



# BID GUIDE 2028-2029-2030 UCI ROAD WORLD CHAMPIONSHIPS

# 1 FOREWORD FROM UCI PRESIDENT DAVID LAPPARTIENT

Cyclists worldwide dream of wearing the rainbow jersey of UCI World Champion, a distinction that goes to only the very best of our sport.

Each year, road cyclists have just one event at which they can win that precious jersey in their discipline: at the UCI Road World Championships.

The UCI Road World Championships are the UCI's leading annual road event and are much awaited by athletes and fans alike. To perform to their best, the athletes need to be sure that they can compete in the best possible conditions, which is why the role of the event's host is so important.

The UCI greatly appreciates the interest and commitment shown by potential organisers. In bidding to host the UCI Road World Championships, you have already demonstrated your wish to invest in the future of this discipline and I thank you sincerely for that.

To help simplify the bidding process, we have prepared this concise, practical guide that was prepared after consultation with our various partners. Our aim is to help potential hosts compile a water-tight candidature file that contains all the required elements, for example concerning the competition site, infrastructure, transport, emergency services, accessibility etc.

This bidding guide 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?

I wish you the best of luck in your bidding procedure and hope that we will be able to come to your city or region with an edition of our UCI Road World Championships.



**David Lappartient**  
UCI President



# 2 A BIT OF HISTORY

More than just another race, the UCI Road World Championships are legendary, symbolised by the famous rainbow jersey. Any city or region that organises the UCI Road World Championships enters into the history of the sport and all that is associated with it: the excitement, suspense, joy and the disappointments that have marked the many chapters of this event.

The UCI Road World Championships for professional riders were first held in 1927 for men and 1958 for women. Originally, only the road race was organised for the professionals. As time went by, new events were added: individual time trial, races for Juniors and Under-23s, and the team time trial.



**1927**  
FIRST UCI ROAD WORLD  
CHAMPIONSHIPS FOR MEN



**1958**  
FIRST UCI ROAD WORLD  
CHAMPIONSHIPS FOR WOMEN



**PART OF  
OLYMPIC GAMES**  
SINCE THE FIRST MODERN  
EDITION FOR MEN IN 1896



**PART OF  
OLYMPIC GAMES**  
FOR WOMEN SINCE 1984

## ORGANISERS OF THE UCI ROAD WORLD CHAMPIONSHIPS:

2022 : Wollongong (AUS)

2023 : Glasgow (GBR)

2024 : Zurich (SUI)

2025 : Kigali (RWA)

# 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.



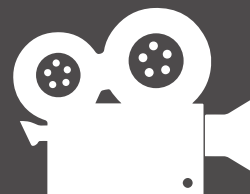
**BOOST  
THE REPUTATION  
OF YOUR REGION**



**SHOWCASE  
YOUR INITIATIVES  
FOR DEVELOPING  
THE BICYCLE**



**INCREASE  
LOCAL ECONOMY  
ACTIVITIES**



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



**PROMOTIONAL PLATFORM  
FOR YOUR CITY/REGION**

# 4 SPORT & COMPETITIONS IN NUMBERS



**1000 ATHLETES**  
FROM ~75 NATIONS



**8 DAYS**  
OF COMPETITION



**5000**  
ACCREDITATIONS



## PROGRAMME

### ROAD RACES

Men Elite, Junior and Under 23  
Women Elite and Junior

### INDIVIDUAL TIME TRIALS

Men Elite, Junior and Under 23  
Women Elite and Junior

TEAM TIME TRIAL - MIXED RELAY



# 5 MEDIA IN NUMBERS



**100 COUNTRIES  
COVERED**



**250 M VIEWERS  
THROUGH 70 BROADCASTERS**



**~700 MEDIA  
ACCREDITATIONS**

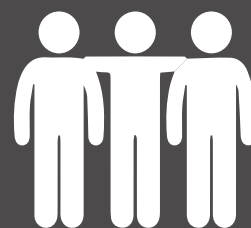


# KEY FACTS & ECONOMIC IMPACT

(BASED ON YORKSHIRE 2019)



**28.2 M €**  
**GROSS VALUE ADDED**  
IN THE REGION



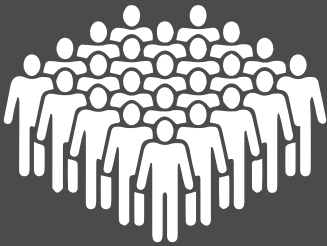
**710 JOB**  
**GENERATED**  
(~1 YEAR)



**VISITORS**  
**SPENT 28.9 M €**  
**IN THE REGION**  
INCLUDING 12.2 M €  
ON ACCOMMODATION

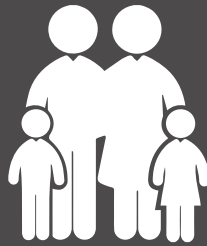
# ATTRACTIVITY FOR FANS & TOURISM

(BASED ON INNSBRUCK 2018)



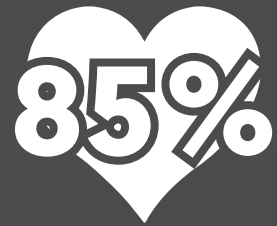
**586,000 SPECTATORS**

ATTENDED THE EVENTS  
INCLUDING 220,000  
UNIQUE SPECTATORS



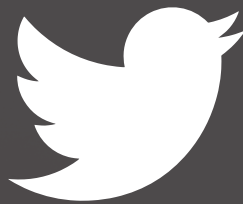
**2.7 DAYS**

AVERAGE STAY FOR  
INTERNATIONAL VISITORS



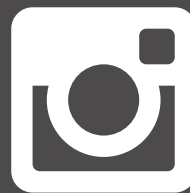
**NON-LOCALS**

SAID THEY WILL COME  
BACK IN THE REGION



**133,000  
TWEETS**

#INNSBRUCKTIROL2018



**6 M STORIES**

ON INSTAGRAM





# RESPONSIBILITIES

SERVICE PROVISION	ORGANISER	UCI
Organisation of the UCI Road World Championships	✓	
Coordination of UCI Road World Championships		✓
Practical Organisation Guide		✓
Staff before, during and post event	✓	✓
UCI Technical Delegate		✓
UCI Secretary		✓
Commissaires' Panel		✓
UCI Road World Championships label & guidelines		✓
Press service and worldwide promotion of the event	✓	✓
Start and Finish structures and event backdrops	✓	
'One-year to go' presentation at the preceding World Championships	✓	✓
Implementation of UCI partners	✓	
Implementation of OC partners	✓	
Accreditation system and delivery		✓
Live TV Production		✓
Timekeeping and TV Graphics		✓
Organisation of anti-doping controls and its related costs	✓	✓
Cars	✓	
Post-event reports and TV analysis		✓
UCI World Champion jerseys & medals		✓
Prize money for riders		✓
TV distribution		✓

# ORGANISER REVENUES



**100% OF VIP**  
HOSPITALITY SALES  
(EXCEPTION 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

# 10 BIDDING PROCESS CHRONOLOGY : A ONE YEAR CYCLE



**DECEMBER**  
LETTER OF INTENT



**JANUARY**  
BID FEES &  
BID DOCUMENTS



**JUNE**  
CONTRACT  
SIGNATURE



**SEPTEMBER**  
VOTE OF THE UCI MANAGEMENT  
COMMITTEE AND PRESENTATION  
TO UCI CONGRESS

# BIDDING DOCUMENTS : CONTENTS & REQUIREMENTS

## 1. SITE

- General presentation of the host region Geographical location/ situation
- Accessibility
- Connections to road network
- Proximity to airport
- Accommodation capacity (hotels etc)
- Start and finish area
- Parking facilities
- Facilities for participants (showers, changing rooms, secured bike park...)

## 2. COURSE MAP / ROAD BOOK

## 3 COURSE DETAILS

- Altitude profile + climbs
- Safety plan
- Mechanical assistance

## 4 COURSE DETAILS

- Road Races
- Individual Time Trial
- Team Relay

## 5. OFFICIAL

- Official Hotel including meetings rooms
- UCI Headquarters including all facilities needed
- Location of the official dinner

## 6. SAFETY

- Map showing the central medical post, medical posts along the course, ambulance access, helicopter landing area, hospitals etc.2.7.

## 7. DETAILED BUDGET

(use the UCI template in Appendix K)

## 8 SUPPORT & APPROVALS

- Letter of support from the host National Federation
- Letter of approval (course and organisation) from the local authorities
- Presentation of the Organising Committee, including any previous experience

# 1 UCI MANAGEMENT COMMITTEE DECISION : CRITERIA

## EVENT DELIVERY

- Logistics: accessibility of the area
- Legacy / cycling development plans
- Overall event sites
- Circuit features: attractive images - technical

## SPORT ATTRACTIVENESS

- Sporting difficulty
- 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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# 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 EDITION: CHF 8,500,000.-**

## **BANK GUARANTEE**

A bank guarantee equivalent to 20% of the contract amount will be requested 60 days after the awarding of the event and will remain in place until 180 days after the last day of the Championships.

## **CONTRACT SIGNATURE**

The contract must be signed by the city or the region where the event will be organised. The Organising Committee or the National Federation may also co-sign the contract.

# APPENDIX B : EXPENSES COVERED BY THE UCI

## THE UCI COVERS THE FOLLOWING EXPENSES

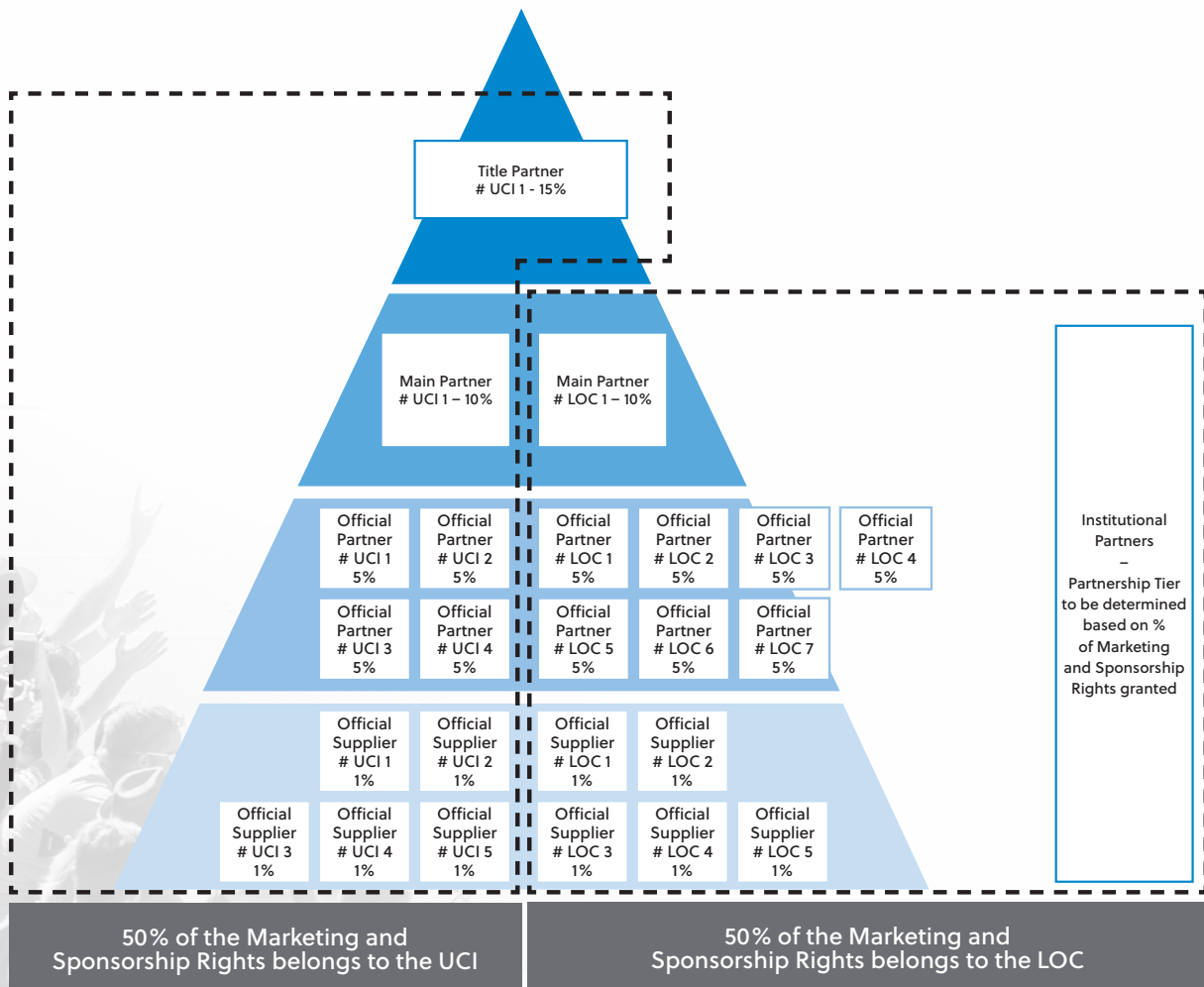
- Presence and travel of the UCI, ITA staff and Officials: Doping Control Officers, International Commissaires, Technical delegate, Implementation staff, Timing staff, UCI Doctor and UCI staff
- Site visits
- Accreditations
- Medals and UCI World Champion jerseys
- Prize money
- Blood tests and anti-doping analyses performed by an accredited World Anti-Doping Agency (WADA) laboratory
- TV Production
- Timing service and TV graphics service
- UCI partners' dedicated branding
- Photographers & TV broadcasters' bibs
- One international announcer
- Regulators
- Radio Tour commentator
- UCI flags and UCI banners



# 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.

## RESERVED 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.

- Adhesives and building products
- Timepieces and all kind of watches (digital and analogue), smartwatches or activity trackers, clocks, countdown clocks, jewelry pieces with a time piece;
- Timing systems, timing, scoring, scoreboard equipment, system and services; time measuring products, TV graphics system and services, results systems and Commentators Information System and services
- Bicycle-shoes, bicycle components, pedals, rims, wheels, handlebars and stems (except forks, saddles, feeding bottles and tyres), connected cycling components (solely limited to the list of products herein and power meters); e-components (motor, drivetrain, switch unit, computer display and battery)
- All kind of specific / technical cycling clothes, namely cycling jerseys, bib shorts, gloves, socks, caps, skinsuits, thermo vests and raincoats
- Cycle rollers and trainers, bottles and bottle cages
- Hair care
- 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 reserved products/services categories, 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 World Championships offer its partners clear visibility through the event marketing and sponsorship inventory. Please see below a non-exhaustive list of the key items.

- Boards and banners
- Solid arches on course
- Inflatable items off course
- Backdrops and structures
- Finish line 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 sport tracks and circuits. 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 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 Championships (Host Country Rights). Notwithstanding the above, some obligations related to TV production will remain the responsibility and costs of the Organiser and will be listed in the Organisation Guide (incl. power for Host Broadcaster, scaffolding, etc.)

## MEDIA DISTRIBUTION

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

**NOTE:** *the above model reflects the current situation but is subject to contract renewal between UCI and its distribution partners (currently EBU for Europe only and IMG).*





# APPENDIX E : EVENT MERCHANDISING

The event merchandising includes all merchandising products carrying the event logo.

The event merchandising can be a source of revenues for the Organiser but it generates also an important workload and can be a source of financial risks for the Organiser.

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

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

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).

The UCI and the Organiser will discuss the possible distribution channels and opportunities.

## **PRODUCTS EXCLUSIVITY – CYCLING CLOTHES, WATCHES, BOTTLES AND BOTTLE CAGES**

The UCI official partners for the categories "cycling clothes", "watches", "bottles and bottle cages" have been granted the respective exclusivity in relation to the production of merchandising cycling clothes, watches, bottles and bottle cages. Consequently, the Organiser is obliged to produce any cycling clothes, watches, bottles and bottle cages for its event merchandising via the relevant UCI supplier.

# 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.





# 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. The VIP area cannot be divided into several parts, it must be only one area. The VIP area should be located near the finish line in close proximity to the event venue/race action. As a VIP guest, it is important that the experience in that space be premium.

In total for the 8 days of competitions, 2 100 tickets must be delivered to the UCI

A detailed list per day will be share in the Organisation Agreement depending on the program order

All VIP revenues are for the Organiser. (outside the UCI quotas)

The Organiser must plan a sperate area of around 600m2 for the UCI (Capacity of 600 persons) including an office for the UCI President.

The food, beverage and all furniture as well as the branding of the area will have to be dealt with by the Organiser after validation of the UCI.

# APPENDIX H : SPORTS REQUIREMENTS

Flat circuits, difficult climbs, hilly circuits... anything is possible

CATEGORY	WORLD CHAMPIONSHIPS		
	ROAD RACE	INDIVIDUAL TIME TRIAL	TEAM TIME TRIAL MIXED RELAY
Men junior	From 120 - 140	From 20 - 30	
Men under 23	From 160 - 180	From 30 - 40	
Men elite	From 250 - 280	From 40 - 50	
Women junior	From 60 - 80	From 10 - 15	
Women elite	From 130 - 160	From 20 - 30	
Men Elite & Women Elite			From 15 - 25

The proposal for the course is worked out in conjunction with the UCI Sports Department during the candidature stage.

When designing the course, the Organiser must plan for the flows of traffic and spectators at the points of access to the event as well as the parking required for spectators and options for connections to the public transport network. If the first part of the Elite Men event takes place away from a finishing circuit, then the movement of spectators between the different strategic points of the course and the finishing circuit must be taken into account.

Different sites and courses may be used for the time trials and road races.

The first part of the Men Elite road race may be held away from the finishing circuit. If the start is to be held at a different site from the finish, then the latter stages of the event - at least the final 100 kilometres – must take place on a circuit.

The circuit for the road race events must be 12-20 kilometres.

The road must be a minimum of 6 metres wide. In time trial events, the road must be wide enough to allow vehicles to overtake each other.

The time trial events can take place on a circuit with a maximum of two laps.

For time trials, a protected, signposted route must be provided for official vehicles to return to the start area from the finish area.

There must not be any level crossings on the courses.

The road surface must be in excellent condition and swept before each event.

Organiser to take into account the impact of road closures on public transport, residents' movements, commercial centres, etc. when designing the course.

Training sessions to be organised in the same conditions as all races with fully closed roads.





# APPENDIX I : SECURITY

Security plans for the UCI Road World Championships are drawn up and implemented in collaboration with the national, regional and local authorities.

Security concerns people (riders and their entourages, spectators, officials and guests) as well as locations (airports, hotels, the course - in particular the start and finish area, training areas) and property (equipment and telecommunication, broadcasting and press installations, all UCI commercial and implementation material). Security must be guaranteed from the time that participants and their equipment arrive in the host country, throughout their attendance at the competition sites, and until their time of departure.

This encompasses the personal protection of all riders, officials, media representatives and spectators, before, during and after the competitions. It also involves a guarantee of their safety when moving around the country.

The Organiser or the National Federation is obliged to take out third-party civil liability insurance covering the Organiser's and UCI's civil liability for cases of personal and/or material damage for a minimum of CHF 10,000,000. A copy of the contract shall be sent to the UCI 12 months before the start of the UCI Road World Championships.

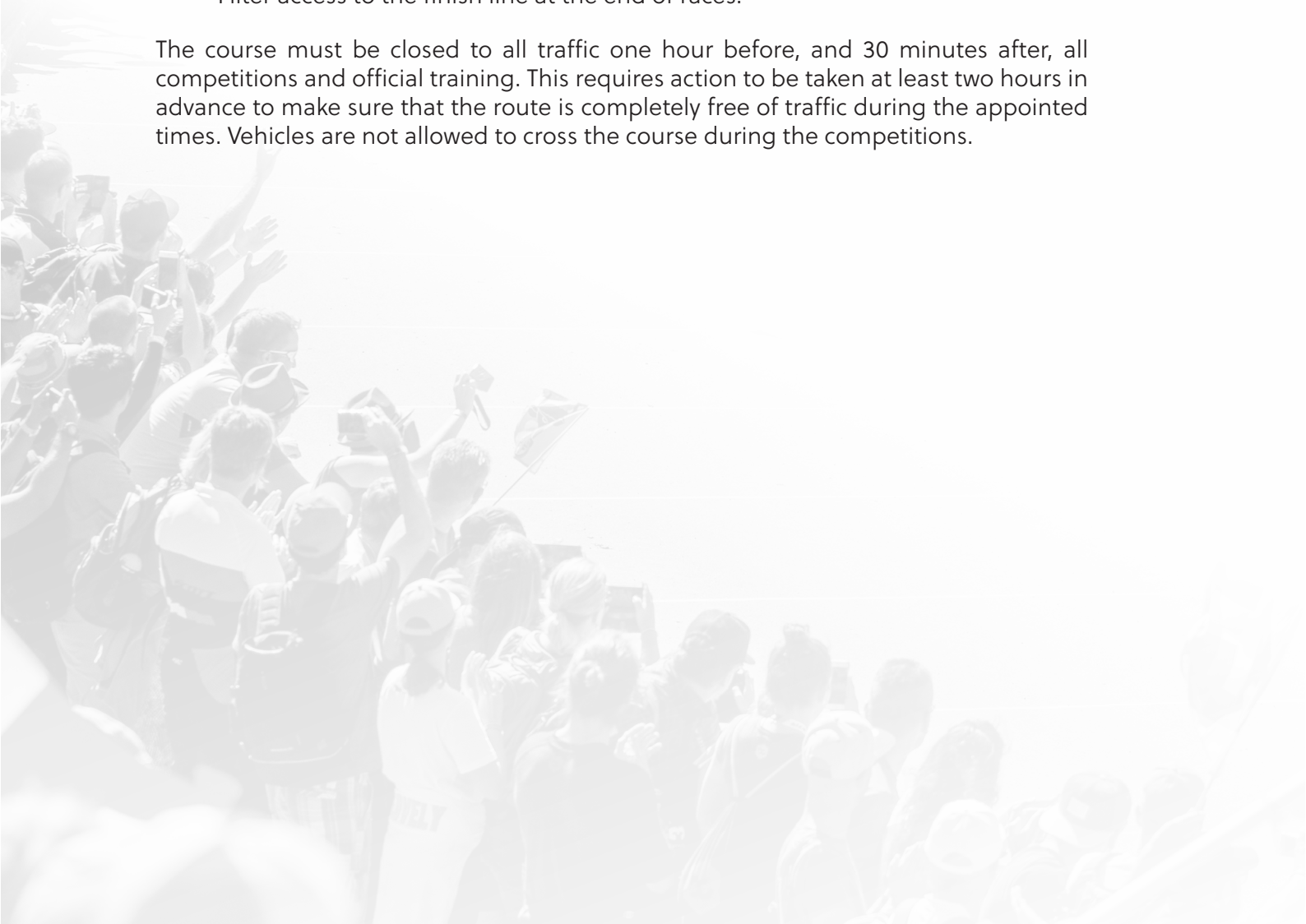
The Organiser is in charge of the following document:

- The security plan (fire and ambulance services, police), and details of resources deployed during the event, for the riders, public and officials.
- Traffic and parking management plan, giving details of traffic and parking.
- Traffic diversions during the competitions.
- Plans showing the access points for each area (and who has the right of access) and checkpoints (police or organisation staff): headquarters, press room, press stands, TV compound, mixed zone, interview room, anti-doping control area, VIP areas, ceremony area, start/finish line, technical area, parking for teams/press/VIPs/spectators, time trial start areas, etc.

The security forces (law enforcement, army, police, etc.) must be fully mobilised in order to:

- The security plan for the event, including all these elements, must be presented by the Organiser and local authorities 18 months before the championships. The plan is subject to approval by the UCI.
- Ensure the safety of all the participants and officials in the Championships from their arrival at the site.
- Ensure the security of the infrastructures at the different event sites.
- Control access to the sites and the different event areas.
- Secure the course by reserving it solely for riders and accredited vehicles, at the latest one hour before the start and until 30 minutes after the event.
- Ensure the uninterrupted flow of traffic outside the event.
- Facilitate the access of accredited vehicles and ensure their evacuation after each race.
- Escort and protect the riders and entourage during the race (mobile escort).
- Filter access to the finish line at the end of races.

The course must be closed to all traffic one hour before, and 30 minutes after, all competitions and official training. This requires action to be taken at least two hours in advance to make sure that the route is completely free of traffic during the appointed times. Vehicles are not allowed to cross the course during the competitions.



# J APPENDIX J : UCI OFFICIAL HOTEL & MEETINGS

The official hotel for the UCI Road World Championships provides accommodation for the members of the UCI Management Committee, as well as UCI guests, UCI staff and officials and ITA staff and officials. Depending on the hotel's capacity, other groups (National Federations, partners, VIPs, etc.) may be accommodated by the official hotel.

The Organiser must ensure the availability, quality of services and prices of the official hotel from the time of compiling the candidature. The UCI is responsible for selecting the hotel upon the proposal of the Organiser.

Rooms are covered by the UCI

## HOTEL STANDARD

Reservations are made directly by the UCI.

The hotel must be a high-quality tourist hotel/restaurant (four stars or higher).

The minimum reservation for the UCI is 200 rooms including one suite and three junior suites. Parking for UCI and ITA officials, as well as guests, is provided free of charge.

**UCI Staff & Service Provider Hotel** - In the event that Official Hotel is unable to supply the required amount of rooms (approximately 200), the UCI will need a second hotel to house this group. It shall be a minimum of 4 Star quality and within walking distance of Finish area.

**Media Hotel** - It is recommended for the Organiser to secure a room block of approximately 200 rooms for Media at a preferred rate and close to the finish line. The Organiser can provide info for Media to book directly with hotels or book through a provider selected by Organiser.

The majority of National Federations and persons accredited for the Road World Championships reserve their own accommodation directly.

Approximately 80 National Federation delegations attend the UCI Road World Championships. The breakdown is usually as follows:

- 28 delegations of 1-5 members
- 17 delegations of 6-20 members
- 14 delegations of 21-40 members
- 15 delegations of 41-60 members
- 6 delegations of 61-90 members

The Organiser can draw up a shortlist of hotels suitable for team accommodation. This shortlist is communicated to the National Federations. The latter then make reservations directly with the hotels.

The Organiser must be able to ensure the availability, quality of services and prices of the hotels for the period of the UCI Road World Championships from the time of compiling the candidature.

### **UCI MEETINGS IN THE OFFICIAL HOTEL**

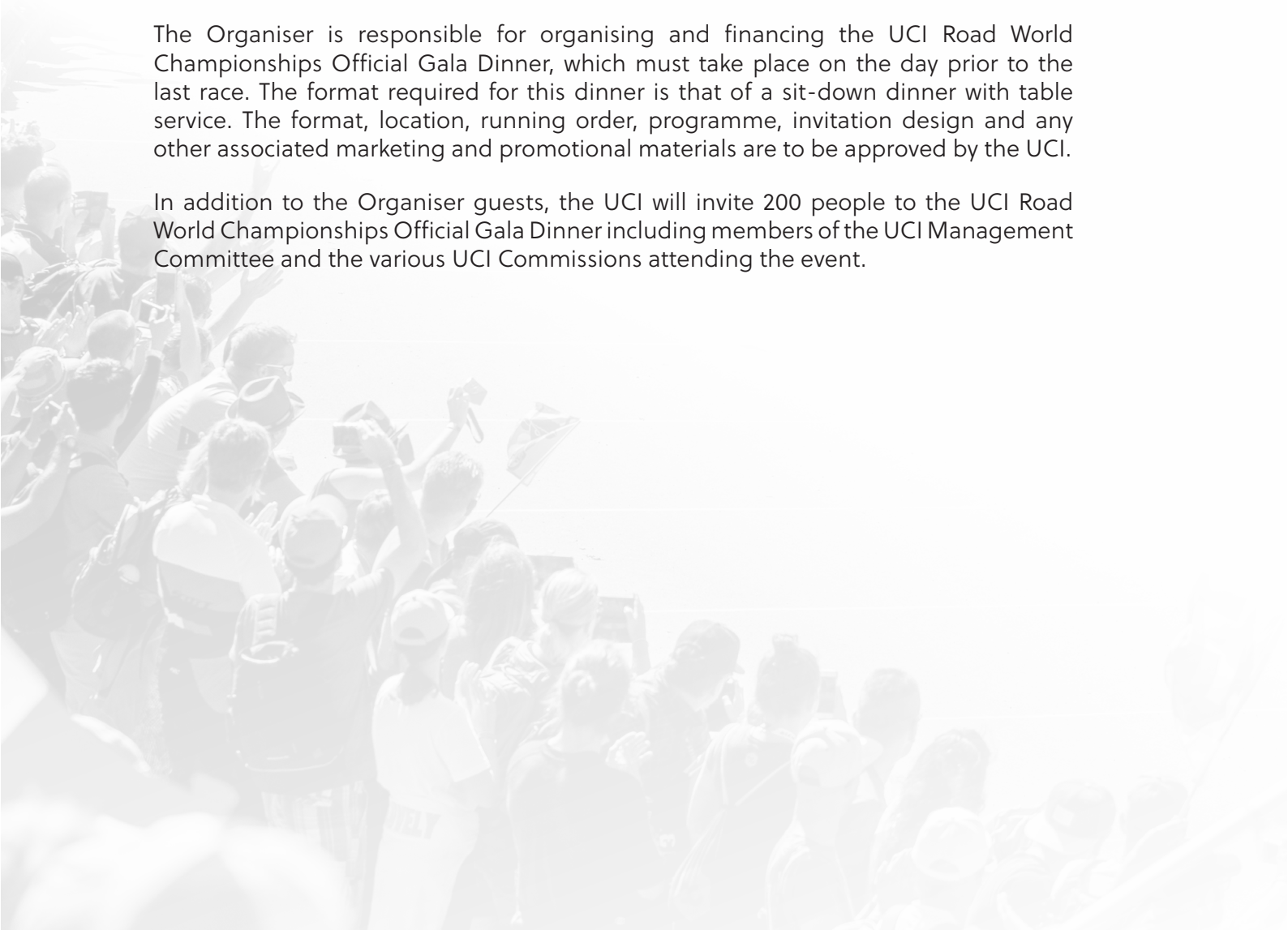
The following rooms are needed in the Official Hotel:

- UCI Office: 10 persons
- UCI President Office : 10 persons
- UCI General Director Office: 6 persons
- UCI Management Committee meeting room: 25 persons

### **UCI GALA DINNER**

The Organiser is responsible for organising and financing the UCI Road World Championships Official Gala Dinner, which must take place on the day prior to the last race. The format required for this dinner is that of a sit-down dinner with table service. The format, location, running order, programme, invitation design and any other associated marketing and promotional materials are to be approved by the UCI.

In addition to the Organiser guests, the UCI will invite 200 people to the UCI Road World Championships Official Gala Dinner including members of the UCI Management Committee and the various UCI Commissions attending the event.



# APPENDIX K : ANTI-DOPING REQUIREMENTS

The UCI Road World Championships are subject to anti-doping controls according to the UCI Anti-doping Rules. The International Testing Agency (ITA), entity mainly in charge of the implementation of the UCI's anti-doping program, will appoint two or more Doping Control Officers (DCOs), refer to ITA's instructions.

ITA will be responsible for the cost of the DCOs daily allowances and travel arrangement to the event. All costs related to accommodation, catering and individual transportation during the event for the DCOs, are borne by the organiser.

The UCI is responsible for the cost of the sample analyses carried out in an accredited World Anti-Doping Agency (WADA) laboratory. Laboratory that ITA will duly confirmed. However, the cost of the transport of the samples to the laboratory is borne by the organiser. Organiser shall therefore assist the DCOs with the transport of the samples with a courier company

## **SAMPLE COLLECTION PERSONNEL**

The organiser is also responsible for all practical aspects of the controls and shall provide the DCOs with the following:

- Male doctor or male nurse & female doctor or female nurse: assigned solely for the anti-doping controls (please note this doctor cannot be the race doctor).
- Chaperons: one chaperon per rider to be tested (shall be of the same gender as the rider).
- Assistant: is required to assist the DCOs before and during the event and act as the liaison with the organiser.

## **DOPING CONTROL EQUIPMENT**

Anti-doping kits and ITA forms are provided by the ITA.

## **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. 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 heated or climatized, large enough, solely used for anti-doping purposes and shall include a waiting room, two administration areas including lavatories in each for the passing of the sample.



# APPENDIX L: **ORGANISER BUDGET**

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



# 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.

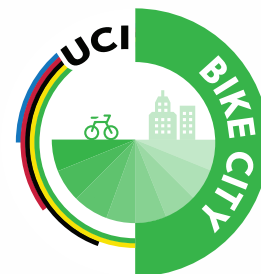
We share the same target: to develop cycling!

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 4X World Championships  
UCI Masters Mountain Bike World Championships  
UCI Mountain Bike World Cup  
UCI Mountain Bike Eliminator 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 Champions League  
UCI Track Nations 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 Road World Championships 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:**

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