



# BMX SUPERCROSS WORLD CUP

## UCI BMX SUPERCROSS WORLD CUP BID GUIDE



# 1. FOREWORD

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

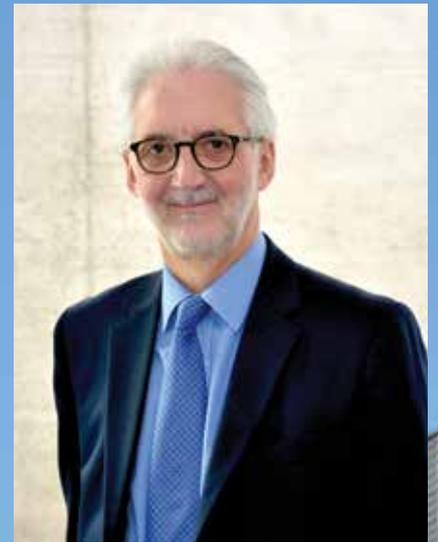
BMX is cycling's newest Olympic discipline and one that is experiencing outstanding growth.

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



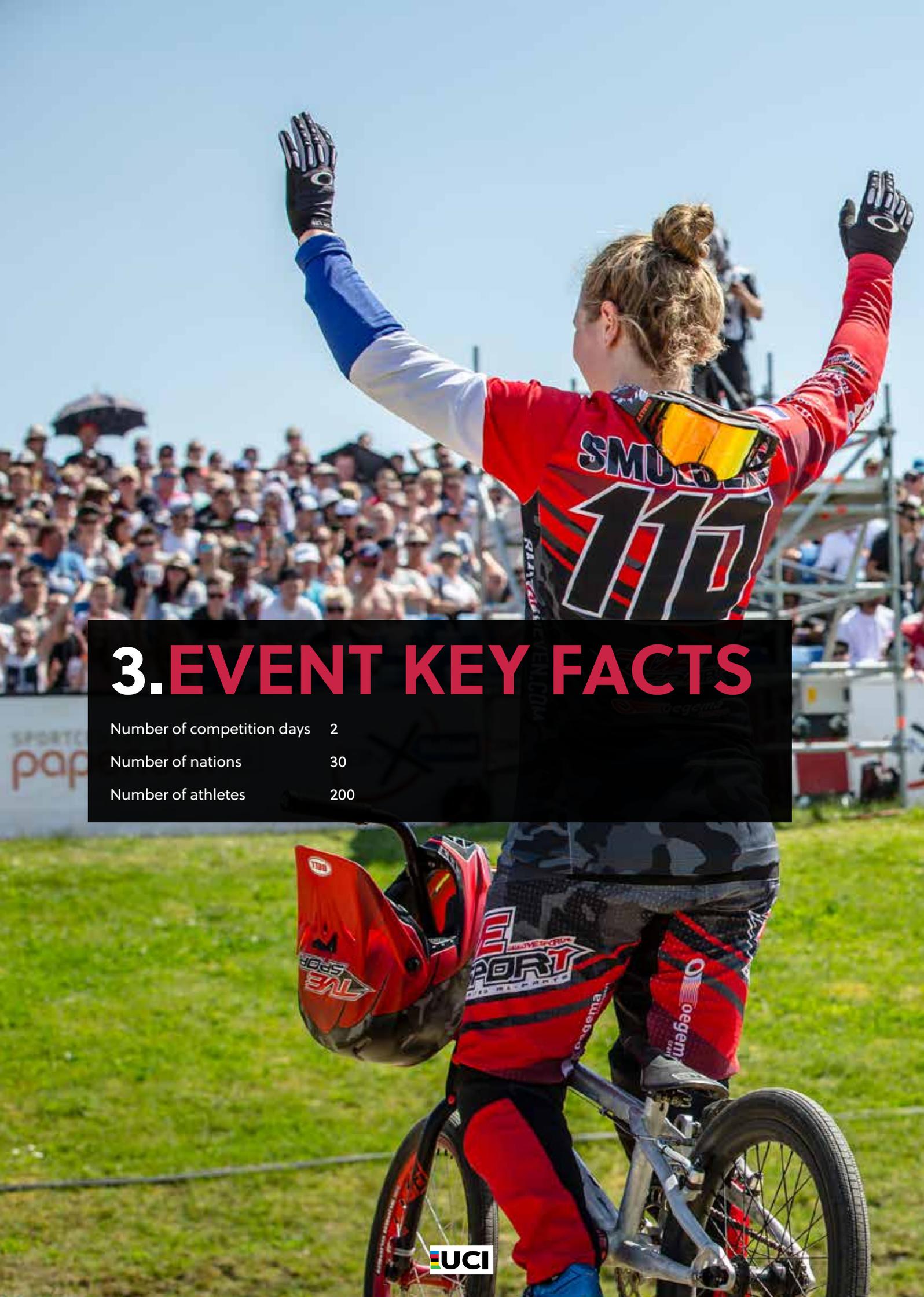


## 2. A BIT OF HISTORY

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 1<sup>st</sup> 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.

If a night event is desired, it is 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
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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.

If the event expo is a major part of the event, the break following the Men 1/16 finals can be longer to allow more time for spectators to visit the expo in order to provide business for the merchants and concession stands.

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 tracks 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.

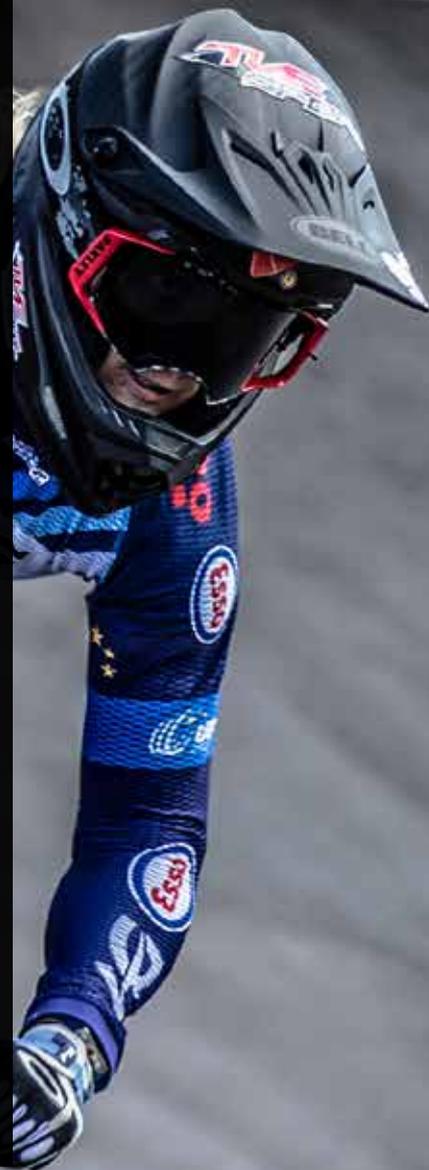
Tracks which promote close racing between the riders throughout the entire length of the track are highly desired.

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
  - 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 rights for the event.

## ORGANISER REVENUES

- 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
- 100% of parking / camping fees
- 100% of concession revenues
- 100% of team tent fees
- 100% of expo area fees
- 100% of the merchandising rights

## TELEVISION AND PROMOTION

A television production will be provided by the UCI, covering both competition days. The UCI will promote the event internationally through its media channels. The UCI will make a best effort to secure a domestic broadcast outlet in the host country of each event.

The organiser is responsible for local promotion of the event, including media events, promotional events and activities, et cetera.

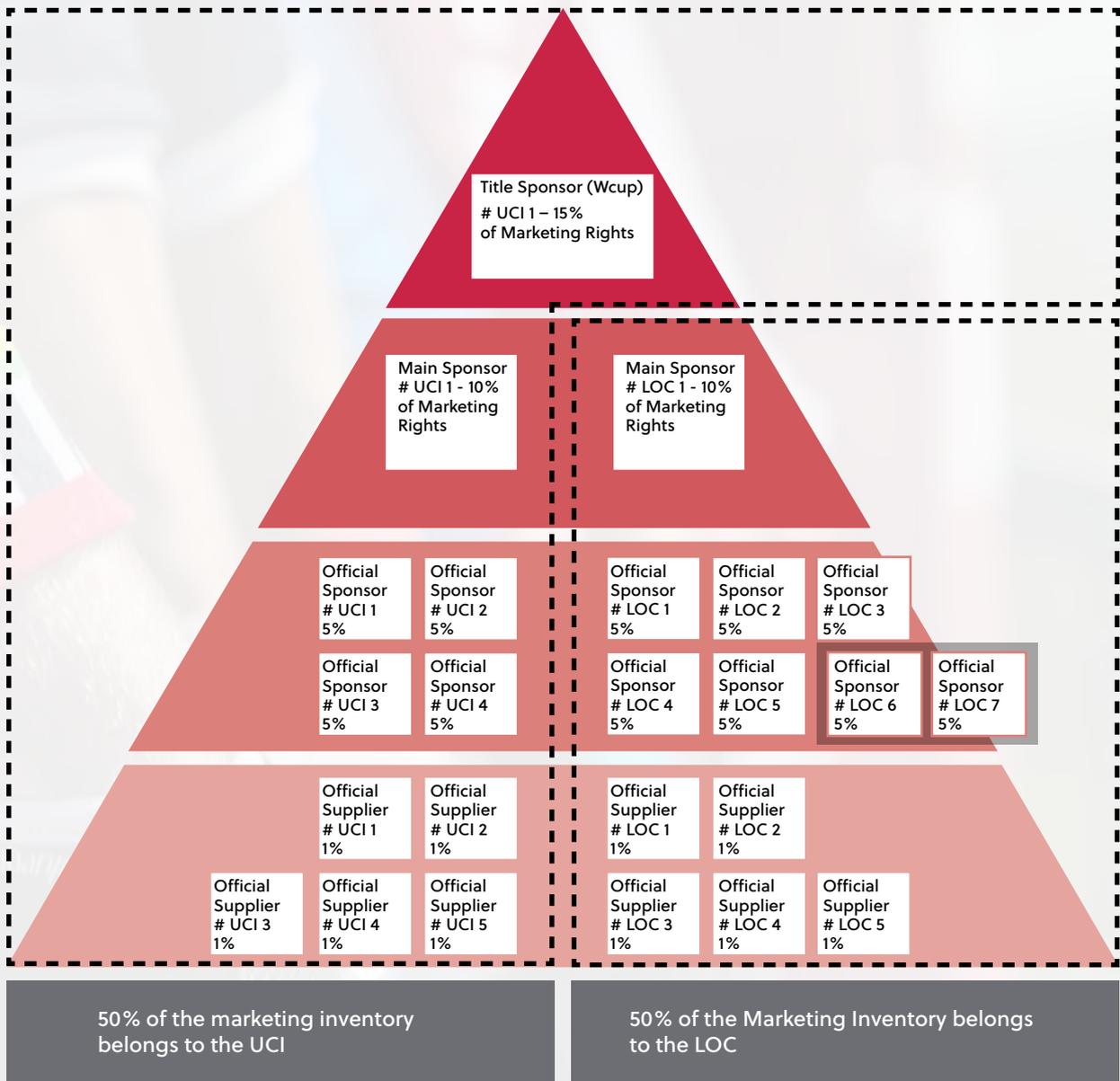
## TIMING

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

## MARKETING

The UCI is the sole and exclusive owner of all marketing rights in and to the UCI BMX World Cup. However, the UCI grants the Organiser 50% of available Marketing rights.

The marketing structure below sets out the general pyramid principle for the different levels of sponsorship.



The structure is composed of 4 different layers which the UCI's and Organiser's sponsors will feed into.

These layers will be reflected accordingly in all the event's communications and visual material. The digits in the diagram herein indicate the potential number of sponsors (of both the UCI and the Organiser) at each level. The percentages represent the approximate share of exposure each level will be entitled to.

The Main Sponsor category is available to both the UCI and the OC – 1 package each equating to around 10% of the share of exposure.

## UCI SERIES SPONSORS AND PRODUCT CATEGORIES

The UCI reserves the following product categories for their UCI Series sponsors:

- Watches, connected watches, jewellery and time keeping
- Eyewear
- Cars
- Starting gates
- Energy drinks
- Tyres
- Bike plates
- Information Technology

The Organiser is free to negotiate with sponsors in other product categories, provided that the exclusive rights of the UCI Sponsors are scrupulously protected.

The Organiser's sponsors are subject to the UCI's approval before the Organiser and the sponsor enter into an agreement.

The Organiser agrees not to enter into any partnership with any tobacco manufacturer, companies producing pornographic products or sport betting companies.

## 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.

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

## UCI SERIES SPONSORS AND PRODUCT CATEGORIES

The UCI BMX World Cup offers its sponsors clear visibility through the following branding opportunities:

- Boards and banners
- Backdrops
- Official documents (programme, result lists, etc)
- Public announcements by speaker
- 30-second clips played on giant screen
- Website visibility
- Expo area
- Event tickets
- VIP tickets and VIP parking passes



### IMPLEMENTATION OF SIGNAGE

The Organiser is responsible for the implementation of its own sponsors' signage in, on and around the courses in coordination with the company contracted by the UCI to implement the following material:

- Promotional materials of the UCI sponsors (hardboards, banners, inflatables, etc.)
- World Cup structures and panels (podium, flash interview and flower ceremony backdrops)

### VIP PACKAGES

The UCI sponsors must be provided with the highest 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 the UCI's and the Organiser's sponsors' rights are protected against unauthorised use of the UCI BMX Supercross World Cup brand and potential ambush marketing. The Organiser is responsible for removal of all ambush marketing items prior to and during the event.



# 9. CALENDAR/DATES

The 2017 UCI BMX Supercross World Cup Season will be featured over a total of 8 stages, held on 4 different weekends. 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 event dates for 2017.

The UCI also welcomes proposals spanning 2 or more years. However, it is important to note that for 2018 and after, the UCI will block dates for UCI BMX Supercross World Cup in each region of the world; events included in the series in 2018 and after will need to be held within these dates.



# 10. 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
<b>SERVICES</b>		
TV Production	✓	
Timing and TV Graphics	✓	
Accreditation system (access controls, badges for non UCI staff / team staff)		✓
Security during the event		✓
<b>MATERIALS AND EQUIPMENT</b>		
Athlete Number Plates (provided by UCI sponsor Box)	✓	
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		✓
Banners / backdrops according to organisation guide		✓
Banners / activation for UCI sponsors	✓	
Banners / activation for organisation sponsors		✓
<b>ATHLETE RECOGNITION</b>		
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 <sup>st</sup> , 2 <sup>nd</sup> and 3 <sup>rd</sup> place x 4)		✓
<b>STAFF/WORK FORCE</b>		
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.)		✓
<b>STAFF/WORK FORCE</b>		
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		✓

# 11. 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.



# 12. 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

<b>ROAD</b>	UCI Road World Championships
<b>MOUNTAIN BIKE</b>	UCI Mountain Bike World Championships, UCI Mountain Bike World Cup
<b>TRACK CYCLING</b>	UCI Track Cycling World Championships, UCI Juniors Track Cycling World Championships, UCI Track Cycling World Cup
<b>CYCLO-CROSS</b>	UCI Cyclo-cross World Championships, UCI Cyclo-cross World Cup
<b>PARA-CYCLING</b>	UCI Para-cycling Road World Championships, UCI Para-cycling Track World Championships, UCI Para-cycling Road World Cup
<b>BMX</b>	UCI BMX World Championships UCI BMX Supercross World Cup
<b>BMX FREESTYLE PARK</b>	UCI BMX Freestyle Park World Cup
<b>URBAN CYCLING</b>	UCI Urban Cycling World Championships
<b>TRIALS</b>	UCI Trials World Championships, UCI Trials World Cup
<b>INDOOR CYCLING</b>	UCI Indoor Cycling World Championships, UCI Cycle-ball World Cup
<b>MASS PARTICIPATION</b>	Road, Mountain Bike, Track

The UCI headquarters are located in Aigle, Switzerland, at the UCI World Cycling Centre.





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