



**CYCLO-CROSS  
WORLD CUP**

**2019-2020 TELENET UCI  
CYCLO-CROSS WORLD CUP  
INFORMATION FOR ORGANISERS**



# 1. FOREWORD

To organise a Telenet UCI Cyclo-cross World Cup round is to contribute to the discipline's leading series. For the vast majority of Elite athletes, the Telenet UCI Cyclo-cross World Cup represents the major goal of the year. That is why the organisation of this event is so important.

This physically demanding and spectacular discipline is gaining in popularity throughout the world, and this is reflected in the outstanding level of racing and the incredible atmosphere generated by the fans. Hosting such an event on the cyclo-cross 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 a Telenet UCI Cyclo-cross World Cup round, 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 organisers of the Telenet UCI Cyclo-cross World Cup.

Good luck!

**David Lappartient**  
UCI President



# 2. A BIT OF HISTORY

The origin of cyclo-cross is uncertain. Some say that in order to travel from "A" to "B" as quickly as possible, bike riders cut across fields, carrying their bikes to clear fences and streams. Others believe it stemmed from a group of hardcore cyclists keen to introduce a fun alternative to road cycling.

For years, cyclo-cross was an important part of preparation for some of the greatest road cyclists. The first international races were organised during the 1920s, and the inaugural World Championships, held in 1950, were won by Jean Robic, who also triumphed in the Tour de France.

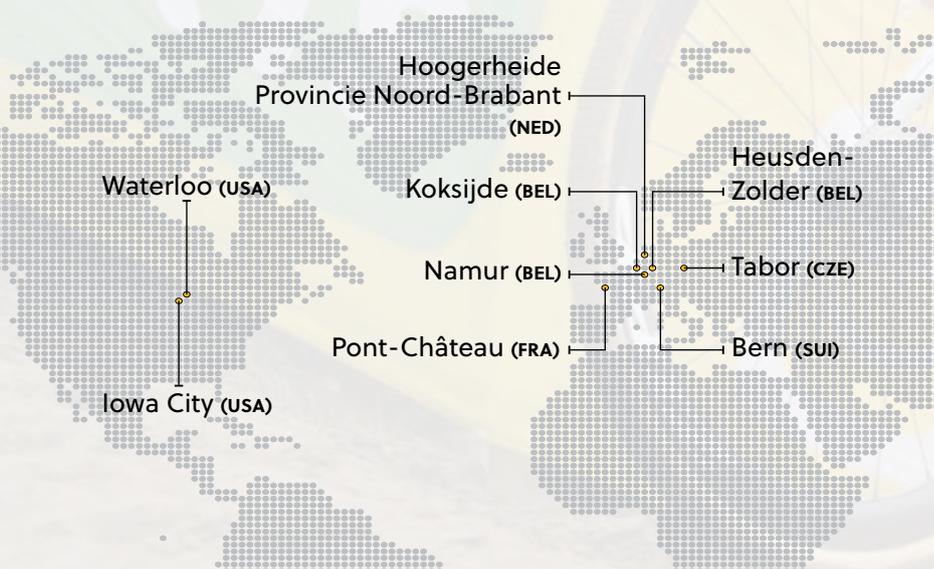
The first UCI Cyclo-cross World Cup was organised in 1993 for men and 2002 for women. Sven Nys (BEL) with 6 victories and Daphny Van Den Brand (NED) and Sanne Cant (BEL) with 3 victories hold the record.

Initially popular mainly in France, Belgium and the Netherlands, Cyclo-cross has now become more widespread: in recent years the discipline has taken a strong hold in many countries including Great Britain, Italy, the Czech Republic, Germany, Switzerland, the USA, Canada and Australia.

Each year, Cyclo-cross fever starts building at the end of summer, and gains momentum through the autumn and winter seasons.

The difficult weather conditions, the intensity of the races, the pain that can be read on the riders' faces have contribute to the legend of this discipline.

## 2018-2019 TELENET UCI CYCLO-CROSS WORLD CUP





## 3. KEY FACTS

### Telenet UCI Cyclo-cross World Cup

#### Number of riders

Men and Women Elite	115
Men junior and under 23	100

Number of nations represented 20

Cumulated audience 81 millions

Broadcast time 1'323 hours

Number of nations with coverage 104

# 4. COMPETITION PROGRAM

All candidates bid for an event with 4 races:

- Men Elite
- Women Elite
- Men Junior and Women Junior from 2020-2021
- Men Under 23

The UCI Cyclo-cross commission will yearly decide which of the events will be hosted.

Side-events are welcome (Kids or Masters races, Clinic with Professional riders, Gravel MTB or Road Gran-fondo). Their list schedule and other impacts on the course preparation and training must be shared with the UCI.

OPTION 1	RACE D-1	13:00 - 14:00	UCI course inspection
		14:00 - 16:00	Official training
		16:00 - 17:00	Riders confirmation
		17:15 - 17:45	Team managers meeting
	RACE DAY	09:00 - 09:50	Official training
		10:00 - 10:40	Telenet UCI Cyclo-cross World Cup, Men junior race
		10:45 - 10:55	Awards ceremony
		11:20 - 12:10	Telenet UCI Cyclo-cross World Cup, Men U23 race
		12:15 - 12:25	Awards ceremony
		12:30 - 13:20	Elite official training
		13:30 - 14:15	Telenet UCI Cyclo-cross World Cup, Women elite race
		14:20 - 14:35	Awards ceremony
		15:00 - 16:05	Telenet UCI Cyclo-cross World Cup, Men elite race
		16:10 - 16:20	Awards ceremony
16:25 - 16:45	Press conference		

OPTION 2	RACE D-1	13:00 - 14:00	UCI course inspection
		14:00 - 16:00	Official training
		16:00 - 17:00	Riders confirmation
		17:15 - 17:45	Team managers meeting
	RACE DAY	12:30 - 13:20	Elite official training
		13:30 - 14:15	Telenet UCI Cyclo-cross World Cup, Women elite race
		14:20 - 14:35	Awards ceremony
		15:00 - 16:05	Telenet UCI Cyclo-cross World Cup, Men elite race
		16:10 - 16:20	Awards ceremony
		16:25 - 16:45	Press conference

\* Men and Women races might be switched upon UCI validation

# 5. THE CIRCUIT

**The UCI Cyclo-cross World Cup Organisation Guide gives a long list of obligations and recommendations to design a cyclo-cross course.**

Generally speaking, it is not recommended to organize a round of the Telenet UCI Cyclo-cross World Cup on a new course, without the experience of any Cyclo-cross event.

The course will be inspected by the UCI appointed Technical Delegate as often as necessary.

The course of a Cyclo-cross event must include roads, country and forest tracks and meadowland, alternating in such a way as to ensure changes in the pace of the race and allowing riders to recuperate after difficult sections.

The course must be at least 2.5 kilometers long but must not exceed 3.5km, with a minimum of 90% of it which will be rideable. Clay soils, areas prone to flooding and fields should be avoided.

The course must be practicable in all circumstances, whatever the meteorological conditions. The start and finish zones are built on surfaced and large road. Standards draws are applicable for the start zone, the finish area, and also the pits areas, where riders change the bike. A double pit zone is mandatory for any round of the Telenet UCI Cyclo-cross World Cup.

A maximum of 6 six man-made obstacles are allowed on a cyclo-cross course.

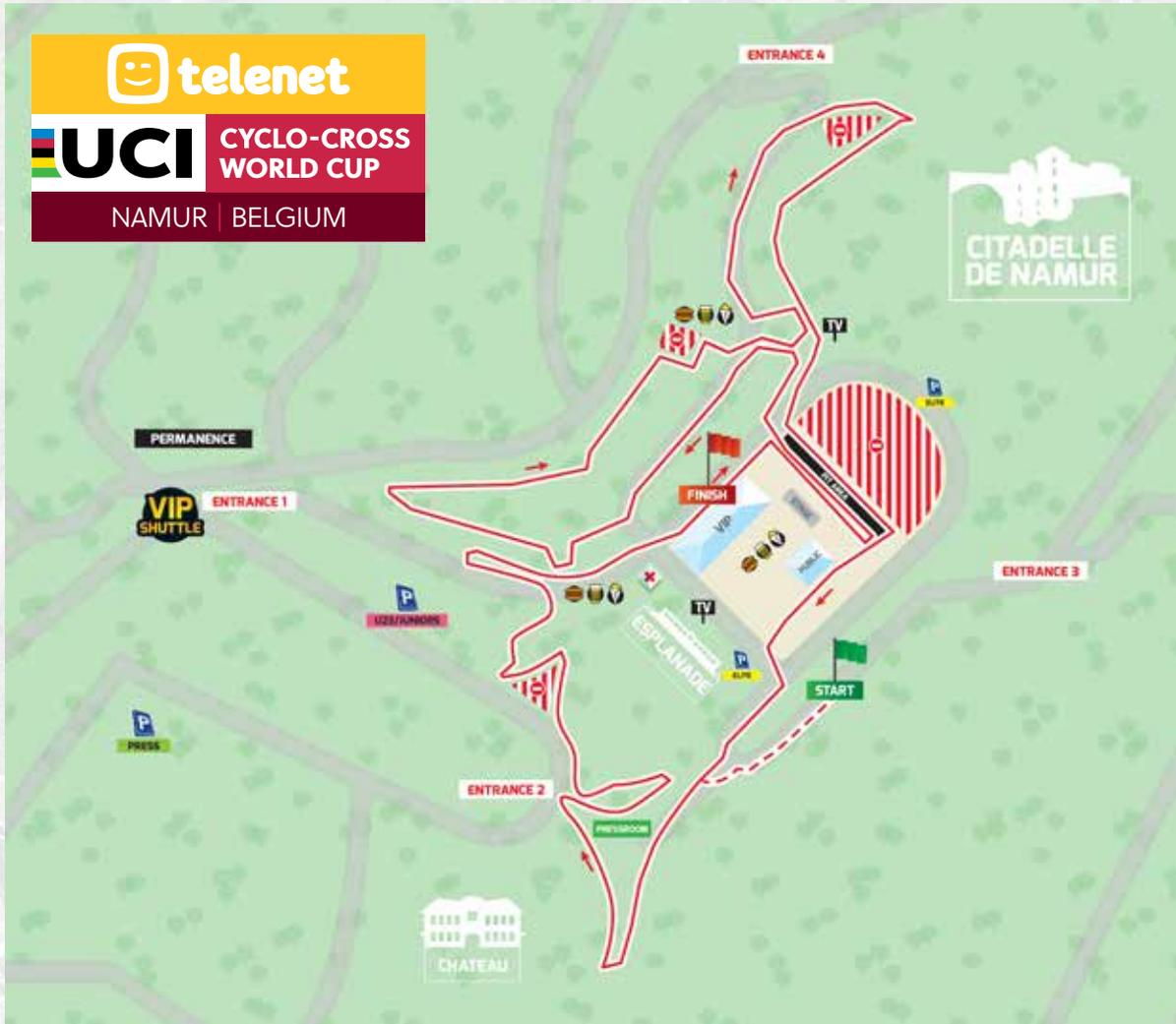
Planks, stairs, sand pit, U-turns, but also bridges, camber-off sections, technical downhill and difficult but short climbs are the kind of cyclo-cross course's key-points that will make the course more and less difficult and exciting for riders and cyclo-cross fans.

The safety of riders is also an important topic that is addressed with the specifications of the course marking and implementation (metallic barriers, safety net, wooden pole, pedestrian crossings, protection of dangers, position and access of the medical service).



COURSE MAP EXAMPLE

  
 **CYCLO-CROSS  
WORLD CUP**  
NAMUR | BELGIUM



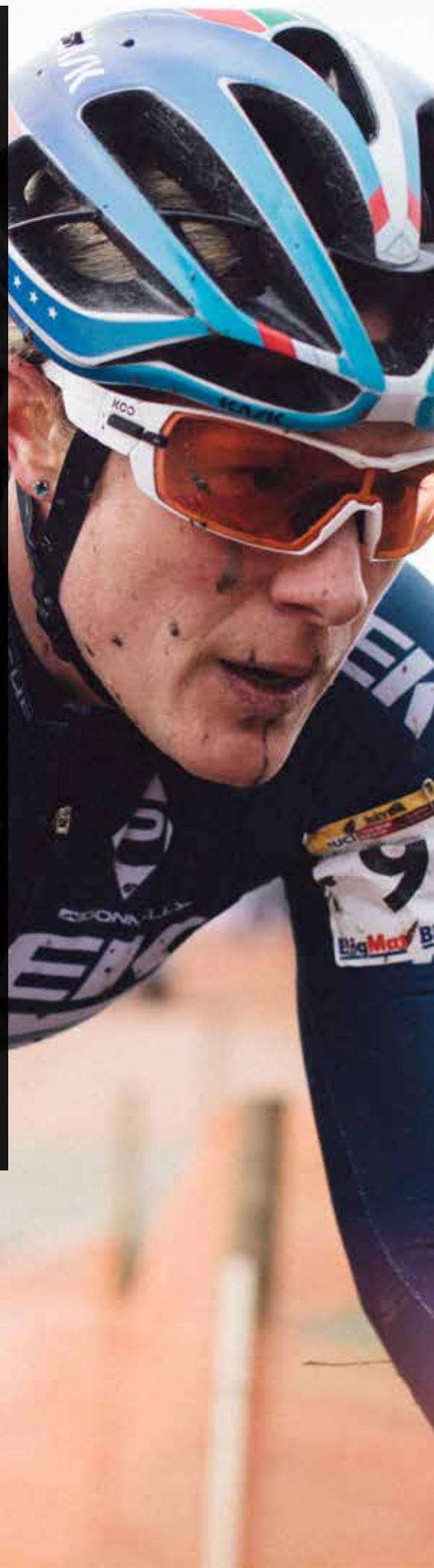
# 6. THE ADVANTAGES OF HOSTING A CYCLING EVENT

**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.***



# 7. 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 FEE:

UCI fee:	€ 17'500
World Cup round prize money for riders:	€ 61'415 for 2019-2020, € 71'135 for 2020-2021, € 80'815 for 2021-2022
Participation allowances for National teams for Men junior and Men Under 23:	€ 7'000 to € 13'000

The UCI fee include 60% of the Marketing and Sponsorship Rights.

The UCI fee also include the following services provided by the UCI:

- TV Production
- Timing
- UCI structures such as two trucks as mobile working rooms, start and finish structures, branding material and small structures as listed in the Organisation Guide only for the European territory.
- Overall Prize money
- Presence of officials and UCI staff

## TICKETING

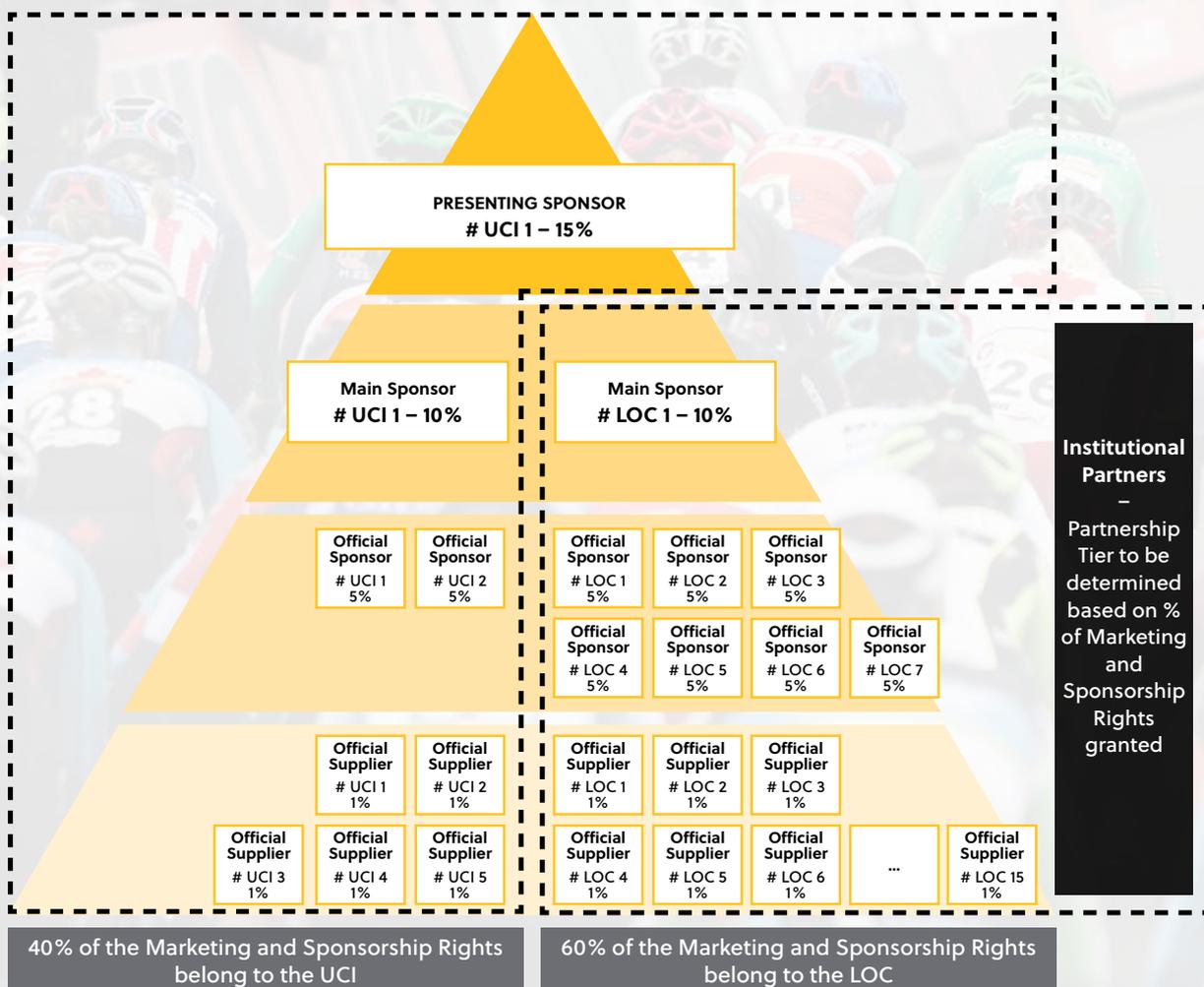
The Organiser keeps all revenues from ticketing, side events and hospitality.



# 8. MARKETING AND SPONSORSHIP RIGHTS

As stated above, the Organiser will acquire 60 % 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.

## PARTNERSHIPS FRAMEWORK



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.

- Telecommunications (mobile and fixed telephony, VoIP, Internet Provider, Internet Webhosting, telecom equipment, television, IP TV, OTT content provider, direct or online Telecom points of sales, email providers, instant messaging, video conferencing);
- Bicycle-shoes, bicycle components, pedals, rims, wheels, handlebars and stems (except forks, saddles, feeding bottles and tyres);
- Timepieces and all kind of watches (digital and analogue), smartwatches or activity trackers, clocks, countdown clocks, jewelry pieces with a time piece; timing systems, timing, scoring, scoreboard equipment, system and services; time measuring products, TV graphics system and services, results systems and Commentators Information System and services;
- IT (anything related to data processing including computing technologies, hardware, software, network providers, etc.);
- Asbestos removal;
- Drones;

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 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 Telenet UCI Cyclo-cross World Cup 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
- Start and finish arches on course
- Inflatable items along the course
- Steps and obstacles on 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 and the UCI will work in close cooperation regarding the implementation of their respective partners.

## 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
- Side events

# 9. TELEVISION PRODUCTION AND ELECTRONIC MEDIA RIGHTS

## TELEVISION PRODUCTION

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 Telenet UCI Cyclo-cross World Cup (Host Country Rights).

For the avoidance of doubt, the Organiser will not cover any expense related to TV production except fixed structures such as grandstand, scaffolds or giant screen for the public.

## MEDIA DISTRIBUTION

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

# 10. 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.

# 11. SHARE OF RESPONSABILITIES

## SERVICES PROVIDED BY THE UCI

- General coordination of the Telenet UCI Cyclo-cross World Cup (rules, race programme, general organisation)
- Appointment of the UCI Secretary (race administration tasks - from online rider registration to results, team managers meeting)
- Appointment of UCI Technical Delegate & President of Commissaires Panel
- Timekeeping (including scoreboard)
- TV Production
- TV graphics
- Practical Organisation Guide of the Telenet UCI Cyclo-cross World Cup
- Staff ahead and during the event (UCI Cyclo-cross coordinator, UCI Technical Delegate)
- Necessary infrastructure for the start & finish areas (Commissaire's and TV commentators truck, finish arch, start poles and start lights) only for the European territory
- Backdrops (podium, flash interview and press conference) only for the European territory
- Implementation of the UCI partners
- Visual guidelines
- General press service of the 2017-2018 Telenet UCI Cyclo-cross World Cup, including Internet service (photos, results and link to UCI website) and worldwide promotion of the UCI Cyclo-cross World Cup
- TV distribution
- Post event report and TV Analysis
- Annual Seminar for all organisers run by the UCI
- One English/French speaking race announcer (for European rounds only)
- Bibs numbers and GPS tracker

## SERVICES PROVIDED BY THE LOC

- Organisation of the Telenet UCI Cyclo-cross World Cup round in line with the terms and conditions specified in the contract
- Payment of the round's prize money
- Payment of the participation allowances for national teams (Men Under 23 & Juniors) (enclosure3)
- Payment of the anti-doping tests
- Payment of up to 30 nights (single rooms) and half board (breakfast and dinner) at the official hotel for the UCI representatives and staff
- Implementation of the LOC partners

# 12. PLANNING

1. Bid Guide **September 2018** provided to the National Federations and Cyclo-cross organisers
2. Bid deadline: **15<sup>th</sup> November 2018**
3. Contracts Signature: **15<sup>th</sup> January 2019**
4. UCI Cyclo-cross calendar approval by the UCI Management Committee: **2<sup>nd</sup> February 2019**

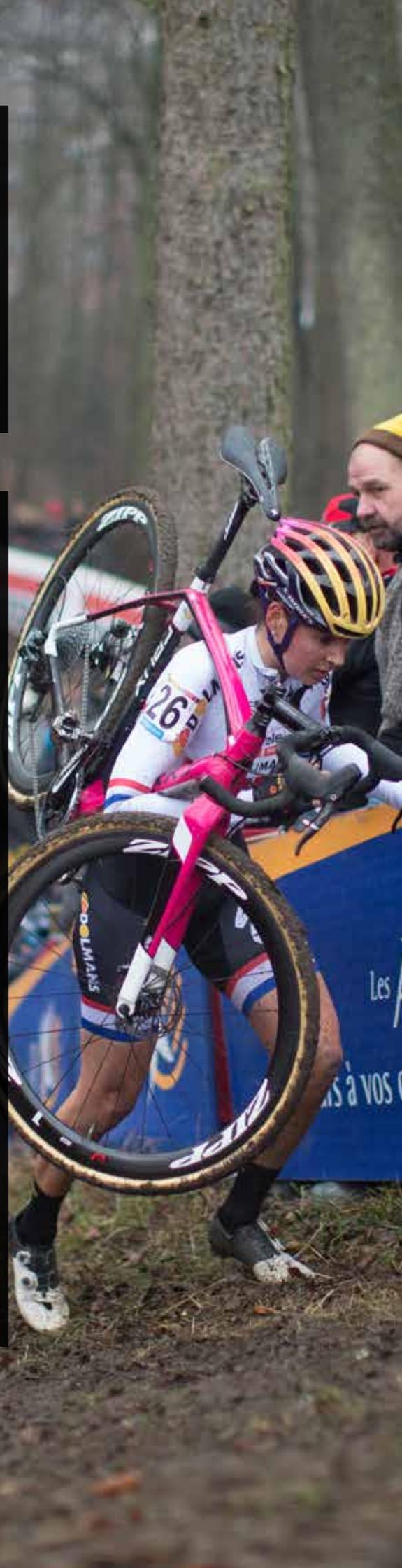
# 13. BIDDING FILE CONTENT

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 bidding file.

This bidding 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. Location plan (country, region, town) & geographical presentation (climate, altitude,...)
6. General access / access to the competition site
7. Circuit presentation
8. Logistics
9. Safety
10. Marketing
11. Budget
12. Season(s) of the Event

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.



# 14. 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.

# 15. 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 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 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.



**CYCLO-CROSS  
WORLD CUP**

# CONTACTS

**CANDIDATURE@UCI.CH**

**CHRISTELLE REILLE**

UCI Cyclo-cross Coordinator  
christelle.reille@uci.ch

In case of any discrepancy between contract and bidding guide, contract will prevail.

