



T+ TISSOT



**TRACK CYCLING
WORLD CUP**

**TISSOT UCI TRACK CYCLING
WORLD CUP
INFORMATION FOR ORGANISERS**

1. FOREWORD

The Tissot UCI Track Cycling World Cup is the leading international series of track cycling events, rewarding athletes who demonstrate consistency throughout the season. For the vast majority of Elite track cyclists, the UCI World Cup is not only a major challenge in itself, but also a chance to gain qualification points for the UCI Track Cycling World Championships presented by Tissot. A lot is at stake, and that is why the organisation of a round of this series is so important.

In order to help potential organisers prepare their candidature, the UCI has produced this Bidding Guide. It is a concise, practical document that was prepared after consultation with our various partners. Our aim is to help potential hosts compile a watertight candidature file that contains all the required elements, for example concerning the velodrome complex, infrastructure, transport, accessibility etc. It 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?

Track cycling is one of cycling's five Olympic disciplines and one that is incredibly popular worldwide. You only have to experience the atmosphere inside the velodrome at a Tissot UCI Track Cycling World Cup to understand the magnitude of such an event. The UCI greatly appreciates the interest and commitment shown by potential organisers. In bidding to host a round of the Tissot UCI Track Cycling 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 Tissot UCI Track Cycling World Cup.

Good luck!

David Lappartient
UCI President



2. A BIT OF BACKGROUND

Track cycling is cycling's oldest discipline, and has been on the Olympic programme since the 1st modern Olympic Games in 1896.

The UCI Track Cycling World Cup, on the other hand, is much younger: the first edition was held in 1993, with the opening round hosted by Copenhagen, Denmark.

The racing programme of the UCI World Cup has regularly evolved since the creation of the event. The leaders of each speciality wear a distinctive leader's jersey, symbol of their domination.

Speed, excitement and intensity are the DNA of track cycling. More than just a sporting event, the Tissot UCI Track Cycling World Cup is a true show for the many spectators.

Track cycling could be referred to as our sport's Formula 1: power and speed reach their climax, oxygen becomes scarce, and muscles burn, but the quest for victory spurs the riders on, much to the delight of the crowd.

The diversity of the event – which mixes endurance, sprint, individual and team racing - means it attracts a large audience and guarantees an electric atmosphere. Proximity to the athletes brings the public to the heart of the action and is one of the key success factors of track events.



2017-2018 TISSOT UCI TRACK CYCLING WORLD CUP



KEY FACTS

Number of competition days:

5

Number of athletes:

around 300

3. TV PRODUCTION AND ELECTRONIC MEDIA RIGHTS

TELEVISION COVERAGE OF 2016-2017 UCI TRACK CYCLING WORLD CUP

Cumulated audience:	49.72 M
Broadcast time:	817 hours
Broadcasters:	32
Countries covered:	81

TV PRODUCTION AND DISTRIBUTION

The obligation to produce live TV feed in accordance with the production guide lies with the organiser. The Host Broadcaster Rights are dealt with as follows:

1. Prior to signature of the Organisation agreement, the UCI will inform its Media Rights Partner (MRP) of the event location.
2. The UCI MRP will in turn contact their customer, the rights-holder ("UBP"), in the event territory and ascertain whether the UBP is willing to produce the live feed; UCI's MRP will use best endeavours to ensure that UBP carries out production at no cost to the organiser in recognition of the addition value of the rights due to host nation status
3. Either :
 - i. The UBP is willing to produce the live feed; at which stage the organiser will enter into direct discussions with the UBP
 - ii. The UBP is unwilling to produce the live feed; in which case the UCI recovers the rights for the host territory and will pass them on, at no charge, to the organiser. The organiser will be free to exploit those rights in return for live feed production.

TECHNICAL REQUIREMENTS:

The basic international signal must be:

- Minimum HD 1080i/50
- Aspect ratio 16:9 (4:3 protected)
- Dedicated UCI World Cup graphics and slow motion wipe will be provided by the UCI.

TECHNICAL EQUIPMENT

The equipment of a standard OB-Van required is:

- A camera plan with a minimum of 9 live cameras including 2 fixed cameras for the split screen at pursuit events and 1 photo finish camera which are not operated by cameramen
- Adequate lenses that take into account the track design
- 2 LSM / EVS (minimum 6 channels) slow-motion systems
- Full audio set up for international sound
- Capability to integrate TV graphics with composite key & fill
- 1 microphone and necessary set up for live International flash interview
- Minimum of 2 VTRs for recording of international feed
- Minimum of 1 DVD recorder for recording of international feed
- Full redundant satellite uplink truck (D-SNG), SD / HD compliant with licenses for all main satellites over the continent of the event location.

PERSONNEL / HB STAFF

The following minimum staff will be provided:

- 1 main producer
- 1 director
- 9 camera operators
- 2 EVS / LSM operators
- 1 OB engineer
- 2 vision shaders
- 1 sound engineer
- 1 floor/liaison manager
- 1 SNG operator
- staff for rigging and de-rigging the cables

4. SPORT PROGRAMME

All organisers of a Tissot UCI Track Cycling World Cup round must organise a minimum of five women's events and five men's events. It is not necessary to choose the same events for the men as for the women. In order to remain flexible, we ask each organiser to select seven events for men and seven for women in order of priority (from 1 to 7).

MEN

TEAM PURSUIT

INDIVIDUAL PURSUIT

SCRATCH

POINTS RACE

MADISON

OMNIUM

TEAM SPRINT

1KM TIME TRIAL

SPRINT

KEIRIN

WOMEN

TEAM PURSUIT

INDIVIDUAL PURSUIT

SCRATCH

POINTS RACE

MADISON

OMNIUM

TEAM SPRINT

500M TIME TRIAL

SPRINT

KEIRIN

The UCI undertakes to reconcile the wishes of the organisers with the balance of the Tissot UCI Track Cycling World Cup calendar in designating the events to each round.

5. 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: to maximise your impact by discussing a multi-discipline, multi-event strategy over 3-4 years to create a link between cycling and the city"

6. 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:

UCI fees: CHF 50,000.-

The UCI fees include 40% of the marketing and sponsorship rights for the LOC.

Additional marketing and sponsorship rights can be purchased by the Organiser if desired: CHF 10,000.- for 10% of marketing and sponsorship rights subject to availabilities.

The UCI fees also include the following services provided by the UCI:

- Timing
- New overall prize money to attract the best riders

TICKETING

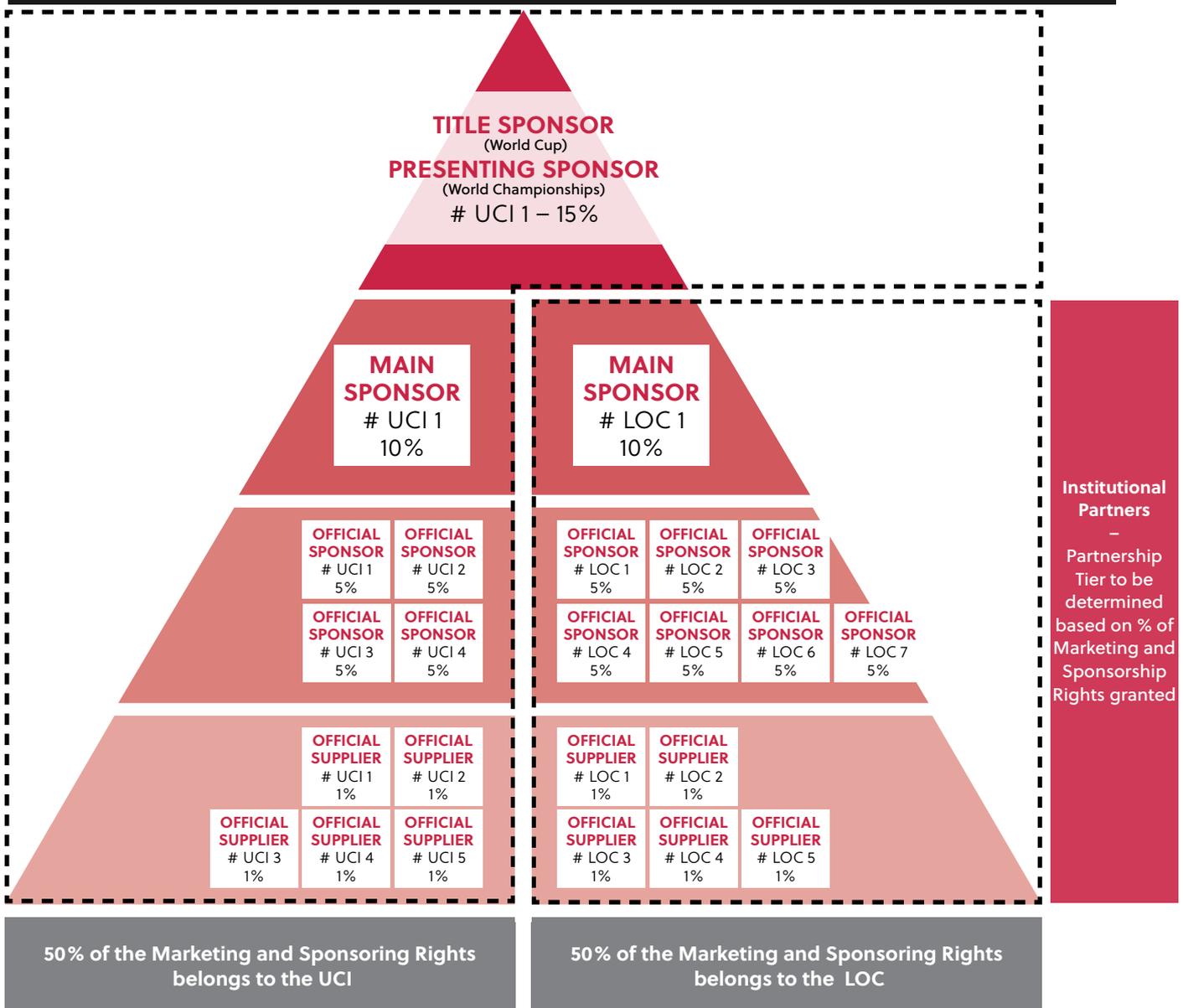
The Organiser keeps all revenues from ticketing and hospitality

7. MARKETING AND SPONSORSHIP RIGHTS

MARKETING RIGHTS

As stated above, the Organiser can acquire up to 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. 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, 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 score-board equipment
- Tyres
- IT
- 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.

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 Tissot UCI Track Cycling World Cup 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 SIGNAGE

The Organiser is responsible for the implementation of its own and the UCI partners' signage in, on and around the velodrome. 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
- Expo area



8. MERCHANDISING

The merchandising can be a source of revenues for the Organiser but it generates also an important workload and can be difficult to implement for limited quantities whereas the UCI is aware that the Organiser has limited resources.

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

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

The Organiser owns the merchandising rights and will retain 100% of the sales revenues (with the exception of the below reserved categories). The Organiser can request to modify the design, to develop specific products and ordered UCI branded items or items branded with the event logo.

Depending on the Organiser's strategy, the UCI official partner can also create your website and manage the payments, preparation and sending. The UCI official partner can also connect directly with your partners if they want to produce items related to your UCI events.

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.

9. SHARE OF RESPONSIBILITIES

UCI SERVICES

Tissot UCI Track Cycling World Cup series label

- Worldwide promotion of the series
- General coordination of the series
- Practical Organisation Guide
- International TV distribution
- Timekeeping
- Appointment and payment of a Technical Delegate (daily allowance, travel)
- Appointment and payment of 5 UCI Commissaires (daily allowance, travel)
- Appointment and payment of 2 Doping Control Officers (daily allowance, travel)
- Online registration
- payment of prize money to the winners

OC SERVICES

- Respect of the UCI World Cup Organisation Guide & Visual Guidelines and the UCI Regulations
- Promotion of the event (posters, programmes, communication plan, etc)
- Infrastructure (office, meeting room, press area, etc)
- TV production
- VIP area
- Anti-doping testing facilities + expenses related to analysis at laboratory
- Athletes' identification (bibs, etc.)
- Adequate insurance coverage
- Adequate internet connection
- B&B accommodation *** or **** for about 15 to 20 pax (eg: commissaires, timing, 2 DCO, Technical delegate, TV consultant if applicable, entertainment team, etc.) for a minimum of 4 nights



10. BUDGET

Below is an example of a budget for the organisation of a round of the 2017/2018 Tissot UCI Track Cycling World Cup. This budget is just a guide to give you an idea of the costs.

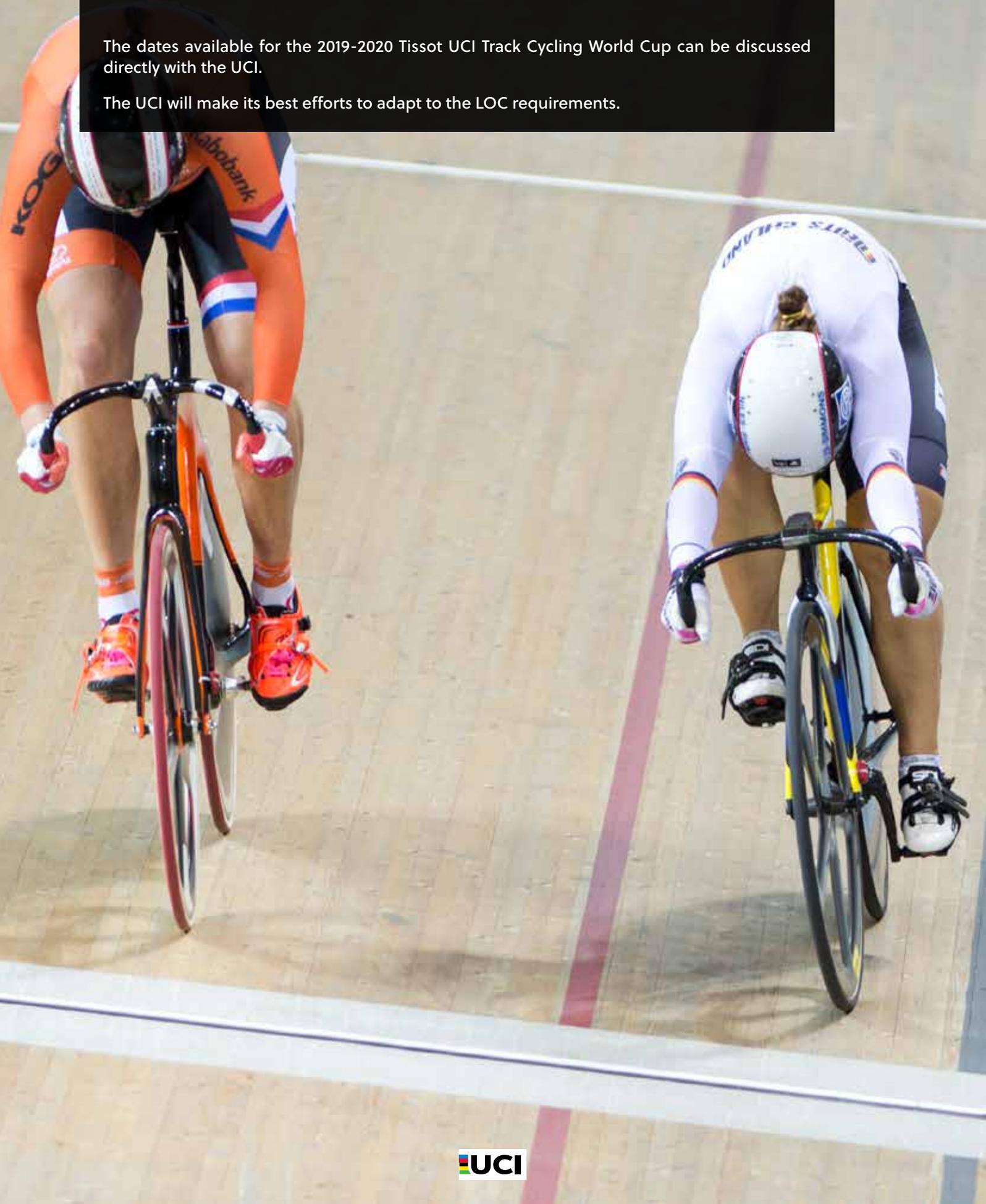
Expenses	EUR
UCI Fee	
Bidding Fee	
Organisation rights	
UCI licensing and marketing rights	
Total	46,000
Organisation	
Salaries	
Insurance	
Secretariat	
Opening ceremony	
Total	10,000
Security	
Doctors etc.	
Security	
Total	20,000
Event expenses	
Tables and chairs	
Transport	
Indoor/outdoor set-up	
Containers	
Building team	
Electricity	
Electrician	
Screens etc.	
Stages etc.	
Decoration etc.	
Other	
Total	62,000
Venue	
Cleaning, installation of floors, fire protection, etc.	
Rent of venue	
Total	50,000
Other event expenses	
Shuttle service (teams + UCI etc.)	
Flowers	
Car rental	
Speaker, photographer	
Total	19,500
Officials	
Accommodation (60 nights @ €150)	
Meals (3days @ €50)	
Transport	
Total	18,000
Marketing	
Marketing	
Programme	
Merchandise	
Total	23,000
TV Production	
European cost estimation	
Total	65,000
Press service	
Press service	
Network and power supply	
Website	
Total	16,000
VIP	
VIP buffet (€45 x 2 days x 50 people)	
OC VIP	
Social programme	
Representation	
Total	13,000
Miscellaneous/unforeseen expenses 10%	34,000
Total expenses	376,500



11. CALENDAR

The dates available for the 2019-2020 Tissot UCI Track Cycling World Cup can be discussed directly with the UCI.

The UCI will make its best efforts to adapt to the LOC requirements.



12. BIDDING PROCESS

For the 2019-2020 season

April 1st 2018:

- Deadline for submission of bidding files

June 2018:

- Announcement of calendar



13. BIDDING FILE CONTENT

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 bidding file.

This bidding file must include the following:

1. General presentation of the host region
2. Letters of support from the public authorities
3. Letter of support from the National Federation
4. Presentation for the Organising Committee, including any previous experience
5. Location plan (country, region, town) & geographical presentation (climate, altitude, time difference,...)
6. General access / access to the competition site / closest airport
7. Venue presentation (technical info of the track, homologation, nb of seats, venue facilities, existing timing, etc.)
8. Logistics (info on official hotel, accommodation available for teams, transportation available)
09. Safety
10. Marketing (existing or potential sponsorship, etc.)
11. Budget

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.

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, 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	UCI Road World Championships UCI Gran Fondo World Championships
MOUNTAIN BIKE	UCI Mountain Bike World Championships <i>presented by Mercedes-Benz</i> Mercedes-Benz UCI Mountain Bike World Cup
TRACK CYCLING	UCI Track Cycling World Championships <i>presented by Tissot</i> UCI Juniors Track Cycling World Championships Tissot UCI Track Cycling World Cup
CYCLO-CROSS	UCI Cyclo-cross World Championships Telenet 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 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 represents the current requirements of the UCI and matters concerning the Tissot UCI Track Cycling 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.

In case of any discrepancy between contract and bidding guide, contract will prevail.

CONTACTS

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