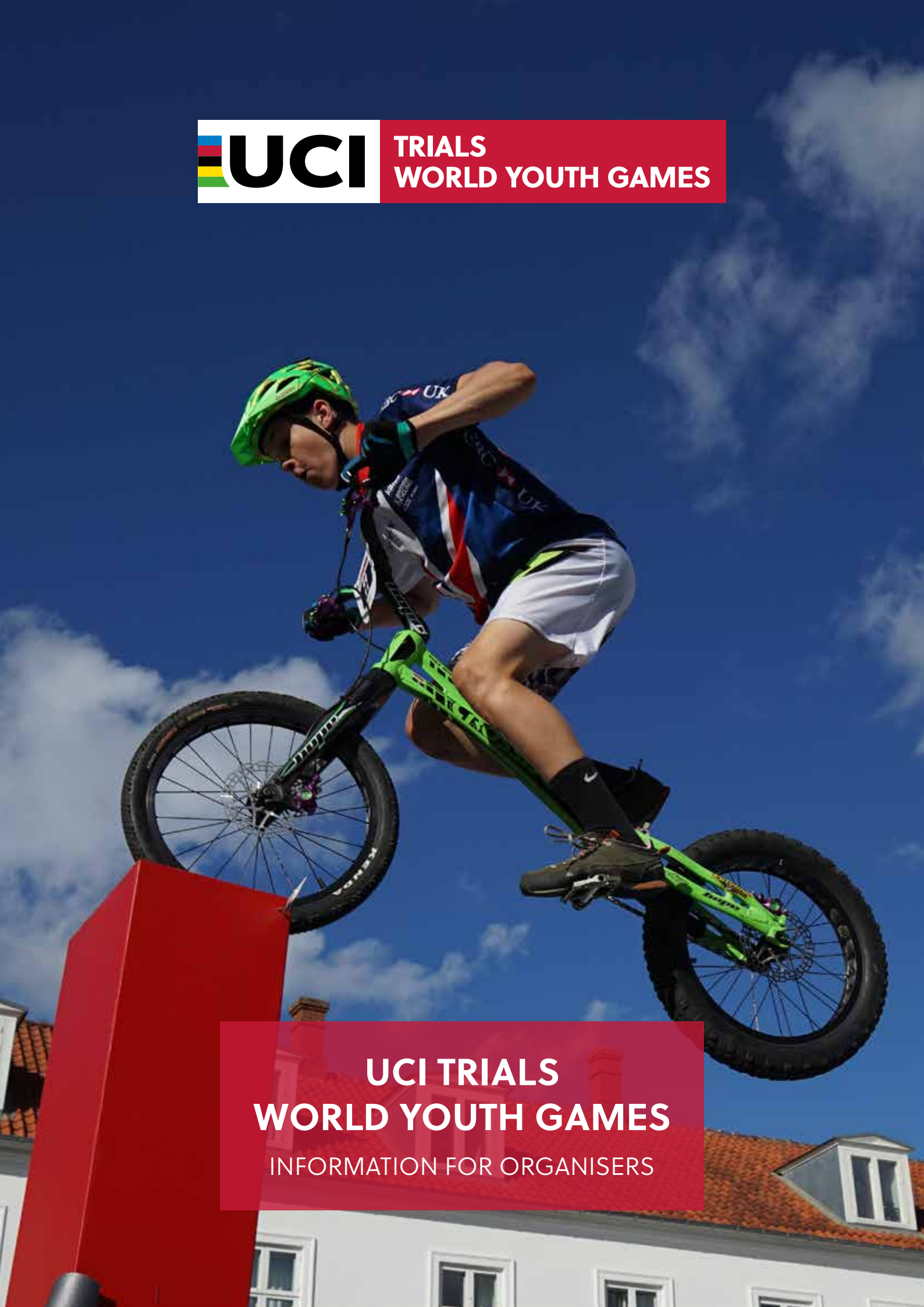
TRIALS
WORLD YOUTH GAMES



UCI TRIALS WORLD YOUTH GAMES

INFORMATION FOR ORGANISERS

1. FOREWORD

To organise the UCI Trials World Youth Games is to organise the leading event for the discipline's rising stars. For the vast majority of young trials athletes, the UCI Trials World Youth Games represent 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, thanks to the outstanding performances of athletes on the international scene.

The UCI greatly appreciates the interest and commitment shown by potential organisers who desire to welcome the future champions of Elite trials as well as their families.

In bidding to host the UCI Trials World Youth Games, 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 UCI Trials World Youth Games.

David Lappartient
UCI President

2. A BIT OF HISTORY

Unlike other cycling disciplines, trials is a sport where the main factors are stability and control of the bike in extreme situations, although timing also plays an important role.

The discipline started in the 1970s in Europe and grew as an off-shoot of the motorised version of the sport. After several years, it became clear that trials had more in common with cycling than motorcycling. Thus, since 1985, trials has been fully integrated into the Union Cycliste Internationale and has rapidly developed as a cycling sport.

Nowadays it is generally accepted and recognised that the skills, control and experience gained in the trials discipline are fundamental to developing the skills set required by other cycling disciplines and that of motorcycling too.

The objective of this sport is to get over obstacles, grouped into five sections. The concept is simple: cross the sectors inside the sections without setting any feet or part of the bike, except the tyres, on the ground and collect 10 points at every sector crossed "clean", 60 points is the best possible score per section.

The UCI Trials World Youth Games is the most important international event destined for boys and girls under 16 years old. The first edition took place in 2000.

The World Youth Games will reveal the rising stars, the World Champions of tomorrow.

DID YOU KNOW ?

UCI Trials World Champion Nina Reichenbach (GER), is the most titled athlete at the UCI Trials World Youth Games, with 3 titles.

The UCI World Champion Abel Mustieles (ESP) and Jack Cartjy (GBR) won one time the Youth title.

3. KEY FACTS

EVENT DATA

- 3 days event
- Number of athletes: 180
- 800 people coming with the athletes

PREVIOUS ORGANISERS

- 2013: Moudon (SUI)
- 2014: Zawiercie (POL)
- 2015: Aywaille (BEL)
- 2016: Freiamt (GER)
- 2017: Viborg (DEN)
- 2018: Lazzate (ITA)

CATEGORIES

- Poussin (9-10)
- Benjamin (11-12)
- Minime (13-14)
- Cadet (15-16)
- Youth Girl (9-11)
- Girl (12-15)

All categories are open as far as bike/wheel size. Categories depend on age. The age class a rider is eligible to ride is determined by his age, which shall be calculated by deducting the year of birth from the current year.

4. CALENDAR AND PROGRAM

CALENDAR

Targeted date : beginning of August

PROGRAM

FRIDAY

- Team manager and coach meeting
- Section Inspection by UCI
- Riders Confirmation
- On foot sections inspection >> All categories
- Trials Youth National teams' competition. Followed by awards ceremony
- Opening gala

SATURDAY

- 1/2 finals >> Poussins, Minimes and Youth Girls
- Riders Confirmation >> Benjamins, Cadets and Girls
- 1/2 finals >> Benjamins, Cadets and Girls

SUNDAY

- Section Inspection by UCI
- On foot sections inspection >> All categories
- Final: Poussins
- Final: Youth girls
- Final: Benjamins
- Final: Girls
- Final: Minimes
- Final: Cadets

5. THE ADVANTAGES OF HOSTING EVENTS

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

- 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.

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:

UCI fees: 2 500 EUR

The fees include 90% of the Marketing and Sponsorship Rights

7. TELEVISION

TELEVISION PRODUCTION

Television production is not compulsory. Nevertheless, if the Organiser wishes to invest in TV production, the Organiser should liaise with UCI to be informed about the recommended production standards.

ELECTRONIC MEDIA RIGHTS

The UCI is the sole and exclusive owner of all Electronic Media Rights in the widest sense of the term. Host country rights' acquisition by the Organiser can be discussed together with the television production.

8. VENUE & FACILITIES

EVENT SETUP

The event can take place at outdoor or indoor places.

In order to be attractive, is highly recommended that all facilities be placed in a close area such as in city centres, in halls, in stadiums or in open country.

We have to differentiate the two main areas:

- Technical area
- Field of play: individual competitions and national teams' competition

The venue for Trials contest is compacted and relatively easy to prepare.

EXAMPLE OF FIELD OF PLAY - UCI TRIALS WORLD CUP IN AALTER (BEL)

MEASUREMENTS

Consider the following measurements:

- Technical area: **700m² (20m x 35m)**
- Field of play (Individual Competition): 2100m2 (60m x 35m)**:**

  - Sections: **10m x 30m or 15m x 15m.** Do not need to be proportional
  - Safety distance width between sections or between section and fences: 2m
  - Double perimeter width: **1m**

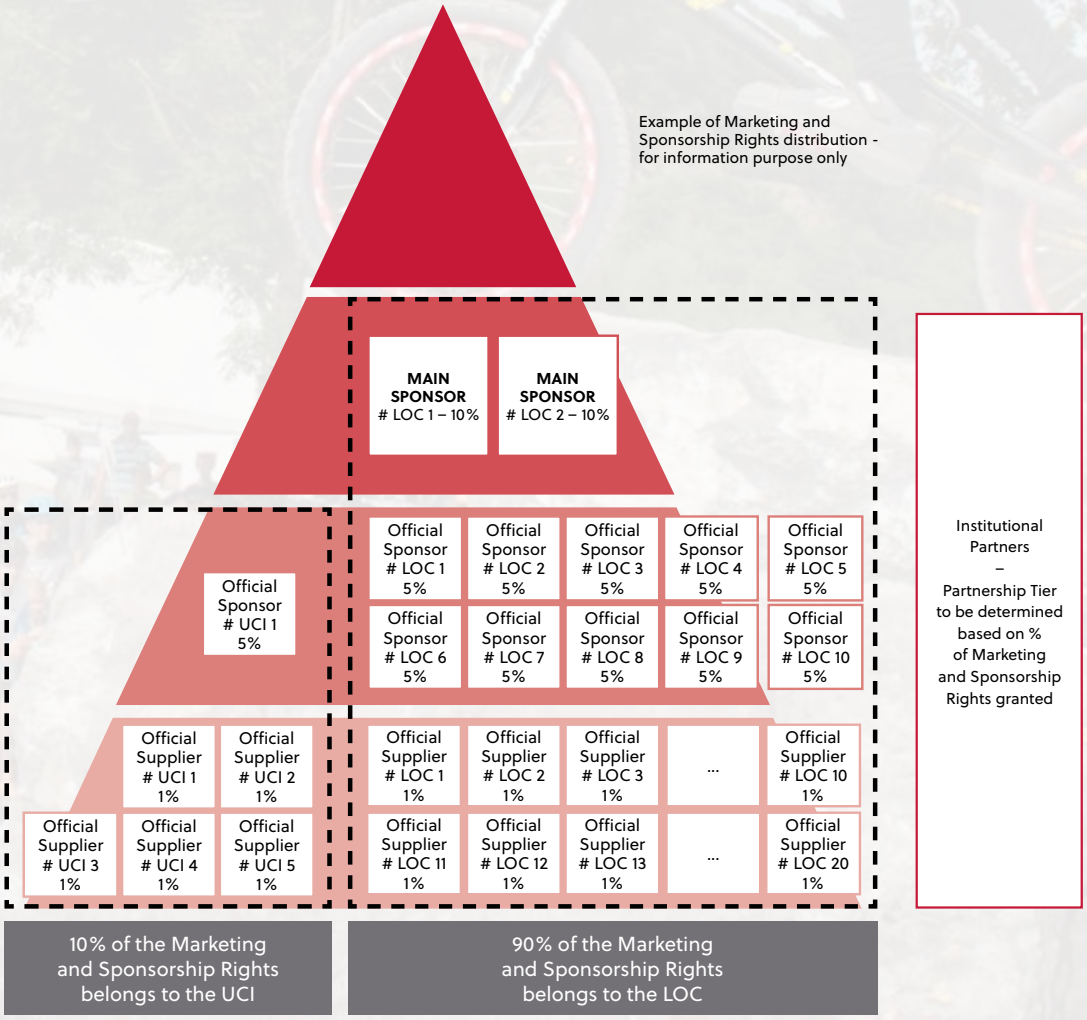
- Field of play (National Teams' Competition): 500m2 (50m x 10m)
- Riders corridor width (if needed): **1,5m**
- Crossing points width (if needed): **1,5m**
- Distance between difference competition areas: **5m allowing a flow walk for the spectators**

The placement of the different facilities will depend on the space available.

9. MARKETING AND SPONSORSHIP RIGHTS

The UCI is the sole and exclusive owner of all Marketing and Sponsorship Rights. However, the UCI grants the Organiser 90% of the advertising spaces available on-site.

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 3 different tiers which the UCI's and Organiser's commercial partners will feed into.

These tiers will be reflected accordingly in all the event's communications 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 exposure each level will be entitled to.

The UCI Marketing department will inform you as early as possible of the different packages sold.

UCI PARTNERS AND PRODUCT CATEGORIES

The UCI reserves the following product categories for their partners:

- Timepieces and all kind of watches (digital and analogue)
- 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
- timingsystem
- scoring
- scoreboard equipment.

In addition, the Organiser agrees not to enter into any partnership which could harm the image of the competition, such as tobacco, manufacturers, 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 UCI Trials World Youth Games offers its partners clear visibility through the following branding opportunities:

- Banners on course
- Obstacles on course
- 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 partners' and of the UCI partners' signage on and around the courses. The below material should be implemented under UCI's supervision.

VIP PACKAGES

The UCI partners must be provided with the highest level VIP package available at the event. This must include access to food and drinks where applicable.

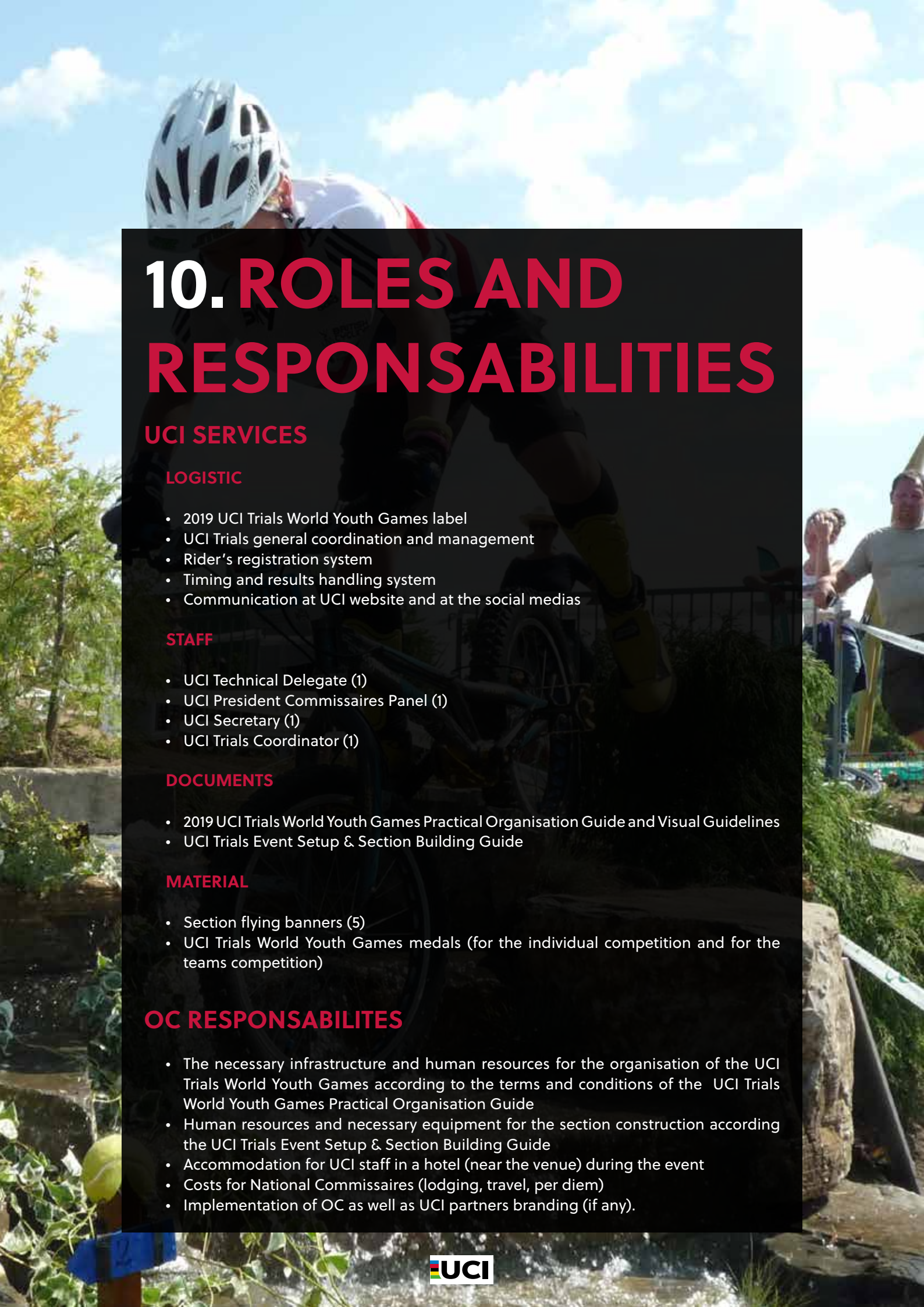
AMBUSH MARKETING

The Organiser needs to ensure that both the UCI's and the Organiser's partners' rights are protected against unauthorised use of the UCI Trials World Youth Games brand and potential ambush marketing. The Organiser is responsible for removal of all ambush marketing items prior to and during the event.

PROCEEDS

The Organiser may retain all income derived from:

- 90% of Marketing and Sponsorship Rights
- Ticket sales
- VIP package sales with the exception of the UCI VIP tickets quota
- Official programme sales
- Merchandising
- Expo space



10. ROLES AND RESPONSABILITIES

UCI SERVICES

LOGISTIC

- 2019 UCI Trials World Youth Games label
- UCI Trials general coordination and management
- Rider's registration system
- Timing and results handling system
- Communication at UCI website and at the social medias

STAFF

- UCI Technical Delegate (1)
- UCI President Commissaires Panel (1)
- UCI Secretary (1)
- UCI Trials Coordinator (1)

DOCUMENTS

- 2019 UCI Trials World Youth Games Practical Organisation Guide and Visual Guidelines
- UCI Trials Event Setup & Section Building Guide

MATERIAL

- Section flying banners (5)
- UCI Trials World Youth Games medals (for the individual competition and for the teams competition)

OC RESPONSABILITES

- The necessary infrastructure and human resources for the organisation of the UCI Trials World Youth Games according to the terms and conditions of the UCI Trials World Youth Games Practical Organisation Guide
- Human resources and necessary equipment for the section construction according the UCI Trials Event Setup & Section Building Guide
- Accommodation for UCI staff in a hotel (near the venue) during the event
- Costs for National Commissaires (lodging, travel, per diem)
- Implementation of OC as well as UCI partners branding (if any).

11. THE BIDDING PROCESS

The National Federations or organisers/candidates will have to supply the following information for each candidature :

- A support letter from the National Federation
- An introduction letter describing the motivations of the candidature
- The Organiser's address
- Details and references of events already organised by the organiser and of events previously held on the venue/sections (if already existing)
- Requested dates (with reference to the calendar mentioned above)
- Infrastructure and services available (main facilities, complementary facilities, basic services and general facilities and services)
- Team accommodation options
- Completed provisional budget (income and expenses)
- Geographical situation (distance from airport, freeway access, nearby big cities and accessibility to the site)
- Map and profile of the venue with (if it already exists) the sections preferably in colour and in A4 format
- TV production and distribution (if applicable)

12. EVENT LEGACY

DEVELOPING CYCLING IN YOUR CITY

Hosting a UCI event provides the perfect platform for promoting the development of cycling in your city.

- ✓ ***Do you want to promote your region/city as bike-friendly environment ?***
- ✓ ***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 will provide 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.

13. 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-cyling 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.

UNION
CYCLISTE
INTERNATIONALE

The information contained herein represents the current requirements of the UCI and matters concerning the UCI Trials Youth World Games 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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UCI