



UCI CYCLING WORLD CHAMPIONSHIPS

2. FOREWORD

The first Cycling World Championships were held 125 years ago in Chicago, USA: for track cycling in 1893. Today the Union Cycliste Internationale (UCI) organises annual World Championships for each of the nine cycling disciplines under its governance.

For while the UCI is very proud of the rich history and solid traditions that form the foundations of our sport, we are also constantly innovating to ensure that our events remain dominant in the sports market.

For this reason, we have decided to create the UCI Cycling World Championships. This exciting multi-discipline concept will see a total of 15 UCI World Championships held in the same city on three consecutive weekends.

To be held every four years starting from 2023, this event will include road, track, mountain bike (cross-country Olympic, downhill, short track and marathon), BMX Racing, BMX Freestyle (Park and Flatland), trials, indoor cycling (artistic cycling and cycle-ball), para-cycling track, para-cycling road and Grand Fondo.

Each year, the UCI World Championships for these disciplines incite an enormous amount of enthusiasm: the different events are watched by many millions of fans all over the world. The UCI Cycling World Championships will create a huge buzz and most certainly have an even greater impact. Hosting such a multi-discipline event of this magnitude is a major undertaking and a truly exciting experience!

The UCI greatly appreciates the interest and commitment shown by potential organisers. In bidding to host the UCI Cycling World Championships, you have already demonstrated your wish to invest in the future of cycling and I thank you sincerely for that. I hope that this bidding procedure will be the beginning of a long and successful collaboration.

Good luck!

David Lappartient
UCI President





2. A BIT OF HISTORY

FOR MORE THAN A CENTURY, THE UCI ORGANISED WORLD CHAMPIONSHIPS:

1893
TRACK

1990
MOUNTAIN BIKE

1992
TRIALS

2002
PARA-CYCLING
TRACK

2009
PARA-CYCLING
ROAD

2017
URBAN



1921
ROAD

1930
INDOOR

1996
BMX

2003
MTB MARATHON

2011
GRAN FONDO

*FOR THE 1ST TIME in 2023,
THE UCI ORGANISES 14 WORLD CHAMPIONSHIPS
IN 1 SINGLE EVENT*



3. THE CONCEPT



ROAD	MTB XCO	MTB DHI	MTB SHORT TRACK	MTB MARATHON	TRACK	GRAN FONDO
BMX SX	BMX FREESTYLE & PARKLAND	PARA ROAD	PARA TRACK	TRIALS	INDOOR CYCLO-BALL	INDOOR ARTISTIC- CYCLING

4. KEY DATA



A GLOBAL EVENT



120
countries



17/19
days event



10'000
accreditations



700
media



2'700
athletes



6'000
amateurs
(Gran Fondo & BMX Challenge)

5. STRENGTHS OF THE CONCEPT

MEDIA

- ✓ Gather all cycling media in one city
- ✓ Great platform for social media engagement
- ✓ High TV coverage for the host city
- ✓ Story telling around the Capital of Cycling

FANS & TOURISM

- ✓ Great fans experience: one location, multiple disciplines
- ✓ Tourism impact during a low activity season
- ✓ Increase fans length of stay
- ✓ Provide a platform to drive the crowd to cultural sites



CITY IMAGE

- ✓ Position the host city as a top sport city in the world
- ✓ Organise one of the TOP 3 sport event of the year
- ✓ Demonstrate the dynamism and innovative mindset of the host city
- ✓ Attractive event for main sponsors
- ✓ UCI Bike City Label

INFRASTRUCTURES

- ✓ Position the host city as a top sport city in the world
- ✓ Increase return on investment on existing infrastructures
- ✓ Maximize synergies between disciplines to limit overall budget organisation
- ✓ Legacy from Continental Championships



6. ACTIVATION POSSIBILITIES

THE EVENT PROVIDES A PERFECT PLATFORM TO ACTIVATE ALL THE ASSETS AND AREAS OF THE REGION

DOWNTOWN

- ✓ URBAN
- ✓ ROAD
- ✓ PARA-ROAD
- ✓ GRAN FONDO



SPORT INFRASTRUCTURES

- ✓ TRACK
- ✓ PARA-TRACK
- ✓ BMX
- ✓ INDOOR



COUNTRYSIDE

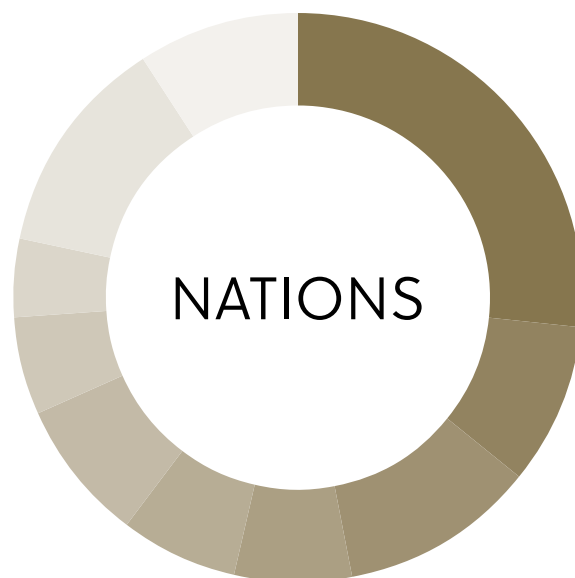
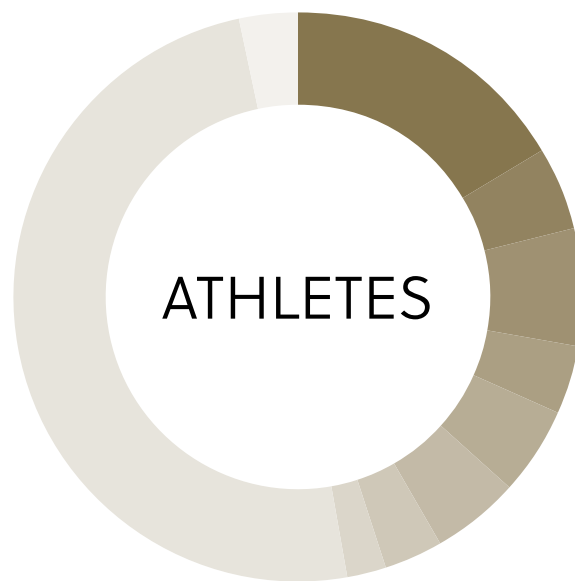
- ✓ MTB DHI & XCO
- ✓ ROAD
- ✓ PARA-ROAD
- ✓ GRAN FONDO
- ✓ MTB MARATHON





7. ATHLETES PARTICIPATION

ROAD 1000 ATHLETES 120 NATIONS
TRACK 300 ATHLETES 40 NATIONS
MTB 400 ATHLETES 50 NATIONS
BMX 240 ATHLETES 30 NATIONS
URBAN 300 ATHLETES 30 NATIONS
PARA-ROAD 300 ATHLETES 35 NATIONS
PARA-TRACK 200 ATHLETES 25 NATIONS
INDOOR 140 ATHLETES 20 NATIONS
GRAN FONDO 3000 ATHLETES 56 NATIONS
MTB MARATHON 200 ATHLETES 40 NATIONS



8. FORMAT

THE EVENT WILL BE ORGANISED IN SEPTEMBER, POTENTIALLY OVER A 17-19 DAYS PERIOD INCLUDING 3 WEEK-ENDS.



OUTDOOR NIGHTS SESSIONS SHALL BE CONSIDERED FOR OUTDOOR DISCIPLINES LIKE BMX, TRIAL.



THE PROGRAM IS TO BE BUILT WITH THE HOST CITY. A 1ST VERSION WILL BE PROVIDED BY THE UCI.



9. SIDE EVENTS

WITH ELITE WORLD CHAMPIONSHIPS, COMES A NUMBER OF SIDE EVENTS:

CONFERENCES

- ✓ UCI CONGRESS 400 DELEGATES
- ✓ UCI JUNIOR CONFERENCE 300 JUNIORS
- ✓ UCI MANAGEMENT COMMITTEE



MASS EVENTS

- ✓ BMX WORLD CHALLENGE 3 000 ATHLETES
- ✓ ROAD MASS EVENT 10 000 ATHLETES
- ✓ GRAN FONDO 3 000 ATHLETES
- ✓ MTB MARATHON 1 000 ATHLETES





10. UCI EVENT OPERATIONS SERVICES

THE UCI WILL DELIVER A NUMBER OF SERVICES, COVERING ALL THE COSTS AND PROVIDING THE REQUIRED STAFF:

TV PRODUCTION &
DISTRIBUTION

TIMING & TV
GRAPHICS

ACCREDITATION
SYSTEM

PRIZE MONEY

THE UCI WILL ALSO SUPPLY A NUMBER OF STAFF FOR SPECIFIC MISSIONS:

PROJECT MANAGER

INTERNATIONAL
COMMISSAIRES

JUDGES

SPORT ADMIN STAFF

11. FINANCIALS

OVERALL BUDGET:	AROUND 31.5 MILLION CHF – SYNERGIES TO BE FURTHER STUDIED
INCLUDING UCI FEES:	18 MILLION CHF WITH 50% OF THE MARKETING RIGHTS





12. MARKETING AND SPONSORSHIP RIGHTS

As stated above, the Organiser is granted with 50% of the marketing and sponsorship rights and inventory. The structure below provides the different levels of partnership available:

- **PRESENTING/TITLE SPONSOR**
(ONLY GRANTED BY THE UCI)
- **MAIN SPONSOR**
- **OFFICIAL SPONSOR**
- **OFFICIAL SUPPLIER**

The structure is composed of 4 different tiers which the UCI's and Organiser's commercial partners will feed into and which will be reflected in all the event's communication and visual material. The above-mentioned tiers may apply to the overall event or to dedicated disciplines; the final marketing structure will be confirmed by the UCI team at a later stage.

In addition, non-commercial partners such as, but not limited to public, government and non-for-profit organisations contributing to the event will be called Institutional Partners and will be counted as part of the 50% of the above-mentioned marketing and sponsorship rights allocated to the Organiser.

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), 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;

- ✓ Bicycle-shoes, bicycle components, pedals, rims, wheels, handlebars, stems (except forks, saddles, feeding bottles and tyres), connected cycling components (solely limited to the list of products listed before and power meters);
- ✓ All kind of specific / technical cycling clothes such as, but not limited to, the cycling jerseys, bib shorts, gloves, socks, caps, skinsuits, thermo vests and raincoats;
- ✓ Rollers, trainers, bottle cages, bottles;
- ✓ IT (data processing);
- ✓ Tyres;
- ✓ Truck, Car, Van, Motorbike (50m3 and more), Electric Motorbike and all motorized transportation means by road;
- ✓ Adhesives & building products;
- ✓ Bike racks;
- ✓ Bike plates and side plates;
- ✓ Start gate supplier;
- ✓ Camera.

In addition, the Organiser agrees not to enter into any partnership with any tobacco manufacturer, 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 events offer their partners clear visibility through the event marketing and sponsorship inventories. Please see below a non-exhaustive list of the key items.

- ✓ Communication rights (right to associate a brand to the official event logo and marks)
- ✓ Onsite brand visibility on fields of play and around, including side events
- ✓ Digital content and social media platforms
- ✓ 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 sport tracks and circuits. 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



13. TELEVISION PRODUCTION AND ELECTRONIC MEDIA RIGHTS

The UCI will guarantee top level live television production at its own costs via its production partner and therefore remains the exclusive owner of the worldwide electronic media rights including any media rights within the territory of the UCI Combined World Championships (Host Country Rights).

MEDIA DISTRIBUTION

The UCI distribution partner will take care of extending the media coverage on a worldwide basis via its international partners.



14. 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.



15. BIDDING FILE

TO HELP YOU STRUCTURE YOUR BID SUBMISSION AND ENABLE THE UCI TO ASSESS THE QUALITY OF THE PROJECT, YOU WILL BE ASKED TO SUBMIT A CANDIDATURE FILE.

The candidature file must address all the following points:

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 / Experience
5. Location plan (country, region, town) & Geographical presentation, climatic conditions, altitude
6. General access / Access to the competition site
7. Venue presentation
8. Velodrome infrastructure & other infrastructures
9. Logistic
10. Safety
11. Marketing
12. Budget.

The detailed organisation guide will be provided. This document will specify the framework and requirements of each of the aforementioned points which will help you assembling your application file.



16. 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...)

EXAMPLE:

The Bergen region generated more than 25 million euros of growth value added thanks to the UCI Road World Championships (fans, delegations, media...)

91 % of the cycling fans who visited Bergen indicated they will recommend Bergen to their relatives

In 2017, Hong Kong generated more than 4 million euros of growth value added thanks to the UCI Track World Championships



17. 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.



18. THE UCI

The Union Cycliste Internationale is a non-governmental organisation and 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. Five of them are represented at the Olympic Games (road, track, mountain bike and BMX and BMX Freestyle Park), 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.

The UCI headquarters are located in Aigle, Switzerland, at the UCI World Cycling Centre.



INTERNATIONAL UCI EVENTS ARE HELD ANNUALLY FOR ALL OUR DISCIPLINES

ROAD

UCI Road World Championships
UCI Gran Fondo World Championships

MOUNTAIN BIKE

UCI Mountain Bike World Championships
presented by Mercedes-Benz
Mercedes-Benz UCI Mountain Bike World Cup

TRACK CYCLING

UCI Track Cycling World Championships
presented by Tissot
UCI Juniors 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

BMX

UCI BMX World Championships
UCI BMX Supercross World Cup

BMX FREESTYLE

UCI BMX Freestyle World Cup

TRIALS

UCI Trials World Cup

URBAN CYCLING

UCI Urban Cycling World Championships

INDOOR CYCLING

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

MASS PARTICIPATION Road, Mountain Bike, Track