



**MOUNTAIN BIKE
WORLD CUP**



UCI MOUNTAIN BIKE WORLD CUP

INFORMATION FOR ORGANISERS



1. FOREWORD

The **UCI Mountain Bike World Cup** is a season-long series of races that tests the skill, stamina and consistency of the world's best specialists in mountain biking. Over a period of six months, the athletes confront each other time and time again in a bid to claim the leader's jersey and, ultimately, the overall UCI World Cup title.

Hosting a round of this extremely hard-fought competition leads to positive spin-offs both for the sport and the region. The local population has a chance to see mountain bike racing at the highest level, and the venue is showcased as a top mountain bike destination.

Be it for Cross-country Olympic (XCO) Cross-country short track (XCC), and/or Downhill (DHI), the World Cup venue must live up to expectations of athletes, fans and sponsors alike. For the organisers, it is a major undertaking and a rewarding and satisfying experience.

In order to encourage potential hosts and to simplify their candidature procedure, the UCI has published this Bidding Guide. The aim of this document is to provide National Federations and candidature committees of potential host cities with practical information for preparing their candidature.

Questions that regularly crop up from potential hosts are answered in our concise guide, which provides advice for the different stages of the bid procedure. Issues covered include marketing rights, sponsors, budget, course requirements, team areas, and transport and accommodation requirements.

I hope that this bidding procedure will be the beginning of a long and successful collaboration between the UCI and the future organisers of a round of the **UCI Mountain Bike World Cup**.

Good luck!

David Lappartient
UCI President



2. A BIT OF HISTORY

Mountain biking began taking off in the 1970s. While some people were striding around town in flares, others were seeking to adapt their bikes to cope with the hilliest and most difficult tracks in California. Enthusiasts very quickly began organising timed descents. The first line of mountain bikes was manufactured in 1979, and the sport has grown ever since.

The UCI Mountain Bike World Cup was created in 1991. Originally for cross-country only, the event now includes downhill. Different concepts, different rules but a common DNA: fun, based on speed, acrobatic.

Mountain biking links sport, performance and countryside. Given the nature of the sport, the topographic requirements are more important than for other cycling sports. A lot of different locations are possible: countryside, ski resorts, downtown parks - the calendar is built based on this diversity.

DID YOU KNOW?

- *In XCO, Nino Schurter is the most titled UCI World Cup athletes with seven overall titles. Gunn-Rita Dahle (NOR) is the most successful woman with four titles.*
- *Nino Schurter is the record holder in terms of World Championships titles with 8 wins in the Elite category.*
- *Rachel Atherton became the first female rider to win the World Cup sixth times (2008, 2012, 2013, 2015, 2016 et 2018).*
- *In Downhill, we can put forward the amazing career from Greg Minnaar from South Africa with 22 Downhill World Cup victories and 10 World Championships podium, including 3 wins.*
- *In Downhill, we can also highlight the career of Loïc Bruni who is five times World Champion (2012 in Junior, 2015-2017-2018-2019 in Elite).*

ORGANISERS OF THE 2019 AND 2020 SEASON

Albstadt (GER)
2019

Leogang (AUT)
2019

Snowshoe (USA)
2019

Losinj (CRO)
2020

Lousa (POR)
2020

Mont-Sainte-Anne (CAN)
2020

Maribor (SLO)
2019-2020

Fort William (GBR)
2019-2020

Lenzerheide (SUI)
2019-2020

Les Gets (FRA)
2019-2020

Nove Mesto Na Morave (CZE)
2019-2020

Val di Sole (ITA)
2019-2020

Vallnord Pal Arinsal (AND)
2019-2020



3. KEY FACTS

TELEVISION COVERAGE:

THE EVENTS ARE CURRENTLY BROADCAST IN 103 COUNTRIES

TV rights holders:	21 (2018)
Additional TV non-rights holder (news coverage):	24 (2018)
Countries covered:	103 (2018)
Cumulated audience:	67.72 million (2018)
Including viewers watching dedicated coverage: (Live, delayed, hlts)	10.85 million (2018)

LIVE AND ON DEMAND COVERAGE ON RED BULL TV WORLDWIDE:

- 28 live programs over the series
- 49 hours dedicated live coverage in total
- worldwide broadcasts, free of charge on Red Bull TV

OVERALL HOURS VIEWED FOR LIVE, DELAYED AND/OR LIVE SUMMARY BROADCASTS:

12.35 MILLION (2018)

2019

- 10 events
- 10 host countries (including 1 overseas)
- between 200 and 430 riders for Cross-country
- between 150 and 280 riders for Downhill
- 1037 athletes from 57 nations in total

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

Hosting a UCI mountain bike event also sends a strong message to the Mountain Bike community that your place is a great spot for this cycling discipline.

The Mountain Bike community is used to travel to find some Mountain Bike friendly places across the world.

You will find below some facts and figures from a double event (XCC/XCO and DHI) held in Europe:

- Attendance at the event was recorded at 23,000 over the three days of the event. 6,400 unique spectators attend a round of the 2019 UCI Mountain Bike World Cup
- 5,000 unique spectators – 78% of the total – were visitors from outside venue itself or its region
- In total, visiting spectators spent €1.1m during their stay, directly benefitting a range of sectors
- 300 journalists travelled to the event, while almost 600 riders from 42 nations came to compete
- In total these visiting media and teams spent over €0.7m over the course of the event
- The activity supported by the event provided a €2.2m boost to the economy of the region, in terms of the contribution made to regional Gross Value Added (GVA)
- This is equivalent to supporting the annual employment of 60 people within the region
- Attendees rated the event highly, with 96% of attendees reporting being 'very satisfied' with the event
- The event had a positive impact on encouraging future visitors to the region; 89% of visitors suggested they would be likely or very likely to return for a holiday, while 70% of international visitors were visiting the region for the first time
- The overall event community across Facebook, Twitter and Instagram exceeded 485,000 fans

5. ORGANISATION FEE

THE UCI REQUESTS THE FOLLOWING FEES:

For all organisers:

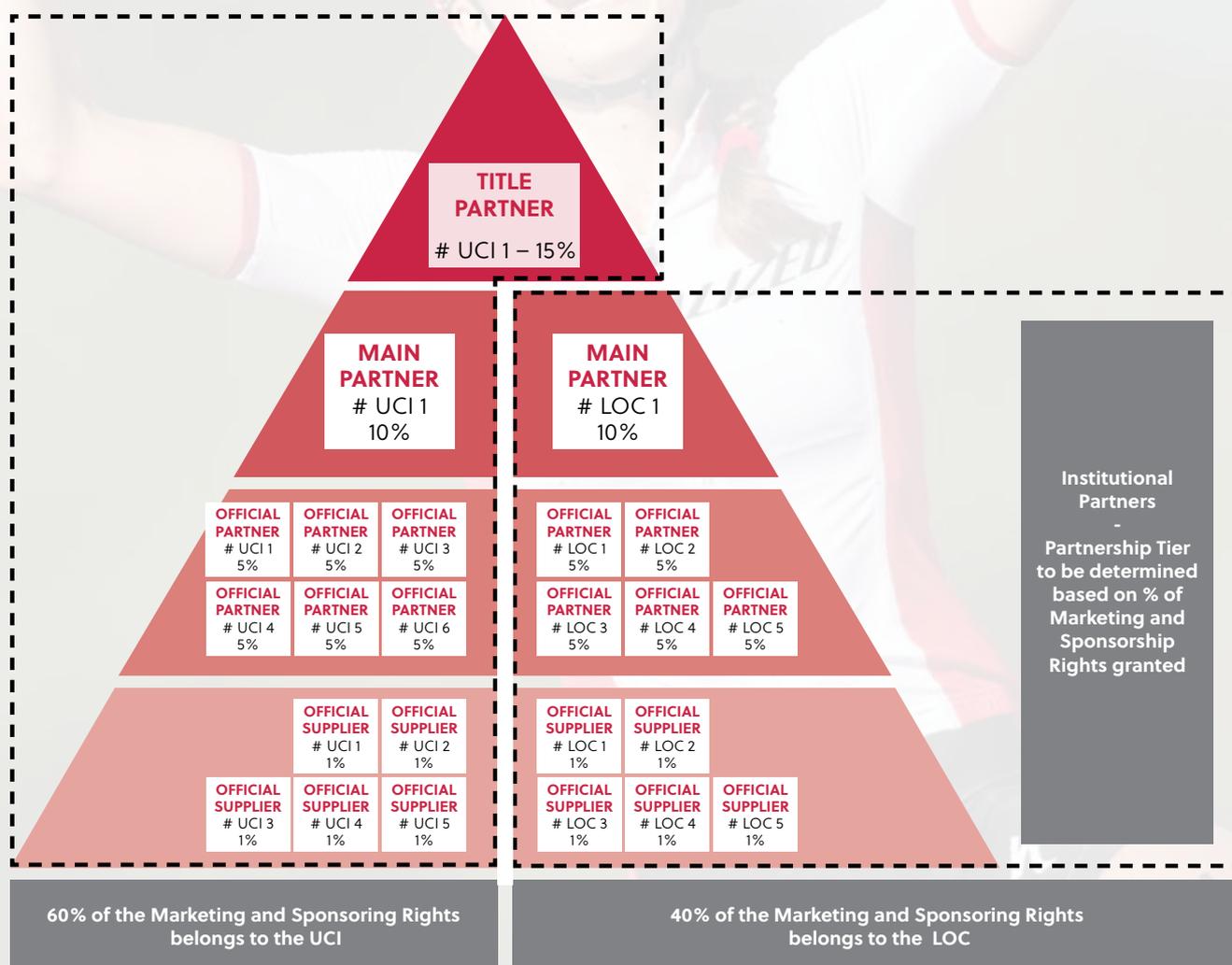
2021-2022	MARKETING AND SPONSORSHIP RIGHTS	EVENT TYPE
32 500 €	40%	Single event (XCC/XCO or DHI)
37 500 €	40%	Double event (XCC/XCO and DHI)

This fee includes tv production, timing services and other services detailed under point 9.

6. MARKETING AND SPONSORSHIP RIGHTS

MARKETING RIGHTS

As stated above, the Organiser has 40 % 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. A detailed overview or final signature may be provided by the UCI upon the Organiser's request or at final contract's signature.

- Truck, Van, Car, Motorbike (50m³ and more), Electric Motorbike and all motorized transportation means by road
- Bicycle-shoes, bicycle components, pedals, rims, wheels, handlebars and stems (except forks, saddles, feeding bottles and tyres); E-cycling components including motor, drivetrain, levers and batterie
- Camera means any device which is primarily intended to function as still image capture, vid-eo recording, or virtual reality and immersive content capture device, and related products, including but not limited to drones, mounts, video editing software, image stabilization, and other accessory products
- 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 track-ers, clocks, countdown clocks, jewelry pieces with a time piece included as well as any other equipment where timing is a function of the device, timing, timing system, scoring and scoreboard equipment
- IT
- Tyres and tubes
- Energy drinks (for the avoidance of doubt, this category applies to any related catering concessions, which therefore is not entitled to commercialise any other product as part of the category and shall promote and sell UCI's partner products)
- Eyewear

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 categories reserved by the UCI, the Organiser (as well as the UCI) 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 Mountain Bike 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.

- Boards and banners on course
- Start and finish arches on course
- Inflatable items along the course
- Backdrops and structures
- Product placement
- 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 and the UCI should work in close cooperation regarding the implementation of their respective partners. Appointed implementation teams should be piloted by the Marketing representatives of the Organiser and of the UCI.

VIP 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.

PROCEEDS

The Organiser may retain all income derived from:

- Its granted marketing and sponsorship rights
- Event tickets sales
- VIP hospitality sales (with the exception of the UCI VIP tickets quota)
- Official program sales
- Merchandising
- Expo area

EXPO AREA :

The Expo area is divided into two distinct zones: the Partners expo area reserved for the Official partners of the event and where the product exclusivity has to be strictly respected and the Exhibitors expo area where the exclusivity doesn't apply. Those two distinct zones have to be separated by at least a 2 meters space/a physical border.



7. MERCHANDISING

Merchandising can be a source of revenues for the Organiser. 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" have been granted the respective exclusivity in relation to the production of watches' merchandising.

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



8. TELEVISION PRODUCTION AND DISTRIBUTION

In 2021-22, the TV production will be fully covered by the UCI, with Red Bull Media House acting as exclusive production partner and delivering the following services and products:

- Full HD production, 1080i, 16:9
- Minimum of 14 cameras + special cameras (POV, high-speed, on-board...)
- Live coverage of all DHI and XCO events broadcast on Red Bull Media House's platforms
- One 26' highlights programme for single events for national & international distribution
- Two 26' highlights programmes for double events (incl. both gender) for national & international distribution
- One 10' news (max) competition / discipline for national & international distribution

Despite the very significant investment from Red Bull Media House into the production, it is possible that for specific venues a contribution from the organisers will be requested. This will be decided on a case by case basis.

Organisers are also encouraged to liaise with potential local host broadcasters to partner with RBMH in case they are interested in domestic electronic media rights.

The UCI is the exclusive owner of worldwide broadcasting rights of the UCI Mountain Bike World Cup in the widest sense of the term (which includes radio, television, Internet, DVD, Mobile TV, IPTV, Video on Demand, Giant Screen, etc.). In 2021-22 Red Bull Media House will also act as the exclusive worldwide distribution agency.

9. UCI / ORGANISERS SHARE OF RESPONSABILITIES

SERVICES PROVIDED BY THE UCI:

- UCI Mountain Bike World Cup series label
- General coordination of the series
- TV production & distribution
- Timekeeping (including scoreboard) / results
- TV graphics
- Worldwide promotion of the series on all our channels (Twitter, Facebook, Instagram, etc)
- Technical advice and feedback on courses and event layout in the build up to the event
- Practical Organisation Guide for the 2021-22 UCI Mountain Bike World Cup
- Decoration and set up of the official infrastructure (start and finish arches, backdrops)
- Appointment and payment of a Technical Delegate
- Appointment and payment of the President of the Commissaires Panel and one secretary
- Liaison with the anti-doping organisation which will appoint Doping Control Officer(s)
- Visual guidelines
- Riders' online registration
- Post event report and TV analysis
- Leaders' Jerseys
- Payment of the overall standing prize money at the end of the season (World Cup general standing)
- Implementation of UCI partners
- Trophies for the winners of the overall standing

SERVICES PROVIDED BY THE OC:

- Payment of fees
- Organisation of the 2021-22 UCI Mountain Bike World Cup in line with the terms and conditions specified in the contract
- Respect of the UCI rules, UCI World Cup Organisation Guide and Visual Guidelines
- Payment of the prize money for the event
- Promotion of the event
- Medical services
- VIP area and activities
- Accommodation for UCI staff and suppliers (90 nights for a single event (XCC/XCO or DHI) or 100 nights for a double event (XCC/XCO and DHI))
- Anti-doping related costs, including accommodation (up to 8 nights)
- Adequate insurance coverage
- Timing cabling
- Implementation of OC partners

10. PRIZE MONEY PER EVENT

WORLD CUPS	PER EVENT (PAID BY THE ORGANISER)			OVERALL (PAID BY UCI)	
	MEN + WOMEN	M/W U23	M/W JUNIORS	MEN & WOMEN	
	XCO & DHI	XCO	DHI	XCO & DHI	XCO U23
1st	3 750 €	400 €	200 €	10 000 €	3 000 €
2nd	2 100 €	265 €	130 €	6 000 €	2 000 €
3rd	1 250 €	200 €	100 €	4 000 €	1 000 €
4th	800 €	165 €	80 €	3 000 €	500 €
5th	600 €	130 €	65 €	2 500 €	
6th	500 €	100 €	50 €	2 000 €	
7th	350 €	80 €	45 €	1 500 €	
8th	300 €	65 €	30 €	1 500 €	
9th	250 €	50 €	25 €	1 000 €	
10th	200 €	30 €	20 €	1 000 €	
TOTAL	10 100 €	1 485 €	745 €	32 500 €	6 500 €

* A prize money for the XCC event, Men and Women, might be introduced

11. CALENDAR

2021

EVENTS	DATE	VENUE
UCI MTB World Cup - XCO	10-11.04.2021	OUTSIDE EUROPE
UCI MTB World Cup - DHI	17-18.04.2021	
UCI MTB World Cup - DHI	24-25.04.2021	
UCI MTB World Cup - XCO	08-09.05.2021	
UCI MTB World Cup - XCO	15-16.05.2021	
UCI MTB World Cup - DHI	05-06.06.2021	
UCI MTB World Cup - DHI	12-13.06.2021	
UCI MTB World Cup - XCO/DHI	03-04.07.2021	
UCI MTB World Cup - XCO/DHI	10-11.07.2021	
UCI MTB World Cup - XCO/DHI	31.07-01.08.2021	
UCI MTB World Cup - XCO/DHI	07-08.08.2021	
UCI MTB WORLD CHAMPIONSHIPS – XCO/DHI	25-29.08.2021	
UCI MTB World Cup - XCO/DHI	25-29.08.2021	

2022

UCI MTB World Cup - XCO	02-03.04.2022	OUTSIDE EUROPE
UCI MTB World Cup - DHI	09-10.04.2022	
UCI MTB World Cup - DHI	16-17.04.2022	
UCI MTB World Cup - XCO	07-08.05.2022	
UCI MTB World Cup - XCO	14-15.05.2022	
UCI MTB World Cup - DHI	04-05.06.2022	
UCI MTB World Cup - DHI	11-12.06.2022	
UCI MTB World Cup - XCO/DHI	02-03.07.2022	
UCI MTB World Cup - XCO/DHI	09-10.07.2022	
UCI MTB World Cup - XCO/DHI	30-31.07.2022	
UCI MTB World Cup - XCO/DHI	06-07.08.2022	
UCI MTB WORLD CHAMPIONSHIPS – XCO/DHI	24-28.08.2022	
UCI MTB World Cup - XCO/DHI	03-04.09.2022	

There are 4 dates for DHI single events but only 3 will be awarded, depending on the bids we receive.

Any deal with a local host broadcaster would help to reduce the TV related costs and possibly add a round on the calendar.

An early bid in March would be consider even if not specified in the above calendars.

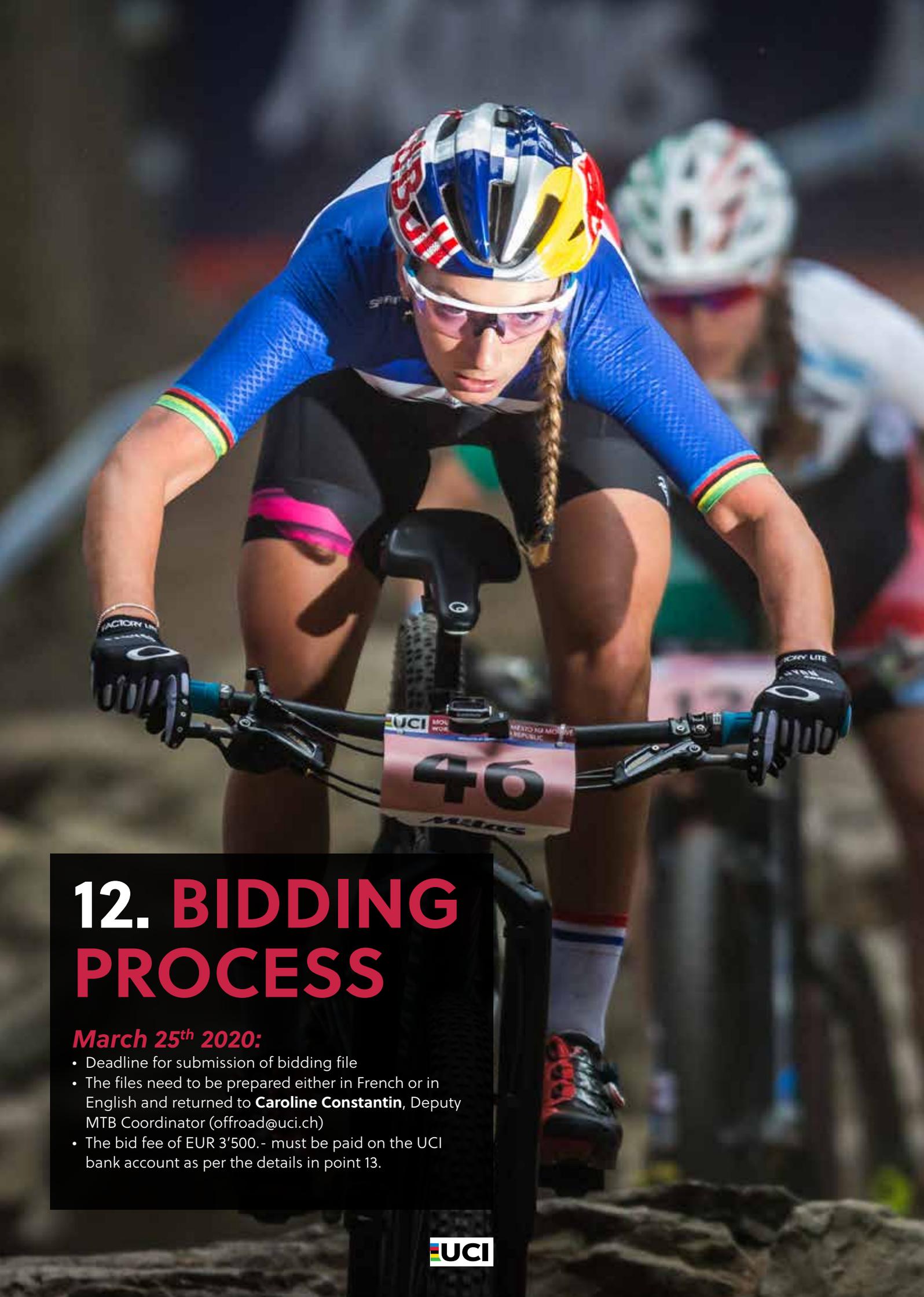
SCHEDULE

A schedule for the UCI Mountain Bike World Cup races is provided by the UCI.

However, parallel to the major events that make up the World Cup series, there is a desire to offer more activities - sporting and cultural - to all participants and supporters.

To achieve this, the organisers are urged to integrate the organisation of a UCI Mountain Bike World Cup round into a framework of supporting and mass participation events.

If any additional side events apart from the Elite UCI World Cup races are planned, an indication of these should be supplied.



12. BIDDING PROCESS

March 25th 2020:

- Deadline for submission of bidding file
- The files need to be prepared either in French or in English and returned to **Caroline Constantin**, Deputy MTB Coordinator (offroad@uci.ch)
- The bid fee of EUR 3'500.- must be paid on the UCI bank account as per the details in point 13.

13. BIDDING FILE CONTENT

FOR EACH BID, THE NATIONAL FEDERATION OR CANDIDATE/ORGANISER MUST SUBMIT A FILE INCLUDING THE FOLLOWING:

- A letter of introduction on letterhead from the Host National Federation
- Details of the person who will sign the contract (name, entity, address, email, phone)
- Any introductory notes that are appropriate as well as any other supporting letters and documentation from public / tourism / city authorities
- Letter of introduction mentioning their motivation or reason(s) for the bid
- Full contact details of the organiser
- References and events already organised on the circuit
- Date requested
- Installations available (race headquarters, press room, team managers' meeting room, commissaires room, VIP facilities, official hotel; etc.)
- Provisional budget (income and expenses)
- Geographical location/situation (distance from the airport, motorway, big city)
- A course map as described below
- For new events: location, transportation and accommodation details

Any other information that could be relevant to the bid should also be included

BID FEE

For each bid, the candidate is required to pay to the UCI an amount of EUR 3'500.- as bid fee. The payment can be done on the bank account below with the following specification so we can identify the payment:

2021-2022 UCI MTB World Cup Bid - "your venue"

Bank : UBS Deutschland AG
Address : Bockenheimer Landstrasse 2-4
60306 Frankfurt am Main
Deutschland
Account Euros : 309.288.70D
IBAN : DE27 5022 0085 1020 400012
BIC / Swift : SMHBDEFFXXX
Beneficiary : Union Cycliste Internationale
1860 – Aigle
Suisse

If your event has been registered on the UCI MTB World Cup calendar in 2018-2019-2020, you are not required to pay the bid fee.



COURSE(S)

A description of each of the courses (Cross-country Olympic, Downhill, XCC) is required. These descriptions should include the % breakdown of the following sections of the courses:

- Climbing (XCO) including metres gained
- Descending (DHI should be 100%)
- Wide track
- Single track
- Fast downhill sections
- Slow technical downhill sections
- Features
- XCO start loop if applicable

The following information should also be included:

- A detailed course map indicating start and finish area(s), feed / technical assistance zone, spectator hot spots and access, danger spots and first aid locations
- Outline of previous events run on this course
- A diagrammatic course profile with details of height gains and losses
- A GPS plan of the start finish area showing the finish line (if possible on Google Earth)
- Catering facilities, car parking areas, expo trade stand, team technical support areas
- Descriptions of any bridges/artificial obstacles (if applicable)
- Description of any man made obstacles on the course
- An indication of the ground conditions along the course
- Outlines of alternative plans in case of bad weather (if required)
- Uplift system information for Downhill events

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 a UCI events
 - Developing cycling within its population.

The city/region will be entitled to use the label over a five-year period.

The label will be awarded each year during the UCI Road World Championships. A communication plan dedicated to the winners will be established through the UCI's various communication channels.

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 and BMX Freestyle, cyclo-cross, trials, indoor cycling. Five of them are represented at the Olympic Games (road, track, mountain bike and BMX Racing and BMX Freestyle), two at the Paralympic Games (road and track) and three 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 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 4X World Championships UCI Mountain Bike Marathon World Championships UCI Pump Track World Championships UCI Mountain Bike Eliminator World Championships UCI Mountain Bike World Cup UCI Mountain Bike Eliminator World Cup
TRACK CYCLING	UCI Track Cycling World Championships UCI Junior 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 UCI BMX Supercross World Cup
BMX FREESTYLE	UCI BMX Freestyle World Cup
TRIALS	UCI Trials World Youth Games UCI Trials World Cup
URBAN CYCLING	UCI Urban Cycling World Championships
INDOOR CYCLING	UCI Indoor Cycling World Championships UCI Cycle-ball World Cup UCI Artistic Cycling World Cup
MASS PARTICIPATION	Road, Mountain Bike, Track

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



The information contained herein is of indicative nature only and is meant to provide potential organisers with the general requirements of the UCI. All contained information and requirements concerning the UCI Mountain Bike World Cup may evolve and be altered at a later stage. Substantial amendments and modifications to the UCI's requirements, if any, will be reported to the Organiser and shall be reflected in the Organisation Agreement that will be signed with the Organiser and/or through the Organisation Guide that will be provided.

In case of any discrepancy between the terms and conditions of the Organisation Agreement and the information provided in the bidding documentation, the Organisation Agreement will prevail.

SIMON BURNEY

UCI Off-Road Manager
simon.burney@uci.ch

ANNELYSE TORRENT DAY

Mountain Bike Coordinator
offroad@uci.ch

CAROLINE CONSTANTIN

Deputy Mountain Bike Coordinator
offroad@uci.ch

CONTACTS