



**PARA-CYCLING ROAD
WORLD CUP**

**UCI PARA-CYCLING ROAD
WORLD CUP
INFORMATION FOR ORGANISERS**

TOP ENVI

1. FOREWORD

To organise the UCI Para-cycling Road World Cup is to organise the discipline's leading seasonal event and that is why the organisation of this event is so important.

In order to help potential organisers prepare their candidature, the UCI has produced this Bidding Guide. It is a concise, practical document that was prepared after consultation with our various partners. Our aim is to help potential hosts compile a watertight candidature file that contains all the required elements, for example concerning the competition site, infrastructure, transport, emergency services, accessibility etc. It 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?

The UCI Para-cycling Road World Cup is an excellent platform for the discipline, and includes both individual time trials and road races for the many different sport classes. The sporting level of these athletes is nothing short of impressive, with athletes coming from all over the world to participate. Hosting the leading para-cycling road event of the year is a major undertaking and a truly rewarding and exciting experience!

The UCI greatly appreciates the interest and commitment shown by potential organisers. In bidding to host the UCI Para-cycling Road World Cup, 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 Para-cycling Road World Cup.

Good luck!

David Lappartient
UCI President



2. A BIT OF HISTORY

In 2007, the Union Cycliste Internationale took over the management of para-cycling and is working actively on its development. The Para-cycling World Cup were held for the 1st time in 2010 for men and women.

Para-cycling is about courage, commitment and performance, and the most important seasonal event is the UCI Para-cycling Road World Cup. This medium-sized event is the perfect opportunity to involve people in a competition that highlights strong values and incredible life stories. The UCI Para-cycling Road World Cup will help you to diversify your events portfolio and to gain experience before hosting bigger events.

2017 SEASON

Emmen (NED)

Ostend (BEL)

Maniago (ITA)



3. EVENTS KEY FACTS

UCI Para-Cycling Road World Cup

Number of competition days	4
Number of athletes	300
Period of the year	March - October

CLASSIFICATION

Para-cycling athletes are divided into four different groups:

C – Cyclist: conventional bike with some minor adaptations

T – Tricycle: three-wheeled bike

B – Blind: tandem

H – Handbike

Each group is sub-divided into different sport classes (1 to 5) depending on the severity of the handicap, which is assessed during a medical examination by classifiers prior to competition.

DRAFT PROGRAM

DAY 1	Time Trials
DAY 2	Time Trials
DAY 3	Road Races Team relay
DAY 4	Road Races





4. 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.

5. 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	CHF 10,000 The fees include 90% of the Marketing and Sponsoring Rights
Registration fee:	Maximum € 75

6. TELEVISION

TELEVISION PRODUCTION

Television production is not compulsory. Nevertheless, if the Organiser wishes to invest in TV production, the Organiser should liaise with UCI in order to set a discussion with EBU in first place.

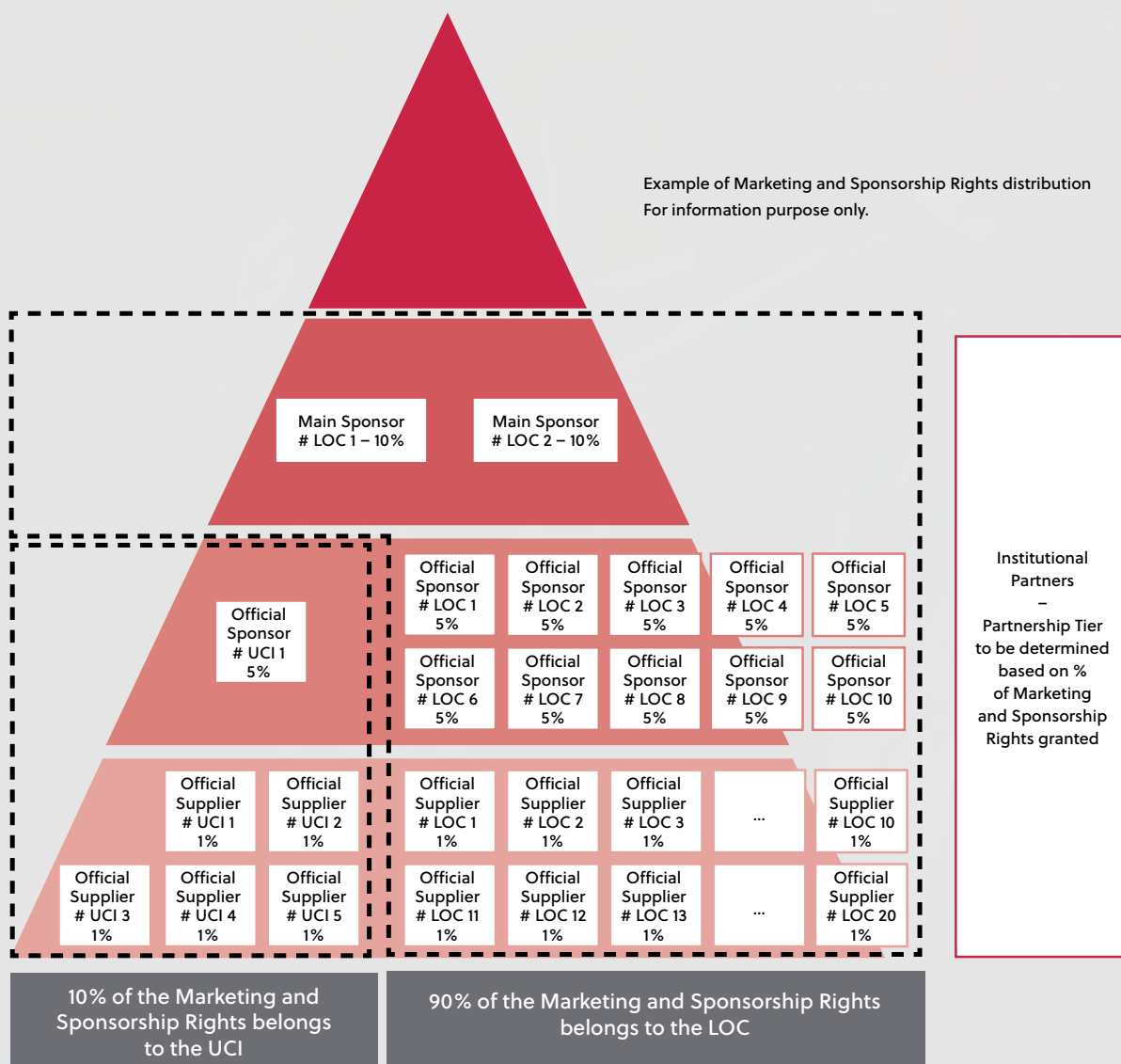
ELECTRONIC MEDIA RIGHTS

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.

7. 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 SERIES PARTNERS AND PRODUCT CATEGORIES

The UCI reserves the following product categories for their partners:

- 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

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 Para-cycling Road World Cup offers its partners clear visibility through the following branding opportunities:

- Boards and banners
- Backdrops
- Official documents (program, result lists, etc)
- Public announcements by speaker
- 30-second clip played on giant screen
- Website visibility
- Expo area
- Event tickets
- VIP tickets and VIP parking passes

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 Para-cycling Road World Cup 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

8. SHARE OF RESPONSABILITIES: ORGANISERS / UCI

SERVICE PROVISION	ORGANISERS	UCI
Organisation of the UCI Para-cycling Road World Cup	✓	
Coordination of the UCI Para-cycling Road World Cup		✓
Practical Organisation Guide		✓
Staff before, during and post event	✓	
UCI Technical Delegate		✓
UCI Secretary		✓
Commissaires' Panel		✓
UCI Para-cycling Road 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	✓	
TV Production	Cf. chapter 6	
Timekeeping and TV Graphics	✓	
Payment of anti-doping tests	✓	
Post-event reports and TV analysis	✓	
Local promotion	✓	

The riders' travel and accommodation costs are not at the organiser's expense.



9. 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. Location plan (country, region, town) & geographical presentation (climate, altitude)
6. General access / access to the competition site
7. Venue and presentation of circuits
8. Logistics
9. Safety
10. Marketing
11. TV production and broadcast (if applicable)
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.

10. 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.

11. 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 CYCLING	UCI Road World Championships UCI Gran Fondo World Championships
MOUNTAIN BIKE	UCI Mountain Bike World Championships, UCI Mountain Bike World Cup <i>presented by Shimano</i> UCI Mountain Bike Eliminator World Cup
TRACK CYCLING	UCI Track Cycling World Championships <i>presented by TISSOT</i> , 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
URBAN	UCI Urban Cycling World Championships
BMX	UCI BMX World Championships UCI BMX Supercross World Cup UCI BMX Freestyle World Cup
TRIALS	UCI Trials World Championships, UCI Trials World Cup
INDOOR CYCLING	UCI Indoor Cycling World Championships, UCI Cycle-ball World Cup
MASS PARTICIPATION	Road, Mountain Bike, Track, Cyclo-cross

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 Paracycling Road 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.

CONTACTS

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