

BID GUIDE

2031-2032 UCI MASTERS TRACK WORLD CHAMPIONSHIPS

UCI UNION CYCLISTE INTERNATIONALE

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, amateur riders also have the chance to win the rainbow jersey at the UCI Masters Track World Championships.

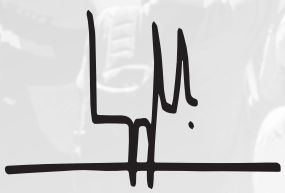
The UCI Masters Track World Championships are the discipline's leading annual event for amateur riders. To perform to their best, the athletes need to be sure that they can compete in the best possible conditions, which is why the role of the event's host is so important.

The UCI greatly appreciates the interest and commitment shown by potential organisers. In bidding to host the UCI Masters Track 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 Masters Track World Championships.



David Lappartient
UCI President



2 A BIT OF HISTORY

Speed, excitement, intensity are the DNA of track cycling. More than just sporting event, it is a true show for the many spectators attending.

Track cycling can be considered our sport's Formula 1, whereby power and speed reach their climax. Whilst oxygen becomes scarce and muscles are burning, the quest for the rainbow jersey takes over... to the delight of the crowd.

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



1893
FIRST TRACK EVENT



1985
FIRST UCI MASTERS TRACK WORLD CHAMPIONSHIPS

UCI Masters Track World Championships host cities:

2027 : Newport (GBR)

2028 : Saint-Quentin-en-Yvelines (FRA)

2029 : Saint-Quentin-en-Yvelines (FRA)

2030 : Brisbane (AUS)

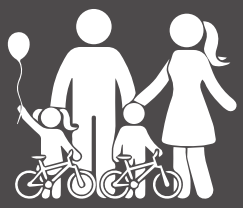
3 THE ADVANTAGES OF HOSTING A UCI EVENT

Hosting a UCI event will help a city to achieve **economic, touristic and social** objectives.

According to UCI experience, the most efficient strategy is to host several events over 3-4 years **to create a link** between cycling and the city.



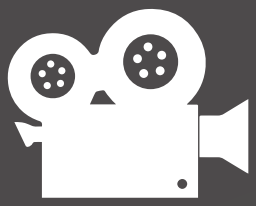
BOOST THE REPUTATION OF YOUR REGION



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

~500 ATHLETES

8 DAYS
OF COMPETITION



7 DISCIPLINES
(SAME FOR MEN AND WOMEN)

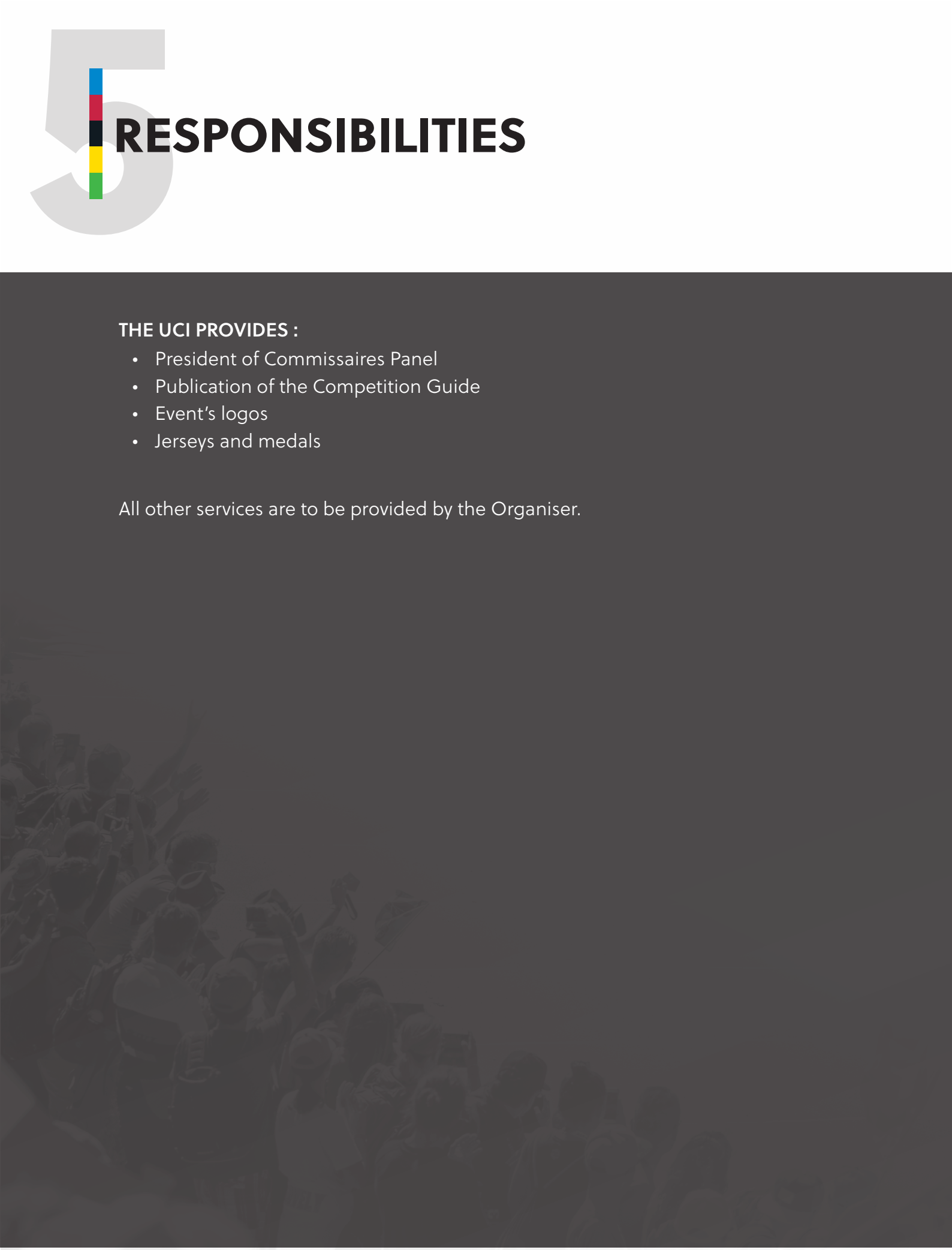
- INDIVIDUAL SPRINT
- TEAM SPRINT
- TIME TRIAL
- INDIVIDUAL PURSUIT
- TEAM PURSUIT
- POINTS RACE
- SCRATCH RACE

5 RESPONSIBILITIES

THE UCI PROVIDES :

- President of Commissaires Panel
- Publication of the Competition Guide
- Event's logos
- Jerseys and medals

All other services are to be provided by the Organiser.



6 ORGANISER REVENUES

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

100% OF TICKETS
SALES OF THE EVENT

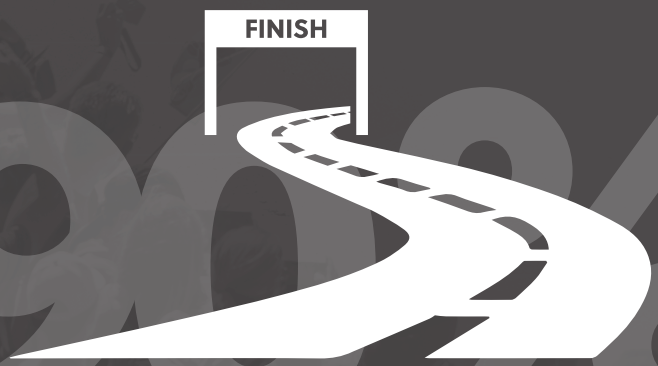
100% OF OFFICIAL PROGRAM SALES

100% OF FOOD & BEVERAGE
ON SITE

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

ENTRY FEES

100% OF ONSITE
MERCHANDISING SALES
ENTRY FEES



90% VISIBILITY
ON BRANDING

7 BIDDING PROCESS CHRONOLOGY : A ONE YEAR CYCLE



DECEMBER
LETTER OF INTENT



JANUARY
BID DOCUMENTS



JUNE
CONTRACT SIGNATURE



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

8 BIDDING DOCUMENTS : CONTENTS & REQUIREMENTS

1. **GENERAL PRESENTATION OF THE HOST REGION GEOGRAPHICAL LOCATION**
   - Accessibility
   - Connections to the network
   - Proximity to airport
   - Visa procedure and costs
   - Accommodation capacity (hotels etc)
   - Parking facilities

2. **INFRASTRUCTURE OF THE VELODROME**
   - Plan of the velodrome
   - Description of the velodrome
   - Facilities available in the velodrome
   - Access

3. **SCHEDULE**

4. **SAFETY**
   - Medical plan including ambulances, evacuation procedure, hospital, location of the medical post in the velodrome and the medical room
   - Safety plan for the public.

5. **DETAILED BUDGET BUDGET**
   (use the UCI template in Appendix J)

6. **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

9 UCI MANAGEMENT COMMITTEE DECISION : CRITERIA



EVENT DELIVERY

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

SPORT ATTRACTIVENESS

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

FINANCE

- Financial Guarantee
- Provisional budget including the UCI fees
- Economic opportunities

RESOURCES

- Political risk: stability - elections
- Relations with UCI: multi-year events plan
- Organiser experience
- Stakeholders' commitment

10 APPENDICES

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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 30'000.-

+ CHF 10.- PER PARTICIPANT

Please note that that the Masters are always awarded by 2 editions.

CONTRACT SIGNATURE

The Organisation Agreement is signed by the legal entity responsible for organising the Championships (the Organiser). The Organiser may be a public authority (city, region or government body), the host National Federation, or a private organising entity.

Whatever its legal form, the Organiser must demonstrate that it has the legal capacity and authority to make a binding offer to the UCI, and the financial capacity to meet all obligations of the Organisation Agreement, including the UCI fee, the bank guarantee and the insurance.

Where the Organiser is not a public authority, the public commitments on which the bid relies (funding decisions, security forces, use of public roads) must be confirmed in writing by the competent public authorities and submitted with the bid. Where the Organiser is not the host National Federation, the bid must include the National Federation's letter of support.

APPENDIX B : EXPENSES COVERED BY THE UCI

THE UCI COVERS THE FOLLOWING EXPENSES

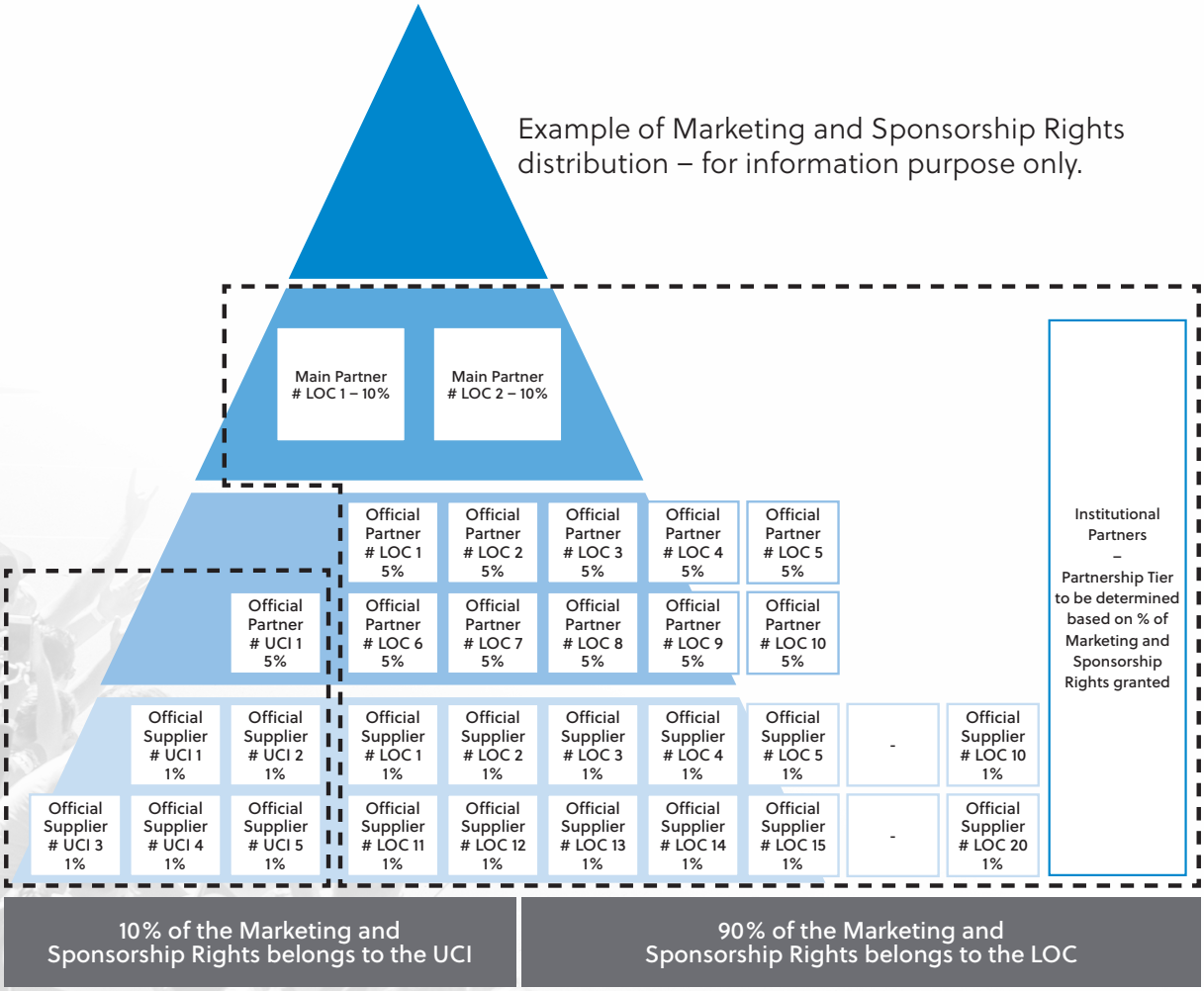
- Presence, travel of the UCI Staff
- Site visits
- Medals and UCI World Champion jerseys
- Blood tests and anti-doping analyses performed by an accredited World Anti-Doping Agency (WADA) laboratory



APPENDIX C : MARKETING AND SPONSORSHIP RIGHTS

PERCENTAGE OF VISIBILITY AND MARKETING STRUCTURE

90% 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.

- 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, jewellery 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 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 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 (anything related to data processing including computing technologies, hardware, software, network providers, etc..)

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.

- Outside ring boards (perimeter boards)
- Infield banners and branded items
- Backdrops and structures
- Track stickers and paintings
- Official communications (program, result list, etc.)
- Public announcements by speaker
- 30-second clip played on giant screen
- Digital visibility
- Expo area
- Event tickets
- VIP hospitality

IMPLEMENTATION OF VISIBILITY

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



APPENDIX D :
TV PRODUCTION & ELECTRONIC MEDIA RIGHTS

TV PRODUCTION

Television production is not compulsory. Nevertheless, if the Organiser wishes to invest in TV production, the Organiser should liaise with UCI to set a discussion with its distribution partner in first place.

ELECTRONIC MEDIA RIGHTS

The UCI is the sole and exclusive owner of all Electronic Media Rights in the widest sense of the term, including any media rights within the territory of the Championships (Host Country Rights). Host Country Rights' acquisition by the Organiser can be discussed together with the television production.

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 AND WATCHES

The UCI official partners for the categories "cycling clothes" and "watches" have been granted the respective exclusivity in relation to the production of cycling clothes and, watches merchandising.

Consequently, the Organiser is obliged to produce any cycling clothes, or watches 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.

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



APPENDIX H :
SPORTS REQUIREMENTS

THE FOLLOWING INFRASTRUCTURE IS REQUIRED

- a Category 2 or higher velodrome homologated by the UCI including the facilities mentioned in the UCI regulations
- adequate changing rooms for male and female
- enough toilets for the public, athletes, etc.
- various premises (Organiser permanence, UCI, medical, commissaires, confirmation of starters & team managers' meeting rooms, doping control station, media area, etc.)
- electricity (cabling and power supply)
- an electronic scoreboard or videoboard compatible with the timekeeping system with at least 5 lines and 32 characters per line
- barriers and signposts
- free car parks (press, officials, sponsors, teams, Organiser)
- security for the public, competitors, officials, etc.
- fire service procedure
- a reliable highspeed internet connexion for the various stakeholders



APPENDIX I : **ANTI-DOPING REQUIREMENTS**

The UCI Masters Track 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.

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

APPENDIX J : ORGANISER BUDGET

The budget template can be downloaded in Excel table format from ***this link***.



APPENDIX K : **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.

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 Mountain Bike Enduro World Championships

UCI Pump Track World Championships

UCI Masters Mountain Bike World Championships

UCI Snow Bike World Championships

UCI Mountain Bike World Cup

UCI Mountain Bike Eliminator World Cup

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

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 Masters Track 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:

sportsdepartment@uci.ch