



# UCI TRACK WORLD CUP

BID GUIDE 2026, 2027, 2028



# 1 FOREWORD FROM UCI PRESIDENT DAVID LAPPARTIENT

The UCI Track World Cup is the premier international series for track cycling, bringing together the world's best athletes in a competition that rewards consistency and excellence throughout the season. For most Elite track cyclists, the UCI Track World Cup is not only a prestigious competition but also a critical opportunity to earn qualification points for the Tissot UCI Track World Championships.

With so much at stake, the organisation of a round of this series holds significant importance. To assist potential organisers in preparing their candidature, the UCI has developed this Bid Guide.

This practical and comprehensive document reflects the insights of our partners and stakeholders and is designed to help you build a strong candidature file. It includes essential information on key aspects such as velodrome facilities, infrastructure, transport, accessibility, and more. It also provides answers to common questions about candidate commitments, UCI support services, organisational requirements, timelines, and deadlines.

Track cycling is one of the five Olympic cycling disciplines and enjoys immense popularity worldwide. The unique atmosphere inside the velodrome during a UCI Track World Cup round exemplifies the excitement and passion that these events inspire. By expressing your interest in hosting a round of this prestigious series, you are making a valuable investment in the further growth and development of track cycling.

Furthermore, the UCI places great value on early planning and collaboration with event hosts. Awarding hosting rights well in advance provides organisers with the time and resources necessary to deliver an exceptional event, ensure logistical efficiency, and maximise local and international impact.

The UCI warmly thanks you for your commitment and ambition to support the future of track cycling. I wish you the very best in your bidding process and look forward to the possibility of bringing the UCI Track World Cup to your city or region.

**David Lappartient**  
UCI President  
IOC Member



# A BIT OF HISTORY

**The diversity of the event** attracts a large audience, with endurance and sprint, individual and team races ensuring an electric atmosphere throughout. The grandstand's proximity to the track brings the public to the heart of the event.



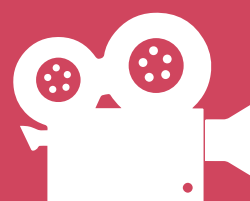
## HOST CITIES SINCE RIO 2016



# 3 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.



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



**BOOST THE REPUTATION OF YOUR REGION**



**SHOWCASE YOUR INITIATIVES FOR DEVELOPING THE BICYCLE**



**INCREASE LOCAL ECONOMY ACTIVITIES**



**PROMOTIONAL PLATFORM FOR YOUR CITY/REGION**





# 4 SPORT & COMPETITIONS IN NUMBERS



## 7 EVENTS

(SAME FOR MEN AND WOMEN)

- TEAM PURSUIT
- TEAM SPRINT
- OMNIUM
- SPRINT
- MADISON
- KEIRIN
- ELIMINATION RACE



## 3 DAYS

OF COMPETITION



## ~300 ATHLETES

FROM ~45 NATIONS



# 5

## MEDIA AND DIGITAL COVERAGE



AUDIENCE

**2.7+ MILLION  
FOLLOWERS**



VIDEO VIEWS

**10+ MILLION**



IMPRESSIONS

**28+ MILLION**



ENGAGEMENTS

**500+ THOUSAND**



DEDICATED COVERAGE ACROSS

**4 DIFFERENT PLATFORMS**



# 6 RESPONSIBILITIES

SERVICE PROVISION	ORGANISER	UCI
Organisation of the UCI Track World Cup	✓	
Coordination of UCI Track World Cup		✓
Practical Organisation Guide		✓
Staff before, during and post event	✓	✓
UCI Technical Delegate		✓
UCI Commissaires' Panel		✓
UCI Track World Cup label and guidelines		✓
Press service and worldwide promotion of the event	✓	✓
Marketing implementation (backdrops, UCI & LOC partners boards and paintings, etc.)	✓	
Accreditation system and delivery	✓	
Live TV (live streaming) production incl. daily news and 1× 52min highlight	✓	
Worldwide TV distribution (in collaboration with WBD)		✓
Technical infrastructure for Live TV production (incl. technical power and lighting)	✓	
Timekeeping and TV graphics		✓
Organisation of doping controls and its related costs	✓	
Medals	✓	
Prize Money to riders	✓	
UCI Official hotel (4* hotel, as specified in the contract)	✓	
Visa for all stakeholders of the event	✓	

# 7 ORGANISER REVENUES



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



**100% OF TICKETS**  
SALES OF THE EVENT



**100% OF OFFICIAL**  
**PROGRAM SALES**



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



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



**100% OF ONSITE**  
MERCHANDISING SALES



**50% VISIBILITY**  
ON BRANDING



**NON-EXCLUSIVE**  
**DOMESTIC BROADCAST**  
**RIGHTS**



# 8 BIDDING PROCESS CHRONOLOGY



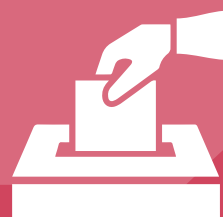
**APRIL**

BID DOCUMENTS



**MAY**

CONTRACT  
SIGNATURE



**JUNE**

VOTE OF THE UCI  
MANAGEMENT  
COMMITTEE



# 9 BIDDING DOCUMENTS : CONTENTS & REQUIREMENTS

## 1. GENERAL PRESENTATION OF THE HOST REGION

- Location (country, region, town)
- Geographical presentation (climate, altitude, time zone, etc.)
- Proximity to airport, connection to the public transport network
- Visa procedure and costs
- Accommodation capacity

## 2. PRESENTATION OF THE ORGANISING COMMITTEE, INCLUDING ANY PREVIOUS EXPERIENCE

## 3. VENUE

- Characteristics of the track (technical information, current state, etc.)
- Facilities at the velodrome (number of seats, change rooms/toilets, doping control facilities, meeting rooms, parking, public transportation access, on-site catering, etc.).

## 4. LOGISTICS

- Official hotel
- Accommodation available for teams

## 5. SAFETY

- Medical plan
- Safety situation in the region

## 6. MARKETING (EXISTING OR POTENTIAL SPONSORSHIP)

## 7. BUDGET

## 8. LETTERS OF SUPPORT FROM THE HOST NATIONAL FEDERATION AND LOCAL/PUBLIC AUTHORITIES



# 10 UCI MANAGEMENT COMMITTEE DECISION : CRITERIA

## EVENT DELIVERY

- Logistics: accessibility of the area
- Legacy / cycling development plans
- Overall event sites

## SPORT ATTRACTIVENESS

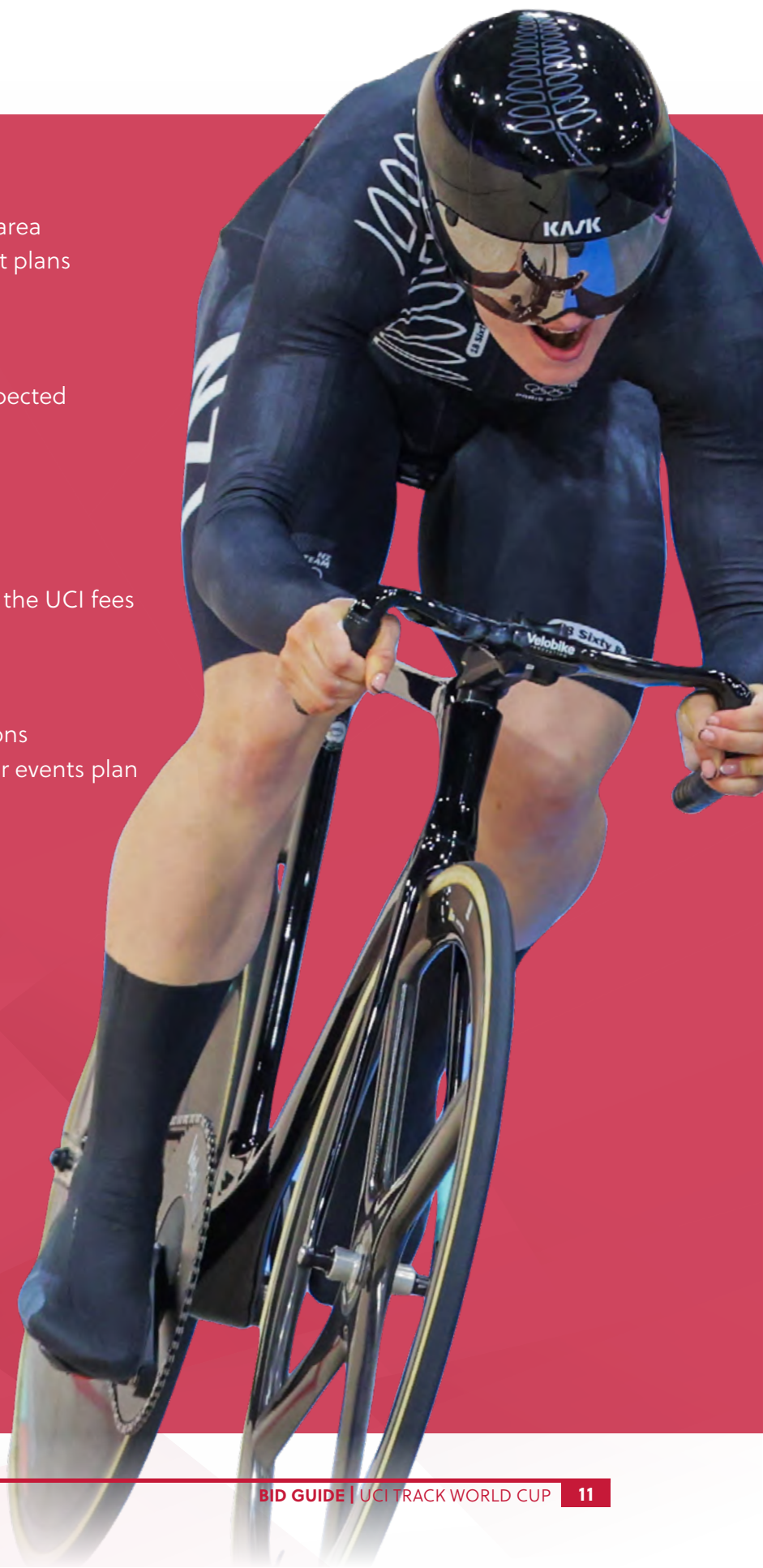
- Spectators & atmosphere expected
- UCI geographical strategy
- Cycling development

## 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





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# A

## 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 UCI TRACK WORLD CUP ROUND:  
CHF 25,000.-**

\*The indicated amount is subject to potential adjustments due to external factors such as inflation and economic fluctuations.

# APPENDIX B: EXPENSES COVERED BY THE UCI

## THE UCI COVERS THE FOLLOWING EXPENSES

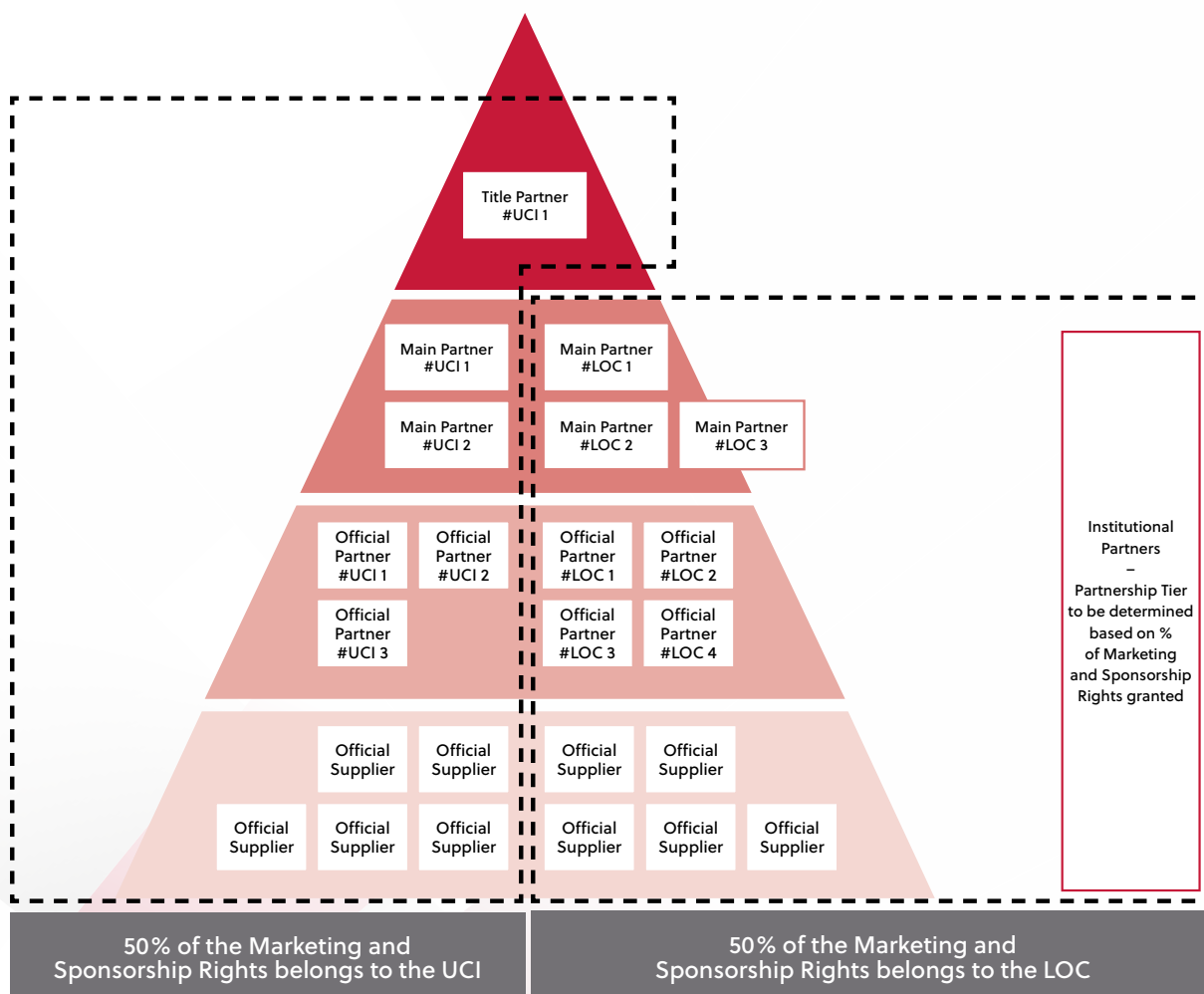
- Daily allowances and travel of the UCI Officials, Doping Control Officers, UCI International Commissaires, UCI Technical delegate, Timing staff and UCI Staff
- Timing services & TV Graphics
- Photographers & TV broadcasters bibs
- Worldwide TV distribution in partnership with WBD Sports



# APPENDIX C: MARKETING AND SPONSORSHIP RIGHTS

## PERCENTAGE OF VISIBILITY AND MARKETING STRUCTURE

50% 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.

Title Partner: This is an exclusive tier reserved solely for the UCI. No other partners can be at this level.

Main Partner: This tier allows for a total of five partners, divided as follows:

- 2 UCI partners
- 3 LOC partners

Official Partner: This tier accommodates seven partners in total:

- 3 UCI partners
- 4 LOC partners

Each partner tier comes with specific visibility rights. The details of how branding and exposure are distributed across different marketing assets (e.g., banners, uniforms, digital platforms, signage, etc.) will be outlined in the Marketing Grid. This document, which accompanies the Organisation Agreement and the Organisation Guide, will provide a detailed breakdown of where and how each partner's branding will appear.

This structure ensures a clear distribution of sponsorship opportunities while maintaining exclusivity and value for each level of partnership.

## **TV PRODUCTION**

The LOC must provide the TV LIVE (streaming) production at its own costs for the evening sessions on Friday and Saturday and the afternoon session on Sunday incl. English commentary, daily news and 52min HL show. Detailed information on the minimum production standard will be listed in the Organisation Guide, alongside some obligations regarding TV production, which remain the responsibility and at the cost of the Organiser.

## **MEDIA DISTRIBUTION**

The UCI distribution partner (WBD) will take care of extending the media coverage on a worldwide basis via its own network and via international broadcast partners.

## **MARKETING AND SPONSORSHIP INVENTORY**

The UCI Track World Cup offer its partners clear visibility through the event marketing and sponsorship inventory. Please see below a non-exhaustive list of the key items.

- Outside ring boards (perimeter boards)
- Infield banners and branded items
- Backdrops and structures
- Track stickers and paintings
- 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 VISIBILITY**

The Organiser is responsible for the implementation of its own and the UCI partners' signage in, on and around the track. The appointed implementation team(s) will be piloted by the Marketing representatives of the Organiser and of the UCI.





# APPENDIX D: **TV PRODUCTION & ELECTRONIC MEDIA RIGHTS**

## **TV PRODUCTION**

The LOC must provide the TV LIVE (streaming) production at its own costs for the evening sessions on Friday and Saturday and the afternoon session on Sunday incl. English commentary, daily news and 52min HL show. Detailed information on the minimum production standard will be listed in the Organisation Guide, alongside some obligations regarding TV production, which remain the responsibility and at the cost of the Organiser.

## **MEDIA DISTRIBUTION**

The UCI distribution partner (WBD) will take care of extending the media coverage on a worldwide basis via its own network and via international broadcast partners.

# APPENDIX E:

## EVENT MERCHANDISING

The event merchandising includes all merchandising products bearing the event logo (no UCI Rainbow Stripes).

The Organiser has the opportunity to appoint its own Official Merchandising Partner for the on-site distribution of all event merchandising. In any case, all items must be submitted to the UCI Marketing department for approval.

The Organiser owns 100% of the distribution of the event merchandising onsite and will retain 100% of the onsite sales revenues (with the exception of the below reserved categories).

### **PRODUCTS EXCLUSIVITY – WATCHES**

The UCI Official Partner for the “watches” category has been granted exclusive rights to produce watches for merchandising purposes.

Consequently, the Organiser is obliged to produce all watches for the merchandising of its event through the UCI partner concerned.



# APPENDIX F: **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.

All event-related communications must be submitted to the UCI Media Representative at [communication@uci.ch](mailto:communication@uci.ch) for review and approval at least 72 hours before publication.

Media accreditations will be pre-approved by the UCI, in line with the UCI Media Accreditation Policy. The Organiser (LOC) and the UCI Media Representative will agree in advance on the opening and closing dates for accreditation applications. This information will then be published on both the UCI and the Organiser (LOC) websites.





# APPENDIX G: **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.

Up to 15 tickets/day shall be delivered to the UCI.

All VIP revenues, UCI VIP Hospitality tickets excluded, are for the Organiser.

# APPENDIX H :

## SPORTS REQUIREMENTS

### THE FOLLOWING INFRASTRUCTURE IS REQUIRED

- a velodrome homologated by the UCI including the facilities mentioned in the UCI regulations, grandstands to accommodate the public, ca. hundred VIPs, athletes not competing when possible, TV commentary positions
- adequate changing rooms for male and female
- enough toilets for the public, athletes, etc.
- various premises (Organiser permanence, UCI, medical, commissaires, confirmation of starters & team managers' meeting rooms, doping control station, media area, etc.)
- electricity (cabling and power supply)
- an electronic scoreboard compatible with the timekeeping system with at least 5 lines and 32 characters per line
- videoboard in addition to the scoreboard
- barriers and signposts
- free car parks (press, officials, sponsors, teams, Organiser)
- enough car parks for the public.
- public transport
- public refreshment
- security for the public, competitors, officials, etc.
- fire service procedure
- a reliable highspeed internet connexion for the various actors

# APPENDIX I :

## GOVERNMENT SUPPORT

The staging of the UCI Track World Cup requires guarantees with regard to its funding as well as logistics, infrastructures and the availability of sporting facilities, safety and security, medical care, etc... The Organiser must secure all necessary aspects for which support from public authorities is necessary. In this sense, the Organiser shall obtain binding decisions from the relevant public authorities which detail all commitments made by them and provide assurance to the Organiser that it shall be able to deliver the UCI Track World Cup to the required standards and on budget.

In terms of funding the public authorities' decision shall list precisely the cash and value-in-kind services which are provided for the UCI Track World Cup and such decisions shall be submitted to the UCI along with the bid.

In addition, and within the context of the support from public authorities, the Organiser shall seek to obtain a commitment from the relevant administration to establish a "visa-free" environment for all UCI and national delegations (cf. list below), regardless of their nationality, race, religion and creed. In case of visas being required for any of the above-mentioned categories, the Organiser shall seek to obtain a commitment from the relevant administration guaranteeing a process for the issuance of visas which is free of charge. If such commitment is not obtained, the Organiser shall bear all costs and expenses associated with the visas procedure for the following stakeholders:

- All national delegations (riders, staff and delegates at UCI official meetings),
- UCI Officials (officials, UCI appointed commissaires, UCI Technical Delegate, etc.),
- UCI staff,
- UCI commercial and broadcast partners.

In terms of the assistance that shall be provided, the Organiser shall ensure that a facilitated and expedited procedure is put in place and shall inform the respective consulates about the delegations and individuals participating in the UCI Track World Cup in order to assist them in obtaining visas.

The Organiser shall warrant that the treatment of visa applications shall respect the principle of non-discrimination enshrined in the Olympic Charter and acknowledges that the award of the UCI Track World Cup may be withdrawn in case of any discriminatory treatment of visa applications.

# J

## APPENDIX J : UCI OFFICIAL HOTEL & MEETINGS

The UCI official hotel for the UCI Track World Cup provides accommodation for the appointed members of the UCI Management Committee, as well as UCI guests, UCI staff .

The Organiser is supporting the cost of the UCI official hotel.

The UCI is responsible for selecting the hotel upon the proposal of the Organiser.

### **HOTEL STANDARD**

- The hotel must be a high-quality hotel (four stars or higher).
- The minimum reservation for the UCI is about 80 rooms for 480 nights.
- Parking for UCI officials and guests is provided free of charge.
- Local transportation (airport – official hotel – venue) with ca. 9 vehicles for dedicated groups and a daily shuttle running between the UCI official hotel and the velodrome.



# K

## APPENDIX K : ANTI-DOPING REQUIREMENTS

### SAMPLE COLLECTION PERSONNEL

The ITA will appoint 1 to 3 Sample Collection Personnel (SCP) depending on the event.

The following shall be foreseen by the Organiser:

- Male/female sample witness: if required, a person with medical training (e.g. doctor, nurse, paramedics, etc, that shall be at ease with the task of witnessing the passing of sample) shall be present to work as a witness (gender adapted to the category of the race(s)). This person shall be assigned solely for the doping controls (hence this person cannot be the race doctor). Please note that in some country, by the law, this task can only be fulfilled by a doctor or a nurse.
- Chaperones: one chaperone per rider to be tested and of the same gender as the rider (number will be confirmed in due time by the appointed SCP).
- Assistant: a designated person from the organising committee to assist the SCP before and during the event.

### DOPING CONTROL EQUIPMENT

The Organiser is responsible to provide the doping control kits.

### DOPING CONTROL STATION (DCS)

The DCS shall be equipped in such a way to facilitate the running of the controls, be located in the immediate vicinity of the finish line and shall be clearly signposted from the finish line. A rider must be able to find the DCS on his/her own. Privacy of the riders shall be respected. The organiser shall designate an official to monitor the entrance to the DCS, and only allow people involved in doping controls to enter. The DCS should be lockable.

The DCS shall be solely used for doping control purposes and shall include three separate areas: a waiting room, a processing area (where the SCP, sample witness and the rider can complete and sign the necessary forms) including lavatories in it for the passing of the sample.

Finally, a place must be provided at the infield to enable DCOs to follow the races and instruct the chaperons when required.



# APPENDIX L: **ORGANISER BUDGET**

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

# M

## APPENDIX M : 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 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 Snow Bike World Championships  
UCI Mountain Bike World Cup  
UCI Mountain Bike Eliminator World Cup  
UCI E-Mountain Bike Cross-country World Cup

### 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 World 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

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 Track 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.

**CONTACT:**

[track@uci.ch](mailto:track@uci.ch)