



# TISSOT UCI TRACK CYCLING NATIONS CUP

INFORMATION FOR ORGANISERS

# 1. FOREWORD

The Tissot UCI Track Cycling Nations Cup is the leading international series of track cycling events, rewarding athletes who demonstrate consistency throughout the season. For the vast majority of Elite track cyclists, the UCI Nations Cup is not only a major challenge in itself, but also a chance to gain qualification points for the Tissot UCI Track Cycling World Championships. A lot is at stake, and that is why the organisation of a round of this series 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 velodrome complex, infrastructure, transport, 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?

Track cycling is one of cycling's five Olympic disciplines and one that is incredibly popular worldwide. You only have to experience the atmosphere inside the velodrome at a Tissot UCI Track Cycling Nations Cup to understand the magnitude of such an event. The UCI greatly appreciates the interest and commitment shown by potential organisers. In bidding to host a round of the Tissot UCI Track Cycling Nations 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 Tissot UCI Track Cycling Nations Cup.

Good luck!

**David Lappartient**  
UCI President



## 2. A BIT OF BACKGROUND

Track cycling is cycling's oldest discipline, and has been on the Olympic programme since the 1st modern Olympic Games in 1896.

The UCI Track Cycling World Cup, renamed UCI Track Cycling Nations Cup in 2021, is much younger: the first edition was held in 1993, with the opening round hosted by Copenhagen, Denmark.

The racing programme of the UCI World Cup has regularly evolved since the creation of the event.

Speed, excitement and intensity are the DNA of track cycling. More than just a sporting event, the Tissot UCI Track Cycling Nations Cup is a true show for the many spectators.

Track cycling could be referred to as our sport's Formula 1: power and speed reach their climax, oxygen becomes scarce, and muscles burn, but the quest for victory spurs the riders on, much to the delight of the crowd.

The diversity of the event – which mixes endurance, sprint, individual and team racing - means it attracts a large audience and guarantees an electric atmosphere. Proximity to the athletes brings the public to the heart of the action and is one of the key success factors of track events.

### 2019-2020 TISSOT UCI TRACK CYCLING WORLD CUP



### KEY FACTS

Number of competition days: **4**

Number of athletes: **around 300**

# 3. TV PRODUCTION AND ELECTRONIC MEDIA RIGHTS

## TELEVISION COVERAGE OVER THE 6 ROUNDS OF 2019-2020 UCI TRACK CYCLING WORLD CUP

Cumulated audience:	87.77 M
Broadcast time:	1760 hours
Broadcasters:	38
Countries covered:	113

## PRODUCTION & DISTRIBUTION OF THE INTERNATIONAL STREAMING SIGNAL

The Organiser has the obligation to deliver live from all final sessions of the event an International Streaming Signal which will be broadcasted on the digital OTT platform connected to [www.uci.org](http://www.uci.org).

All technical requirements are further mentioned in the Organisation Guide.

## INTERNATIONAL TV SIGNAL & HOST COUNTRY RIGHTS

In case the production of an International TV Signal is foreseen by the Organiser, the UCI will grant to the Organiser the Electronic Media Rights within the territory of the Competition (Host Country Rights). However, the International TV Signal will also be broadcasted on the digital OTT platform connected to [www.uci.org](http://www.uci.org) platform.

All technical specifications for the International TV Signal as also mentioned in the Organisation Guide.

# 4. SPORT PROGRAMME

All organisers of a Tissot UCI Track Cycling Nations Cup round must organise all six Olympic disciplines as well as Elimination, individual pursuit and Time Trial for Men and Women. Additional competitions can be added to the program for Men or/and Women as well as other side events as para-cycling competitions. Additional competitions will be discussed with the UCI.

## **MEN**

**TEAM PURSUIT**

**INDIVIDUAL PURSUIT**

**MADISON**

**OMNIUM**

**TEAM SPRINT**

**1KM TIME TRIAL**

**SPRINT**

**KEIRIN**

**ELIMINATION**

**SCRATCH\***

**POINT RACE\***

## **WOMEN**

**TEAM PURSUIT**

**INDIVIDUAL PURSUIT**

**MADISON**

**OMNIUM**

**TEAM SPRINT**

**500M TIME TRIAL**

**SPRINT**

**KEIRIN**

**ELIMINATION**

**SCRATCH\***

**POINT RACE\***

The UCI undertakes to reconcile the wishes of the organisers with the balance of the Tissot UCI Track Cycling Nations Cup calendar in designating the events to each round.

*\*optional*



# 5. THE ADVANTAGES OF HOSTING CYCLING EVENTS

**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: to maximise your impact by discussing a multi-discipline, multi-event strategy 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: CHF 25,000.-

The UCI fees include 50% of the marketing and sponsorship rights for the LOC.

The UCI fees also include the following services provided by the UCI:

- Timing
- Overall prize money to attract the best riders

### TICKETING

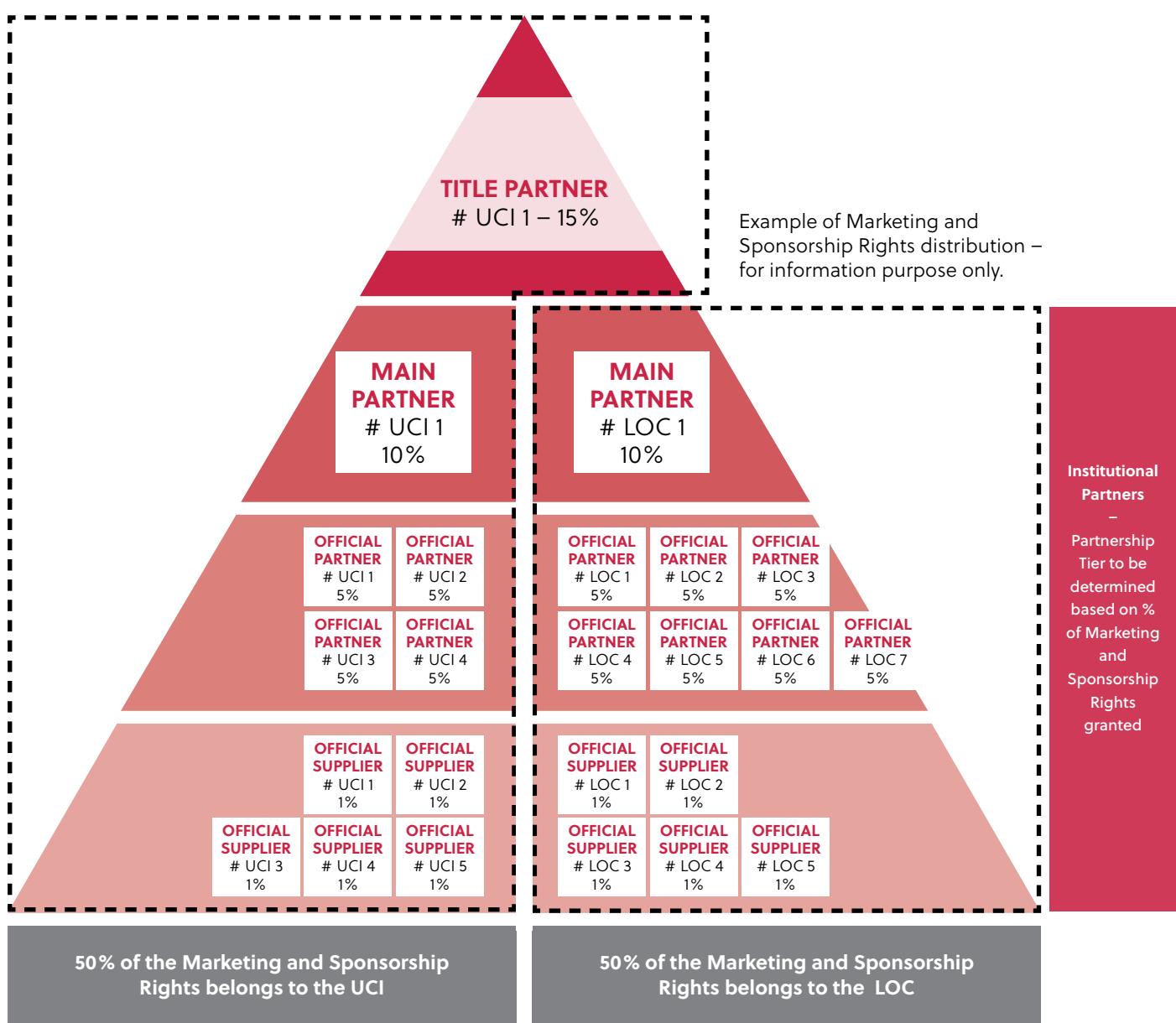
The Organiser keeps all revenues from ticketing and hospitality.

# 7. MARKETING AND SPONSORSHIP RIGHTS

## MARKETING RIGHTS

As stated above, the Organiser can acquire up to 50 % of the marketing and sponsorship rights. 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 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.

### **UCI PARTNERS AND 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.

- 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, jewellery 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 data handling services as well as and associated services, such as installation, integration, testing, maintenance and operation of the aforementioned equipment.
- Tyres
- IT (anything related to data processing including computing technologies, hardware, software, network providers, etc.)
- Drones

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 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 Tissot UCI Track Cycling Nations 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 SIGNAGE**

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

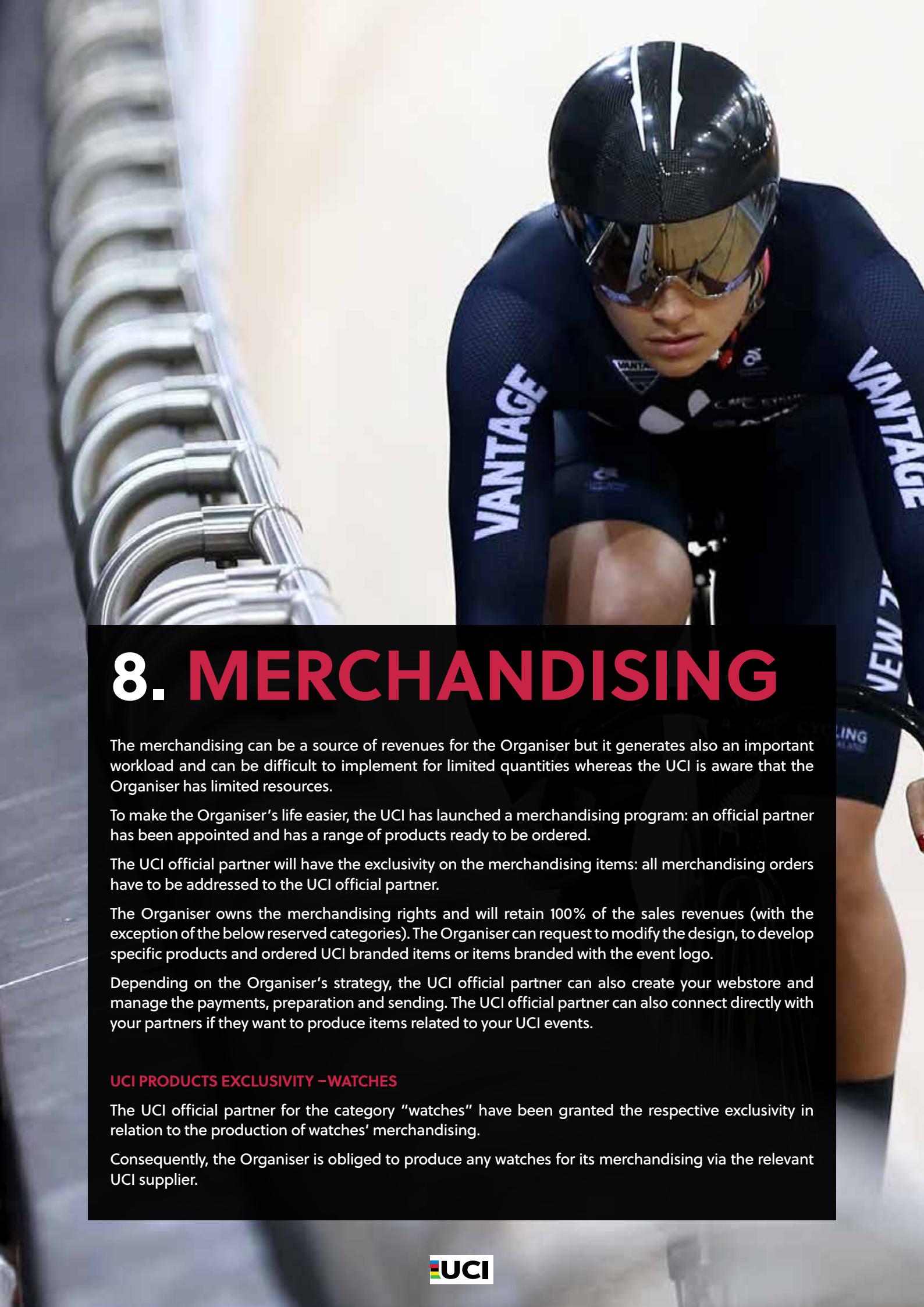
### **VIP HOSPITALITY**

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.

### **PROCEEDS**

The Organiser may retain all income derived from:

- its granted marketing and sponsorship rights
- Event tickets sales
- VIP hospitality sales (with the exception of the UCI VIP tickets quota)
- Official program sales
- Merchandising
- Expo area



## 8. MERCHANDISING

The merchandising can be a source of revenues for the Organiser but it generates also an important workload and can be difficult to implement for limited quantities whereas the UCI is aware that the Organiser has limited resources.

To make the Organiser's life easier, the UCI has launched a merchandising program: an official partner has been appointed and has a range of products ready to be ordered.

The UCI official partner will have the exclusivity on the merchandising items: all merchandising orders have to be addressed to the UCI official partner.

The Organiser owns the merchandising rights and will retain 100% of the sales revenues (with the exception of the below reserved categories). The Organiser can request to modify the design, to develop specific products and ordered UCI branded items or items branded with the event logo.

Depending on the Organiser's strategy, the UCI official partner can also create your webstore and manage the payments, preparation and sending. The UCI official partner can also connect directly with your partners if they want to produce items related to your UCI events.

### UCI 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.

# 9. SHARE OF RESPONSIBILITIES

## UCI SERVICES

Tissot UCI Track Cycling Nations Cup series label

- Worldwide promotion of the series
- General coordination of the series
- Practical Organisation Guide
- International TV distribution
- Timekeeping
- Appointment and payment of a Technical Delegate (daily allowance, travel)
- Appointment and payment of 5 UCI Commissaires (daily allowance, travel)
- Appointment and payment of 2 Doping Control Officers (daily allowance, travel)
- Online registration
- payment of prize money to the winners

## OC SERVICES

- Respect of the UCI Nations Cup Organisation Guide & Visual Guidelines and the UCI Regulations
- Promotion of the event (posters, programmes, communication plan, etc)
- Infrastructure (office, meeting room, press area, etc)
- TV production
- VIP area
- Anti-doping testing facilities + expenses related to analysis at laboratory
- Athletes' identification (bibs, etc.)
- Adequate insurance coverage
- Adequate internet connection
- B&B accommodation \*\*\* or \*\*\*\* for about 15 to 20 pax (eg: commissaires, timing, 2 DCO, Technical delegate, TV consultant if applicable, entertainment team, etc.) for a minimum of 4 nights

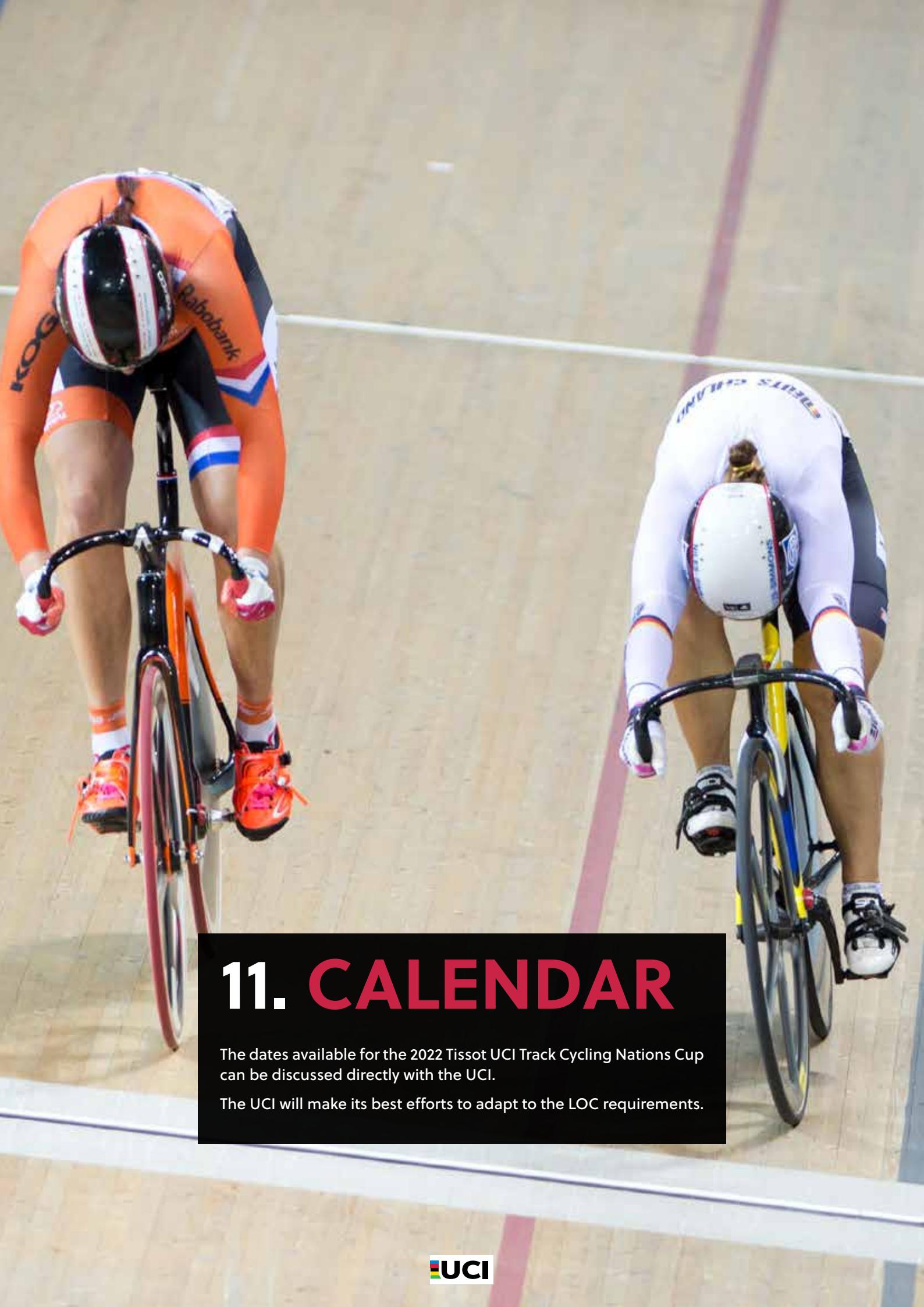
# 10. BUDGET

Below is an example of a budget for the organisation of a round of the 2022 Tissot UCI Track Cycling Nations Cup. This budget is just a guide to give you an idea of the costs.

Expenses	EUR
<b>UCI Fee</b>	
Bidding Fee	
Organisation rights	
UCI licensing and marketing rights	
Total	22,500
<b>Organisation</b>	
Salaries	
Insurance	
Secretariat	
Opening ceremony	
Total	10,000
<b>Security</b>	
Doctors etc.	
Security	
Total	20,000
<b>Event expenses</b>	
Tables and chairs	
Transport	
Indoor/outdoor set-up	
Containers	
Building team	
Electricity	
Electrician	
Screens etc.	
Stages etc.	
Decoration etc.	
Other	
Total	62,000
<b>Venue</b>	
Cleaning, installation of floors, fire protection, etc.	
Rent of venue	
Total	50,000
<b>Other event expenses</b>	
Shuttle service (teams + UCI etc.)	
Flowers	
Car rental	
Speaker, photographer	
Total	19,500
<b>Officials</b>	
Accommodation (60 nights @ €150)	
Meals (3days @ €50)	
Transport	
Total	18,000
<b>Marketing</b>	
Marketing	
Programme	
Merchandise	
Total	23,000
<b>TV Production</b>	
European cost estimation	
Total	65,000
<b>Press service</b>	
Press service	
Network and power supply	
Website	
Total	16,000
<b>VIP</b>	
VIP buffet (€45 x 2 days x 50 people)	
OC VIP	
Social programme	
Representation	
Total	13,000
<b>Miscellaneous/unforeseen expenses 10%</b>	34,000
<b>Total expenses</b>	<b>350,000</b>

EXAMPLE



A dynamic photograph of two track cyclists in motion on a velodrome. The cyclist on the left is wearing an orange, black, and white suit with 'KOG' and 'Papabank' logos, and is leaning into a turn. The cyclist on the right is wearing a white, blue, and yellow suit with 'UNIVERSITY OF TORONTO' and 'DANIELSONS' logos, also leaning into the turn. The track surface is light-colored with red and white boundary lines.

## 11. CALENDAR

The dates available for the 2022 Tissot UCI Track Cycling Nations Cup can be discussed directly with the UCI.

The UCI will make its best efforts to adapt to the LOC requirements.

# 12. BIDDING PROCESS

FOR THE 2022 SEASON

**MAY 1ST 2021**

- Deadline for submission of bidding files

**JUNE 2021**

- Announcement of calendar



# 13. BIDDING FILE CONTENT

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 bidding file.

This bidding 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 for the Organising Committee, including any previous experience
5. Location plan (country, region, town) & geographical presentation (climate, altitude, time difference, ...)
6. General access / access to the competition site / closest airport
7. Venue presentation (technical info of the track, homologation, nb of seats, venue facilities, existing timing, etc.)
8. Logistics (info on official hotel, accommodation available for teams, transportation available)
9. Safety
10. Marketing (existing or potential sponsorship, etc.)
11. 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.

# 14. 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 a 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.

# 15. 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 Mercedes-Benz UCI Mountain Bike World Cup
<b>TRACK CYCLING</b>	Tissot UCI Track Cycling World Championships UCI Junior Track Cycling World Championships Tissot UCI Track Cycling Nations 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 Tissot UCI Track Cycling Nations 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.

In case of any discrepancy between contract and bidding guide, contract will prevail.