



MTB Bid File

2011 CSA Mountain Bike Super Series

Incorporating

**CSA Downhill Cup
CSA Cross Country Cup
CSA Marathon Cup
South Africa Championships**

1. Introduction

In line with Cycling South Africa's recently launched 2020 Vision strategy, Cycling South Africa (CSA) will be launching a series of Mountain Bike (MTB) events as from 2011 taking all three major MTB disciplines prevalent in South Africa into consideration – namely Cross Country (XCO), Downhill (DHI) and Marathon (XCM). These events will be used for national selection, national champions, points and colours.

The current agreement with Advendurance to operate the national series ends at the end of the year. As such, Advendurance's events are now the same as any other normal event (i.e. privately owned) on the calendar, with no special or official status.

CSA is inviting event organisers and affiliates to bid for the right to stage one (or more) of the upcoming events and it has decided to publish this "Bid Procedure Document" outlining the relevant information of the series and what the expectations are.

This is a practical document that will provide affiliates and potential organising entities with information to assist in presenting their candidatures to organise an event in the 2011 CSA Mountain Bike Super Series. It provides you with advice and solutions for the various stages of the procedure including which events will be incorporated and what commitments the candidate organisers are expected to make and what services CSA will offer.

In the following document, CSA attempts to give clear answers to assist you to understand the essential stages in preparing your bid documentation.

CSA will be the promoter and owner of the Super Series as a whole and will appoint an agent or agents to manage and oversee the successful implementation of the series. CSA will not own each of the individual events that make up the series, but each event that does become part of the series will adhere to the organisational guidelines published by CSA that will govern the series.

By producing and distributing this document, CSA in no way makes any commitment to any party regarding any contractual, or potential contractual relationship. CSA reserves all its rights in regard this document, and reserves the right to alter or change the rights within this document at its discretion. CSA further reserves the right to negotiate with any potential event organizer (that submitted a bid or not) and to enter into agreements at its sole discretion without justification to unsuccessful parties.

Interested parties are invited to submit bids by email, to Nic Burden (General Manager MTB) by no later than 12 noon on 16th December 2010. (nic@cyclingsa.com)

Questions and queries will also be answered at the above address.

2. Events and Dates

In terms of the planned series, the following events and dates will be on the schedule. The right to be able to stage and organise these events is offered to interested parties and the awarding of the organisational rights for these events remains the sole discretion of CSA and its appointed management partners at all times.

The schedule of events with the proposed venues is as follows:

Event	Discipline	Date	Proposed Venue
Championships			
UCI African Championships	XCO & DHI Combined	12th & 13th February	Cape Town & Surrounds
CSA SA Championships	XCO & DHI	12th & 6th March	Cape Town & Surrounds
CSA SA Championships	XCM	19th March	Johannesburg & Surrounds
Cross Country & Downhill Cups			
Event 1	XCO & DHI Combined	16th & 17th April	Cascades, Pietermaritzburg
Event 2	XCO & DHI Combined	7th & 8th May	Port Elizabeth & Surrounds
Event 3	XCO & DHI Combined	4th & 5th June	Pietermaritzburg & Surrounds
Event 4	XCO Only	18th June	Johannesburg & Surrounds
Event 5	DHI Only	31-Jul	Johannesburg & Surrounds
Marathon Cup			
Event 1	XCM Only	14th August	TBC
Event 2	XCM Only	18th September	TBC

It should be noted that consideration will be given to staging events outside of the proposed venues should the conditions and event arrangements be compelling enough. The venues listed are proposed so as to ensure commercial viability of the series and a spread of events across the country. It is up to the event organizer to present the exact venue that their organization proposes to use, and to make sure that all required land use permissions are arranged.

3. Marketing Rights

CSA is the sole and exclusive owner of all marketing rights in and to the CSA Mountain Bike Super Series and allied Cup competitions. However, CSA will grant the Organiser 50% of available visibility at each of the events.

CSA Super Series sponsors and reserved product categories

Super Series Title Sponsor: To be confirmed

Presenting Sponsor: To be confirmed

CSA reserves the following product categories for their Super Series sponsors:

- Vehicle Manufacturers
- Hydration and related elements
- Retail Stores
- Accommodation

The Organiser is free to negotiate with sponsors in other product categories, provided that the exclusive rights of the CSA Super Series Sponsors are scrupulously protected. The Organiser agrees not to enter into any partnership with any tobacco manufacturer, companies producing pornographic products or sports betting companies.

A clearly defined sponsor hierarchy will exist at each of the events and throughout the series, this being as follows:

- CSA Super Series Title sponsor - TBC
- CSA Super Series Presenting Sponsor - TBC
- The host venue – this is defined as the towns or cities where the event is being staged, regions, resort or tourism organisation. This is in the instance where funding from these elements are received and remain the exclusive domain of the organiser.
- The Organisers sponsors and partners

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

4. Television Production

Cycling South Africa is the exclusive owner of national and worldwide broadcasting rights in the widest sense of the term (which includes radio, television, the Internet, DVD, 2 and 3 G, Telecom, Giant Screen, and any and all multimedia rights) in and to the Super Series and its associated events and competitions.

CSA intends to produce a minimum 26' highlights programme per single event that will be broadcast nationally and also on the African Continent. Dependent on current production negotiations, each package may be supplemented with additional elements and may also be longer in duration.

5. Event Elements Supplied by CSA

The following event elements will be the responsibility of CSA relative to the series as a whole and also (where applicable) at each of the events:

- Design of the CSA Super Series promotional elements and branding structures
- National promotion of the Super Series and its linked elements
- PR and advertising elements of the Super Series and its linked elements
- Design and management of a Super Series website
- General coordination of the Super Series through its appointed agents
- Design and provision of a practical organisation guide
- Registration and payment of the event on the UCI International calendar
- Event Prize monies as per the international structures and breakdowns
- Super Series prize money for the series winners in each discipline
- Rider identification with the supply of race numbers and frame plates
- Relevant event insurance and public liability (excludes equipment & vehicle insurance)
- TV Production & Distribution
- Timekeeping and Results Management
- Online Entry System
- Appointment and payment of an event technical delegate
- Appointment and payment of event commissaries and judges
- Appointment and payment of an event commentator
- Supply of an event PA system and presentation podium facility
- Provision of the Super Series leaders jerseys
- Trophies for the winners of the overall Super Series winners
- Super Series & related sponsor branding production

6. Event Elements Supplied by the Organiser

The following event elements are examples of the event elements that will be the responsibility of the individual event organisers for each of the events where applicable. It should be noted that here may be additional elements that are particular to certain venues and circumstances and that all event elements – except for those outlined in point 6 above – are the event organisers responsibility to ensure the successful rollout of the event.

- Promotion of the event
- Medical Services
- Marshals
- Event staff & officials
- Event infrastructure – e.g. Fencing, tree padding, offices, marquees etc
- Start & Finish line structures
- Electrical connections & supply
- Water connections
- Compliance elements
- Catering & Meals
- Communication elements

- Course construction & Management
- Municipal arrangements and services (where applicable)
- Event trophies
- Protocol staff and arrangements
- Security
- Provision of technical and team areas and services as per the organisational guide
- VIP area and activities
- Expo & trade areas (if applicable)

7. Event Elements Under Negotiation

Cycling South Africa is in the process of negotiating with a variety of potential sponsors to be involved with the events and the Super Series including vehicle manufacturers and hotel chains who may be able to provide event vehicles on the one hand and a number of accommodation solutions on the other.

These costs and solutions are traditionally the responsibility of the event organisers but should these negotiations be successful, then CSA will assume responsibility for these elements in the event including the supply of vehicles and accommodation for the CSA staff and commissaries etc that will be linked to each of the events. However, should no sponsors be sourced, then these elements will revert to the organisers responsibility.

8. Rights Breakdowns – CSA & Organisers

XCO & DHI Events

The following rights will accrue to CSA at each of the events within the 2011 CSA Mountain Bike Super Series for XCO & DHI:

- Television and greater broadcast elements
- Naming Rights Sponsor & Presentation Rights Sponsors.
- Opportunity to procure sponsors within the reserved categories as laid out in point 3
- 50% of event branding space including start areas & finish line straights.
- Series identification on all brand elements (backdrops, finish line structure etc)
- Accommodation elements for riders and supporters

The following rights will accrue to the Organiser at each of the events within the 2011 CSA Mountain Bike Super Series for XCO & DHI:

- 100% of all income from non conflicting sponsors to the CSA series sponsors
- 100% of all income from municipal or tourism entities
- 50% of event branding space including start areas & finish line straights.
- Merchandising
- On site catering

- Public entrance fees
- Parking
- Team Areas Infrastructure
- 100% of rider entry fees

XCM Events

The following rights will accrue to CSA at each of the events within the 2011 CSA Mountain Bike Super Series for XCM:

- Television and greater broadcast elements
- Naming Rights Sponsor & Presentation Rights Sponsors.
- Opportunity to procure sponsors within the reserved categories as laid out in point 3
- 50% of event branding space including start areas & finish line straights.
- Series identification on all brand elements (backdrops, finish line structure etc)
- Accommodation elements for riders and supporters
- 25% of rider entry fees

The following rights will accrue to the Organiser at each of the events within the 2011 CSA Mountain Bike Super Series for XCM:

- 100% of all income from non conflicting sponsors to the CSA series sponsors
- 100% of all income from municipal or tourism entities
- 50% of event branding space including start areas & finish line straights.
- Merchandising
- On site catering
- Public entrance fees
- Parking
- Team Areas Infrastructure
- 75% of rider entry fees

9. Technical & Bid File Information

Information that should be supplied by the organiser for evaluation by CSA and its appointed agents for inclusion in and rights to stage an event in the 2011 CSA MTB Super Series is as follows:

Organisers Credentials

A description on the organiser's company structure and event history and abilities is required including a breakdown of the proposed organising team for the event

Location & Access

- A description of the location of the event site is required.
- A large scale map showing the course location, with details of access to and from main roads, and closest airport, including travel times to major towns in the area and transportation options are also required.

Course(s)

- A description of each of the courses (Cross-country, Downhill and Marathon) is required. These descriptions should also include the % breakdown of the following sections of the courses:
 - climbing (XCO only)
 - descending
 - wide track
 - narrow track
 - fast downhill sections
 - slow technical downhill sections

The following information should also be included:

- a detailed course map indicating start and finish area(s), feed / technical assistance zones, spectators hot spots and access, danger spots and first aid locations
- outline of previous events run on this course (if applicable)
- a diagrammatic course profile with details of height gains and losses
- a diagrammatic plan of the start finish area showing the lap scoring and timing point, catering facilities, car parking areas, expo trade stand, and team tech support areas instances of river crossings
- descriptions of any bridges/artificial obstacles (if applicable)
- description of any man made obstacles on the course
- outlines of alternative plans in case of bad weather (if required)