



BID GUIDE
**UCI SNOW BIKE
WORLD CUP**

1 FOREWORD FROM UCI PRESIDENT DAVID LAPPARTIENT

Every year, the UCI World Cups reward the most consistent athletes in cycling's different disciplines.

These season-long competitions require athletes to perform regularly to a very high level if they wish to take the crown of overall UCI World Cup winner. No rider can afford to have an off-day, as rankings can quickly change, and surprises are by no means out of the question.

With several rounds planned across the season, the UCI Snow Bike World Cup will provide a clear narrative for this exciting specialty. Competitors will need to keep their nerve to be in with a chance for the overall win, and fans will eagerly await each round as the excitement unfolds.

The UCI greatly appreciates the interest and commitment shown by potential event organisers. In bidding to host a round of the UCI Snow Bike World Cup, you have already demonstrated your support and I thank you sincerely for that.

To help simplify the bidding process, we have prepared this concise, practical guide following consultation with our various partners. Our aim is to help potential hosts compile a water-tight candidature file that contains all the required elements, for example concerning the competition site, infrastructure, transport, emergency services, accessibility etc.

This bidding guide also answers frequently asked questions such as: What commitments do candidate organisers make? What services does the UCI offer? What are our obligations? What about scheduling and deadlines?

I wish you the best of luck in your bidding procedure and hope that we will be able to come to your city or region with an edition of our UCI Snow Bike World Cup.



David Lappartient
UCI President



2 A BIT OF HISTORY

Inspired by skiing, Snow Bike is a new winter discipline but on two wheels.

The principle is simple: snow - preferably hard snow, a bike, descent and speed. Depending on the format, riders can compete individually, against one another. Snow Bike events were first registered on the UCI Mountain Bike International Calendar in 2019 with 3 events taking place in France.



2023-2024
FIRST UCI SNOW BIKE
WORLD CUP



**DIFFERENT FORMATS
ARE POSSIBLE:**
DUAL SLALOM, SUPER G, FOUR CROSS

THE ADVANTAGES OF HOSTING A UCI EVENT

Hosting a UCI event will help a city to achieve **economic, touristic and social** objectives.

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



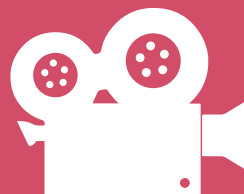
**BOOST
THE REPUTATION
OF YOUR REGION**



**SHOWCASE
YOUR INITIATIVES
FOR DEVELOPING
THE BICYCLE**



**INCREASE
LOCAL ECONOMY
ACTIVITIES**



**INTERNATIONAL MEDIA
COVERAGE WILL BOOST
THE REPUTATION OF
YOUR REGION OR CITY**



**PROMOTIONAL PLATFORM
FOR YOUR CITY/REGION**

4 | SPORT & COMPETITIONS IN NUMBERS



2 DAYS
DEPENDING ON THE
FORMATS CHOSEN



PROGRAMME
EVENTS ARE ORGANIZED
FOR THE ELITE CATEGORY (RIDERS
AGED 17 YEARS AND OLDER)

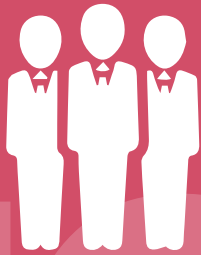


PROGRAMME

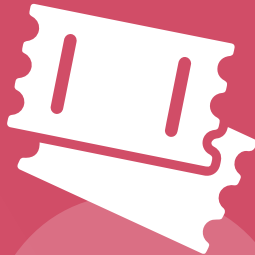
5 RESPONSIBILITIES

SERVICE PROVISION	ORGANISER	UCI
Organisation of the UCI Snow Bike World Cup	✓	
Coordination of UCI Snow Bike World Cup		✓
Practical Organisation Guide		✓
Staff before, during and post event	✓	✓
Commissaire (PCP + Assistant)		✓
UCI Snow Bike World Cup label & guidelines		✓
Press service and worldwide promotion of the event	✓	✓
Start and Finish structures and event backdrops	✓	
Implementation of UCI partners	✓	
Implementation of OC partners	✓	
Accreditation system and delivery	✓	
Timekeeping (and event secretary)	✓	
Timing Cabling	✓	
Organisation of anti-doping controls and its related costs	✓	✓
Post-event reports		✓
Local Promotion	✓	
International Coverage and Promotion	✓	✓
Adequate insurance coverage	✓	
Medical services	✓	
Accommodation for UCI staff and suppliers (40 nights)	✓	
VIP area and activities	✓	
Prize Money	✓	

ORGANISER REVENUES



100% OF VIP
HOSPITALITY SALES
(EXCEPTION UCI VIP TICKETS)



100% OF TICKETS
SALES OF THE EVENT



100% OF OFFICIAL
PROGRAMME SALES



100% OF FOOD
& **BEVERAGE**
ON SITE



100% OF RENT
OF SPACES FOR EXPO AREA
(EXCEPTION UCI PARTNERS)



100% OF ONSITE
MERCHANDISING SALES



90% VISIBILITY
ON BRANDING

BIDDING PROCESS CHRONOLOGY : A ONE YEAR CYCLE



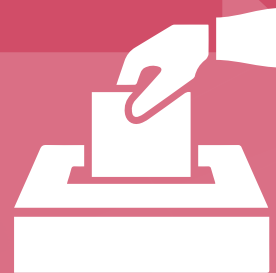
OCTOBER
LETTER OF INTENT



OCTOBER
BID DOCUMENTS



NOVEMBER
CONTRACT
SIGNATURE



NOVEMBER
UCI MANAGEMENT
COMMITTEE

BIDDING DOCUMENTS : CONTENTS & REQUIREMENTS

1. SITE

- The host region
- Geographical location
- Accessibility
- Connections to the network
- Proximity to airport
- Visa procedure and costs
- Accommodation capacity (hotels etc)
- Parking facilities
- Facilities for participants (showers, changing rooms, secured bike park...)

2. FORMAT OF THE EVENT

- A maximum of two formats can be included among: Dual slalom, Super G race and Four cross.

3. COURSE DETAILS

- Elevation
- Course maps
- Detailed description

4. SCHEDULE

5. OFFICIAL HOTEL

6. SAFETY

- Medical plan including ambulances, evacuation procedure, hospital, location of the medical post in the velodrome and the medical room
- Safety plan for the public.

7. DETAILED BUDGET

(use the UCI template in appendix K)

8. SUPPORT & APPROVALS

- Letter of support from the host National Federation
- Letter of approval (course and organisation) from the local authorities
- Presentation by the Organising Committee, including any previous experience

UCI MANAGEMENT COMMITTEE DECISION : CRITERIA

EVENT DELIVERY

- Logistics: accessibility of the area
- Legacy / cycling development plans
- Overall event sites
- Circuit features: attractive images - technical

SPORT ATTRACTIVENESS

- Spectators & atmosphere expected
- UCI geographical strategy
- Cycling development

FINANCE

- Financial Guarantee
- Provisional budget including the UCI fees
- Economic opportunities

RESOURCES

- Political risk: stability - elections
- Relations with UCI: multi-year events plan
- Organiser experience
- Stakeholders' commitment

10 APPENDICES

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APPENDIX A : **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.

UCI FEE PER EDITION: 3900€

CONTRACT SIGNATURE

The contract must 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.

APPENDIX B : EXPENSES COVERED BY THE UCI

THE UCI COVERS THE FOLLOWING EXPENSES

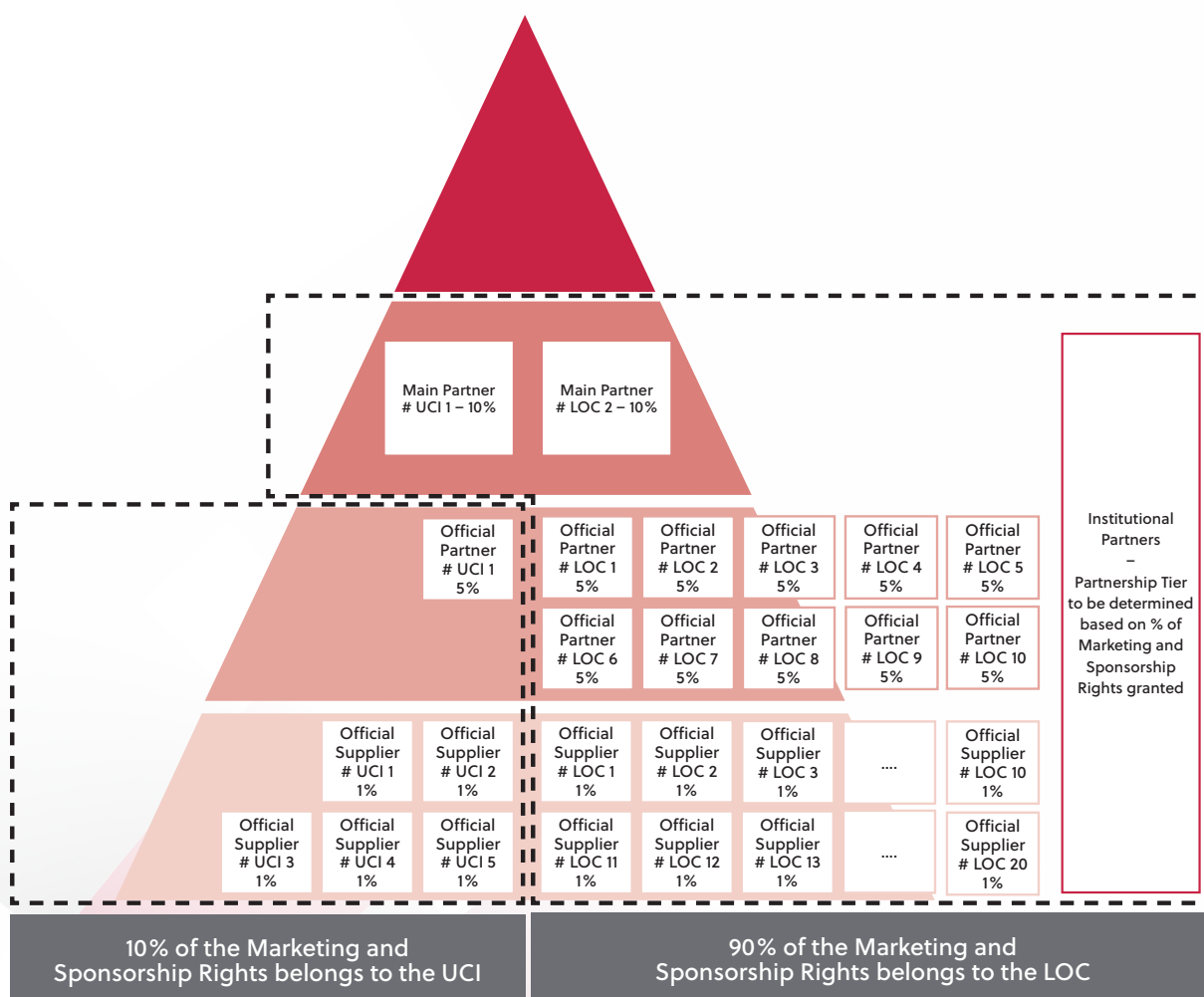
- Presence and travel of the UCI, ITA staff and Officials: Doping Control Officer, International Commissaire and UCI staff*
- Site visits
- UCI partners' dedicated branding
- UCI flags and UCI banners

*Please note that the costs associated with potential visa procedures are to be borne financially by the Organiser.

APPENDIX C : MARKETING AND SPONSORSHIP RIGHTS

PERCENTAGE OF VISIBILITY AND MARKETING STRUCTURE

90% of visibility for the Organiser as per the structure below.



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.

RESERVED 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.

- Bicycle-shoes, bicycle components (crankset, bottom bracket, cassette sprockets, hubs, levers, derailleur, brakes – including disk and chains), 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); electronic bicycle components i.e. motor, drivetrain, levers and battery
- Timepieces and all kind of watches (digital and analogue), including pocket watches, children and youth watches 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 and the size of the movement of such equipment is not exceeding the following size: 60 mm in diameter (or length and breadth as the case may be) and 14 mm in depth; and
- Timing systems, timing, scoring, scoreboard equipment, system and services; products whose primary function is time-measuring and/or distance measurement, scoring and results production and display (including commentary information systems), TV graphics system and services, results systems and Commentators Information System and services, related datahandling services as well as and associated services, such as installation, integration, testing, maintenance and operation of the aforementioned equipment.
- All kind of specific / technical cycling clothes, namely cycling jerseys, bib shorts, gloves, socks, caps, skinsuits, thermos vests and raincoats
- Woollies (bobble hats, beanies, bucket hats, wooly gloves, scarves and socks)
- 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 reserved products/services categories, 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 World Championships 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
- Ski Gates/Fanions On-Course
- Backdrops and structures
- Official communications (programme, result list, etc.)
- Public announcements by speaker
- 30-second clip played on giant screen
- Digital visibility
- Expo area
- Event tickets
- VIP hospitality

IMPLEMENTATION OF VISIBILITY

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.

APPENDIX D : **EVENT MERCHANDISING**

The event merchandising includes all merchandising products carrying the event logo.

Merchandising can be a source of revenues for the Organiser. The Organiser owns the merchandising rights and will retain 100% of the sales revenues with the exception of the below reserved category.

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.

APPENDIX E : **COMMUNICATION & PROMOTION**

The Organiser will have to ensure the promotion of the event, via a Communication and Promotion plan to be defined in collaboration with the UCI. The UCI will also promote the event on its owned platforms and channel.

Visuals and contents coming from the Organiser for both above / below-the-line communication will be validated by the UCI.

APPENDIX F : **VIP HOSPITALITY**

The VIP hospitality is an opportunity to generate revenues for the Organiser.

The UCI family should have access to the highest level of hospitability. The VIP area must be only one area located near the finish line in close proximity to the event venue/race action. As a VIP guest, it is important that the experience in that space be premium.

10 tickets must be delivered to the UCI per day.

All VIP revenues outside of the UCI tickets are for the Organiser.

APPENDIX G : SPORTS REQUIREMENTS

Different formats are possible :

DUAL SLALOM

- An event where a series of elimination races are held between pairings of riders racing head to head down two parallel slalom courses. The two courses should be as close to identical as possible.
- The duration of the courses should be between 20 secs and 45 secs, with the optimum at 30 secs.
- Courses must be marked with a minimum of the following:
 - With ski slalom gates (PVC piping) with a height between 1.5 m and 2 m.
 - The last gate on each course must be set at least 10 meters before the finish line.

SUPER G

- An event where the riders race down the course one after the other, chasing the best time of the day.
- The course must be set up on a descending slope of between 250 and 400 meters with a succession of gates, like in skiing.
- The gates must be alternately red and blue.
- The gates must be at least 6 m and at most 8 m wide for open gates and at least 8 m and at most 12 m for vertical gates. The distance between the turning poles of two successive gates must be at least 25 m.

FOUR CROSS

- An elimination event where three or four riders (called a heat) compete side by side on the same downhill course.
- Ideally, the course is set up on moderate slopes with regular gradients. It must also include a mixture of jumps, humps, banked turns, berms, dips, natural tables and other special features. It may also include unbanked turns. There is normally no climbing requiring the riders to pedal.
- The course must also be wide enough to allow four riders to line up side by side, and to enable overtaking.
- The duration of the race must be between 30 seconds and 60 seconds with an optimum time between 45 and 60 seconds for the winner of the qualifying round.
- The gates on the course must be made of non-metallic stakes (slalom stakes), preferably in PVC, 1.5 to 2 metres high.

APPENDIX H :

SECURITY

Security is a key element in the organisation of the UCI Snow Bike World Cup. An event without incident presents a positive image of the series as well as of the host town and country. Security issues must be planned and managed in collaboration with the local, regional and national authorities. With this in mind, the LOC appoints a security coordinator who acts as the contact person for any matters concerning security. Security considerations include the safety of people (riders, team staff, officials, guests, spectators) as well as the security of property and locations (vehicles, start/finish area, training locations, competition locations, equipment, telecommunication installations and transmitters, press equipment, etc.). The security of people and property must be ensured from the time of arrival at the competition venue.

Furthermore, the LOC shall take out third-party civil liability insurance covering the LOC's and UCI's civil liability for cases of personal and material damage to a minimum of CHF 5,000,000. A copy of this insurance contract must be provided when the LOC signs the organisation pre-contract.

The LOC submits security plans to the UCI six weeks before the start of the UCI Snow Bike World Cup, consisting of:

- Security plan (fire and ambulance services, police) for the riders, public and officials
- Traffic and parking plan (locations, routes)
- Security plan for the movement of persons during and after the events (access to various zones).

Finally, the security coordinator undertakes to actively participate in training security representatives employed at the competition venue. The security coordinator, in conjunction with the technical manager, oversees the positioning of security representatives, who have a good knowledge of English, at strategic points.

J APPENDIX I : UCI OFFICIAL HOTEL & MEETINGS

The official hotel for the UCI Snow Bike World Cup provides accommodation for the members of the UCI Management Committee, as well as UCI guests, UCI staff and officials and ITA staff and officials.

The Organiser must ensure the availability, quality of services and prices of the official hotel from the time of compiling the candidature. The UCI is responsible for selecting the hotel upon the proposal of the Organiser.

HOTEL STANDARD

- The hotel must be a high-quality tourist hotel (four stars or higher).
- The minimum reservation for the UCI is for 40 nights. (single hotel room with half-board. Parking for UCI officials and guests is provided free of charge.
- The cost of the hotel rooms will be borne by the Organiser.

APPENDIX J : **ORGANISER BUDGET**

The budget template can be downloaded in Excel table format from [***this link***](#).

APPENDIX K : 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 a 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 a UCI event
- Developing cycling within its population.



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.

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.

ABOUT THE UNION CYCLISTE INTERNATIONALE

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 Racing, BMX Freestyle, cyclo-cross, trials, indoor cycling. Five of them are represented at the Olympic Games (road, track, mountain bike, BMX Racing and BMX Freestyle), two at the Paralympic Games (road and track) and four at the Youth Olympic Games (road, mountain bike, BMX Racing and BMX Freestyle).

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
UCI Gran Fondo World Series
UCI Para-cycling Road World Championships
UCI Para-cycling Road World Cup

MOUNTAIN BIKE

UCI Mountain Bike World Championships
UCI Mountain Bike Marathon World Championships
UCI Mountain Bike Eliminator World Championships
UCI Pump Track World Championships
UCI Masters Mountain Bike World Championships
UCI Mountain Bike World Series
UCI Mountain Bike Eliminator World Cup
UCI Enduro World Championships
UCI Enduro World Series

GRAVEL

UCI Gravel World Championships
UCI Gravel World Series

TRACK

UCI Track World Championships
UCI Junior Track World Championships
UCI Para-cycling Track World Championships
UCI Track Champions League
UCI Track Nations Cup
UCI Masters Track World Championships

CYCLO-CROSS

UCI Cyclo-cross World Championships
UCI Cyclo-cross World Cup
UCI Masters Cyclo-cross World Championships

COMBINED

UCI Cycling World Championships (every pre-Olympic year).

CYCLING ESPORTS

UCI Cycling Esports World Championships

BMX Racing

UCI BMX Racing World Championships
UCI BMX Racing World Cup

BMX FREESTYLE

UCI Urban Cycling World Championships
UCI BMX Freestyle World Cup

TRIALS

UCI Urban Cycling World Championships
UCI Trials World Cup
UCI Trials World Youth Games

INDOOR CYCLING

UCI Indoor Cycling World Championships
UCI Cycle-ball World Cup
UCI Artistic Cycling World Cup

SNOW BIKE

UCI Snow Bike World Championships
UCI Snow Bike World Cup

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 Snow Bike World Cup 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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