



**BMX RACING
WORLD CUP**

**UCI BMX RACING
WORLD CUP
BID GUIDE 2023-2024**



1. FOREWORD

To organise a UCI BMX Racing World Cup is to organise an event in the discipline's leading seasonal series.

BMX is experiencing outstanding growth. Its popularity is widespread, and UCI World Cup rounds have already been organised in countries on almost each continent. All have experienced the satisfaction and excitement of hosting a UCI BMX Racing World Cup on the calendar of our most dynamic cycling disciplines.

The UCI greatly appreciates the interest and commitment shown by potential organisers. In bidding to host a UCI BMX Racing World 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 UCI BMX Racing World Cup.

Good luck!

David Lappartient
UCI President





2. A BIT OF HISTORY

The UCI BMX Racing World Cup is the world's premier BMX Racing series for Men and Women, including the expanded categories of both Elite and Under 23. The events in this series are the most important means by which countries qualify for the UCI BMX Racing World Championships and the Olympic Games.

The UCI World Cup was introduced in 2003 with men only categories, the women joined the series in 2007. The Netherlands dominate the BMX Racing World Cup series with Niek Kimmann and Laura Smulders being the top World Cup winners with 23 wins for Smulders and Kimmann with 12.

In 2017 the format was updated to include the Last Chance Qualifier, giving riders a second chance to qualify towards the main final. This exciting and fast paced format provides for exhilarating races throughout the competition.

The UCI redesigned the format of the events after the 2016 Rio Olympic Games to improve the series format into a more attractive package both for organisers and teams. This development continued in 2022 with the full inclusion of the Under 23 category, increasing the entry numbers and the pace and excitement of the events.



3. EVENT KEY FACTS

Number of competition days	2
Number of nations	30
Number of athletes	230

4. EVENT FORMAT

UCI BMX Racing World Cup events are held over a 3-day period, with competition days on either Friday and Saturday, or Saturday and Sunday. Competition is normally held in the afternoon, though night events are possible for venues with suitable lighting.

The first day of each event is reserved for administrative procedures and athlete training.

Within each race day, beginning with Round 1, the top 4 riders from each heat advance directly to the next round of the competition until the final is reached (with one exception – following Round 1 of each competition day, a “Last Chance” round is held for those riders not in the top 4 of their heat in Round 1; within the Last Chance round, the top 2 riders from each heat will also advance to the next round). After this, the top four riders from each heat always advance until the 8-rider Final is reached.

This competition format is repeated on the second competition day, with minor change that the heats in the second day are seeded based upon the results of the first day – this will guarantee a new racing experience both for riders and spectators on day 2.

This event format will provide drama, and the opportunity to build compelling story-lines throughout the event.

With the inclusion of the Under23 categories from 2021, the racing is continuous with minimal breaks within the racing. Past UCI World Cup events have included small amateur races, however the new 4 category UCI World Cup fills the program over the 2 competition days without the capacity to include amateur races.



5. EVENT SCHEDULE

A sample event schedule is found below.

Thursday - Day 0

Start	Finish	Duration	Activity
17:00	17:30	00:30	Team Managers' Meeting
17:30	19:30	02:00	Riders' Confirmation

Friday - Day 1

Start	Finish	Duration	Activity
11:00	12:25	01:25	Men U23 Practice - Group C
12:30	13:55	01:25	Women Practice
14:00	15:25	01:25	Men Elite Practice - Group A
15:30	16:55	01:25	Men Elite Practice - Group B

Saturday - Day 2

Start	Finish	Duration	Activity
08:45	09:10	00:25	Men U23 Practice - Group C
09:15	09:40	00:25	Men Elite Practice - Group B
09:45	10:10	00:25	Men Elite Practice - Group A
10:15	10:40	00:25	Women Practice
11:00	12:30	01:30	Round 1 Men U23, Men Elite Women U23, Women Elite
12:30	13:20	00:50	Last Chance Men U23, Men Elite, Women U23, Women Elite
13:20	14:00	00:40	Sixteenth Final Men U23, Men Elite (as required)
14:05	15:05	01:00	Eighth Final Men U23, Men Elite, Women U23, Women Elite (as required)
15:30	15:50	00:20	Men Warm Up / Women Warm Up**
15:50	15:50	00:00	**These Warm Up sessions are available if time allows.
16:00	16:40	00:40	Quarter Finals Women U23, Men U23, Women Elite, Men Elite
16:40	17:15	00:35	Semi Finals Women U23, Men U23, Women Elite, Men Elite
17:15	17:45	00:30	Finals Women U23, Men U23, Women Elite, Men Elite
18:00	18:20	00:20	Podium

Sunday - Day 3

Start	Finish	Duration	Activity
09:15	09:35	00:20	Men U23 Practice - Group C
09:40	10:00	00:20	Men Elite Practice - Group B
10:05	10:25	00:20	Men Elite Practice - Group A
10:30	10:50	00:20	Women Practice
11:00	12:30	01:30	Round 1 Men U23, Men Elite Women U23, Women Elite
12:30	13:20	00:50	Last Chance Men U23, Men Elite, Women U23, Women Elite
13:20	14:00	00:40	Sixteenth Final Men U23, Men Elite (as required)
14:05	15:05	01:00	Eighth Final Men U23, Men Elite, Women U23, Women Elite (as required)
15:30	15:50	00:20	Men Warm Up / Women Warm Up**
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17:15	17:45	00:30	Finals Women U23, Men U23, Women Elite, Men Elite
18:00	18:20	00:20	Podium

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WORLD CUP

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6. COMPETITION FACILITIES

A high quality BMX racing track which complies with the UCI BMX Track Guide and the UCI Regulations is needed; occasionally, a track with only a 5m start hill may be considered. Of course, tracks with both 8m and 5m start hills are welcomed. Note that a suitable Pro-Gate starting gate must be used. The start hill and gate must feature a high grip surface so that racing and training in moderately wet weather is possible.

The BMX racing track should provide a level of technical challenge suitable for the best Elite Men and Women in the world. This said, the track should be built in a way such that the main focus is on the spectacular and interesting nature of the racing itself and not upon the size of the jumps.

Safety of the athletes is of primary importance. The track must be built in a way such that the safety of the riders is protected in case of an error.

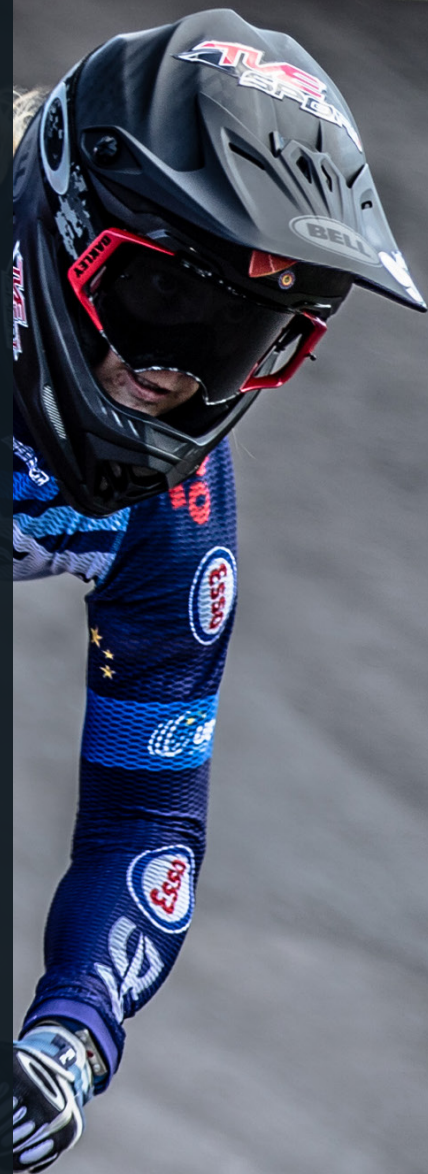
Tracks which promote close racing between the riders throughout the entire length of the track are highly desired.

It is important to point out that some existing BMX tracks which might be proposed for UCI BMX Racing World Cup events are highly technical. This is often the case for events held on BMX tracks at training centres, which have training of high level athletes as the main purpose in order to challenge riders to develop their skills. However, such highly technical training tracks often do not make good racing tracks - in the context of a UCI World Cup level competition, the demands of such highly technical tracks can reduce the quality of the racing and introduce an undue element of risk to the riders. As such, the UCI may require that the technical difficulty of such tracks is reduced to a level acceptable to the UCI as a condition of being awarded a UCI BMX Racing World Cup event.

For tracks which have not hosted a UCI BMX Racing World Cup or UCI BMX Racing World Championships in recent years, a track certification must be undertaken. The process will require at least one site visit with test riding being undertaken and a report provided by the UCI on the track and venue. Any changes or upgrades needed must be undertaken and completed 3 months prior to the date of the event. The costs for Track certification includes the travel and accommodation for 2 UCI personnel and the test riders. In addition a track certification fee is payable as set out in the UCI Financial Obligations.

Also, tracks with a good all-weather surface are preferred so as to make it possible to train and race safely in light to moderate rain. Paved or concrete corners and finish area with a good quality high-grip surface are necessary.

It is also important that tracks are built in a way to provide the necessary working space for event staff, including Commissaires, Medics, Photographers and TV crew. Access and evacuation routes to and from the track will also be examined.



In case a night event is desired, the visit will include an examination of the track at night to test and ensure sufficient lighting levels for both athletes and the television production.

Important aspects of the venue that will also be examined include:

- Spectator facilities – grandstands, location of the expo, concession stands, parking, toilets
 - Grandstands for 1'000 to 2'500 people are recommended, depending upon the estimate of likely ticket sales
- Administrative facilities and storage
 - UCI Office
 - Commissaires Office
 - Storage for UCI materials
 - Timing office
- Possibility for IT Support
 - High speed, protected wi-fi throughout the venue for UCI staff
 - High speed, protected wi-fi throughout the venue for teams and riders
 - High speed hard-wire internet for the timing company
 - Dedicated high speed hard-wire (200 Mbit up/200 Mbit down) and Wi-Fi internet for TV production
 - High speed copier / printer for race secretary
- Location for Team area
 - Common area for riders to gather near the back of the start hill, covered by a tent (minimum: 40 square metres)
 - Team tents, sold at a rate of 40 euros / square metre for teams (must include a good quality, spacious tent with sides, 3 tables, and 10 chairs)
 - 8 toilets (in addition, 2 portable toilets are expected near the back of the start hill)
- Location for TV Compound / Office
 - Parking / power for the OB truck if present
 - TV office (incl. air condition) beside the track
 - Soundproof commentary position, preferably with a view of the entire track may be required
- Medical Centre
 - Athlete treatment area
 - Admin office
 - Rest area for medical staff
- Anti-doping
 - Doping control station

The level of support from the track owners for maintenance and venue preparation / tear-down will also be assessed.



7. 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: the most efficient strategy is to host several events over 3-4 years to create a link between cycling and the city.



8. 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

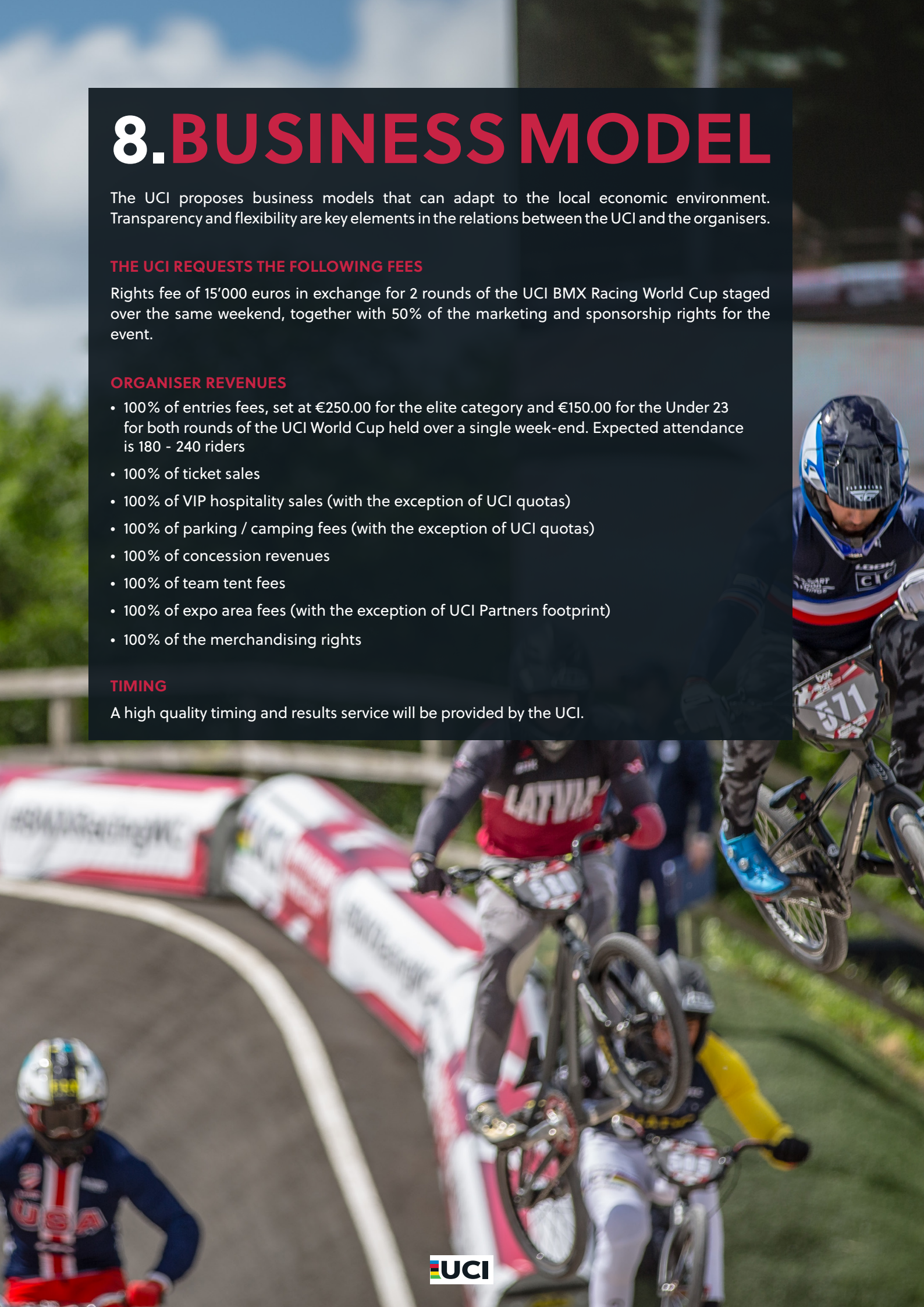
Rights fee of 15'000 euros in exchange for 2 rounds of the UCI BMX Racing World Cup staged over the same weekend, together with 50% of the marketing and sponsorship rights for the event.

ORGANISER REVENUES

- 100% of entries fees, set at €250.00 for the elite category and €150.00 for the Under 23 for both rounds of the UCI World Cup held over a single week-end. Expected attendance is 180 - 240 riders
- 100% of ticket sales
- 100% of VIP hospitality sales (with the exception of UCI quotas)
- 100% of parking / camping fees (with the exception of UCI quotas)
- 100% of concession revenues
- 100% of team tent fees
- 100% of expo area fees (with the exception of UCI Partners footprint)
- 100% of the merchandising rights

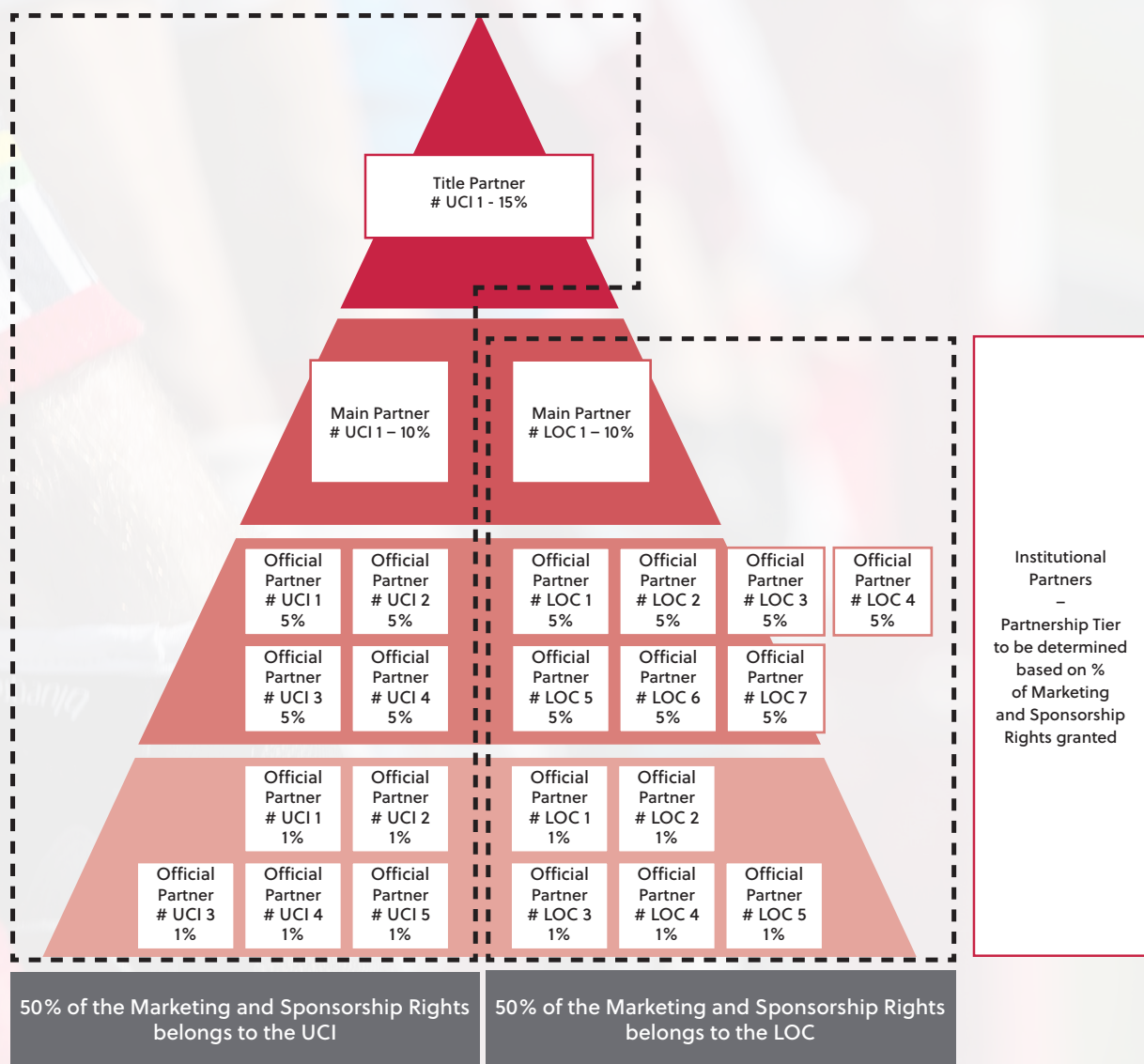
TIMING

A high quality timing and results service will be provided by the UCI.



9. MARKETING AND SPONSORSHIP RIGHTS

As stated above, the Organiser will acquire 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. An updated overview may be provided by the UCI upon the Organiser's request.

- Bicycle-shoes, bicycle components (crankset, bottom bracket, cassette sprockets, hubs, levers, derailleur, brakes – including disk and chains), pedals, rims, wheels, handlebars, stems (except forks, saddles, feeding bottles and tyres), connected cycling components (solely limited to the list of products herein and power meters); electronic bicycle components i.e. motor, drivetrain, levers and battery.
- 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, jewelry pieces with a time piece included as well as any other equipment where timing is a function of the device
- 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 datahandling services as well as and associated services, such as installation, integration, testing, maintenance and operation of the aforementioned equipment.
- Starting gates
- Bike plates and side plates
- Pneumatic
- Vehicles and mobility
- Insurances
- Accomodation booking platform
- 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 which could harm the image of the competition, such as tobacco manufacturers, companies producing pornographic products, spirits, or sport betting companies.



ORGANISER'S PARTNERS

Outside of the categories mentioned above, the Organiser is free to negotiate with partners in other products/services categories, provided that the exclusive rights of the UCI partners are scrupulously respected.

The Organiser's partners are subject to the UCI's approval before the Organiser and the partner enter into an agreement.

MARKETING AND SPONSORSHIP INVENTORY

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

- Air fences (turns) and banners on course
- Ramp logo (If applicable)
- Inflatable items off course
- Backdrops and structures
- Official communications (program, result list, etc.)
- Public announcements by speaker
- 30-second clip played on giant screen
- Digital visibility
- Expo area
- Event tickets
- VIP hospitality

IMPLEMENTATION OF SIGNAGE

The Organiser is responsible for the implementation of its own and the UCI partners' signage in, on and around the sport circuit. 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

10. TELEVISION PRODUCTION AND ELECTRONIC MEDIA RIGHTS

The UCI will guarantee a basic television production at its own costs (live programme and highlight packages) 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 BMX Racing World Cup (Host Country Rights).

MEDIA DISTRIBUTION

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

ORGANISER OPPORTUNITIES

Should the organiser be interested in acquiring domestic electronic media rights/ dedicated electronic media rights, the parties will discuss in good faith such an opportunity.



11. MERCHANDISING

The Organiser owns the merchandising rights and will retain 100% of the sales revenues (with the exception of the below reserved category).

UCI PRODUCTS EXCLUSIVITY – WATCHES

The UCI official partner for the category “watches” has been granted the respective exclusivity in relation to the production of watches merchandising.

Consequently, the Organiser is obliged to produce any watches for its merchandising via the relevant UCI supplier.



12. CALENDAR/DATES

Within each event weekend two complete stages of the World Cup will be raced, with a winner declared on each day.

The UCI is open to discuss proposals for 2023 and 2024. Event hosting agreements in the range of 2 years are possible.

The UCI BMX Racing World Cup is likely to comprise a total of 10 stops on 4 venues for 2023 and 8 stops on 4 venues for 2024.

UCI Pre-calendar 2023-2024						
2023 - UCI BMX RACING WORLD CUP						
Start Date	End Date	Event	Region	Country	Venue	Cat.
10.06	11.06	UCI BMX Racing World Cup	Europe	TBC	TBC	CDM
24.06	25.06	UCI BMX Racing World Cup		TBC	TBC	CDM
01.07	02.07	Reserved Date: National Championships				CN
03.08	13.08	UCI Cycling World Championships - BMX Racing	Europe	GBR	Glasgow	CM
23.09	24.09	UCI BMX Racing World Cup	Open	TBC	TBC	CDM
07.10	08.10	UCI BMX Racing World Cup		TBC	TBC	CDM
14.10*	15.10*	UCI BMX Racing World Cup		TBC	TBC	CDM
2024 - UCI BMX RACING WORLD CUP						
17.02	18.02	UCI BMX Racing World Cup	Open	TBC	TBC	CDM
02.03	03.03	UCI BMX Racing World Cup		TBC	TBC	CDM
13.04	14.04	UCI BMX Racing World Cup		TBC	TBC	CDM
12.05	18.05	UCI BMX Racing World Championships	America	USA	Rock Hill South Carolina	CM
29.06	30.06	UCI BMX Racing World Cup	Europe	TBC	TBC	CDM
06.07	07.07	Reserved Date: National Championships				CN
26.07	11.08	2024 Olympic Games	Europe	FRA	Paris	OG

*same stop and venue as 07-08.10.2023

The UCI is primarily interested in receiving proposals for the dates which have been blocked in this major events pre-calendar, as it is known that there will be no conflicts with other BMX events.

13. RESPONSABILITIES

The following table outlines the main elements that must be provided by the UCI, and those which must be provided by the organiser.

	Provided by UCI	Provided by Organiser
SERVICES		
TV Production	cf. chapter 10	
Timing and TV Graphics	✓	
Accreditation system (access controls, badges for non UCI staff / team staff)		✓
Security during the event		✓
Implementation of UCI partners		✓
Implementation of organisation partners		✓
MATERIALS AND EQUIPMENT		
Athlete Number Plates	✓	
Protective Air Fence for field of play	✓	
Radios for Commissaires and UCI Staff	✓	
Rainbow passes accreditation cards for UCI officials and teams	✓	
Medical equipment / supplies according to UCI requirements		✓
All venue materials / equipment / infrastructure as per organisation guide		✓
Venue sound system and large LED display screen min. 40m2		✓
Equipment and materials for track maintenance during the event		✓
Plastic covers for the BMX track, in case not an all-weather surface		✓
ATHLETE RECOGNITION		
Overall prize money at the end of the series (76'000 euros)	✓	
Prize money for the event (total 26'800 euros)		✓
2,000 euro bonus for any Elite rider who wins both days of the event	✓	
1,000 euro bonus for any Under 23 rider who wins both days of the event	✓	
Trophies (total 24: 1 st , 2 nd and 3 rd place x 4 on each day)		✓
STAFF / WORK FORCE		
Race Director (1)	✓	
UCI Technical Delegate (1)	✓	
UCI Commissaires' Panel (3)	✓	
Secretary (1)	✓	
Panel of 5 National Commissaires (appointed by national federation)		✓
Medical Logistics Manager	✓	
Doping Control Officer (provided by ITA)	✓	
Official Event Doctor		✓
Medical / first aid staff		✓
Doctor, Nurse and Chaperones for doping controls		✓
Doping sample analysis costs		✓
Organising committee and workforce		✓
Staff for venue setup / tear-down		✓
Sport presentation plan / staff (announcer, DJ, entertainment, etc.)		✓
STAFF / WORK FORCE		
145 room nights (including breakfast and dinner - 'half board') for UCI staff / delegation		✓
20 VIP Tickets and 20 General Admission Tickets for UCI		✓
Local transportation for UCI staff		✓
Meals for UCI staff when working at venue		✓
Costs of the site visit, if needed		✓
Costs of any required changes to the BMX track		✓
Track Certificat		✓

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 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 Racing, BMX Freestyle, para-cycling, cyclo-cross, trials, indoor cycling. Five of the disciplines are represented at the Olympic Games (road, track, mountain bike and BMX Racing, BMX Freestyle), two at the Paralympic Games (road and track) and four at the Youth Olympic Games (road, mountain bike and BMX Racing and BMX Freestyle).

Additionally, the UCI promotes a number of its own events, including the UCI Cycling World Championships, held on a four yearly cycle including multiple disciplines at the single World Championships event, 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
MOUNTAIN BIKE	UCI Mountain Bike World Championships, UCI Mountain Bike World Cup
TRACK	Tissot UCI Track World Championships, UCI Junior Track World Championships, Tissot UCI Track Nations Cup
CYCLO-CROSS	UCI Cyclo-cross World Championships, 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 Racing World Championships UCI BMX Racing World Cup
BMX FREESTYLE PARK	UCI BMX Freestyle Park World Cup
TRIALS	UCI Trials World Championships, UCI Trials World Cup
URBAN CYCLING	UCI Urban Cycling World Championships
INDOOR CYCLING	UCI Indoor Cycling World Championships, UCI Cycle-ball World Cup
GRAVEL	UCI Gravel World Championships
MASS PARTICIPATION	Road, Mountain Bike, Track

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





The information contained herein represents the current requirements of the UCI and matters concerning the UCI BMX Racing 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.

Deadline: 21 of October 2022

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