



2014-2015 UCI Cyclo-cross World Cup

# BID GUIDE





## CYCLO-CROSS

Cyclo-cross is a discipline ridden over 2.5 to 3.5 kilometer long circuits and including clearings, roads, country lanes and paths through forest. The riders cycle several laps of the circuit for up to one hour. To clear some of the toughest difficulties such as steep paths, muddy tracks and artificial obstacles, riders even have to carry their bike.

This fantastic discipline is a remarkable school of cycling where requiring great riding technique, determination and incredible stamina. Technical back up is allowed, which is one of the main differences with mountain bike disciplines.

## UCI CYCLO-CROSS WORLD CUP

Since its inception, the UCI Cyclo-Cross World Cup has proven to be the most prestigious Cyclo series in the world.

These events are relayed through TV coverage in more several countries with more than 50 millions viewers throughout the series.

They attract on average 12'000 spectators on site. Riders from more than 20 countries participate vying for the honour of wearing the leader's jersey.

## 2014-2015 UCI Cyclo-cross World Cup calendar

The 2014-2015 UCI Cyclo-Cross World Cup consists of a maximum of 8 rounds. The date below are possible dates that are firmed up by the UCI following its International UCI Calendar.

<b>Date</b>	<b>Event</b>
19.10.2014	UCI World Cup
26.10.2014	UCI World Cup
2.11.2014	Continental Championships
22.11.2014 (Saturday)	UCI World Cup
30.11.2014	UCI World Cup
21.12.2014	UCI World Cup
26.12.2014	UCI World Cup
10-11.01.2015	National Championships
18.01.2015	UCI World Cup
25.01.2015	UCI World Cup
TBC	UCI Masters World Championships
31.01-1.02.2015	UCI World Championships - Tabor (CZE)

By way of advice, some of the key criteria the UCI will consider when granting the rights to run an UCI Cyclo-cross World Cup event are listed below:

- The ability to deliver a technically sound course based on the UCI Organisation Guideline and the quality of the infrastructures
- The geographical distribution of all the events as a series
- The location with the aim of reducing the travel expenses for riders

## Organising Committees' Rights

The UCI is the sole and exclusive owner of all sponsorship and marketing rights of the UCI Cyclo-Cross World Cup. However, the UCI grants 50% of the sponsorship and marketing rights to the Organiser.

### UCI Sponsors

The UCI retains 50% of the sponsorship and marketing rights. The UCI Series Sponsors are categorised as follows:

- Series Title Sponsor : Currently being negotiated
- UCI Series Presenting Partner : Currently being negotiated
- Series Sponsor :

#### **Shimano**

Exclusive categories: All bicycle components, bicycle-shoes, wheels, rims, handlebars, pedals, stems (except forks, saddles, feeding bottles and tyres) and neutral assistance.

### Other UCI sponsors' categories exclusivity

The UCI reserves all the sponsorship rights for the following categories:

- Financial services and software
- Telecommunications and mobile
- Time-keeping, watches jewellery and data
- Insurance
- Heating and air conditioning
- Home appliances
- Sealant, foams and silicones
- Gardening and fertilisers

The UCI is currently negotiating with potential sponsors for the Series Title, the Presenting Sponsor as well as additional Series Sponsors. The UCI will communicate to the Organiser the new UCI Sponsors for the 2014-2015 Cyclo-Cross Cycling World Cup as soon as they are confirmed.

### Organiser's Sponsors

The Organiser is free to negotiate with any Sponsor on a 'first come first served basis' provided that the exclusive rights of all the UCI Series Sponsors are respected (see Conditions and Restrictions).

The Organiser's Sponsors must be subjected to the UCI's approval before the Organiser and its Sponsors enter into an agreement.

### Conditions and Restrictions

The categories mentioned above are reserved for potential UCI sponsors. Should you wish to engage with a sponsor in these category, please inform the UCI BEFORE you do so.

In order to safeguard the sport against adverse publicity, the Organiser must not enter into a sponsorship deal with organisations from the following categories:

- Tobacco manufacturer
- Pornographic industry
- Sports bet industry

## **Sponsor hierarchy**

To avoid any doubt and conflict, the hierarchy of sponsors are as follows:

- UCI Series Title Sponsor
- UCI Series Presenting Partner
- Host venue. It is defined as follows: the towns, regions, resort or tourism are reserved exclusively for the Organiser
- The Organiser's Sponsors and the UCI Series Sponsors

This hierarchy must be observed in every aspect of the event.

## **Marketing opportunities and advertising tools**

The UCI Cyclo-Cross World Cup offers its sponsors to be clearly visible through the following branding opportunities:

- Start/Finish structure
- Boards
- Banners
- Obstacles
- Inflatable structure off course
- Crossings
- Road painting
- Backdrops
- Official documents (programme, result lists, communiqués, etc..)
- Public announcement by speaker
- 30" clip played on giant screen
- Website visibility
- Merchandising
- Expo area (if possible)
- Metric boards

No other form of advertising is allowed on/off the course.

## **VIP Packages**

The UCI Sponsors must be provided with the top level VIP package available at the event. This must include access to food and drinks where applicable.

## **Ambush Marketing**

The Organiser needs to ensure that both UCI's and the Organiser's sponsor rights are protected against unauthorised use of the UCI Cyclo-Cross World Cup brand and potential ambush marketing. The Organiser is responsible for removal of all ambush marketing items prior and during the event.

## **Proceeds**

The Organiser can retain all income derived from:

- 50% of available sponsorship and marketing rights
- Ticket sales
- VIP package sales with the exception of the UCI VIP tickets quota
- Official programmes' sales
- Merchandising

## Organisers' and UCI's commitment



The UCI is the exclusive owner of worldwide broadcasting rights (which include radio, television, the internet and any other multimedia rights) in and to the 2014-2015 UCI Cyclo-cross World Cup.

The OC has to provide free of charge to the UCI a HD multi-camera live TV production by a well known production company covering all parts of the course. The men and women elite races shall be produced live by the host broadcaster as a neutral world feed. Beside the standard equipment for this kind of live production the host broadcaster shall also provide a fully redundant satellite uplink facility (SNG) free of charge to the UCI.

In addition the host broadcaster shall provide free of charge VNR (Video News Release) featuring both races not later than an hour after the Men Elite race.

The UCI TV production standards give more information on the demands for the UCI Cyclo Cross World Cup productions

The UCI will guarantee the largest distribution for the promotion of cyclo-cross. An analysis of the 2013-2014 UCI Cyclo-cross World Cup will be made in order to improve the distribution.



## Services provided by the UCI

- 2014-2015 UCI Cyclo-Cross World Cup label
- General co-ordination of the 2014-2015 UCI Cyclo-Cross World Cup (rules, general organisation, TV production and distribution and administrative work)
- General press service of the 2014-2015 UCI Cyclo-cross World Cup, including Internet service (photos, results and link to UCI website) and worldwide promotion of the UCI Cyclo-Cross World Cup
- Timekeeping and TV graphics
- Practical Organisation Guide of the 2014-2015 UCI Cyclo-cross World Cup
- Necessary infrastructure for the start & finish areas (Commissaire's and TV commentators truck, finish arch and other infrastructures)
- Backdrops (podium, flash interview and press conference)
- Implementation of the UCI sponsors
- Organisation of the UCI Cyclo-cross Gala
- TV Distribution

## Services to be provided by the OC

- Organisation of the 2014-2015 UCI Cyclo-Cross World Cup round, on the terms and conditions specified in the contract
- Live TV Production (Women and Men Elite race as a minimum)
- Payment of the round's prize money (enclosure 2)
- Payment of the participation allowances for national teams (Men Under 23 & Juniors) (enclosure3)
- Payment of the anti-doping tests
- Contribution to the general classification for an amount of 5'000€
- Contribution to various fees (such as the start and finish structures and the UCI 2014-2015 calendar tax): 5'000€
- Payment of up to 30 nights (single rooms) and half board (breakfast and dinner) at the official hotel for the UCI representatives and staff



## Financial responsibilities of the UCI

- Payment of the prize money of the final UCI Cyclo-cross World Cup (enclosure 1)
- Costs of the President of the UCI Commissaire's panel and Doping Control Officer
- Trophies for the winners of the final general classifications (individual and nation)

## Financial responsibilities of the OC

The organizer is obliged to pay a € 10'000 fee (calendar fee and contribution to the overall prize money). In addition to other mentioned responsibilities for the Organiser, the model of the financial responsibilities in appendix 3 shall act as an outline for the provision organisation budget





## BIDDING & AWARDING PROCEDURE

### A) SELECTION OF THE 2014-2015 UCI CYCLO-CROSS WORLD CUP VENUE

- One year contracts only will be considered
- Any new venue will be visited before awarding

### B) NATIONAL FEDERATIONS OR CANDIDATE/ORGANISER MUST SUBMIT FOR EACH BID A FILE INCLUDING THE FOLLOWING:

- In the case of an organisation, a letter of support from the National Federation
- Letter of introduction mentioning if there is any special motivation or reason(s) for the bidding
- Full contact details of the organiser
- References and events already organised on that circuit
- Date requested (two choices in order of preference according to the grid on page 3)
- Categories requested (apart from Men Elite and Women)
- Installations available (race headquarters, press room, team managers' meeting room, commissaires room, VIP, official hotel; etc.)
- Provisional budget (income and expenses)
- Geographical location/situation (distance from the airport, motorway, big city)
- Legible map and circuit profile with a plan of the Start and Finish areas (podium, tent for the riders, etc.), of the double pit area and other obstacles. Please describe your course in about 200 words

Two files need to be prepared either in French or in English and returned before December 1st, 2013 to :

**Mélanie Leveau**  
**Cyclo-cross and Mountain Bike Events Coordinator**  
**International Cycling Union**  
**1860 Aigle**  
**Switzerland**

Should you need further information, please do not hesitate to contact us: [melanie.leveau@uci.ch](mailto:melanie.leveau@uci.ch)

### Bids will not be confirmed before:

- The signature of a contract to be sent to candidates
- The UCI will evaluate the received bids and announce the selected venues by letter and by a press release

# ENCLOSURE 1

## 2014-2015 Prize Money (in euros) \* Overall UCI Cyclo-cross World cup standings

	CYCLO-CROSS		Overall UCI World Cup	
			MEN	WOMEN
1st	€	30'000	€	12'000
2nd	€	20'000	€	8'000
3rd	€	16'000	€	6'000
4th	€	14'000	€	4'500
5th	€	12'000	€	3'000
6th	€	10'000	€	2'000
7th	€	9'000	€	1'500
8th	€	8'000	€	1'250
9th	€	7'000	€	1'000
10th	€	6'000	€	750
11th	€	5'000		
12th	€	4'000		
13th	€	3'500		
14th	€	3'000		
15th	€	2'500		
16th	€	2'000		
17th	€	1'500		
18th	€	1'500		
19th	€	1'000		
20th	€	1'000		
21st	€	800		
22nd	€	700		
23rd	€	600		
24th	€	500		
25th	€	400		
<b>Total</b>	<b>€</b>	<b>160'000</b>	<b>€</b>	<b>40'000</b>

\*) 2009 - 2010 data - Subject to modifications

## ENCLOSURE 2

### 2014-2015 Prize Money (in euros) \*

World Cups	Per event			
	All continents			
	MEN ELITE	MEN U23	MEN JUNIORS	WOMEN
1st	€ 5'000	€ 175	€ 150	€ 1'000
2nd	€ 3'500	€ 120	€ 100	€ 650
3rd	€ 3'000	€ 90	€ 70	€ 550
4th	€ 2'700	€ 70	€ 60	€ 430
5th	€ 2'500	€ 60	€ 50	€ 410
6th	€ 2'000	€ 50	€ 50	€ 390
7th	€ 1'800	€ 50	€ 50	€ 370
8th	€ 1'600	€ 50	€ 40	€ 350
9th	€ 1'400	€ 50	€ 40	€ 350
10th	€ 1'200	€ 50	€ 40	€ 350
11th	€ 1'000	€ 30	€ 30	€ 220
12th	€ 900	€ 30	€ 30	€ 220
13th	€ 850	€ 30	€ 30	€ 220
14th	€ 800	€ 30	€ 30	€ 220
15th	€ 750	€ 30	€ 30	€ 220
16th	€ 700	€ 20		€ 190
17th	€ 650	€ 20		€ 190
18th	€ 600	€ 20		€ 190
19th	€ 550	€ 20		€ 190
20th	€ 500	€ 20		€ 190
21st	€ 450			€ 100
22nd	€ 450			€ 100
23rd	€ 450			€ 100
24th	€ 450			€ 100
25th	€ 450			€ 100
26th	€ 450			
27th	€ 450			
28th	€ 450			
29th	€ 450			
30th	€ 450			
31st	€ 300			
32nd	€ 300			
33rd	€ 300			
34th	€ 300			
35th	€ 300			
36th	€ 300			
37th	€ 300			
38th	€ 300			
39th	€ 300			
40th	€ 300			
41st	€ 300			
42nd	€ 300			
43rd	€ 300			
44th	€ 300			
45th	€ 300			
46th	€ 300			
47th	€ 300			
48th	€ 300			
49th	€ 300			
50th	€ 300			
<b>Total</b>	<b>€ 42'500</b>	<b>€ 1'015</b>	<b>€ 800</b>	<b>€ 7'400</b>



## ENCLOSURE 3

### Participation Allowances National Teams 2014-2015 UCI Cyclo-cross World Cup Men Under 23 - Men Juniors \*

	<i>Number of riders</i>	<i>Total amount</i>
<i>Men Juniors</i>	Min. 4 – max. 6	600 Euros
<i>Men U23</i>	Min. 4 – max. 6	600 Euros

*\*) 2009-2010 datas - Subject to modifications.*

A national team is composed of min. 4 and max. 6 Men Juniors riders and max. 6 Men U23 riders, any other composition will not be allowed

For each rider below the min. of 4 riders, the amount will be reduced of 150 Euros per rider

The host nation will not be paid any allowance for Men Juniors and Men U23

## ENCLOSURE 4

### Organisational budget Draft

	Elite Men and Women	U23	Juniors
<b>Expenses</b>	€	€*	€*
Prize Money - Elite Men	42'500	1'015	800
Prize Money - Women	7'400		
PR Program/Sponsors	10'000		
Prmotion material (flyers, posters)	8'000		
NF Tax (commissaires included)	Depending on the NF		
Course (barriers, toilets etc.)	20'000		
Volunteers (meals, clothes etc.)			
General organisational costs			
Miscellaneous to be paid to UCI: Portix, UCI calendar fee	5'000		
Contribution to the final general ranking	5'000		
<b>TOTAL</b>	<b>94'900</b>		
<b>Incomes</b>			
Exposition			
Sponsoring/partnership			
Ticketing			
City Contribution			
Catering/Merchandising/OC reserve			
<b>TOTAL</b>			



POWERPLUS  
BK Bank CP

Rabobank

SMS  
Sentini

WORLD CUP  
CROSS

POWER  
HIGH QUALITY TCF

POWERPLUS  
BK Bank CP  
CRAFT

ord-Brabant