



**UCI ROAD
WORLD CHAMPIONSHIPS**
INFORMATION FOR ORGANISERS

HOST THE LEGEND

1. FOREWORD

To organise the UCI Road World Championships is to organise the discipline's leading annual event. For the vast majority of Elite athletes, the World Championships represent the major goal of the year, and that is why the organisation of this event is so important.

On the Olympic programme since 1896, road cycling is one of cycling's four Olympic disciplines. It is one of our most traditional disciplines, and one that incites an enormous amount of enthusiasm: each year, the World Championships are watched by many millions of fans all over the world. Hosting an 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 Road World Championships, 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 Road World Championships.

Good luck!

Brian Cookson
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 Road World Championships enters into the history of the sport and all that is associated with it: the emotions, the joy and the disappointments that have marked the many chapters of this event.

Over the years, the greatest cycling champions have given their all to reach the pinnacle of their career: Coppi, Merckx, Hinault, LeMond... these are just some of the legendary riders who have earned the right to wear the rainbow jersey.

The UCI Road World Championships 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.

DID YOU KNOW ?

- 4 riders have been crowned World Champion three times: Alfredo Binda (Italy), Rik Van Steenbergen (Belgium), Eddy Merckx (Belgium), Oscar Freire (Spain)
- Only five cyclists have successfully defended their title: Georges Ronsse (Belgium, 1928–29); Rik Van Steenbergen (Belgium, 1956–57); Rik van Looy (Belgium, 1960–61); Gianni Bugno (Italy, 1991–92); Paolo Bettini (Italy, 2006–07)
- Spaniard Alejandro Valverde has the most total medals by any one individual with six, although he has never won the rainbow jersey (2 silver 2003, 2005 and 4 bronze - 2006, 2012–14)
- The countries with the most Elite Men titles are Belgium (26 titles), Italy (19 titles) and France (8 titles).
- Jeannie Longo is the most titled athlete with five gold medals
- The countries with the most Elite Women titles are France (10 titles), the Netherlands (9 titles), and Belgium (6 titles).

UCI ROAD CYCLING WORLD CHAMPIONSHIPS HOST CITIES:

2010 : Melbourne
2011 : Copenhagen
2012 : Valkenburg
2013 : Florence
2014 : Ponferrada
2015 : Richmond
2016 : Doha
2017 : Bergen

3. EVENTS KEY FACTS

UCI Road World Championships

Number of competition days	8
Number of athletes	1000
Officials & Guests	5000
Media Accreditations	700

KEY MEDIA FIGURES

- TV coverage: 150 countries (including Pan Latin American, Pan Middle-East and Pan African Channels)
- Broadcasters: 40-50
- TV Audience: around 200 million

REQUIREMENTS

- Flat circuits, difficult climbs, hilly circuits... anything is possible
- The UCI team will work with you to design the most appropriate circuit, overcome logistical challenges and showcase your city/region.



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

5. 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:

Hosting fees CHF 5.5 million
The fees include TV production and 10% of the marketing rights

Marketing fees: Additional 10% = CHF 1 million
LOC marketing rights can reach a maximum of 60%

Television Production
The UCI guarantees top level television production, for which it will cover all the costs.
As the UCI undertakes the television production, it holds 100% of the media rights.

Bidding fees
For each bid submitted to host the UCI Road World Championships, the Organising Committee shall pay the sum of CHF 25,000.-
This amount shall cover in particular the costs of the visits made by UCI representatives, as well as the costs of evaluating and processing the bid.

FINANCIAL GUARANTEE

2 elements will be requested:

1. A bid bond or cash deposit of CHF 100,000.-
This guarantee is to be submitted at the time of a bid by all bidding cities/regions
-In the case of an unsuccessful bid, the guarantee will be cancelled immediately
-In the case of a successful bid, the guarantee remains in place for 120 days after notification of the successful bid and should the obligations in the contract not be met after 90 days, the bond is drawn as a non-refundable fee.

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

CONTRACT SIGNATURE

The contract has to 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.

6. SHARE OF RESPONSABILITIES: ORGANISERS / UCI

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 sponsors		✓
Implementation of OC sponsors	✓	✓
Accreditation system and delivery		✓
Live TV Production (all races)		✓
Timekeeping and TV Graphics		✓
Costs of anti-doping testing	✓	
Cars		✓
Post-event reports and TV analysis	✓	
World Champion jerseys & medals		✓
Prize money for riders		✓
TV distribution		✓

Travel costs and accommodation costs are paid by the National Federations.

7. BIDDING PROCESS

The UCI wishes to assist candidates, providing them with as much support as possible for their project. The UCI Road World Championships are awarded three years before the event.

SEPTEMBER:

Host cities/regions seminar during the UCI Road World Championships

- Discover the UCI
- Discover the available events
- Discover "the Cycling for all" projects
- Discover the UCI Road World Championships

SEPTEMBER-JANUARY:

Discussions with cities/regions about their plans and projects

JANUARY:

Host City Day at UCI Headquarters in Aigle, Switzerland

- Discover the events and the business models
- Discover UCI Sports teams and organisation
- Discover track cycling

FEBRUARY-JUNE:

Events selection / sites visits / bidding file preparation

JUNE:

Contract signed

SEPTEMBER (EVENT YEAR - 3):

UCI Managing Committee official vote

The UCI proposes this calendar in order to provide assistance, but it is not a problem if you do not wish to attend the seminars.

The UCI Management Committee's vote will be based on the evaluation of each file according to the evaluation grid below:

CRITERIA FAMILY	CRITERIA	COEFFICIENT
Sport attractiveness	UCI geographical strategy	6
Event Delivery	Overall event sites	4
Event Delivery	Circuit features: attractive images - technical course	4
Sport attractiveness	Sporting difficulty	4
Sport attractiveness	Spectators & atmosphere expected	4
Event Delivery	Logistics: accessibility of the area	4
Sport attractiveness	Cycling development	4
Finance	Financial Guarantee	4
Finance	Provisional budget including the UCI fees	4
Finance	Economical opportunities	4
Resources	Political risk: stability - elections	2
Resources	Relations with UCI: multi-year events plan	2
Resources	LOC experience	2
Resources	Stakeholders' commitment	2
Event Delivery	Legacy / cycling development plans	2

8. BIDDING FILE

To help you structure the preparation of your project and to enable the UCI to evaluate its quality, you will be asked to submit a candidature file.

This candidature file must include the following:

1. General presentation: a presentation of the political, economic and touristic characteristics 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
5. Location plan (country, region, town) & geographical presentation (climatic conditions, altitude)
6. General access / access to the competition site
7. Transport services
8. Accommodation
9. Conference facilities for UCI Congress & meetings
10. Start/finish area (road race and time trial events)
11. Course
12. Safety and medical resources
13. TV & Media
14. Communications arrangements
15. Details of personnel resources/volunteers
16. Promotion
17. Official meetings & ceremonies
18. Other associated events
19. Marketing
20. Organisation budget
21. Plans to develop cycling in the city, region

A comprehensive organisation guide will be provided. This document will detail what is required for each of the above points in order to help you prepare your file.

9. 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.

10. THE UCI

The Union Cycliste Internationale (UCI) is the world governing body for cycling recognised by the International Olympic Committee (IOC). The UCI's mission is to develop and promote cycling - in close collaboration

with National Federations - as a competitive sport, as a healthy recreational activity and as a means of transport.

The UCI governs eight disciplines of the sport of cycling: road, track, mountain bike, BMX, para-cycling, cyclo-cross, trials, indoor cycling. Four of them are represented at the Olympic Games (road, track, mountain bike and BMX), two at the Paralympic Games (road and track) and three at the Youth Olympic Games (road, mountain bike and BMX).

Additionally the UCI promotes a number of its own events, including the UCI Road World Championships, an iconic annual event, and a wide range of other UCI World Championships and World Cups across the various disciplines. The different sizes and scopes of our events ensure that UCI cycling events can be hosted by all cities.

INTERNATIONAL UCI EVENTS ARE HELD ANNUALLY FOR ALL OUR DISCIPLINES

ROAD CYCLING	UCI Road World Championships
MOUNTAIN BIKE	UCI Mountain Bike World Championships, UCI Mountain Bike World Cup
TRACK CYCLING	UCI Track Cycling World Championships, UCI Juniors Track Cycling World Championships, UCI Track Cycling World 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 World Championships
TRIALS	UCI Trials World Championships, UCI Trials World Cup
INDOOR CYCLING	UCI Indoor Cycling World Championships, UCI Cycle-ball World Cup
MASS PARTICIPATION	Road, Mountain Bike, Track, Cyclo-cross

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

The UCI is the governing body for the following sports:

- road
- track
- mountain bike
- BMX
- para-cycling
- cyclo-cross
- trials
- indoor cycling.



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