



BMX SUPERCROSS WORLD CUP

UCI BMX SUPERCROSS WORLD CUP BID GUIDE 2018-2020



1. FOREWORD

To organise a UCI BMX Supercross World Cup is to organise an event in the discipline's leading seasonal series.

BMX is cycling's newest Olympic discipline and one that is experiencing outstanding growth.

Its popularity is widespread, and UCI World Cup has already been organised in countries on almost each continent. All have experienced the satisfaction and excitement of hosting a UCI BMX Supercross World Cup on the calendar of our youngest cycling discipline.

The UCI greatly appreciates the interest and commitment shown by potential organisers. In bidding to host the UCI BMX Supercross 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 UCI BMX Supercross World Cup.

Good luck!

Brian Cookson
UCI President



A full-page background image of a BMX rider in mid-air. The rider is wearing a blue and white long-sleeved jersey with 'USA' on the front, black pants, and a helmet with an American flag design. The bike has an orange front fender with the number '32' and 'PAPENDAL' written on it. The rider is in a dynamic pose, leaning forward.

2. A BIT OF HISTORY

The UCI BMX Supercross World Cup is the world's premier BMX racing series for Men Elite and Women Elite. The events in this series are the most important means by which countries qualify for the UCI BMX World Championships and the Olympic Games.

The 1st edition was organised in 2003 for men. With 3 titles, Robert De Wilde (NED) holds the record for the most series titles. In 2007, the first edition of the World Cup for the women was organised. Laetitia Le Corguillé (FRA) holds the record with 3 titles.

The UCI has taken the opportunity presented by the end of the qualification period for the 2016 Rio Olympic Games to improve the series format into a more attractive package both for organisers and teams.



3. EVENT KEY FACTS

Number of competition days	2
Number of nations	30
Number of athletes	200

4. EVENT FORMAT

UCI BMX Supercross World Cup events are held over a 3-day period, with competition days on either Friday and Saturday, or Saturday and Sunday. Competition is normally held in the afternoon, though night events are possible for venues with suitable lighting.

The first day of each event is reserved for administrative procedures and athlete training.

The racing format has been changed from the past to produce more interesting racing throughout the entire competition. This was done to provide a higher level of interest for spectators, and to make it possible for people who are not devoted BMX fans to easily understand what is happening throughout the competition.

Within each race day, beginning with Round 1, the top 4 riders from each heat advance directly to the next round of the competition until the final is reached (with one exception – following Round 1 of each competition day, a “last chance” round is held for those riders not in the top 4 of their heat in Round 1; within the last chance round, the top 4 riders from each heat will also advance to the next round). After this, the top four riders from each heat always advance until the 8-rider Final is reached.

This competition format is repeated on the second competition day, with minor change that the heats in the second day are seeded based upon the results of the first day – this will guarantee a new racing experience both for riders and spectators on day 2.

This event format will provide drama, and the opportunity to build compelling story-lines throughout the event.

It is also possible to include an amateur BMX race within the program, should the BMX track available for the event also be suitable for racing at the amateur level. This can help to attract extra revenue in the form of entry fees, parking fees and additional ticket sales.



5. EVENT SCHEDULE

A sample event schedule is found below.

Schedule - Day 1 - Administrative + Practice

Start	Finish	Duration	Activity
09:00	09:30	00:30	Team Managers' Meeting
10:00	12:00	02:00	Riders' Confirmation
13:30	18:00	04:30	Athlete Practice

Schedule - Day 2

Start	Finish	Duration	Activity
09:30	12:30	03:00	Athlete Practice
13:00	13:35	00:35	Men Round 1
13:35	13:50	00:15	Women Round 1
13:50	13:55	00:05	<i>Break - athlete rest; sport presentation</i>
13:55	14:10	00:15	Men - Last Chance
14:10	14:20	00:10	Women - Last Chance
14:20	14:30	00:10	<i>Break - athlete rest; sport presentation</i>
14:30	15:00	00:30	Men 1/16 Finals
15:00	15:20	00:20	<i>Break - athlete rest; sport presentation</i>
15:20	15:35	00:15	Men 1/8 Finals
15:35	15:45	00:10	Women 1/4 Finals
15:45	15:55	00:10	<i>Break - athlete rest; sport presentation</i>
15:55	16:05	00:10	Men 1/4 Finals
16:05	16:10	00:05	<i>Break - athlete rest; sport presentation</i>
16:10	16:20	00:10	Women 1/2 Finals
16:20	16:25	00:05	<i>Break - athlete rest; sport presentation</i>
16:25	16:35	00:10	Men 1/2 Finals
16:35	16:45	00:10	<i>Break - athlete rest; sport presentation</i>
16:45	16:55	00:10	Women Finals
16:55	17:05	00:10	Men Finals
17:05	17:20	00:15	Award Ceremony

Schedule - Day 3 (Sunday)			
Start	Finish	Duration	Activity
11:15	12:30	01:15	Athlete Warm-Up
13:00	13:35	00:35	Men Round 1
13:35	13:50	00:15	Women Round 1
13:50	13:55	00:05	<i>Break - athlete rest; sport presentation</i>
13:55	14:10	00:15	Men - Last Chance
14:10	14:20	00:10	Women - Last Chance
14:20	14:30	00:10	<i>Break - athlete rest; sport presentation</i>
14:30	15:00	00:30	Men 1/16 Finals
15:00	15:20	00:20	<i>Break - athlete rest; sport presentation</i>
15:20	15:35	00:15	Men 1/8 Finals
15:35	15:45	00:10	Women 1/4 Finals
15:45	15:55	00:10	<i>Break - athlete rest; sport presentation</i>
15:55	16:05	00:10	Men 1/4 Finals
16:05	16:10	00:05	<i>Break - athlete rest; sport presentation</i>
16:10	16:20	00:10	Women 1/2 Finals
16:20	16:25	00:05	<i>Break - athlete rest; sport presentation</i>
16:25	16:35	00:10	Men 1/2 Finals
16:35	16:45	00:10	<i>Break - athlete rest; sport presentation</i>
16:45	16:55	00:10	Women Finals
16:55	17:05	00:10	Men Finals
17:05	17:20	00:15	Award Ceremony

Throughout the schedule, there are a number of small breaks that are needed to allow sufficient athlete rest. However, these also provide possibilities for sponsor activations, entertainment or rest breaks for the spectators (including a chance to visit the concession stands) and most importantly, for sport presentation elements that allow the announcers to review the action so far and explain what will happen next. This can also include elements such as athlete interviews and biographies.

Likewise, if an amateur racing event is included, the breaks can be set to allow the various stages of the amateur event to take place. This strategy would work best if the World Cup event was done at night; this would allow the first stages of the amateur event in the morning of each day, with the amateur finals staged during the rest breaks during the World Cup.

6. COMPETITION FACILITIES

A high quality BMX racing track with an 8m start hill is needed; occasionally, a track with only a 5m start hill may be considered. Of course, tracks with both 8m and 5m start hills are welcomed. Note that a suitable Pro-Gate starting gate must be used. The start hill and gate must feature a high grip surface so that racing and training in moderately wet weather is possible.

The BMX racing track should provide a level of technical challenge suitable for the best Elite Men and Women in the world. This said, the track should be built in a way such that the main focus is on the spectacular and interesting nature of the racing itself and not upon the size of the jumps.

Safety of the athletes is of primary importance. The track must be built in a way such that the safety of the riders is protected in case of an error.

Tracks which promote close racing between the riders throughout the entire length of the track are highly desired.

For tracks which have not hosted a UCI BMX Supercross World Cup or UCI BMX World Championships in the recent past, a site visit will be done to assess the suitability of the venue and the track. During the visit, some test riding must be done. Any changes to the track identified during the site visit are a condition of organising the event.

Also, tracks with a good all-weather surface are preferred so as to make it possible to train and race safely in light to moderate rain. Paved or concrete corners and finish area with a good quality high-grip surface are necessary.

It is also important that tracks are built in a way to provide the necessary working space for event staff, including Commissaires, Medics, Photographers and TV crew. Access and evacuation routes to and from the track will also be examined.

In case a night event is desired, the visit will include an examination of the track at night to sufficient lighting levels for both athletes and the television production.



Important aspects of the venue that will also be examined include:

- Spectator facilities – grandstands, location of the expo, concession stands, parking, toilets
 - Grandstands for 1'000 to 2'500 people are recommended, depending upon the estimate of likely ticket sales
- Administrative facilities and storage
 - UCI Office
 - Commissaires Office
 - Storage for UCI materials
 - Timing office
- Possibility for IT Support
 - High speed, protected wi-fi throughout the venue for UCI staff
 - High speed, protected wi-fi throughout the venue for teams and riders
 - High speed hard-wire internet for the timing company and TV production
 - High speed copier / printer for race secretary
- Location for Team area
 - Common area for riders to gather near the back of the start hill, covered by a tent (minimum: 40 square metres)
 - Team tents, sold at a rate of 40 euros / square metre for teams (must include a good quality, spacious tent with sides, 3 tables, and 10 chairs)
 - 4 x Toilets (in addition, 2 portable toilets are expected near the back of the start hill)
- Location for TV Compound / Office
 - Parking / power for the OB truck if present
 - TV office
 - Soundproof commentary position, preferably with a view of the entire track
- Medical Centre
 - Athlete treatment area
 - Admin office
 - Rest area for medical staff
- Anti-doping
 - Doping control station

The level of support from the track owners for maintenance and venue preparation / tear-down will also be assessed.



7.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.



8. 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

Rights fee of 15'000 euros in exchange for 2 rounds of the UCI BMX Supercross World Cup staged over the same weekend, together with 50% of the marketing and sponsorship rights for the event.

ORGANISER REVENUES

- Revenues for Challenge event
- 100% of entry fees of 250 euros per rider (non-refundable), average attendance between 150 – 200 riders
- 100% of ticket sales
- 100% of VIP hospitality sales (with the exception of UCI quotas)
- 100% of parking / camping fees (with the exception of UCI quotas)
- 100% of concession revenues
- 100% of team tent fees
- 100% of expo area fees
- 100% of the merchandising rights

CHALLENGE RACE

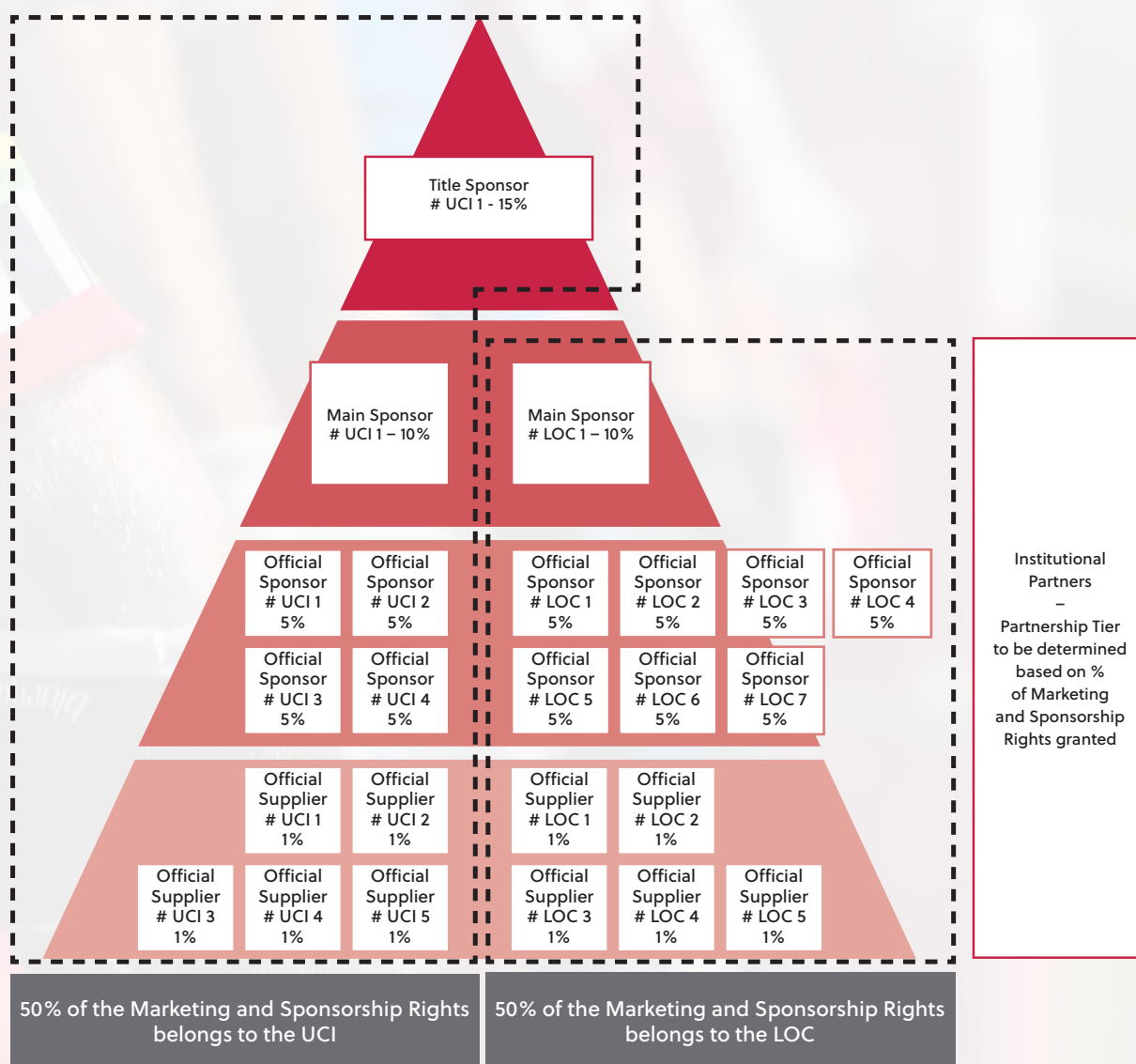
Organisers are welcome to include a challenge race within their world cup program. This can attract extra entry fees and ticket sales, as the challenge riders and their families are typically interested in the watching the world cup. Challenge races in the range of 300 to 500 entries can be fit within the world cup program (1 complete challenge event on each day, or a single challenge event with a larger number of entries spread over 2 days).

TIMING

A high quality timing and results service will be provided by the UCI.

9. MARKETING AND SPONSORSHIP RIGHTS

As stated above, the Organiser will acquire 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. 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
- Starting gates
- Bike plates and Side plates
- IT
- Eyewear
- Tyres
- Bike frames
- Online bike stores

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.

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 BMX Supercross 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.

- Beach flags and banners on course
- Ramp logo
- Inflatable items off 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

10. TELEVISION PRODUCTION AND ELECTRONIC MEDIA RIGHTS

The UCI will guarantee a basic television production at its own costs (live streaming and highlight packages) via its production partner and therefore remains the exclusive owner of the worldwide electronic media rights including any media rights within the territory of the UCI BMX Supercross World Cup (Host Country Rights).

MEDIA DISTRIBUTION

The UCI distribution partner will take care of extending the media coverage on a worldwide basis via its international partners.

ORGANISER OPPORTUNITIES

The Organiser may decide to upgrade the television production to a top level live production according to EBU standards or an upgraded web livestream at its own costs. In such case the Organiser will be granted the Host Country Rights.



11. MERCHANDISING

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.



12. CALENDAR/DATES

Within each event weekend two complete stages of the world cup will be raced, with a winner declared on each day.

The UCI is open to discuss proposals for 2018, 2019 and 2020. Event hosting agreements in the range of 2 or 3 years are possible.

For 2018-2019, the UCI BMX Supercross World Cup Season will be featured over a total of 10 stages on 5 different weekends. In 2020, the UCI BMX Supercross World Cup Season will be featured over a total of 8 stages on 4 different weekends.

UCI Pre-calendar 2018-2020

2018 - MAXIMUM 5 UCI BMX SUPERCROSS WORLD CUPS

Start Date	End Date	Event	Region	Country	Venue	Cat.	
03.02	04.02	UCI BMX Supercross World Cup	Open	TBC	TBC	CDM	
10.02	11.02	UCI BMX Supercross World Cup		TBC	TBC	CDM	
07.04	08.04	UCI BMX Supercross World Cup	Europe	TBC	TBC	CDM	
05.05	06.05	UCI BMX Supercross World Cup		NED	Papendal	CDM	
12.05	13.05	UCI BMX Supercross World Cup		BEL	Heusden-Zolder	CDM	
23.05	27.05	UCI BMX World Championships	Europe	AZE	Baku	CM	
07.07	08.07	Reserved Date: National Championships					CN
28.07	29.07	UCI BMX Supercross World Cup	Open	TBC	TBC	CDM	
01.09	02.09	UCI BMX Supercross World Cup		TBC	TBC	CDM	
22.09	23.09	UCI BMX Supercross World Cup	America	TBC	Santiago del Estero	CDM	
01.10	12.10	Youth Olympic Games	America	ARG	Buenos Aires	JOJ	

2019 - MAXIMUM 5 UCI BMX SUPERCROSS WORLD CUPS

02.02	03.02	UCI BMX Supercross World Cup	Open	TBC	TBC	CDM
09.02	10.02	UCI BMX Supercross World Cup		TBC	TBC	CDM
06.04	07.04	UCI BMX Supercross World Cup	Europe	TBC	TBC	CDM
04.05	05.05	UCI BMX Supercross World Cup		TBC	TBC	CDM
11.05	12.05	UCI BMX Supercross World Cup		TBC	TBC	CDM
06.07	07.07	Reserved Date: National Championships				CN
23.07	28.07	UCI BMX World Championships	Europe	BEL	Heusden-Zolder	CM
10.08	11.08	UCI BMX Supercross World Cup	Open	TBC	TBC	CDM
31.08	01.09	UCI BMX Supercross World Cup		TBC	TBC	CDM
21.09	22.09	UCI BMX Supercross World Cup		TBC	TBC	CDM

2020 - MAXIMUM 5 UCI BMX SUPERCROSS WORLD CUPS

01.02.20	02.02.20	UCI BMX Supercross World Cup	Open: maximum 3 events	TBC	TBC	CDM	
08.02.20	09.02.20	UCI BMX Supercross World Cup		TBC	TBC	CDM	
28.03.20	29.03.20	UCI BMX Supercross World Cup		TBC	TBC	CDM	
25.04.20	26.04.20	UCI BMX Supercross World Cup		TBC	TBC	CDM	
02.05.20	03.05.20	UCI BMX Supercross World Cup		TBC	TBC	CDM	
26.05.20	31.05.20	UCI BMX World Championships	America	USA	Houston	CM	
20.06.20	21.06.20	UCI BMX Supercross World Cup	Open: maximum 1 event	TBC	TBC	CDM	
	28.06.20	UCI BMX Supercross World Cup		TBC	TBC	CDM	
04.07.18	05.07.18	Reserved Date: National Championships					CN
24.07.20	09.07.20	Olympic Games	Asia	JPN	Tokyo	JO	

The UCI is primarily interested in receiving proposals for the dates which have been blocked in this major events pre-calendar, as it is known that there will be no conflicts with other BMX events.

13. RESPONSABILITIES

The following table outlines the main elements that must be provided by the UCI, and those which must be provided by the organiser.

	Provided by UCI	Provided by Organiser
SERVICES		
TV Production	cf. chapter 10	
Timing and TV Graphics	✓	
Accreditation system (access controls, badges for non UCI staff / team staff)		✓
Security during the event		✓
Implementation of UCI partners		✓
Implementation of organisation partners		✓
MATERIALS AND EQUIPMENT		
Athlete Number Plates	✓	
Protective Air Fence for field of play	✓	
Radios for Commissaires and UCI Staff	✓	
Rainbow passes accreditation cards for UCI officials and teams	✓	
Medical equipment / supplies according to UCI requirements		✓
All venue materials / equipment / infrastructure as per organisation guide		✓
Venue sound system and large LED display screen min. 40m2		✓
Equipment and materials for track maintenance during the event		✓
Plastic covers for the BMX track, in case not an all-weather surface		✓
ATHLETE RECOGNITION		
Overall prize money at the end of the series (61'200 euros)	✓	
Prize money for the event (total 38'000 euros)		✓
2'000 euro bonus for any rider who wins both days of the event	✓	
Trophies (total 12: 1 st , 2 nd and 3 rd place x 4)		✓
STAFF/WORK FORCE		
Race Director (1)	✓	
Technical Delegate (1)	✓	
UCI Commissaires' Panel (3)	✓	
Secretary (1)	✓	
Panel of 5 National Commissaires (appointed by national federation)		✓
Medical Logistics Manager	✓	
Doping Control Officer (provided by CADF)	✓	
Official Event Doctor		✓
Medical / first aid staff		✓
Doctor, Nurse and Chaperones for doping controls		✓
Doping sample analysis costs		✓
Organising committee and workforce		✓
Staff for venue setup / tear-down		✓
Sport presentation plan / staff (announcer, DJ, entertainment, etc.)		✓
STAFF/WORK FORCE		
110 room nights (including breakfast) for UCI staff / delegation		✓
20 VIP Tickets and 20 General Admission Tickets for UCI		✓
Local transportation for UCI staff		✓
Meals for UCI staff when working at venue		✓
Costs of the site visit, if needed		✓
Costs of any required changes to the BMX track		✓

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 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, UCI Mountain Bike World Cup <i>presented by Shimano</i>
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 UCI BMX Freestyle World Championships
BMX FREESTYLE PARK	UCI BMX Freestyle Park World Cup
TRIALS	UCI Trials World Championships, UCI Trials World Cup
URBAN CYCLING	UCI Urban Cycling World Championships
INDOOR CYCLING	UCI Indoor Cycling World Championships, UCI Cycle-ball 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 BMX Supercross 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.

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