



**TRIALS
WORLD CUP**



**UCI TRIALS
WORLD CUP**
INFORMATION FOR
ORGANISERS



1. FOREWORD

The UCI Trials World Cup is a season-long series of events that tests the skill, stamina and consistency of the world's best specialists in the discipline. Over a period of five 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 trials competition of the highest level, and the venue is showcased as a top sporting destination.

The UCI Trials World Cup is the perfect event to bring cycling downtown: it is dynamic, spectacular and can be organised with very limited logistical constraints and at minimal costs.

The UCI World Cup venue must live up to expectations of athletes, fans and commercial partners 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, competition zone 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 Trials World Cup.

Good luck!

David Lappartient
UCI President



2. A BIT OF HISTORY

Unlike other cycling disciplines, trials is a sport where the main factors are stability and control of the bike in extreme situations, although timing also plays an important role.

The discipline started in the 1970s in Europe and grew as an off-shoot of the motorised version of the sport. After several years, it became clear that trials had more in common with cycling than motorcycling. Thus, since 1985, trials has been fully integrated into the Union Cycliste Internationale and has rapidly developed as a cycling sport.

The UCI Trials World Cup was organised for the first time in 2000.

Nowadays it is generally accepted and recognised that the skills, control and experience gained in the trials discipline are fundamental to developing the skills set required by other cycling disciplines and that of motorcycling too.

The objective of this sport is to get over obstacles, grouped into five sections. The concept is simple: cross the sectors inside the sections without setting any feet or part of the bike, except the tyres, on the ground and collect 10 points at every sector crossed "clean", 60 points is the best possible score per section.

After negotiating the sections, the rider who has scored more points is declared the winner

DID YOU KNOW ?

- In Trials 20", Benito Ros (ESP) is the most titled UCI World Cup athlete with 5 overall titles.
- Kenny Belaey (BEL) holds the same record of 5 titles in the 26" category.
- For women, Karin Moor (SUI) is the most titled athlete, also with 5 titles.

3. KEY FACTS

Number of athletes	150
Number of days of competition	2 & 1/2
Average stay for non-local visitors	4 days
Average visitors' spend	€ 150.- per day

SPECTATOR DATA

Below are some examples of the World Cup attendance:

- Krakow (POL): 8,000 spectators over the 3 days
- Méribel (FRA): 15,000 spectators over the 3 days
- Antwerp (BEL): 25,000 spectators over the 3 days
- Berlin (GER): 25,000 spectators over the 3 days
- Val di Sole (ITA): 10,000 spectators over the 3 days
- Salzburg (AUT): 10,000 spectators over the 3 days



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.



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.

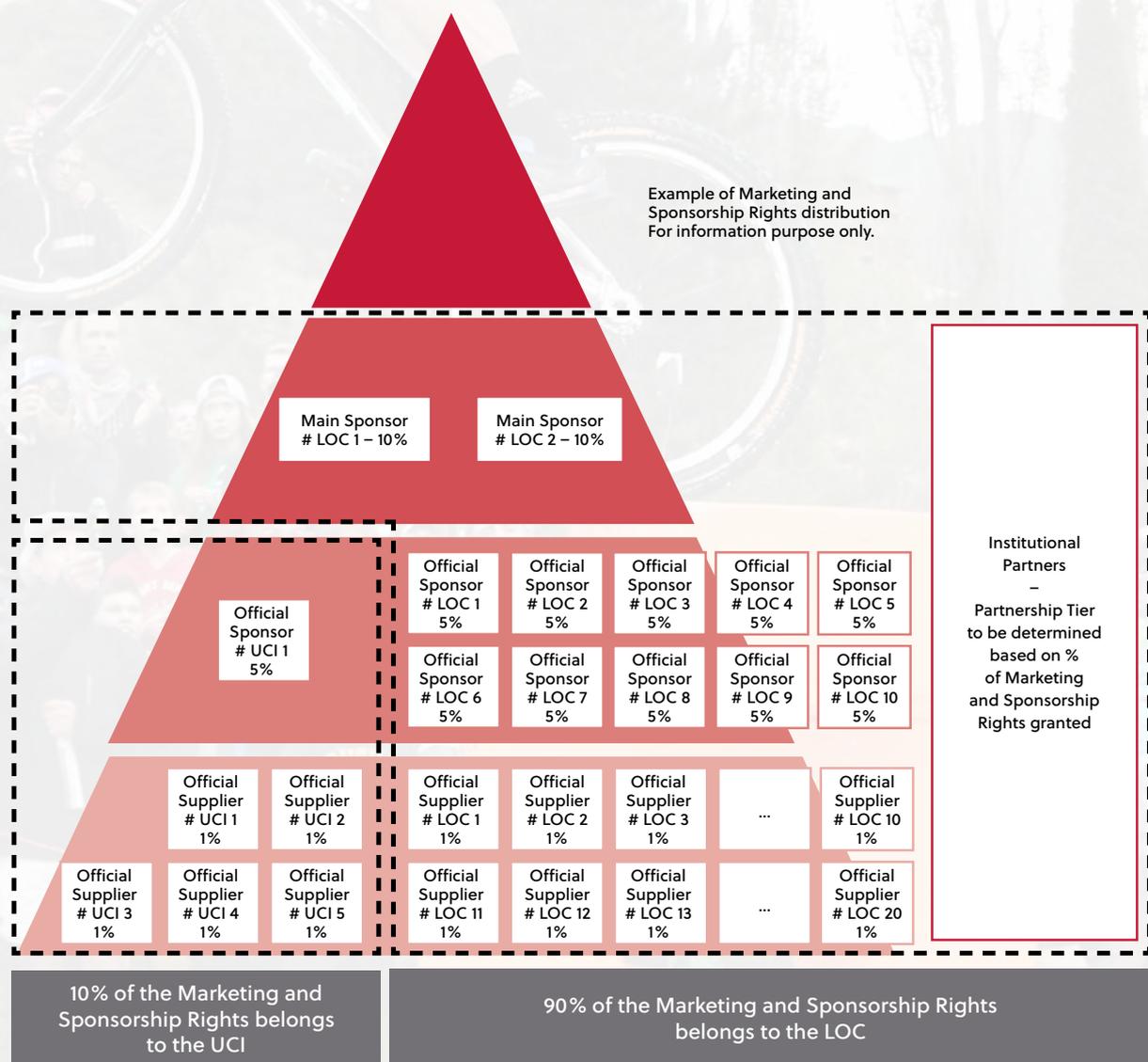
THE UCI REQUESTS THE FOLLOWING FEES:

UCI fees: 5 000 EUR

The fees include ninety per cent (90%) of the marketing and sponsorship rights related to the UCI Trials World Cup.

6. MARKETING AND SPONSORSHIP RIGHTS

The Organiser will acquire 90 % 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 3 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.

- 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 scoreboard equipment;
- IT

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 (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 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 Trials 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.

- Banners on course
- Obstacles on course
- Inflatable items along the 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



7. TELEVISION PRODUCTION AND ELECTRONIC MEDIA RIGHTS

TELEVISION PRODUCTION

The Organiser may (but is not obliged to) organise at its own costs a television production of the Competition in accordance with the guidelines described in the Organisation Guide. 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 UCI Trials World Cup (Host Country Rights).

Host Country Rights' acquisition by the Organiser can be discussed together with the television production.



AUDIENCE

The UCI Trials World Cup is streamed through the **UCI YouTube** channel which has a 416K subscribers and through the **UCI Trials Facebook** channel which has 30K followers. The broadcasts on both channels have an average of 35K & 20K viewers respectively.

TV SHOW

The TV production for the event is 3 hours 45 minutes show focused on the finals across the three categories + award ceremony.

The competition format generate a huge thrill. Riders' performance generate a great atmosphere and suspense during the finals, winners aren't known until last section.



8. 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” 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.

9. UCI / OC SHARE OF RESPONSABILITIES

SERVICES PROVIDED BY THE UCI

- UCI Trials World Cup label
- UCI Trials World Cup general coordination and management
- Timing and results handling system
- Riders online registration system on www.uci.org
- UCI Technical Delegate (1)
- UCI President Commissaires Panel (1)
- UCI International Commissaires (4)
- UCI Secretary (1)
- Body number & bike plates
- UCI Trials World Cup Organisation Guide
- UCI Trials Event setup and Section building guide
- UCI Trials World Cup Visual Guidelines
- Trophies for the final overall standing
- UCI Trials World Cup leader jerseys
- Worldwide promotion of the series on all our channels (Twitter, Facebook, Instagram, etc)
- Technical advice and feedback on sections and event layout in the build up to the event

SERVICES PROVIDED BY THE OC

- The necessary human resources and infrastructure for the organisation of the UCI Trials World Cup according to the terms and conditions of the series (UCI Trials World Cup Organisation Guide).
- Payment of the minimum event prize money: € 9.900.
- Personnel, material and equipment for the section construction according to the UCI Trials Event setup and Section building guide.
- Accommodation for UCI staff in hotel (near venue) during the event (up to 40 nights, full-board).
- Local transportation (airport-official hotel-venue) for UCI staff and a daily shuttle running between the official hotel and the venue from Thursday to Sunday.
- Implementation of organiser and UCI partners
- Event structures and backdrops
- All visual material indicated on the Visual Guidelines
- Promotion of the event
- Antidoping related costs
- Third-party civil liability insurance covering the LOC's and UCI's civil liability for cases of material damage to a minimum of CHF 5'000'000.
- Medical services
- VIP area and activities
- Security plan

10. EVENT SETUP

GENERAL SETUP

The venue for Trials contest is compacted and relatively easy to prepare. The event can take place at outdoor or indoor places such as in city centres, in halls, in stadiums or in open country. To be attractive, is highly recommended that all facilities be placed in a close area.

We have to differentiate the two main areas:

- **Technical area**
- **Competition area**

The **competition area** is normally rectangular in shape, occupying a space of approximately 2.500 square meters.

On one of the end of the competition area is reserved to install the **technical area** occupying a space of approximately 1.100 square meters.

Spectators' areas are available on the two longest sides of the competition area (situated opposite each other).

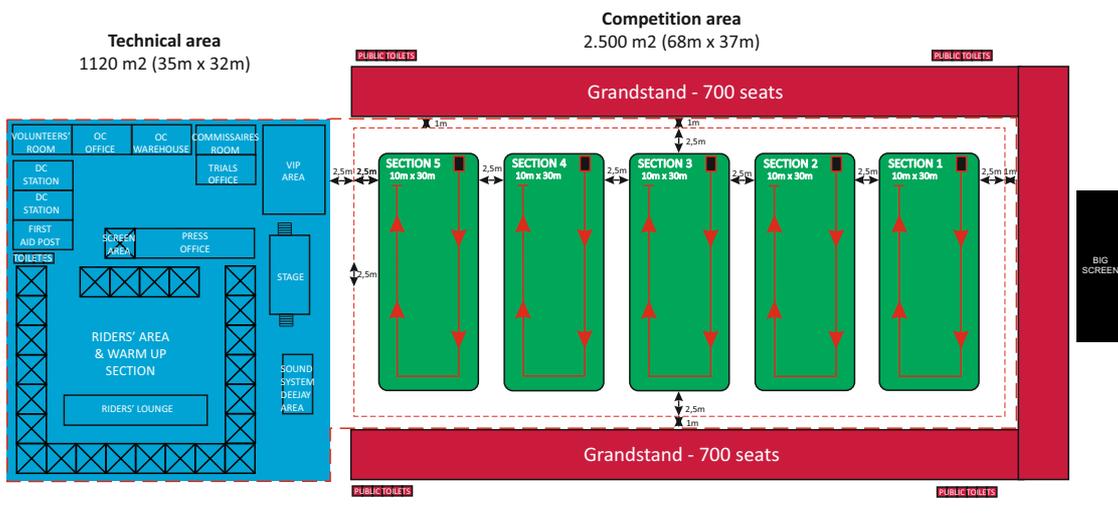
The opposite site of the technical area is reserved for an additional grandstand and to install the big screen to display the live video and scoring.

Below the ideal setup for a TV production





GENERAL LAYOUT



MEASUREMENTS

Consider the following measurements:

- Technical area: **1120m² (35m x 32m)**
- Competition area: **2500m² (68m x 37m)**
 - Sections: **300 m² each one (10m x 30m)**. Do not need to be proportional
 - Safety distance width between sections or between section and fences: **2,5m**
 - Double perimeter width: **1m**
- Riders corridor width (if needed): **1,5m**
- Crossing points width (if needed): **1,5m**
- Distance between difference competition areas: **5m allowing a flow walk for the spectators**

The placement of the different facilities will depend on the space available.

INFRASTRUCTURE AND SERVICES

All infrastructure and services required indicated below are to be provided and paid for by the LOC.

A detailed description of all types of facilities required for various purposes for the UCI Trials World Cup event are defined hereafter:

1.1. MAIN FACILITIES

- TECHNICAL AREA
 - Trials office
 - Screen area
 - Commissaires' room
 - Riders area and Warm up section
 - OC warehouse
 - First Aid Post
 - Toilets service
 - Sound system and DeeJay area
- COMPETITION AREA
 - Sections
 - Stage / Starting area

1.3. BASIC SERVICES

- Power supply
- Internet access
- Food and beverage service
- Communication system

1.2. COMPLEMENTARY FACILITIES

- Riders and Teams car park
- Press office
- VIP area
- Volunteers' room
- Broadcasting infrastructure (optional)
- Production room
- Commentator's room
- Camera platforms
- Paddock
- Expo area
- Doping Control Station
- LOC Office

1.4. GENERAL FACILITIES AND SERVICES

- Grandstand (recommended)
- Welcome desk
- Promotional boards (recommended)
- Big screen (recommended)
- Public car park
- Food and beverage service
- Crossing points
- Public' toilets
- Litter bins



11. CALENDAR

The UCI Trials World Cup dates are as follows:

2022

01-03 July

22-24 July

19-21 August

16-18 September

07-09 October

2023

07-09 July

28-30 July

18-20 August

15-17 September

06-08 October

Do not hesitate to communicate your wishes even if they do not correspond with the above dates

A mountain biker in a white and blue jersey with 'heba' and 'UCI' logos is performing a wheelie on a city street. The rider is wearing a white helmet and blue gloves. The background shows a multi-story building with windows. A dark grey semi-transparent box is overlaid on the lower half of the image, containing text.

12. SCHEDULE

A schedule for the UCI Trials World Cup competitions is provided by the UCI.

DAY 1

- Morning: Riders' confirmation on foot inspection
- Afternoon: 1/4 Finals Men 20"

DAY 2

- Morning: 1/4 Finals Men 26"
- Afternoon: Women 1/2 Finals

DAY 3

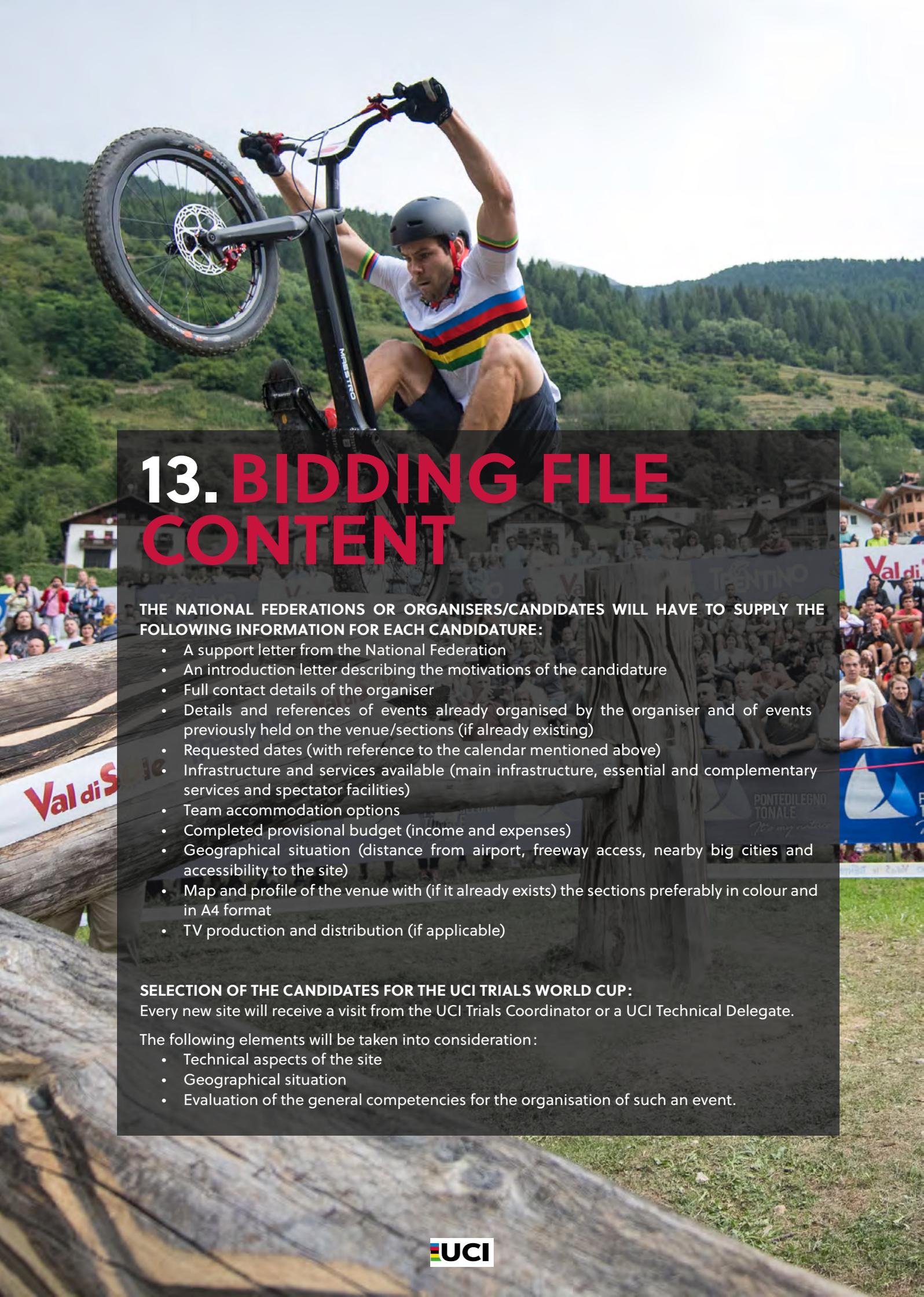
- Morning: 1/2 Finals Men 20" & 26"
- Afternoon: Finals Women and Men 20" & 26" followed by award ceremony

SIDE EVENTS

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 Trials World Cup round into a framework of supporting and mass participation events.

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



13. BIDDING FILE CONTENT

THE NATIONAL FEDERATIONS OR ORGANISERS/CANDIDATES WILL HAVE TO SUPPLY THE FOLLOWING INFORMATION FOR EACH CANDIDATURE:

- A support letter from the National Federation
- An introduction letter describing the motivations of the candidature
- Full contact details of the organiser
- Details and references of events already organised by the organiser and of events previously held on the venue/sections (if already existing)
- Requested dates (with reference to the calendar mentioned above)
- Infrastructure and services available (main infrastructure, essential and complementary services and spectator facilities)
- Team accommodation options
- Completed provisional budget (income and expenses)
- Geographical situation (distance from airport, freeway access, nearby big cities and accessibility to the site)
- Map and profile of the venue with (if it already exists) the sections preferably in colour and in A4 format
- TV production and distribution (if applicable)

SELECTION OF THE CANDIDATES FOR THE UCI TRIALS WORLD CUP:

Every new site will receive a visit from the UCI Trials Coordinator or a UCI Technical Delegate.

The following elements will be taken into consideration:

- Technical aspects of the site
- Geographical situation
- Evaluation of the general competencies for the organisation of such an event.

14. 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 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 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 presented by Mercedes-Benz
UCI 4X World Championships presented by Mercedes-Benz
Mercedes-Benz UCI Mountain Bike World Cup
UCI Mountain Bike Eliminator World Cup
UCI Mountain Bike Marathon World Championships

TRACK CYCLING

UCI Track Cycling World Championships presented by Tissot
UCI Junior 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 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 represents the current requirements of the UCI and matters concerning the UCI Trials 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

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