



UCI BMX WORLD CHAMPIONSHIPS
INFORMATION FOR ORGANISERS

HOST AN ENERGY BLAST IN YOUR CITY

1. FOREWORD

To organise the UCI BMX World Championships is to organise the discipline's leading annual event. For the vast majority of Elite athletes, the World Championships represent the major goal of the year, and that is why the organisation of this event is so important.

BMX is cycling's newest Olympic discipline and one that is experiencing outstanding growth. Its popularity is widespread, and UCI World Championships have already been organised in countries on five different continents. All have experienced the satisfaction and excitement of hosting the leading event 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 World Championships, 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 World Championships.

Good luck!

Brian Cookson
UCI President



2. A BIT OF HISTORY

Jumps, speed, intensity... BMX is a pure energy blast! Originating in California in the 1970s, the discipline is closely linked to motocross: youngsters who could not afford a motorbike, started to ride their bikes on tracks that they built themselves. They even wore the same protective clothing as motocross riders. BMX racing was born!

As the latest UCI discipline to join the Olympic programme, BMX is benefiting from strong growth. The dynamic nature of the sport and the exciting format of the competitions are extremely attractive to the public and to young people in particular. Races combine speed with suspense from the start ramp right to the finish line: an adrenaline rush for athletes and spectators alike.

DID YOU KNOW?

- *BMX became an official UCI discipline in 1993*
- *The first UCI BMX World Championships were organised in 1996*
- *The most titled men are Kyle Bennett (USA) and Dale Holmes (GBR) with 3 World titles each.*
- *Gabriela Diaz (ARG) is the only woman to have won three Elite World titles*
- *USA has dominated the nations ranking over the years with 24 titles ahead of France (21 titles) and Australia (12 titles)*

UCI WORLD CHAMPIONSHIPS ORGANISERS:

2010	Pietermaritzburg	(RSA)
2011	Copenhagen	(DEN)
2012	Birmingham	(GBR)
2013	Auckland	(NZL)
2014	Rotterdam	(NED)
2015	Heusden-Zolder	(BEL)
2016	Medellin	(COL)
2017	Rock Hill	(USA)



3. KEY FACTS

<i>Number of competition days</i>	5 + 2 practice days
<i>Number of athletes</i>	Around 240 Elite and Juniors Around 2500 Challenge (amateurs)
<i>Media Accreditations</i>	180
<i>Other Accreditations</i>	850

KEY MEDIA FIGURES

- TV coverage 80-100 countries
- Broadcasters 20-30
- TV Audience around 14 million

PROGRAMME

CHAMPIONSHIP CATEGORIES

BMX RACE

- WOMEN JUNIOR
- MEN JUNIOR
- WOMEN ELITE
- MEN ELITE

BMX TIME TRIAL

- WOMEN JUNIOR
- MEN JUNIOR
- WOMEN ELITE
- MEN ELITE

CHALLENGE CATEGORIES

THE UCI BMX WORLD CHAMPIONSHIPS are linked to the UCI BMX World Challenge races which attract thousands of riders

UCI BMX WORLD CHALLENGE

37 categories divided into different age groups: usually between 1500 and 2500 athletes

4. THE TRACK

THE TRACK FOR THE UCI BMX WORLD CHAMPIONSHIPS MUST SATISFY THE FOLLOWING CRITERIA:

SITUATION

- Preference for outdoor tracks, however indoor tracks can be considered if the criteria below can be respected

SPORTING CRITERIA

- Meet the minimum dimensions specified in the UCI BMX Regulations, but in brief:
 - Minimum 300m to maximum 400m in length
 - No narrower at any point than 6m (between the white boundary lines)
- Include more challenging sections for professional riders, but still be approachable for skilled amateurs
- Include a 8m start hill for Championship Categories
- Include a 5m start hill for Challenge Categories and Masters
- Generally follow the recommendations outlined in the UCI BMX Track Guide
- All weather surface on starting gates, start hills and track which allows racing to continue in wet conditions with no increase in risk
- Safety zone of least 2m wide around entire riding surface of the track without obstructions
- Team area of minimum 600 square metres (1000 – 1200 square metres preferred) located close to the start hills. The staging area will preferably be located close to the start hills.

DESIGN AND CONSTRUCTION

- Track designs must be submitted to and approved by the UCI before construction begins
- The track builder must be approved by the UCI before construction begins
- Excellent water drainage around the track so that rain water quickly drains away
- The track must be tested by several sufficiently skilled riders (at least 1 Man Elite and 1 Woman Elite) approved by the UCI during the final stages of construction, which must be witnessed by a UCI appointed technical expert; any changes recommended during this testing must be made. For temporary tracks (whether indoors or outdoors), construction must begin early enough to incorporate this testing
- For permanent tracks, requirement to hold a Class 1 international BMX race as a test event on the track in the year leading up to the World Championships (recommended to be at least 3 months before the event in case minor changes to the track are needed as a result)

OTHER FACTORS

- Adequate working space within the track infield for press, officials and medics, including level working space at least 1.5m wide between each straight
- Barricade fence installed around infield to restrict access (while respecting the safety zone mentioned above)
- Adequate space within the track for temporary installations such as the finish arch, TV cameras, and timing / TV cables and other equipment



The suitability of any existing track or proposed venue will be noted during an initial site inspection intended to evaluate the suitability of the bid.

5. 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.



6. 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:

Hosting fees:	CHF 450,000 The fees include 50% of the marketing rights
Optional Marketing fees:	CHF 100,000 for 10% of additional marketing rights

TELEVISION PRODUCTION

Television production is at the cost of the organiser. The UCI owns the worldwide media rights.

BIDDING FEES

For each bid submitted to host the UCI BMX World Championships, the Organising Committee shall pay the sum of CHF 20,000. This amount shall cover in particular the costs of the visits made by UCI representatives, as well as the costs of evaluating and processing the bid.

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 has to be signed by the city or the region where the event will be organised. The Organising Committee and/or the National Federation may also co-sign the contract.

7. SHARE OF RESPONSABILITIES: ORGANISERS / UCI

SERVICE PROVISION	ORGANISER	UCI
Organisation of UCI BMX World Championships	✓	
Coordination of UCI BMX World Championships		✓
Practical Organisation Guide		✓
Staff before, during and post event	✓	✓
UCI Technical Delegate		✓
UCI Secretary		✓
UCI Commissaires' Panel		✓
National Commissaires	✓	
UCI BMX World Championships label & guidelines		✓
Press service and worldwide promotion of the event		✓
Start and Finish structures and event backdrops	✓	
'two and one -year to go' presentation at the preceding UCI World Championships	✓	
Implementation of UCI sponsors		✓
Implementation of OC sponsors	✓	
Accreditation system and delivery		✓
Live TV Production (all World Championships races)	✓	
Timekeeping and TV Graphics		✓
Payment of anti-doping tests	✓	✓
Post-event reports and TV analysis	✓	
World Champion jerseys & medals		✓
Prize money		✓
Medical service	✓	
Local promotion	✓	
UCI BMX Convention (meeting room and refreshment for 70-100 attendees)	✓	
TV distribution		✓

Teams travel costs and accommodation costs are not organiser expenses

8. BIDDING PROCESS

The UCI wishes to assist candidates, providing them with as much support as possible for their project. The UCI BMX World Championships are awarded three years before the event.

SEPTEMBER:

Host cities/regions seminar during the UCI Road World Championships

- Discover the UCI
- Discover the available events
- Discover the "Cycling for all" projects
- Discover the UCI Road World Championships

SEPTEMBER-JANUARY:

Discussions with cities/regions about their plans and projects

JANUARY:

Host City Day at UCI Headquarters in Aigle, Switzerland

- Discover the events and the business models
- Discover UCI Sports teams and organisation
- Initiation in track cycling

FEBRUARY-JUNE:

Events selection / sites visits / bidding file preparation

JUNE:

Contract finalisation

SEPTEMBER:

UCI Management Committee official vote

The UCI proposes this calendar in order to provide assistance, but it is not a problem if you do not wish to attend the seminars. The National Federation will have to be integrated in the process.

The UCI Management Committee's vote will be based on the evaluation of each file according to the evaluation grid below:

CRITERIA FAMILY	CRITERIA
Sport attractiveness	UCI geographical strategy
Event Delivery	Overall event sites
Event Delivery	Circuit features: attractive images - technical course
Sport attractiveness	Sporting difficulty
Sport attractiveness	Spectators & atmosphere expected
Event Delivery	Logistics: accessibility of the area
Sport attractiveness	Cycling development
Finance	Financial Guarantee
Finance	Provisional budget including the UCI fees
Finance	Economical opportunities
Resources	Political risk: stability - elections
Resources	Relations with UCI: multi-year events plan
Resources	LOC experience
Resources	Stakeholders' commitment
Event Delivery	Legacy / cycling development plans

9. BIDDING FILE

To help you structure the preparation of your project and to enable the UCI to evaluate its quality, you will be asked to submit a candidature file.

This candidature file must include the following:

1. General presentation of the host region
2. Letters of support from the public authorities
3. Letter of support from the National Federation
4. Presentation by the Organising Committee, including previous experience
5. Location plan (country, region, town) & geographical presentation (climate, altitude)
6. General access including access to the competition site
7. Presentation of venue and infrastructure
8. Track plan and venue plan
9. Logistics
10. Safety & medical plan
11. Marketing
12. TV production and broadcast
13. Budget

A comprehensive organisation guide will be provided. This document will detail what is required for each of the above points in order to help you prepare your file.



10. 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.

11. 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
MOUNTAIN BIKE	UCI Mountain Bike World Championships, UCI Mountain Bike World Cup
TRACK CYCLING	UCI Track Cycling World Championships, UCI Juniors Track Cycling World Championships, UCI Track Cycling World Cup
CYCLO-CROSS	UCI Cyclo-cross World Championships, 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
TRIALS	UCI Trials World Championships, UCI Trials World Cup
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.



CONTACT

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