



BID GUIDE

UCI MOUNTAIN BIKE MARATHON WORLD CHAMPIONSHIPS

1 FOREWORD FROM UCI PRESIDENT DAVID LAPPARTIENT

Cyclists worldwide dream of wearing the rainbow jersey of UCI World Champion, a distinction that goes to only the very best of our sport.

Each year, mountain bike marathon specialists have just one chance to win that precious jersey: at the UCI Mountain Bike Marathon World Championships (XCM).

The UCI Mountain Bike Marathon World Championships (XCM) are the leading annual event for this format of mountain bike and are much awaited by athletes and fans alike. To perform to their best, the athletes need to be sure that they can compete in the best possible conditions, which is why the role of the event's host is so important.

The UCI greatly appreciates the interest and commitment shown by potential organisers. In bidding to host the UCI Mountain Bike Marathon World Championships, you have already demonstrated your wish to invest in the future of this discipline and I thank you sincerely for that.

To help simplify the bidding process, we have prepared this concise, practical guide that was prepared after consultation with our various partners. Our aim is to help potential hosts compile a water-tight candidature file that contains all the required elements, for example concerning the competition site, infrastructure, transport, emergency services, accessibility etc.

This bidding guide 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?

I wish you the best of luck in your bidding procedure and hope that we will be able to come to your city or region with an edition of our UCI Mountain Bike Marathon World Championships.



David Lappartient
UCI President



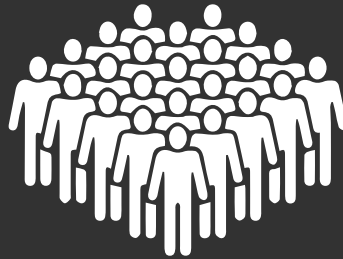
2 A BIT OF HISTORY

The competition is very popular because it returns to the grass roots of mountain biking: long outings in the countryside. This competition enables a region to show off the beauty of its scenery and attract numerous tourists by organising a mass participation event for amateurs who can race on the same circuit as the UCI World Champion.

The mountain bike marathon, often referred to as cross-country marathon (XCM), is a very demanding form of mountain biking that covers at least 60 kilometres to 160km, usually in mountainous terrain.



2003
FIRST UCI MOUNTAIN
BIKE MARATHON
WORLD CHAMPIONSHIPS



**MASS
PARTICIPATION**



**60 TO 160 KM
RACE**

ORGANISERS OF THE UCI MTB MARATHON WORLD CHAMPIONSHIPS:

2020 : Sakarya (TUR)

2021 : Manizales (COL)

2022 : Haderslev (DEN)

2023 : Glasgow (GBR)

THE ADVANTAGES OF HOSTING A UCI EVENT

Hosting a UCI event will help a city to achieve **economic, touristic and social** objectives.

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



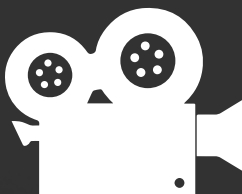
**BOOST
THE REPUTATION
OF YOUR REGION**



**SHOWCASE
YOUR INITIATIVES
FOR DEVELOPING
THE BICYCLE**



**INCREASE
LOCAL ECONOMY
ACTIVITIES**



**INTERNATIONAL MEDIA
COVERAGE WILL BOOST
THE REPUTATION OF
YOUR REGION OR CITY**



**PROMOTIONAL PLATFORM
FOR YOUR CITY/REGION**



4 SPORT & COMPETITIONS IN NUMBERS



1 DAY
OF COMPETITION



130
MEDIA ACCREDITATIONS
(AND 550 OTHER
ACCREDITATIONS)



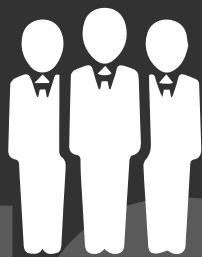
2600 ATHLETES
(INCLUDING ~40 NATIONS)



5 RESPONSIBILITIES

SERVICE PROVISION	ORGANISER	UCI
Organisation of the UCI MTB Marathon World Championships	✓	
Coordination of UCI MTB Marathon World Championships		✓
Practical Organisation Guide		✓
Staff before, during and post event		✓
UCI Technical Delegate		✓
UCI Secretary		✓
Commissaires' Panel		✓
UCI MTB Marathon 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 UCI World Championships	✓	
Implementation of UCI partners		✓
Implementation of OC partners	✓	
Accreditation system and delivery	✓	
TV Production	Cf. appendix D	
Timekeeping and TV Graphics if applicable	✓	
Organisation of anti-doping controls and its related costs	✓	✓
Post-event reports and TV analysis	✓	
UCI World Champion jerseys & medals		✓
Prize money		✓
TV Distribution if applicable	✓	✓

ORGANISER REVENUES



100% OF VIP
HOSPITALITY SALES
(EXCEPTION UCI VIP TICKETS)



100% OF TICKETS
SALES OF THE EVENT



**100% OF OFFICIAL
PROGRAMME SALES**



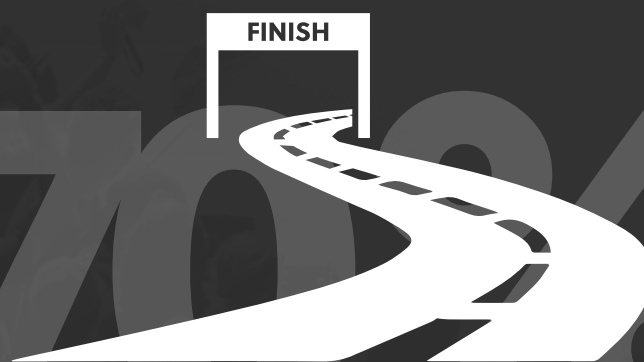
**100% OF FOOD
& BEVERAGE**
ON SITE



100% OF RENT
OF SPACES FOR EXPO AREA
(EXCEPTION UCI PARTNERS)



100% OF ONSITE
MERCHANDISING SALES



70% VISIBILITY
ON BRANDING

7 BIDDING PROCESS CHRONOLOGY :



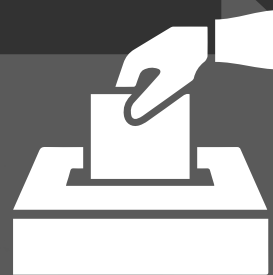
SEPTEMBER
LETTER OF INTENT



DECEMBER
BID FEES &
BID DOCUMENTS



JUNE
CONTRACT
SIGNATURE



SEPTEMBER
VOTE OF THE UCI MANAGEMENT
COMMITTEE AND PRESENTATION
TO UCI CONGRESS



BIDDING DOCUMENTS : CONTENTS & REQUIREMENTS

1. SITE

- The host region
- Geographical location
- Accessibility
- Connections to the network
- Proximity to airport
- Accommodation capacity (hotels etc)
- Parking facilities

2. COURSE MAP / ROAD BOOK

3. COURSE DETAILS

- Refreshment stations + detailed description (products, staffing)
- Altitude profile + climbs
- Safety plan
- Mechanical assistance

4. SCHEDULE

5. OFFICIAL HOTEL

6. SAFETY

- Medical plan including ambulances, evacuation procedure, hospital, location of the medical post in the velodrome and the medical room
- Safety plan for the public.

7. DETAILED BUDGET

(use the UCI template in appendix K)

8. SUPPORT & APPROVALS

- Letter of support from the host National Federation
- Letter of approval (course and organisation) from the local authorities
- Presentation by the Organising Committee, including any previous experience

UCI MANAGEMENT COMMITTEE DECISION : CRITERIA

EVENT DELIVERY

- Logistics: accessibility of the area
- Legacy / cycling development plans
- Overall event sites
- Circuit features: attractive images - technical

SPORT ATTRACTIVENESS

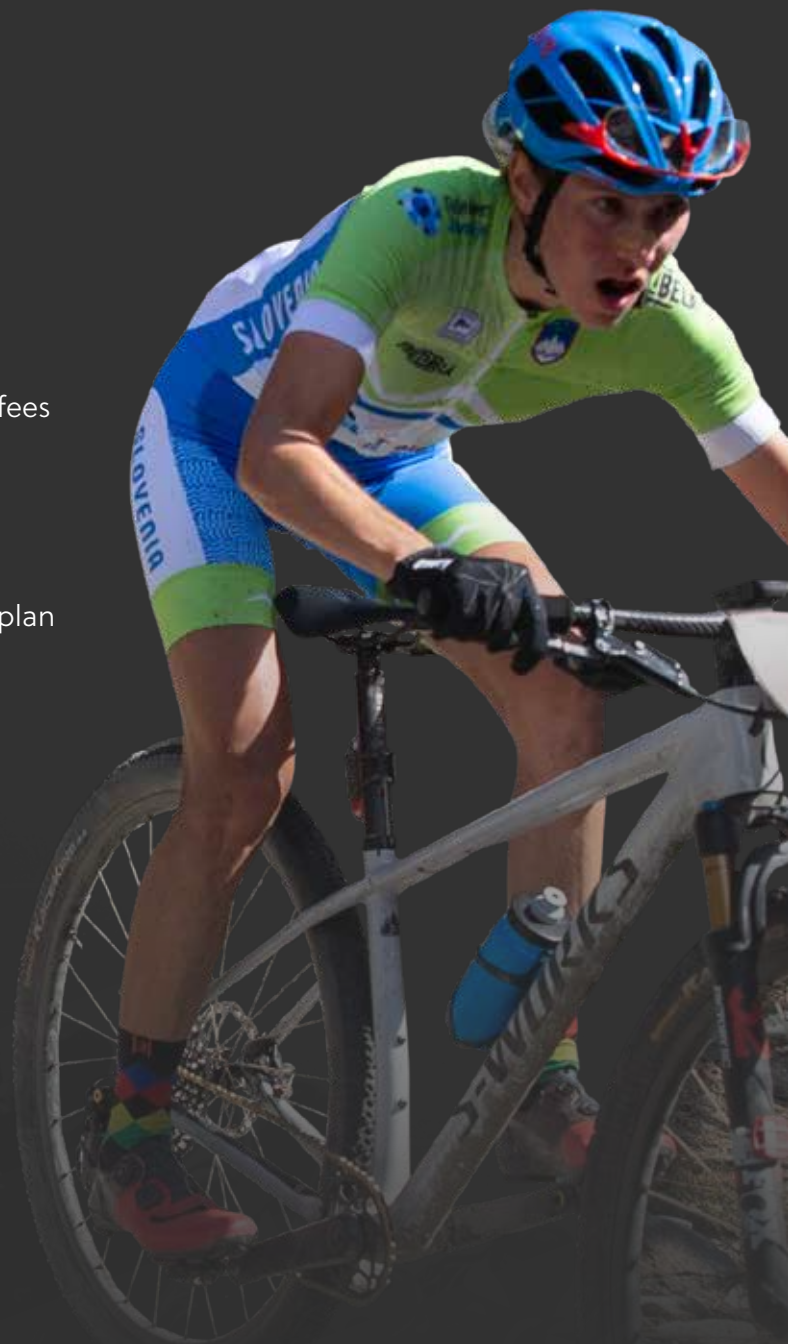
- Sporting difficulty
- Spectators & atmosphere expected
- UCI geographical strategy
- Cycling development

FINANCE

- Financial Guarantee
- Provisional budget including the UCI fees
- Economic opportunities

RESOURCES

- Political risk: stability - elections
- Relations with UCI: multi-year events plan
- Organiser experience
- Stakeholders' commitment



10 APPENDICES

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APPENDIX A : **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.

UCI FEE PER EDITION:

CHF 135,000.-

+ CHF 10.- PER PARTICIPANT

BANK GUARANTEE

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

CONTRACT SIGNATURE

The contract must 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.



APPENDIX B : **EXPENSES COVERED BY THE UCI**

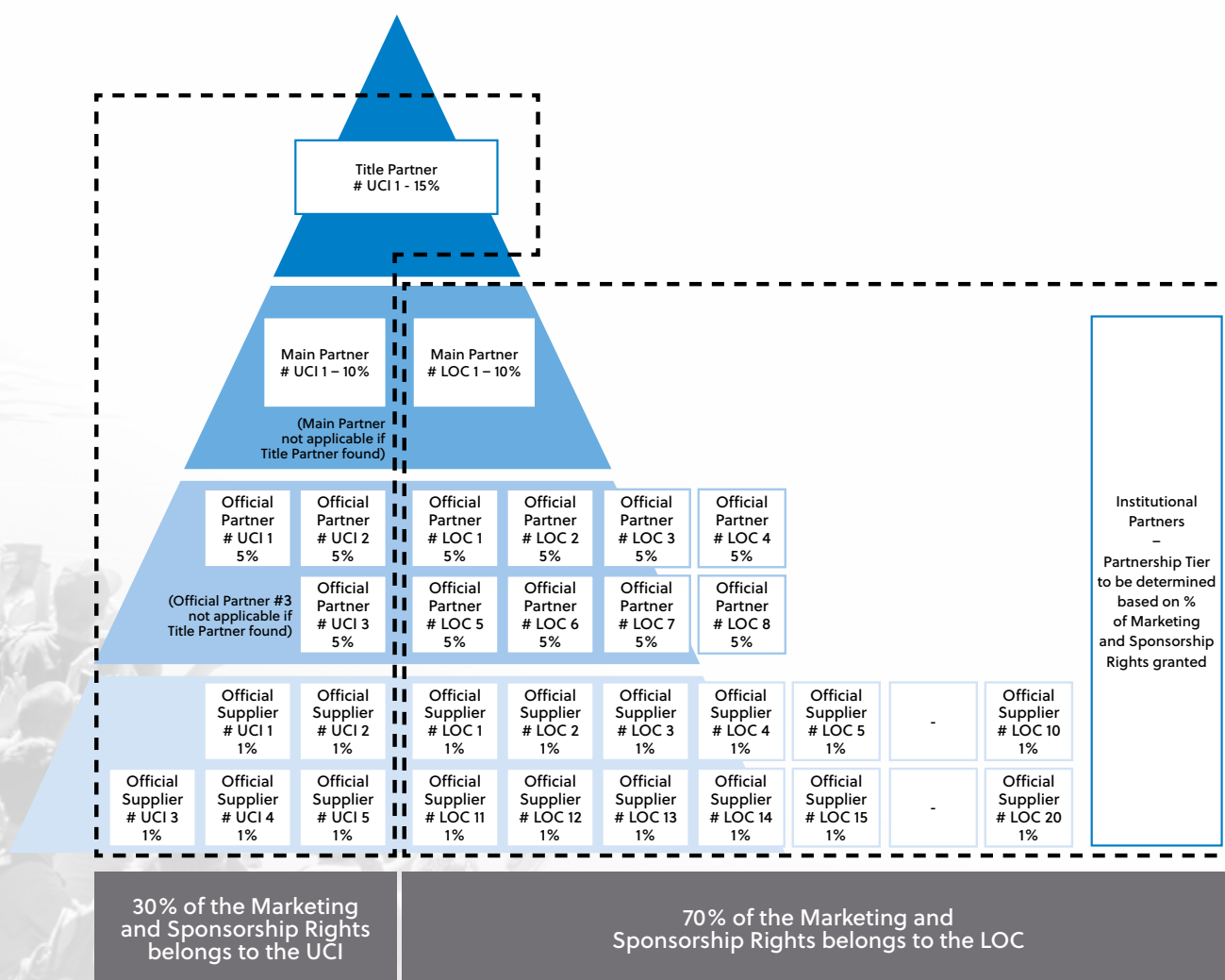
THE UCI COVERS THE FOLLOWING EXPENSES

- Presence and travel of the UCI, CADF staff and Officials: Doping Control Officer, International Commissaires, Technical delegate, Implementation staff, Timing staff, UCI Doctor and UCI staff
- Site visits
- Medals and UCI World Champion jerseys
- Prize money
- Blood tests and anti-doping analyses performed by an accredited World Anti-Doping Agency (WADA) laboratory
- UCI partners' dedicated branding
- UCI flags and UCI banners

APPENDIX C : MARKETING AND SPONSORSHIP RIGHTS

PERCENTAGE OF VISIBILITY AND MARKETING STRUCTURE

70% of visibility for the Organiser as per the structure below.



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.

RESERVED 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, jewellery 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;
- Bicycle-shoes, bicycle components, pedals, rims, wheels, handlebars and stems (except forks, saddles, feeding bottles and tyres), connected cycling components (solely limited to the list of products herein and power meters); e-components (motor, drivetrain, switch unit, computer display and battery)
- All kind of specific / technical cycling clothes, namely cycling jerseys, bib shorts, gloves, socks, caps, skinsuits, thermos vests and raincoats;
- IT (anything related to data processing including computing technologies, hardware, software, network providers, etc..)

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 reserved products/services categories, 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 World Championships offer 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
- Official communications (programme, result list, etc.)
- Public announcements by speaker
- 30-second clip played on giant screen
- Digital visibility
- Expo area
- Event tickets
- VIP hospitality

IMPLEMENTATION OF VISIBILITY

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.



APPENDIX D : TV PRODUCTION & ELECTRONIC MEDIA RIGHTS

TELEVISION PRODUCTION

Television production is not compulsory. Nevertheless, if the Organiser wishes to invest in TV production, the Organiser, initially, should liaise with the UCI to set up an initial discussion with its distribution partner.

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

NOTE: *the above model reflects the current situation but is subject to contract renewal between UCI and its distribution partners (currently EBU for Europe only and IMG).*



APPENDIX E : EVENT MERCHANDISING

The event merchandising includes all merchandising products carrying the event logo.

The event merchandising can be a source of revenues for the Organiser but it also generates an important workload and can be a source of financial risks for the Organiser.

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

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

The Organiser owns 100% of the distribution of the event merchandising onsite and will retain 100% of the onsite sales revenues (with the exception of the below reserved categories).

The UCI and the Organiser will discuss the possible distribution channels and opportunities.

PRODUCTS EXCLUSIVITY – WATCHES, CYCLING CLOTHES AND SPORTSWEAR

The UCI official partners for the categories "cycling clothes" and, "watches" have been granted the respective exclusivity in relation to the production of watches, cycling clothes and sportswear merchandising.

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



APPENDIX F : **VIP HOSPITALITY**

The VIP hospitality is an opportunity to generate revenues for the Organiser.

The UCI family should have access to the highest level of hospitably. The VIP area must be only one area 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.

50 number of tickets must be delivered to the UCI per day.

All VIP revenues outside of the UCI tickets are for the Organiser.



APPENDIX G : **SPORTS REQUIREMENTS**

- 60 to 160 km circuit
- Single lap or multiple laps





APPENDIX H : **SECURITY**

Security is a key element in the organisation of the UCI Mountain Bike Marathon World Championships. An event without incident presents a positive image of the Championships as well as of the host town and country. Security issues must be planned and managed in collaboration with the local, regional and national authorities. With this in mind, the LOC appoints a security coordinator who acts as the contact person for any matters concerning security. Security considerations include the safety of people (riders, team staff, officials, guests, spectators) as well as the security of property and locations (vehicles, start/finish area, training locations, competition locations, equipment, telecommunication installations and transmitters, press equipment, etc.). The security of people and property must be ensured from the time of arrival at the competition venue.

Furthermore, the LOC shall take out third-party civil liability insurance covering the LOC's and UCI's civil liability for cases of personal and material damage to a minimum of CHF 5,000,000. A copy of this insurance contract must be provided when the LOC signs the organisation pre-contract.

The LOC submits security plans to the UCI three months before the start of the UCI Mountain Bike Marathon World Championships, consisting of:

- Security plan (fire and ambulance services, police) for the riders, public and officials
- Traffic and parking plan (locations, routes)
- Security plan for the movement of persons during and after the events (access to various zones).

Finally, the security coordinator undertakes to actively participate in training security representatives employed at the competition venue. The security coordinator, in conjunction with the technical manager, oversees the positioning of security representatives, who have a good knowledge of English, at strategic points.



APPENDIX I : UCI OFFICIAL HOTEL & MEETINGS

The official hotel for the UCI Mountain Bike Marathon World Championships provides accommodation for the members of the UCI Management Committee, as well as UCI guests, UCI staff and officials and CADF staff and officials.

The Organiser must ensure the availability, quality of services and prices of the official hotel from the time of compiling the candidature. The UCI is responsible for selecting the hotel upon the proposal of the Organiser.

HOTEL STANDARD

- The hotel must be a high-quality tourist hotel (four stars or higher).
- The minimum reservation for the UCI is 12 rooms for 35 nights. (single hotel room with half-board. Parking for UCI officials and guests is provided free of charge.

OFFICIAL DINNER

- The Organiser can arrange one official dinner. The date of this dinner and list of guests are established in close collaboration with the UCI. The Friday or Saturday evening of the Championships would seem to be the most auspicious date for the dinner.



APPENDIX J : **ANTI-DOPING REQUIREMENTS**

The UCI Mountain Bike Marathon World Championships are subject to anti-doping controls according to the UCI Anti-doping Rules. The Cycling Anti-Doping Foundation (CADF), entity mainly in charge of the implementation of the UCI's anti-doping program, will appoint one or more Doping Control Officer (DCO), refer to CADF's instructions.

CADF will be responsible for the cost of the DCO daily allowances and travel arrangement to the event. All costs related to accommodation, catering and individual transportation during the event for the DCO, are borne by the organiser.

The UCI is responsible for the cost of the sample analyses carried out in an accredited World Anti-Doping Agency (WADA) laboratory. Laboratory that CADF will duly confirmed. However, the cost of the transport of the samples to the laboratory is borne by the organiser. Organiser shall therefore assist the DCO with the transport of the samples with a courier company.

SAMPLE COLLECTION PERSONNEL

The organiser is also responsible for all practical aspects of the controls and shall provide the DCOs with the following:

- Male doctor or male nurse & female doctor or female nurse: assigned solely for the anti-doping controls (please note this doctor cannot be the race doctor).
- Chaperons: one chaperon per rider to be tested (shall be of the same gender as the rider).
- Assistant: is required to assist the DCOs before and during the event and act as the liaison with the organiser.

DOPING CONTROL EQUIPMENT

Anti-doping kits and CADF forms are provided by the CADF.

DOPING CONTROL STATION (DCS)

The DCS shall be equipped in such a way to facilitate the running of the controls, be located in the immediate vicinity of the finish line and shall be clearly signposted from the finish line. Privacy of the riders shall be respected. The organiser shall designate an official to monitor the entrance to the DCS, and only allow people involved in doping controls to enter. The DCS should be lockable.

The DCS shall be heated or climatized, large enough, solely used for anti-doping purposes and shall include a waiting room, one administration area including lavatories in it for the passing of the sample.

APPENDIX K : **ORGANISER BUDGET**

The budget template can be downloaded in Excel table format from [*this link*](#).



APPENDIX L: 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.

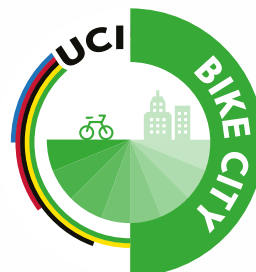
We share the same target: to develop cycling!

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.



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.

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.

ABOUT THE UNION CYCLISTE INTERNATIONALE

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, BMX Freestyle, cyclo-cross, trials, indoor cycling. Five of them are represented at the Olympic Games (road, track, mountain bike, BMX Racing and BMX Freestyle), two at the Paralympic Games (road and track) and four at the Youth Olympic Games (road, mountain bike, 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
UCI Para-cycling Road World Championships
UCI Para-cycling Road World Cup

MOUNTAIN BIKE

UCI Mountain Bike World Championships
UCI Mountain Bike Marathon World Championships
UCI Mountain Bike Eliminator World Championships
UCI Pump Track World Championship
UCI 4X World Championships
UCI Masters Mountain Bike 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 Para-cycling Track World Championships
UCI Track Cycling World Cup
UCI Masters Track Cycling World Championships

CYCLO-CROSS

UCI Cyclo-cross World Championships
UCI Cyclo-cross World Cup
UCI Masters Cyclo-cross World Championships

BMX

UCI BMX World Championships
UCI BMX Supercross World Cup

BMX FREESTYLE

UCI Urban Cycling World Championships
UCI BMX Freestyle World Cup

TRIALS

UCI Urban Cycling World Championships
UCI Trials World Cup
UCI Trials World Youth Games

INDOOR CYCLING

UCI Indoor Cycling World Championships
UCI Cycle-ball World Cup
UCI Artistic Cycling World Cup

COMBINED

UCI Cycling World Championships (every pre-Olympic year).

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 Mountain Bike Marathon World Championships 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.

CONTACT:

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