



## Bidding procedure for the organisation of a 2010 UCI Para-cycling Road World Cup Series

### 1. BID FILE INTRODUCTION

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The International Cycling Union (UCI) has made this document in order to facilitate the management and the organisation of the 2010 UCI Para-cycling Road World Cup, to spare time and efforts and also so that the concerned collaborators for the preparation of a candidature relating to the organisation of a Para-cycling Road World Cup leg can find the most information in one file.

Any introductory notes that are appropriate as well as any other supporting letters and documentation from public / tourism / city authorities should be supplied.

A letter of introduction on a letterhead from the Host National Cycling Federation is compulsory.

### 2. CHOICE OF DATE & EVENT

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The 2010 UCI Para-cycling Road World Cup comprises a maximum of 4 rounds, organised on the following possible dates, fixed in advance by the UCI, protected in the International UCI Calendar, subject to changes and already partly granted.

Date	Discipline
17 <sup>th</sup> or 18 <sup>th</sup> week of the year 2010 (April 24-25 or May 1-2)	Coupe du Monde UCI Asie- Océanie - Afrique/ <i>UCI World Cup Asia-Oceania-Africa</i>
20 <sup>th</sup> or 21 <sup>st</sup> week of the year 2010 (May 15-16 or May 22-23)	Coupe du Monde UCI Europe / <i>UCI World Cup Europe</i>
22 <sup>nd</sup> or 23 <sup>rd</sup> week of the year 2010 (June 5-6 or June 12-13)	Coupe du Monde UCI Europe / <i>UCI World Cup Europe</i>
27 <sup>th</sup> or 28 <sup>th</sup> week of the year 2010 (July 3-4 or July 10-11)	Coupe du Monde UCI Amérique / <i>UCI World Cup America</i>
<b>29.07 to 08.08 2010</b>	<b>Championnats du Monde UCI <i>UCI World Championships</i></b>

When making its choice, the UCI will take into consideration, besides the technical qualities of the bids, the geographical distribution and location, with the aim of reducing the travel expenses for riders.

### 3. ORGANISATION FEE

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The amount of 6'000 € must be paid to the UCI for the organisation rights of a UCI Para-cycling Road World Cup round.



#### 4. MARKETING RIGHTS

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The UCI holds all the marketing and sponsorship rights to the 2010 UCI Para-cycling Road World Cup. Nevertheless, the UCI grants the Organiser an average of 60% of all advertising space, depending on location. (see enclosure 1).

The UCI's 40% is used for the Presenting Sponsor, Main Sponsor and other Series sponsors.

The Presenting sponsor of the 2010-2012 UCI Para-cycling World Cup **is to be confirmed**.  
Exclusive categories: TBC

The Main Sponsor of the 2010-2012 UCI Para-cycling World Cup will be:

*Series "neutral assistance" and "cycling component":* **To be confirmed**

Exclusive categories: cycling shoes, components, wheels, rims, handlebars and neutral technical assistance.

Other UCI sponsors:

*Series "Timing and Watch Sponsor":* **To be confirmed**

Official Watch sponsor and Timekeeper, this sponsor also has exclusivity over data and timing TV overlays.

Exclusive categories: data, timing, watches, jewellery

*Series "Cycling wears":* **To be confirmed**

Exclusive category: cycling wears.

#### **UCI points**

The UCI World Cup events are highly granted with UCI points (enclosure 2) for the UCI Para-cycling ranking.

The Organiser is free to negotiate with all sponsors, provided that the exclusive rights of the UCI Series Sponsors are scrupulously protected. The Organiser agrees not to enter into any partnership with any tobacco manufacturer, companies producing pornographic products or companies of sport bet.

There is a clear hierarchy which will exist for the event:

- Title sponsor = TBC (UCI)
- Series Presenting Sponsor = TBC
- The host venue. It is defined as follow: the towns, regions, resort or tourism are reserved exclusively for the Organiser
- The Organisers sponsors and the UCI Series sponsor

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



## **5. TELEVISION**

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The UCI is the exclusive owner of worldwide broadcasting rights in the widest sense of the term (which include radio, television, the Internet, DVD, 2 and 3 G, Telecom, Giant Screen, and any and all multimedia rights) in and to the World Cup and the Competition.

It is not mandatory to offer TV Coverage during the 2010 Para-cycling Road World Cup rounds, although it will give more points in the evaluation of a candidacy if an organiser can provide some kind of interesting coverage.

## **6. RESPONSIBILITIES OF THE UCI**

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- UCI Para-cycling Road World Cup Label;
- General coordination of the Series;
- General press service, including Internet service (results and resume on the UCI Website);
- Practical Organisation Guide;
- One timing supervisor/expert for each round;
- Visual Guidelines (start & finish infrastructure details, backdrop for the podium, dimensions for the poster, etc.);
- Appointment and payment of a technical delegate, an UCI chief commissaire, an UCI international classifier (regional classification) and doping control officer (daily allowances & travel expenses);
- Online registration;
- Jerseys for the winners of the final general classifications in each division men and women (individual);
- Implementation of the UCI sponsors.

## **7. RESPONSIBILITIES OF THE OC**

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- Respect of the UCI rules and of UCI World Cup Organisation Guide & Visual Guidelines, on terms and conditions specified in the contract;
- Timing services (company, staff and equipment);
- Promotion of the event;
- Infrastructures for the organisation and the holding of the event;
- VIP area and activities;
- Lodging for UCI representatives (up to 60 nights);
- Anti-Doping related costs (20 tests will be ask to organisers);
- Adequate insurance coverage;
- Athlete's identification (bike plates, body numbers, etc.);
- Accreditation services.



## **8. FINANCE**

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The provisional budget should be submitted as per the example below together with all necessary additional financial information such as:

- Copies of supporting letter(s) from the public authorities / government / city;
- Any other financial proof that your event will be financially viable.

Budget type (see enclosure 3)

## **9. GENERAL INFORMATION**

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### **Location & Transportation**

A description of approximately 200 words of the location of the event site is required. In addition to this description, a large scale map showing the course location (2 propositions), with details of access to and from main roads, main (and closest) airports, and regional airports should also be included. Travel times to major towns in the area and transportation options are also required. Information about car rental, official airline (if applicable) and any special deals available to participating teams and riders is required.

### **Accommodation**

Details of the proposed Official Hotel and its distance from the start and finish area are required, together with information about the capacity of accommodation within the area (including the number of wheelchair accessible rooms) as well as the range of prices for a two stars hotel to a four stars hotel.

If the service is available, the contact details of a central accommodation booking system / agency is required.

## **10. TECHNICAL INFORMATION**

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### **Schedule**

The schedule for the World Cup races is provided by the UCI. If any additional side events apart from the propose schedule are planned, an indication of these should be supplied.

### **Course(s)**

A description of each of the courses (Road race and Time trial) is required. These descriptions should also include:

- Large map of the two possible options;
- Distance and profile of the both circuit;



- A diagrammatic plan of the start finish area showing the lap scoring and timing point, catering facilities, car parking areas and team tents;
- First aid points or/and danger spots;
- Proposed feedzones;
- Spectator area and access points;
- Description of any particularity.

## 12. MISCELLANEOUS

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

## 13. PLANNING & STEPS FOR YOUR CANDIDATURE FILE

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15 September 2009	Deadline for the reception of the bid files
September & October	Evaluations, site visits (technical & logistic aspects) if necessary, request for further information, decision
November	Publication of the 2010 UCI Para-cycling Road World Cup Calendar after agreement of the UCI Management Committee

If you need further information to realize your bid file, do not hesitate to contact the UCI Para-cycling coordinator. We will be glad to help you during this adventure!

Chantale Philie  
Para-cycling Coordinator  
[chantale.philie@uci.ch](mailto:chantale.philie@uci.ch)  
International Cycling Union  
Ch. de la Mêlée, 12  
1860 Aigle  
Switzerland  
T: +41 24 468 58 11

**Only complete files reaching the UCI within the stipulated deadline will be taken into consideration.**



**Enclosure 1**

*Marketing rights*

The UCI is the unique and exclusive owner of all marketing rights. However, the UCI agrees to license 60% of the marketing rights to the organiser.

MARKETING RIGHTS	TOTAL UCI	TOTAL OC	TOTAL
<b>GENERAL</b>			
TITLE	40%	60%	
TIMING MATERIAL	100%		
PODIUM BACKDROP	12 logos	18 logos	30 logos
FLASH INTERVIEW BACKDROP	10 logos	15 logos	25 logos
PRESS BACKDROP	7 logos	11 logos	18 logos
WELCOME BOARD	16 logos	24 logos	40 logos
BODY NUMBERS	10% of the top body number	20% bottom of the body number	
BIKE PLATES/Number	100%		
TEAM BOXES	neutral zone	neutral zone	
ACCREDITATIONS		As needed	
VIP TICKETS	30 VIP Tickets per day	As needed	
VIP PARKING	15 VIP Parking per day	As needed	
REGULAR TICKETS	20 Normal entrance tickets per day	As needed	
OFFICIAL & PROMOTIONAL DOCUMENTS AND SUPPORTS, PRESS DOCUMENTS, RESULT LISTS, COMMUNIQUES, ETC.	40%	60%	100%
POSTER	1 logo per UCI Sponsor - 40%	60%	100%
OFFICIAL PROGRAM/GUIDE COVER	1 logo per UCI Sponsor - 40%	60%	100%
OFFICIAL PROGRAM/GUIDE	1 page per UCI Sponsor - 40%	60%	100%
EXPOSITION/COMMERCIAL AREA	Variable depending of the site	As needed	
GIANT SCREEN - VIDEO CLIP	40%	60%	100%
SPEADKER ADVERTISING		As needed	
TV INSERT	100%		
All UCI new or non-defined visibility supports <sup>1</sup>	100%		

ROAD SPECIFIC			
LAST 300M - 100M <sup>4</sup>	160m	240m	400m
LAST 100M - 50M	40m	60m	100m
LAST 50M - 0M	40m	60m	100m
AFTER THE FINISH LINE (0 - 80M)	64m	96m	160m
TT RAMP/CABINE/BOARD (0-20M)	60% visibility of the cabine + 50% visibility on the ramp	40% visibility of the cabine + 50% visibility on the ramp	
DEPARTURE/FINISH ARCH	40%	60%	100%
INFLATABLE ARCH ON THE CIRCUIT(in front of camera position)	3	4	
DEDICATED ZONE ON THE CIRCUIT (TV positioned boards) <sup>5</sup>	40%	60%	500m
BOARD ON CIRCUIT <sup>5</sup>	40% of total circuit visibility	60% of total circuit visibility	100%
INFLATABLE ITEM (beside the circuit and may not shown visible on TV)	4	6	10
PAINTING ON THE ROAD	2 paintings (max. height 1.5m) at the finish line (100%)	3 paintings (max. height 1.5m) at the finish line (100%)	



**Enclosure 2**  
**UCI Points**

16.19.004 The number of points to gained in every individual event is fixed according to the following table:

Rank	World Championship and Paralympic Games	World Cup	Regional P1	Regional P2
1	60	30	15	0
2	52	26	13	0
3	44	22	11	0
4	36	18	9	0
5	32	16	8	0
6	28	14	7	0
7	24	12	6	0
8	20	10	5	0
9	16	8	4	0
10	12	6	3	0

**In cases of the team events (team sprint and team time trial), each athlete will be awarded a third of the points with regards to an individual competition.**

**For P1 competitions, only those answering the criteria of participation will award points.**

All other relevant rules regarding the Para-cycling UCI World Cup it to be fund under Chapter 16 of the UCI rules.

### Enclosure 3

#### Budget

		<i>The costs relates to</i>	
<b>1</b>	<b>Administration, Staff</b>	<b>UCI</b>	<b>OC</b>
	UCI Staff	x	
	UCI Staff 1x TD	x	
	UCI Chief Commissaire (1)	x	
	UCI Chief classifier (1)	x	
	UCI Timing expert/supervisor	x	
	UCI Anti-doping personnel	x	
	Photographer		x
	Speaker		x
	General Race Organisation		x
	Implementation personnel		x
	Timing staff		x
	Medical Director		x
	Local First Aid & medical staff		x
	Catering - staff		x
	UCI Site visit	x	x
	UCI Administration	x	
<b>2</b>	<b>Events Costs</b>		
	Start & Finish Arch		x
	Teams tentes		x
	Time trial Ramp		x
	Timing equipment		x
	Video Screen		x
	Spectator grandstands		x
	Barriers		x
	Toilet facilities (accessible)		x
	Riders covered area start/finish		x
	Administration facility		x
	Communication/radios		x
<b>3</b>	<b>TV/Media/Promotion</b>		
	TV Production & distribution		x
	Onsite Communication		x
	Accreditation system		x
	Media/press facility		x
	Banners/Back drops		x
	Plates, numbers ...		x
	Information signs		x
	Printing promotion material		x
	Promotion Miscellaneous		x
<b>4</b>	<b>Miscellaneous</b>		
	Prize Money (not mandatory)		x
	Medals per event		x
	Jerseys overhall	x	
	Riders catering		x
	Anti-doping facility		x
	Anti-doping tests		x