all cities.

UCI INTERNATIONAL EVENTS ANNUALLY INCLUDE SEVERAL DISCIPLINES

ROAD

UCI Road World Championships
UCI Gran Fondo World Championships

MOUNTAIN BIKE

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

TRACK CYCLING

UCI Track Cycling World Championships presented by Tissot
UCI Junior 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 Youth Games
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 is located in Aigle, Switzerland at the World Cycling Center.



The UCI is the governing body for the following sports:

- road
- track
- mountain bike
- BMX
- para-cycling
- cyclo-cross
- trials
- indoor cycling.



The information contained herein represents the current requirements of the UCI and matters concerning the UCI Track 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.

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