

# 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.

Good luck!

A stylized white signature of David Lappartient on a dark background.

**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 ?

The UCI Trials World Champions **Nina Reichenbach** (GER) and **Jack Carthy** (GBR) won three times the UCI Trials World Youth Games.

The UCI Trials World Champion and World Cup winner **Alejandro Montalvo** (ESP) is the most titled athlete at UCI Trials World Youth Games with 4 titles.

The UCI Trials World Champions **Vera Barón** (ESP) and **Abel Mustieles** (ESP) won two times the Youth title. **Dominik Oswald** (GER) and **Borja Conejos** (ESP) won one time.





# 3. KEY FACTS

## EVENT DATA

- 3 days event
- Average of 180 riders
- 500 people coming with the athletes
- Majority of riders travel with their family doing it as part of their summer holidays, spending extra days in the region.

## PREVIOUS ORGANISERS & PARTICIPATION

- 2013: Moudon (SUI) - 125
- 2014: Zawiercie (POL) - 151
- 2015: Aywaille (BEL) - 143
- 2016: Freiamt (GER) - 174
- 2017: Viborg (DEN) - 176
- 2018: Lazzate (ITA) - 183
- 2019: Wadowice (POL) - 158
- 2020: cancelled due to the global pandemic
- 2021: cancelled due to the global pandemic
- 2022: Wadowice (POL) - 164
- 2023: Durana-Basque Country (ESP) - 170
- 2024: Sternenfels (GER) - 188

## CATEGORIES

- Boys U10 (9-10 years old)
- Boys U12 (11-12 years old)
- Boys U14 (13-14 years old)
- Boys U16 (15-16 years old)
- Girls U10 (9-10 years old)
- Girls U13 (11-13 years old)
- Girls U16 (14-16 years old)

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 their age, which shall be calculated by deducting the year of birth from the current year.





## 4. 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.





## 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 FEE:

Rights fee of 2.500 EUR for the UCI Trials World Youth Games.

The fee includes ninety per cent (90%) of the marketing and sponsorship rights related to the UCI Trials World Youth Games.

### ORGANISER REVENUES:

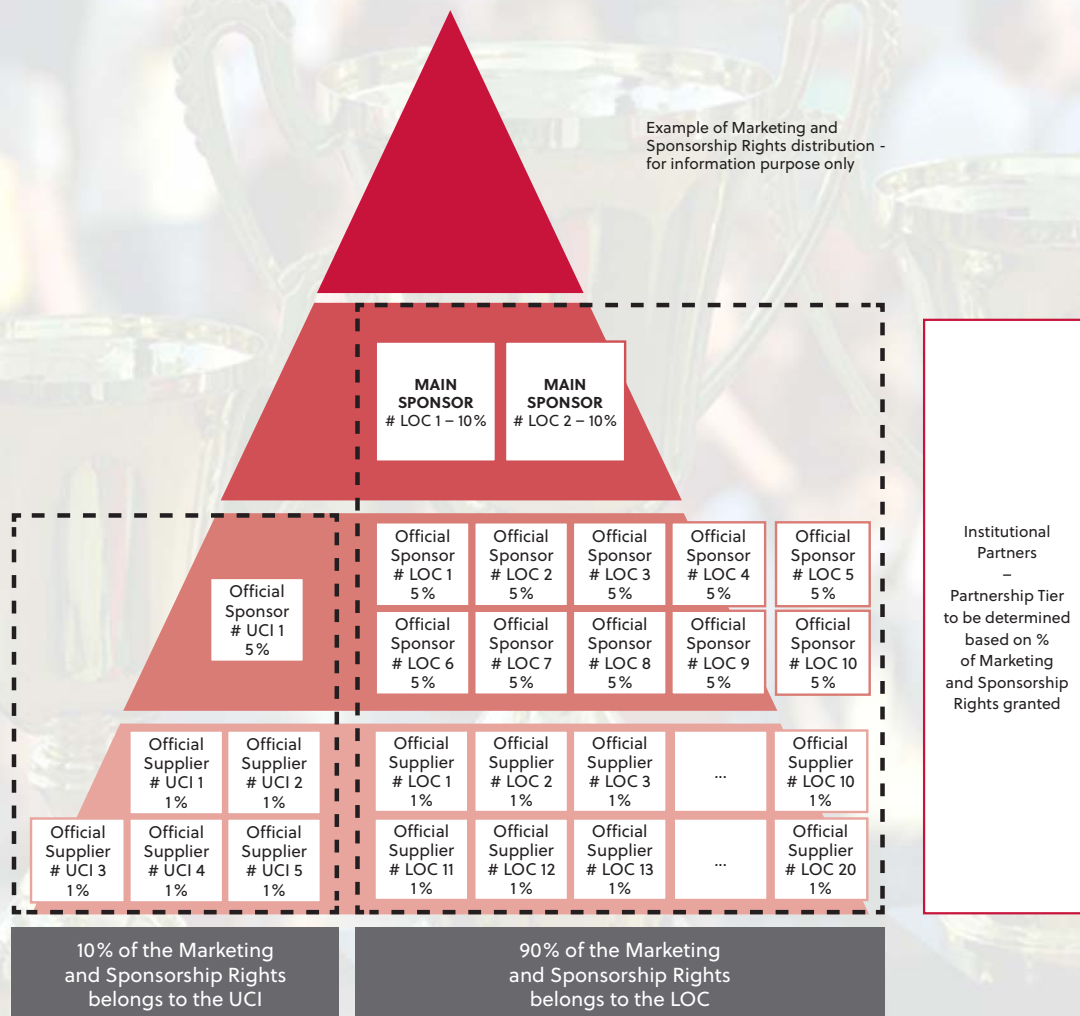
- 100% of revenues for side events
- 100% of ticket sales
- 100% of VIP hospitality sales (with the exception of UCI quotas)
- 100% of parking / camping fees (with the exception of UCI quotas)
- 100% of concession revenues
- 100% of team tent fees
- 100% of expo area fees
- 100% of the merchandising rights



# 6. 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





# 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.



A full-page background image showing a Japanese mountain biker in a white and red jersey with 'JAPAN CYCLING' and a Japanese flag, performing a wheelie on a city street. The biker is wearing a white helmet and gloves. The background features a large, ornate building and a crowd of spectators.

## 8. MERCHANDISING

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.

### **UCI PRODUCTS EXCLUSIVITY - WATCHES**

The UCI official partner for the category "watches" has 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.



# 9. ROLES AND RESPONSABILITIES

## UCI SERVICES

### LOGISTIC

- UCI Trials World Youth Games label
- UCI Trials general coordination and management
- Riders' registration system
- Scoring 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

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

### MATERIAL

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

## OC RESPONSABILITES

- The necessary human resources and infrastructure for the organisation of the UCI Trials World Youth Games according to the terms and conditions of the event (UCI Trials World Youth Games Organisation Guide)
- Personnel, material and equipment for the section construction according to the UCI Trials Event setup and Section building guide.
- Accommodation for UCI staff in hotel (near venue) during the event (up to 20 nights, full-board)
- Local transportation (airport-official hotel-venue) for UCI staff and a daily shuttle running between the official hotel and the venue from Thursday to Monday.
- Implementation of organiser and UCI partners
- Event structures and backdrops
- All visual material indicated on the Visual Guidelines
- Promotion of the event
- Third-party civil liability insurance covering the LOC's and UCI's civil liability for cases of material damage to a minimum of CHF 2.000.000
- Medical services
- VIP area and activities
- Security plan



# 10. GENERAL SETUP

## WHERE THE EVENT CAN TAKE PLACE?

The venue for the Trials event is compacted and relatively easy to prepare. Trials competitions are able to be adapted at any spot either environment - **natural** or **urban, outdoor** or **indoor**.

- The events can take place at **natural spots** such as in a forest or open country taking natural surroundings as obstacles.
- In a **urban places** such as city centres, halls or squares with the manmade obstacles.
- The events also can take place in **trials parks** built for sport practice.

Note that in any case the spots have to guarantee the standards to host the event.

**Do not hesitate to communicate what is your best choose/option for your event.**

## MAIN AREAS TO CONSIDER

We will distinguish five main areas:

- **Technical area | Competition area | Mixed teams' section | Stage | Teams' area + warm up**

The **technical area** is considered the nerve centre of the event and it must preferably located on one side of the competition area giving easier access to the riders. The access is restricted to the general public and it must be fenced off.

The **competition area** is the place where sections\* are set. It can be in a compact or split layout. The access is restricted to the general public and either both layouts must be fenced off.

- **Compact** layout. Is normally in a rectangular in shape, occupying a space of approximately 2.000 square meters. Spectators' areas are situated on the four sides of the competition area allowing a place to place the technical area and stage.
- **Split** layout. Section are set separated each other, is highly recommended do not set the sections too much far one from the other. Each section should be occupying a space of approximately 150 square meters. Is very important provide the necessary hallways to connect the sections allowing riders move from one section to other section avoiding them to walk through the public.

The **mixed teams' section** is the area where the national's team event takes place. It have to be located out of the other competition area and after the event it can remains as warm up area.

The **stage** is an elevated platform, it can be covered or not. Is the area where riders' start, riders' presentations and the awards ceremony take place.

Therefore is highly recommend place it in an preferred location, usually is placed between the technical area and the competition area. The access is restricted to the general public and it must be fenced off.

The **teams' area and warm up** is an area provided for the national federations where they base their operations. Depending of the placement, the entire area has to be fenced off and secured the access. A warm up section must be fitted inside this area.

## OTHER FACILITIES AND SERVICES

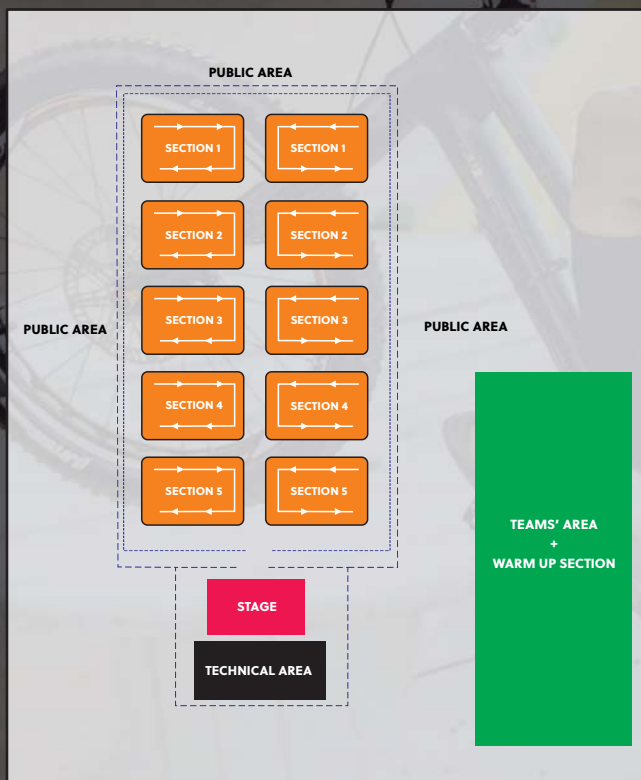
To deliver an attractive and functional event is highly recommended that all facilities be placed in a close area. The placement and distribution of the other facilities and services such as:

**toilets, restaurant, press room, volunteers' area, side events** ... it will depend on the space available.

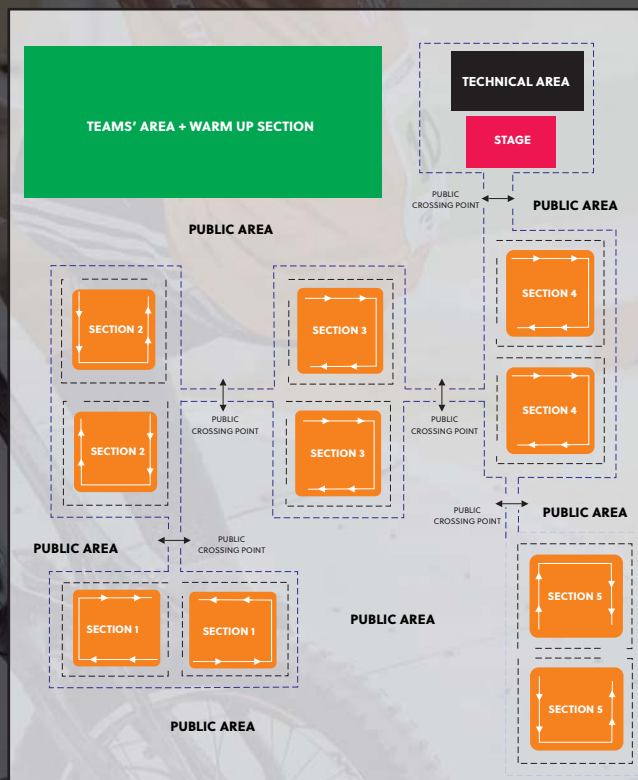


## INDIVIDUAL COMPETITION AREA - LAYOUT EXAMPLES

### Compact



### Split



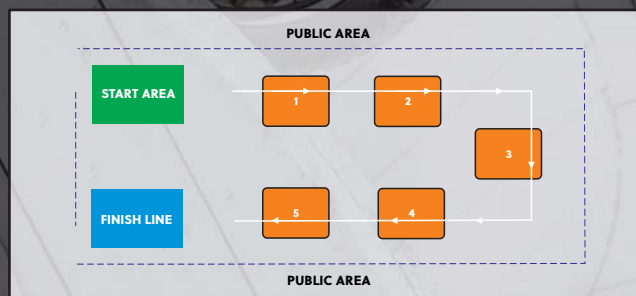
Do not hesitate to communicate your requirements on the general layout and what would be the best option for your event place, even if it has to be different from above examples.

## MIXED TEAMS' SECTION - LAYOUT EXAMPLES

### I-shape



### U-shape



\*All related to prepare the sections is described at the detailed guideline available at UCI website.

**UCI Trials Event Setup & Section Building Guide**





## TABLE OF MEASUREMENTS

Consider the following recommended measurements:

- **TECHNICAL AREA**

- Recommended size: 300 m<sup>2</sup>

- **INDIVIDUAL COMPETITION AREA IN A COMPACT LAYOUT**

- Total recommended size: 2000 m<sup>2</sup>
- Sections: 150 m<sup>2</sup> each one (10 m x 15 m). Same size and shape recommended for the tensections
- Safety distance width between sections and between section and fences: 3 m
- Double perimeter width: 1,5 m

- **INDIVIDUAL COMPETITION AREA IN A SPLIT LAYOUT**

- Sections recommended size: 150 m<sup>2</sup> each one (10 m x 15 m). Do not necessary to be proportional
- Riders hallways width: 1,5 m
- Double perimeter width: 1,5 m
- Public crossing points width: 1,5 m
- Distance between sections: 5 m minimum - allowing spectators a good walk flow

- **MIXED TEAMS' SECTION**

- Recommended size: 650 m<sup>2</sup> (65 m x 10 m)

- **STAGE**

- Recommended size: 40 m<sup>2</sup> (8 m x 5 m) and 0,80 m high

- **TEAMS' AREA + WARM UP**

- Recommended size: 600 m<sup>2</sup>





## INFRASTRUCTURE AND SERVICES

All infrastructure and services required indicated below are to be provided and paid for by the LOC. A detailed description of all types of facilities required for various purposes for the UCI Trials World Youth Games event are defined hereafter:

### 1.1. MAIN FACILITIES

- TECHNICAL AREA
  - Trials office
  - Screen area
  - Commissaires' room
  - LOC warehouse
  - First Aid Post
  - Toilets service
  - Sound system and DeeJay area
- COMPETITION AREA
  - Sections
- TEAMS' SECTION
  - Section
- STAGE
- TEAMS' AREA + WARM UP

### 1.3. BASIC SERVICES

- Power supply
- Internet access
- Food and beverage service
- Communication system

### 1.2. COMPLEMENTARY FACILITIES

- Riders and Teams car park (camper site)
- Press office
- VIP area (optional)
- Volunteers' room
- LOC Office

### 1.4. GENERAL FACILITIES AND SERVICES

- Grandstand (optional)
- Welcome desk
- Promotional boards (optional)
- Big screen (optional)
- Public car park
- Food and beverage service
- Crossing points
- Public' toilets
- Garbage bins





# 11. CALENDAR AND PROGRAM

## CALENDAR

Targeted date: last weekend of July or first weekend of August

## PROGRAM

### THURSDAY

- Section Inspection by UCI

### FRIDAY

- Riders' confirmation
- Team managers meeting
- On foot sections inspection >> All categories
- Mixed Team competition, followed by awards ceremony
- Opening gala

### SATURDAY

- 1/2 Finals: Cadets, Minimes, Benjamins, Poussins, Girls, Youth 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



A background photograph showing several cyclists at what appears to be a UCI Trials event. In the foreground, a cyclist wearing a red and white jersey with 'JAPAN' on the back and a black helmet is seen from the side. To their left, another cyclist in a white jersey with 'DEUTSCHLAND' and a German flag is visible. In the background, other cyclists and spectators are blurred, creating a sense of a busy event. A semi-transparent dark grey box is overlaid on the center of the image, containing the title and text.

# 12. BIDDING FILE CONTENT

**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
- Full contact details of the organiser
- 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 infrastructure, essential and complementary services and spectator facilities)
- 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 (if applicable)

## **SELECTION OF THE CANDIDATES FOR THE UCI TRIALS WORLD YOUTH GAMES:**

Every new site will receive a visit from the UCI Trials Coordinator.

The following elements will be taken into consideration:

- Technical aspects of the site
- Geographical situation
- Evaluation of the general competencies for the organisation of such an event.



# 13. 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.



# 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 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

<b>ROAD</b>	UCI Road World Championships UCI Gran Fondo World Championships
<b>MOUNTAIN BIKE</b>	UCI Mountain Bike World Championships UCI Mountain Bike World Cup
<b>TRACK CYCLING</b>	UCI Track Cycling World Championships presented by Tissot UCI Juniors Track Cycling World Championships Tissot UCI Track Cycling World Cup
<b>CYCLO-CROSS</b>	UCI Cyclo-cross World Championships UCI Cyclo-cross World Cup
<b>PARA-CYCLING</b>	UCI Para-cycling Road World Championships UCI Para-cycling Track World Championships UCI Para-cycling Road World Cup
<b>BMX</b>	UCI BMX World Championships UCI BMX Supercross World Cup
<b>BMX FREESTYLE</b>	UCI BMX Freestyle World Cup
<b>TRIALS</b>	UCI Trials World Cup
<b>URBAN CYCLING</b>	UCI Urban Cycling World Championships
<b>INDOOR CYCLING</b>	UCI Indoor Cycling World Championships UCI Cycle-ball World Cup UCI Artistic Cycling World Cup
<b>MASS PARTICIPATION</b>	Road, Mountain Bike, Track

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 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.

## CONTACTS

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