



FLANDERS 2021







# HET WK WIELRENNEN 2021 KOMT THUIS IN VLAANDEREN

**Philippe  
Muyters**

**Vlaams minister  
van Sport**

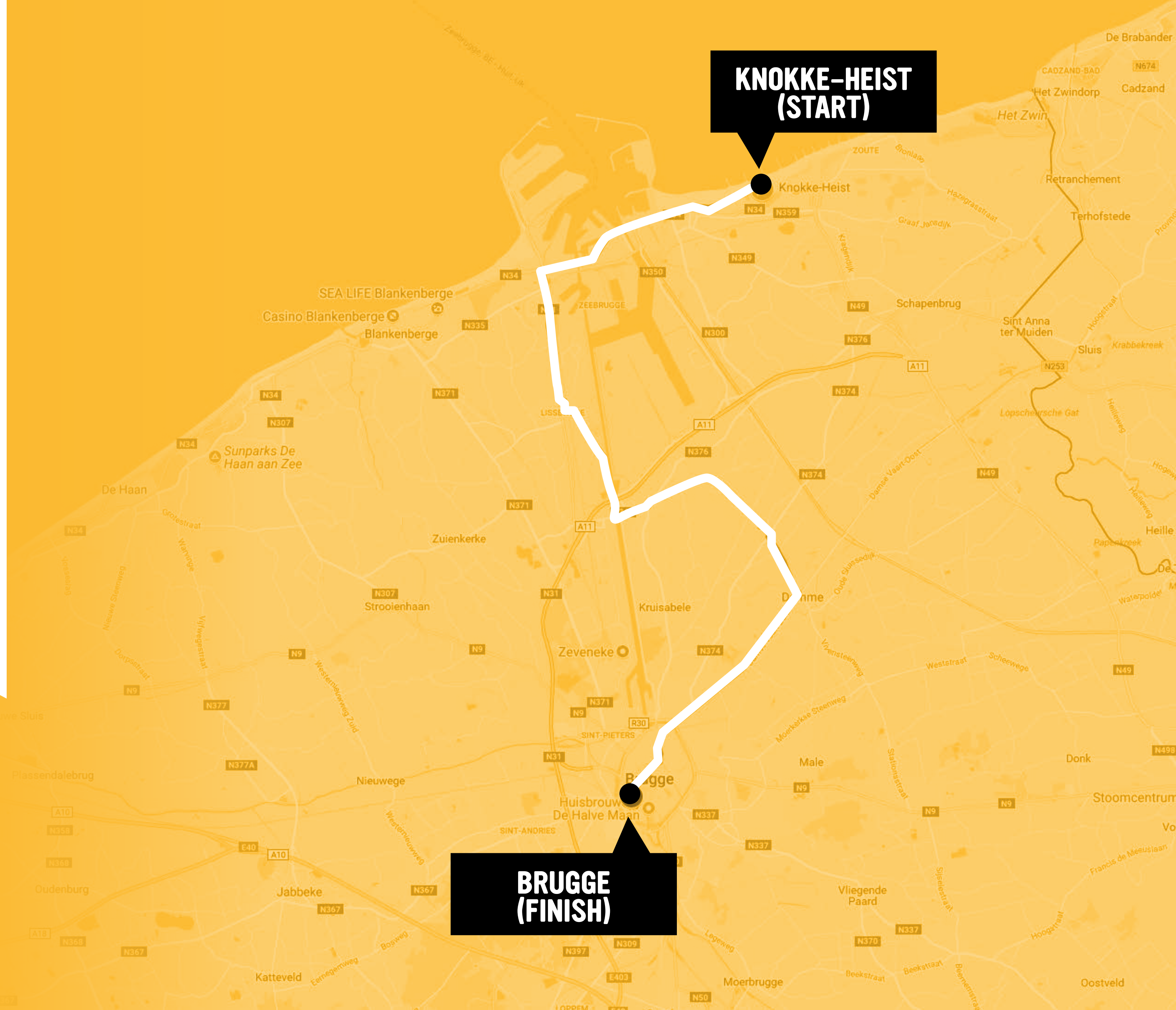
 **FLANDERS 2021**





**FLANDERS 2021**

# VAN KNOKKE-HEIST TOT BRUGGE...

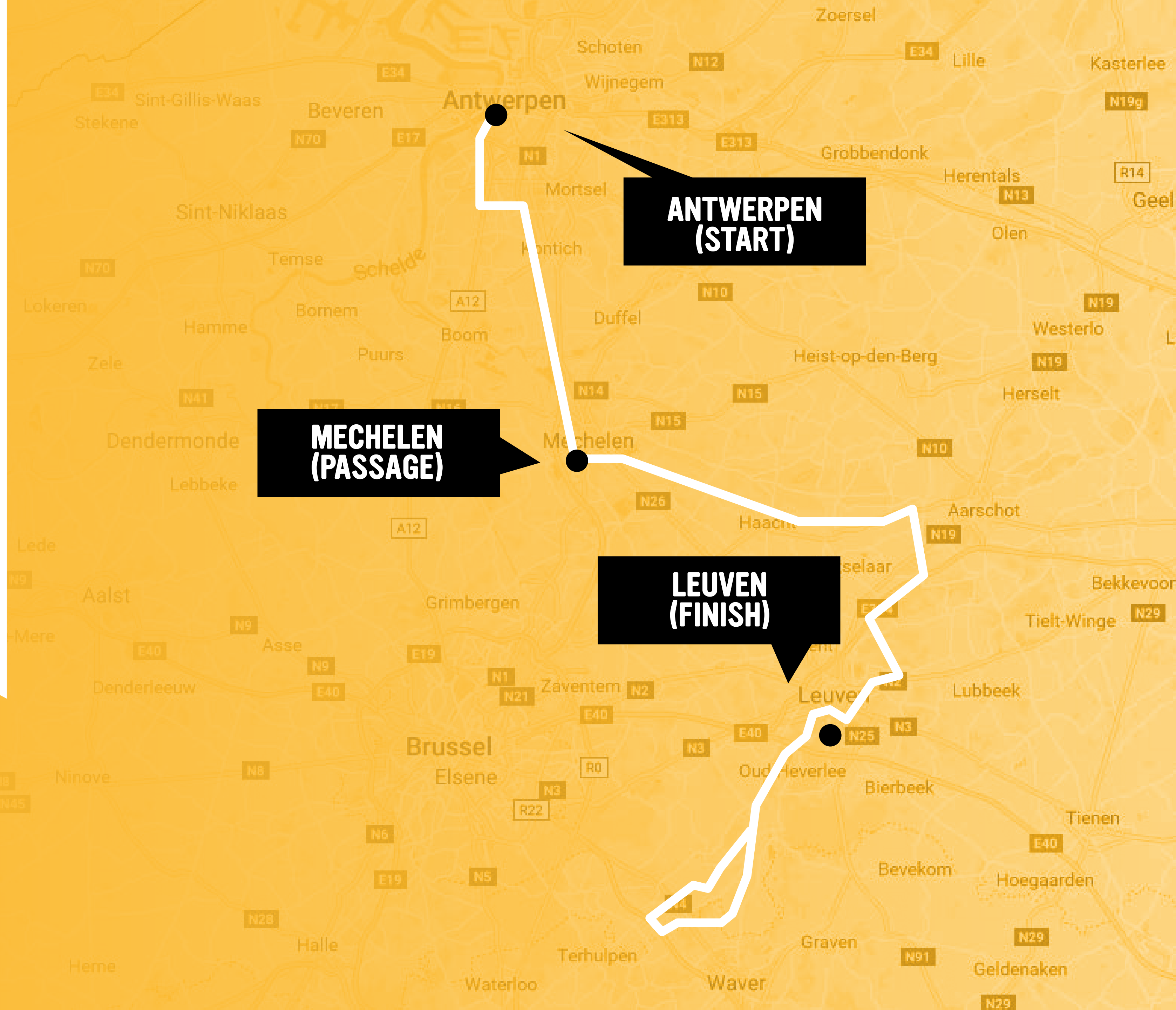


**KNOKKE-HEIST  
(START)**

**BRUGGE  
(FINISH)**



**VAN  
ANTWERPEN  
TOT LEUVEN...  
(VROUWEN)**





**VAN  
ANTWERPEN  
TOT LEUVEN...  
(MANNEN)**





**INVESTERINGEN**

**18.7**

**MILJOEN EURO**



**GASTSTEDEN**

**2.9**

MILJOEN EURO

**VLAAMSE OVERHEID**

**13**

MILJOEN EURO

SPORT: 12 MILJOEN  
TOERISME: 1 MILJOEN

**PRIVATE MIDDELEN**

**2.8**

MILJOEN EURO



**ECONOMISCHE RETURN**

**30**

**MILJOEN EURO**







# VLAANDEREN ALS FIETSREGIO





# TOPEVENEMENTENBELEID

EVENT  
FLANDERS

Flanders  
State of the Art







# CYCLING IS COMING HOME







**CYCLING IS COMING HOME**

**VIERING VAN EEN FITTE HONDERDJARIGE**

**MEERWAARDE VOOR BELGIAN CYCLING  
EN CYCLING VLAANDEREN**

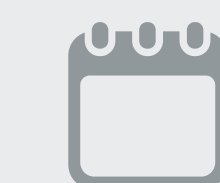
**DE ULTIEME KICK VOOR DE BELGISCHE RENNER/RENSTER :  
"WINNEN VOOR EIGEN VOLK"**

**DE ULTIEME KICK VOOR DE RECREANT :  
"FIETSEN OP EEN WK PARCOURS"**



# UCI ROAD WORLD CHAMPIONSHIPS 2021 - FLANDERS

- **100th anniversary of the UCI Road World Championships**
- Belgium is one of the five founding UCI-members
- Most world champions Men's road race are Belgian (26), followed by Italy (19) and France (8)
- The 2021 edition will take place in the last week of September (19-26), as determined by the UCI.
- Flanders still has 7 former UCI Road World Champions whom are alive and kicking: Van Looy, Beheydt, Merckx, Maertens, Museeuw, Boonen and Gilbert.
- Cycling in Flanders means UCI World Tour Classics, Tour of Flanders, Gent-Wevelgem, 40 cyclocross events, 6 Days of Ghent, BinckBank Tour, Tour of Belgium, +500 cycling for all events,...
- Host region Flanders is the "Homeland of Cycling".



**7** days of competition



**1,000** athletes



**5,000** officials & guests



**700** media accreditations



**150** nations will broadcast the RWC live



**40 à 50** TV-stations



**± 200 million** viewers on TV  
**± 750,000 à 1 million** spectators



Mass event for  
**10,000** participants



# STEERING COMMITTEE

## **Steering committee of the 2021 World Championships**

- Flemish Government, Ministry of Sports
- Flemish Government, Sport Vlaanderen
- Flemish Government, Visit Flanders
- Flemish Government, Event Flanders
- Belgian Cycling Federation + Cycling Vlaanderen
- Delegation of participating cities
- LOC (VZW WK 2021)



# LOCAL ORGANISING COMMITTEE (LOC)

## VZW WK 2021: a partnership between Flanders Classics and Golazo

Both Golazo and Flanders Classics are Sport events organizers with a lot of experience in professional cycling and cycling for all events.

### Golazo & cycling

- 6 days of Ghent
- BinckBank Tour
- Baloise Belgium Tour
- 3-daagse Brugge-De Panne
- Elfstedenronde Bruges
- 15 cyclocross races of which the DVV Trophy and the UCI CX World Cup Namur

### Flanders Classics & Cycling

- Tour of Flanders
- Gent-Wevelgem
- Omloop Het Nieuwsblad
- Dwars Door Vlaanderen
- Brabantse Pijl
- Scheldeprijs
- Great War Remembrance Race
- Superprestige cyclocross (8 races)



Together Flanders Classics and Golazo are organizing, in a partnership, cycling for all events in Belgium under the brand "Peloton". Peloton stands for 40 events, welcoming 125.000 unique participants.





# ORGANISATION STRUCTURE

## Steering committee RWC 2021 Flanders

- Flemish Government, Muyters' Ministry
- Flemish Government, Sport Flanders
- Flemish Government, Visit Flanders
- Flemish Government, Event Flanders
- Belgian Cycling Federation
- Cycling Vlaanderen
- Delegations of participating cities
- LOC



## LOCAL ORGANISING COMMITTEE (LOC) **VZW WK 2021** Executive & Management Team

### COMPETITION DEPARTMENT

ROAD RACES  
TIME TRIALS  
START / FINISH OPERATIONS  
MEDICAL & DOPING  
FAN ZONES  
MASS EVENT

### EVENT OPERATIONS DEPARTMENT

ACCOMMODATION & TRAVEL  
CEREMONIES  
INFRASTRUCTURE  
SECURITY & SAFETY  
MEDIA CENTER  
EVENT STAFFING & VOLUNTEERS

### MARKETING & COMMUNICATION DEPARTMENT

PARTNERSHIPS  
VIP HOSPITALITY  
PROMOTION & PR  
MEDIA  
GRAPHICAL DESIGN  
DIGITAL & SOCIAL  
SIDE EVENTS

### GENERAL MANAGEMENT DEPARTMENT

FINANCE & BUDGET  
LEGAL & FISCAL  
HUMAN RESOURCES  
ICT  
FACILITIES  
ADMINISTRATION



# TIME TRIALS // ROAD RACES

## UCI ROAD WORLD CHAMPIONSHIPS 2021 PROPOSED PROGRAMME



<b>SATURDAY</b>	<b>18/09:</b>	Opening Ceremony Mass event for cycling enthusiasts, families, children, ...
<b>SUNDAY</b>	<b>19/09:</b>	Elite Men's time trial
<b>MONDAY</b>	<b>20/09</b>	Elite Women's time trial & Under 23 Men's time trial
<b>TUESDAY</b>	<b>21/09:</b>	Junior Men's time trial and Junior Women's time trial
<b>WEDNESDAY</b>	<b>22/09:</b>	Rest day + training and exploring the local lap of the road circuit UCI Junior congress
<b>THURSDAY</b>	<b>23/09:</b>	Junior Women's road race and Junior Men's road race
<b>FRIDAY</b>	<b>24/09:</b>	Under 23 Men's road race UCI congress for all national federations
<b>SATURDAY</b>	<b>25/09:</b>	Elite Women's road race
<b>SUNDAY</b>	<b>26/09</b>	Elite Men's road race

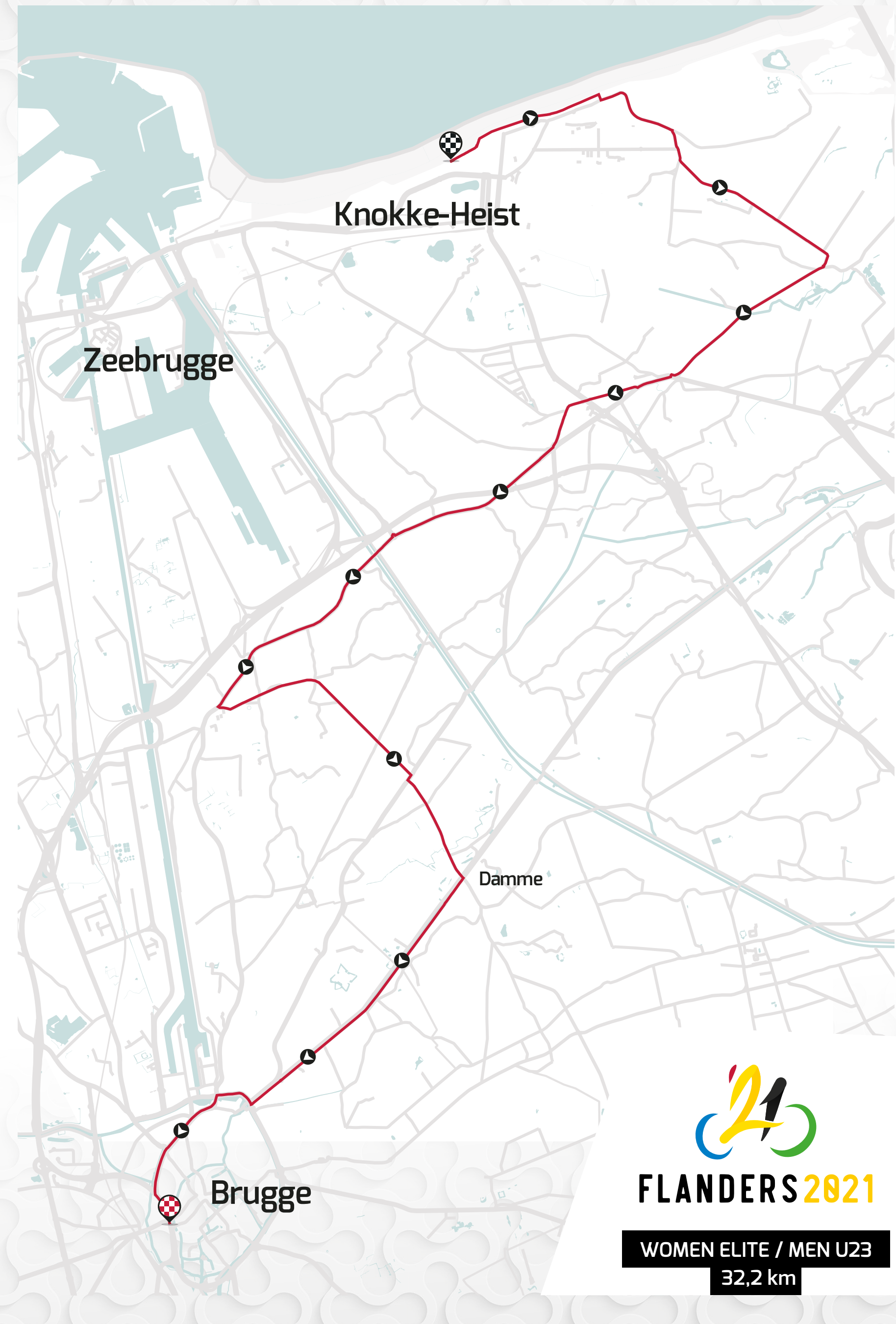
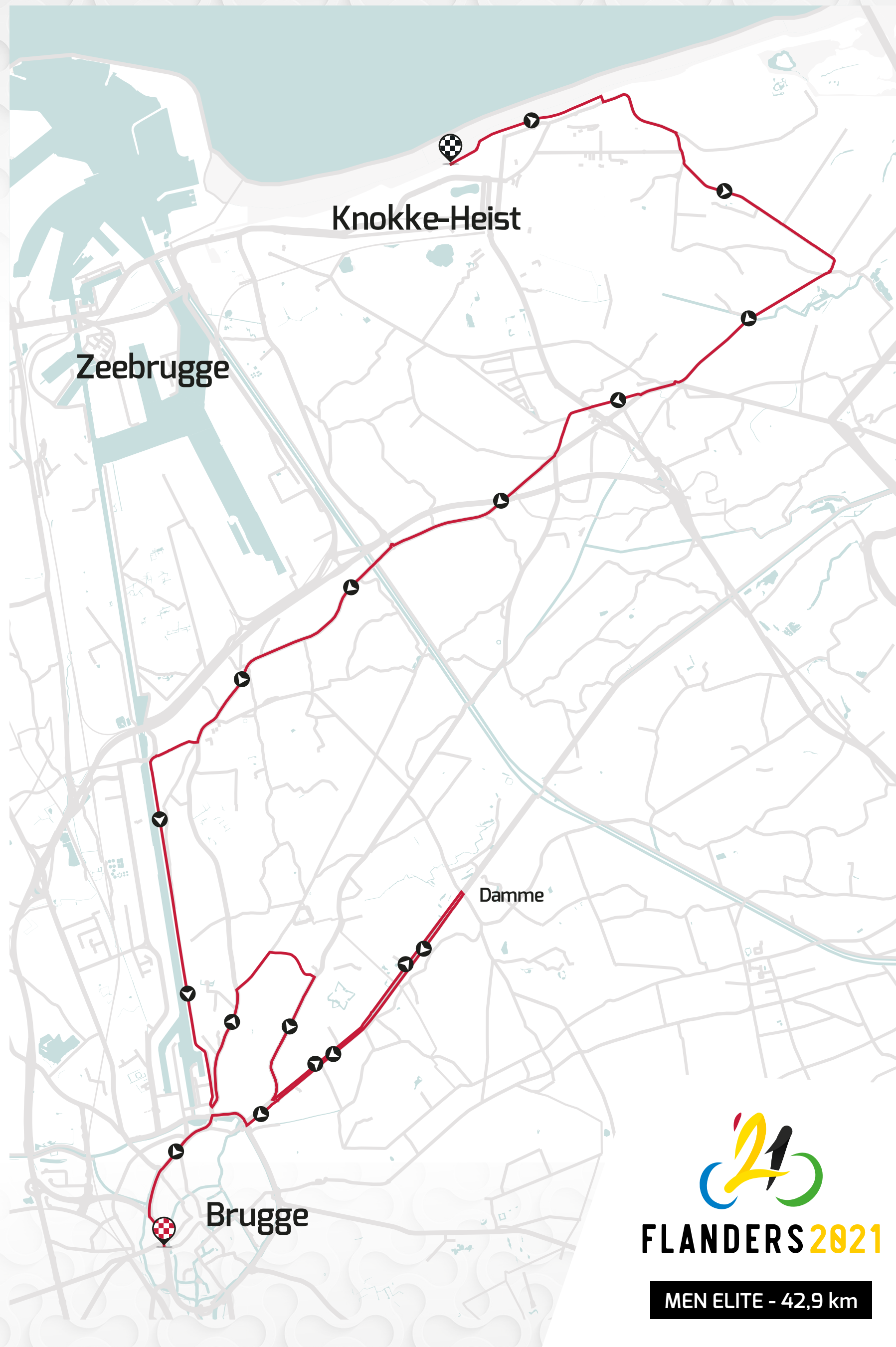


# TIME TRIAL

FROM KNOKKE-HEIST TO BRUGES...  
FROM COASTAL CITY TO ART CITY







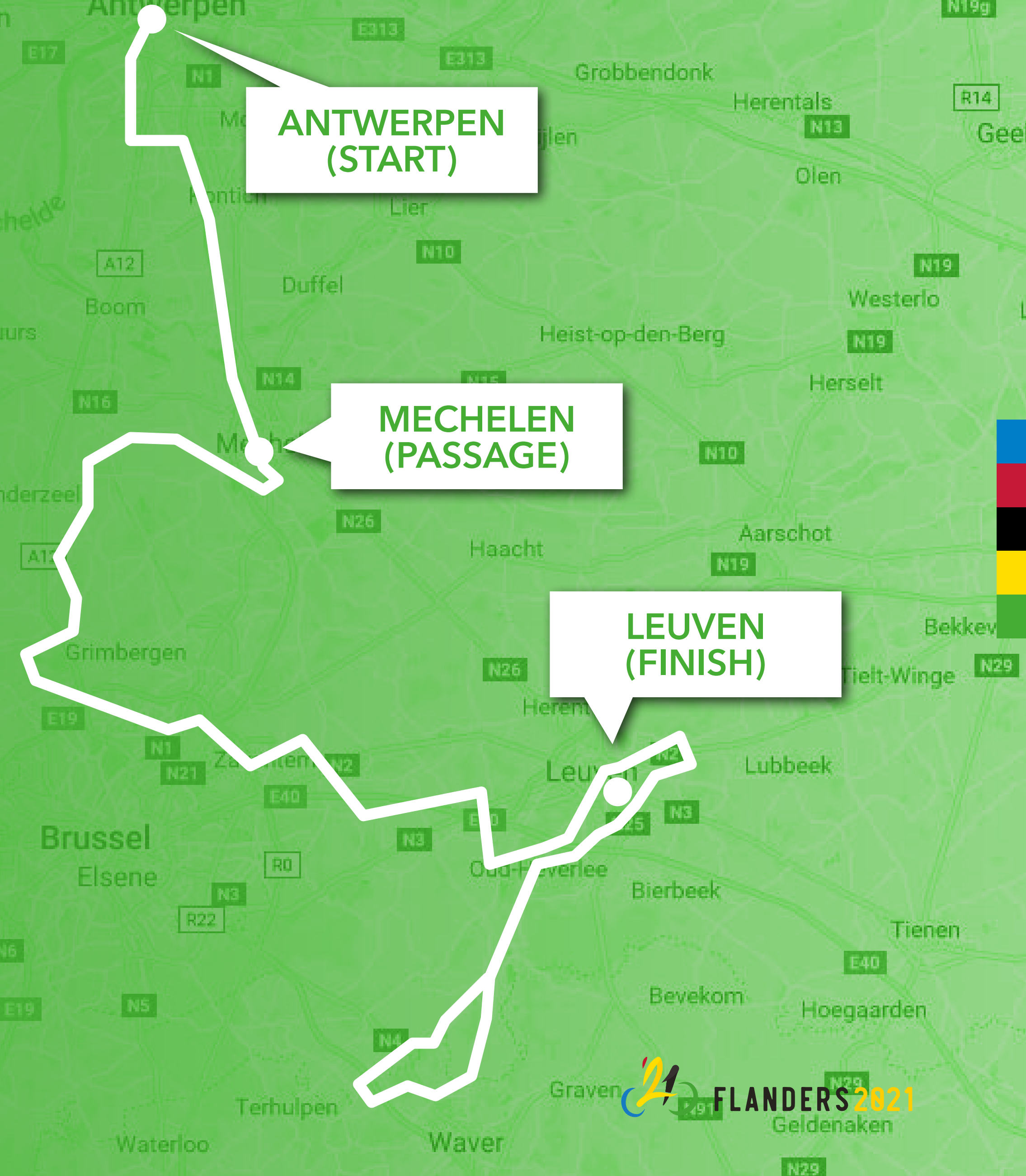


# ROAD RACES

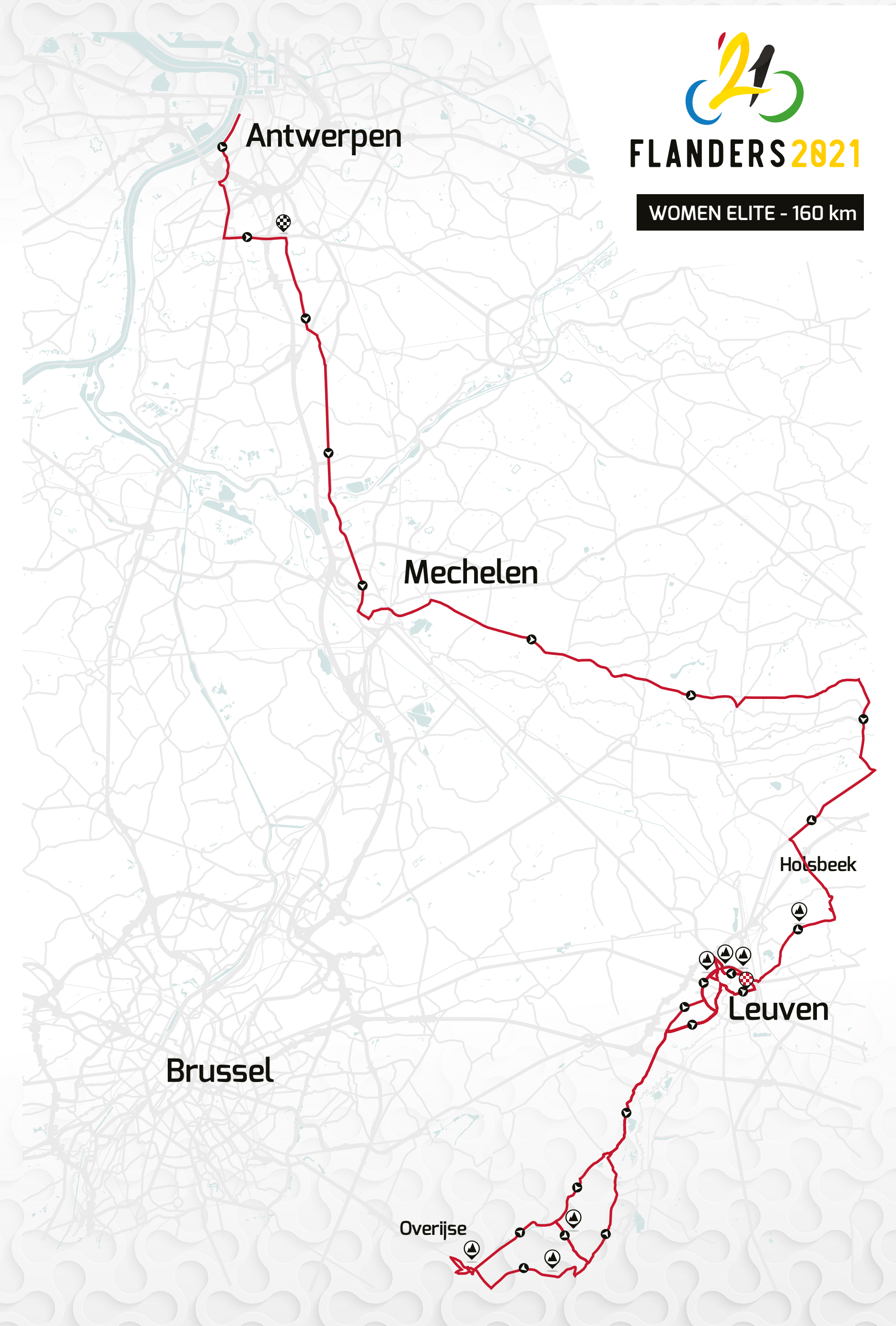
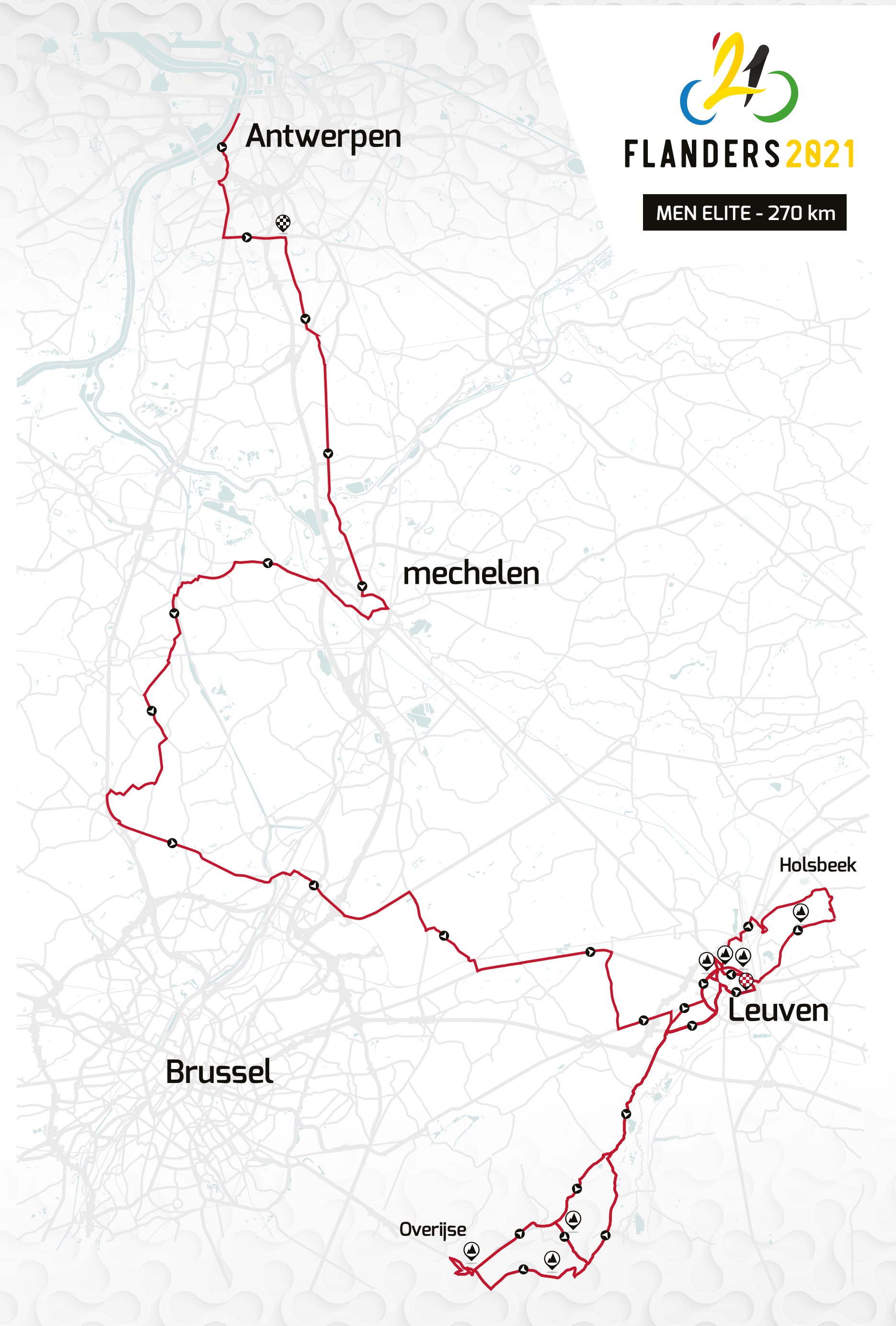
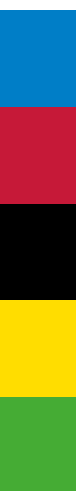
The LOC is proposing a road race course which meets the following criteria set by the Flanders government:

1. Sportively attractive course with a sufficient amount of short, steep hills in order to increase the tension (challenging final laps) and to give it all a "Flandrien" touch.
2. Logistically interesting start & finish zone
3. Attention for mobility and accessibility towards the finish zone
4. Attention for Flanders' Art and Cycling patrimony
5. Putting Flanders prominently in the picture with its scenery as a unique backdrop

FROM ANTWERP TO LEUVEN



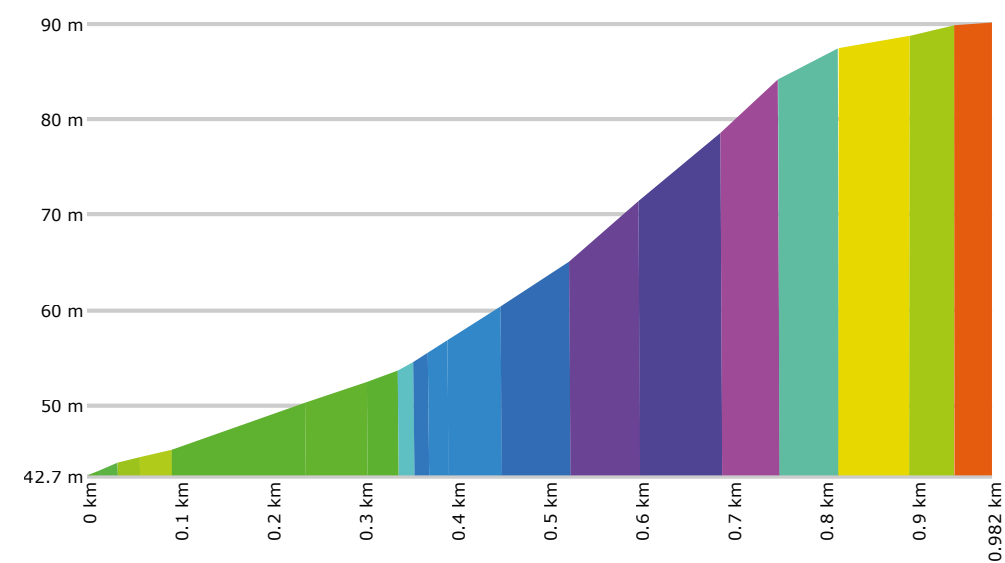




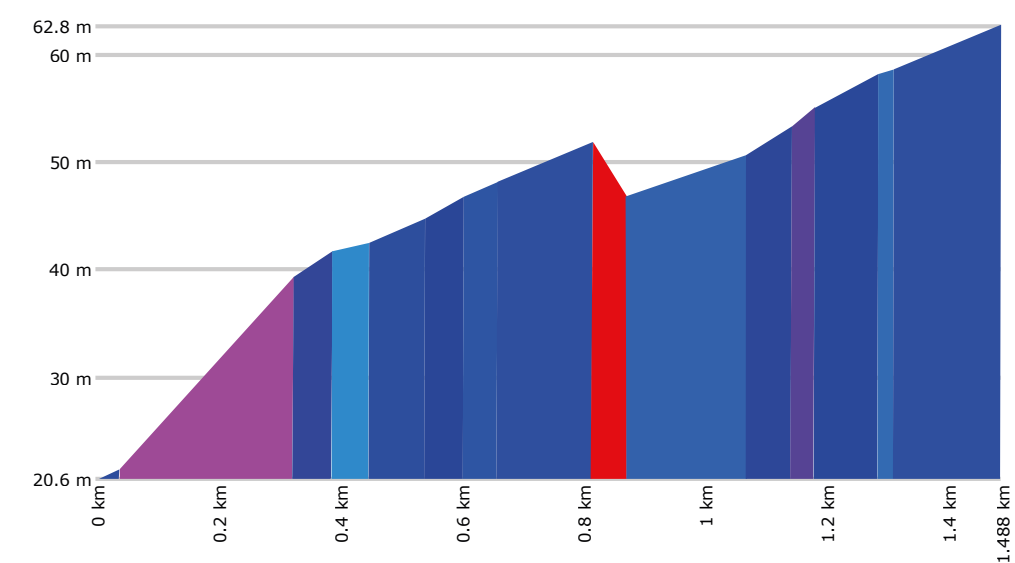


# PROFILES

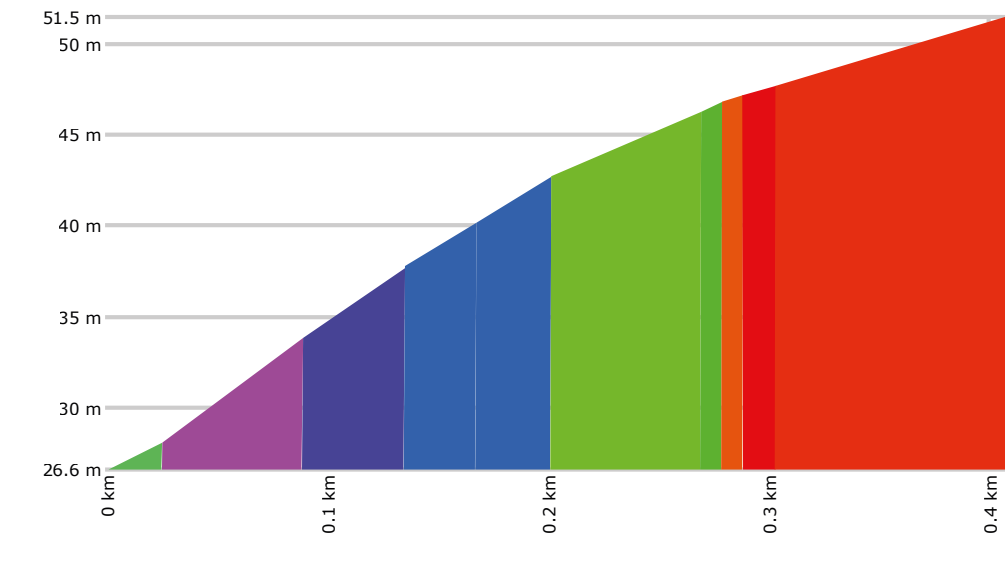
Bollestraat



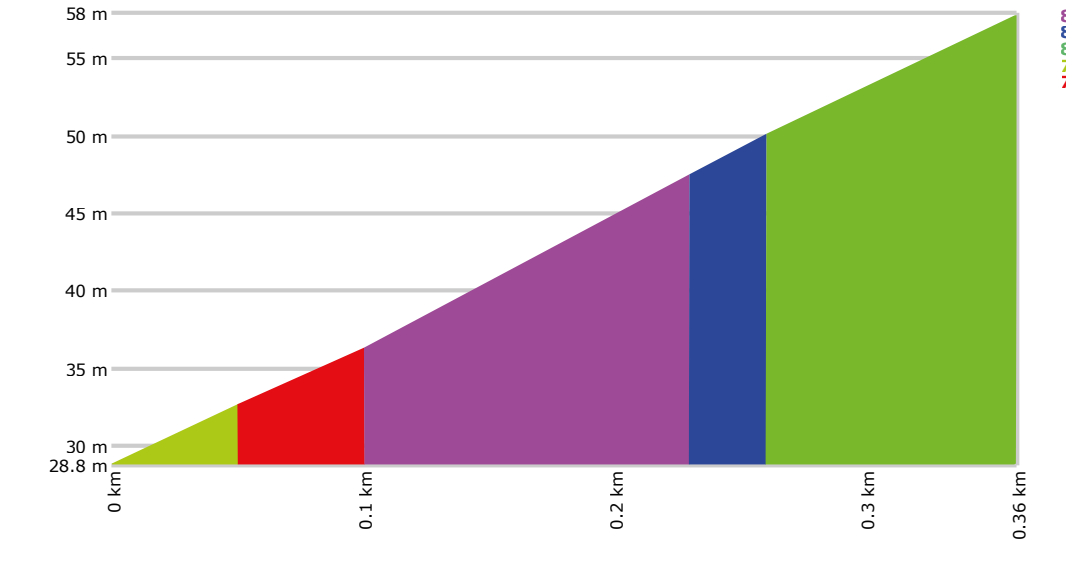
Ludenscheidsingel



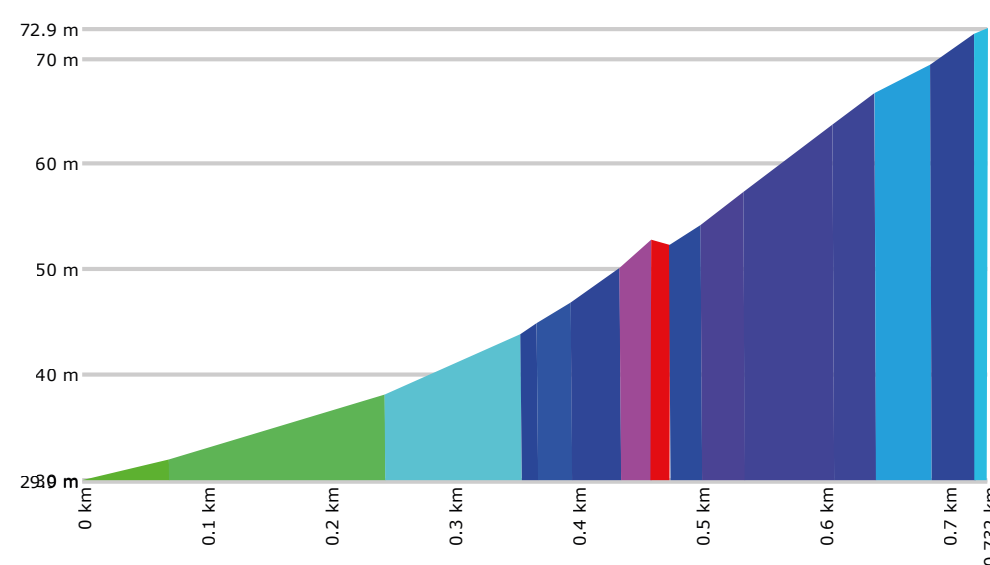
Keizersberg



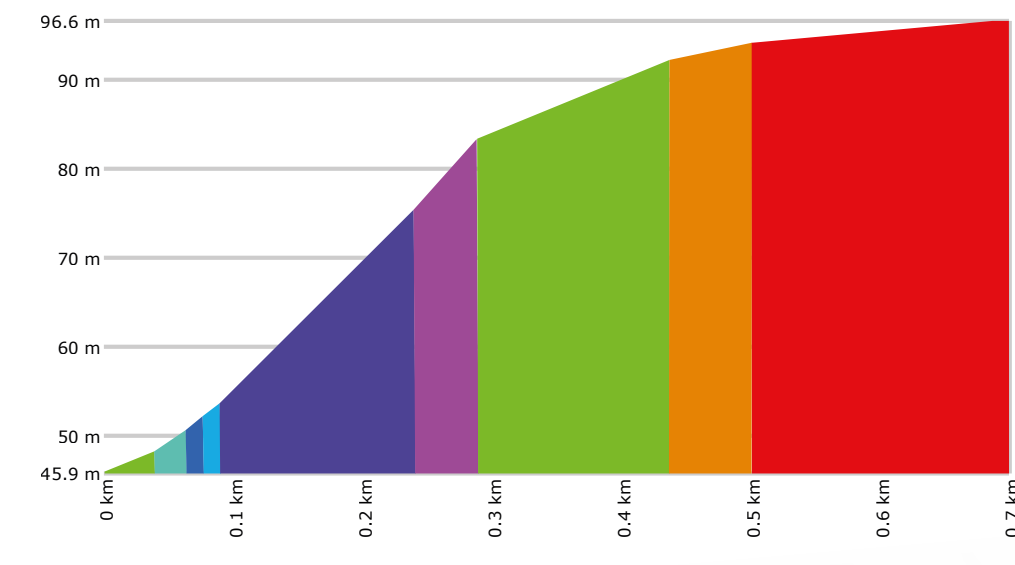
Wijnpers



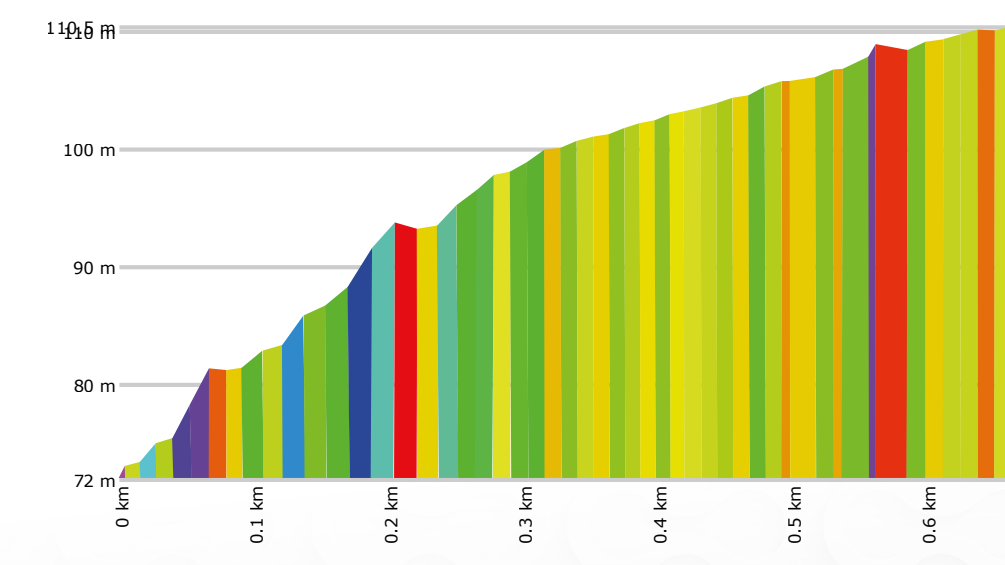
Chartreuzenberg



Smeysberg

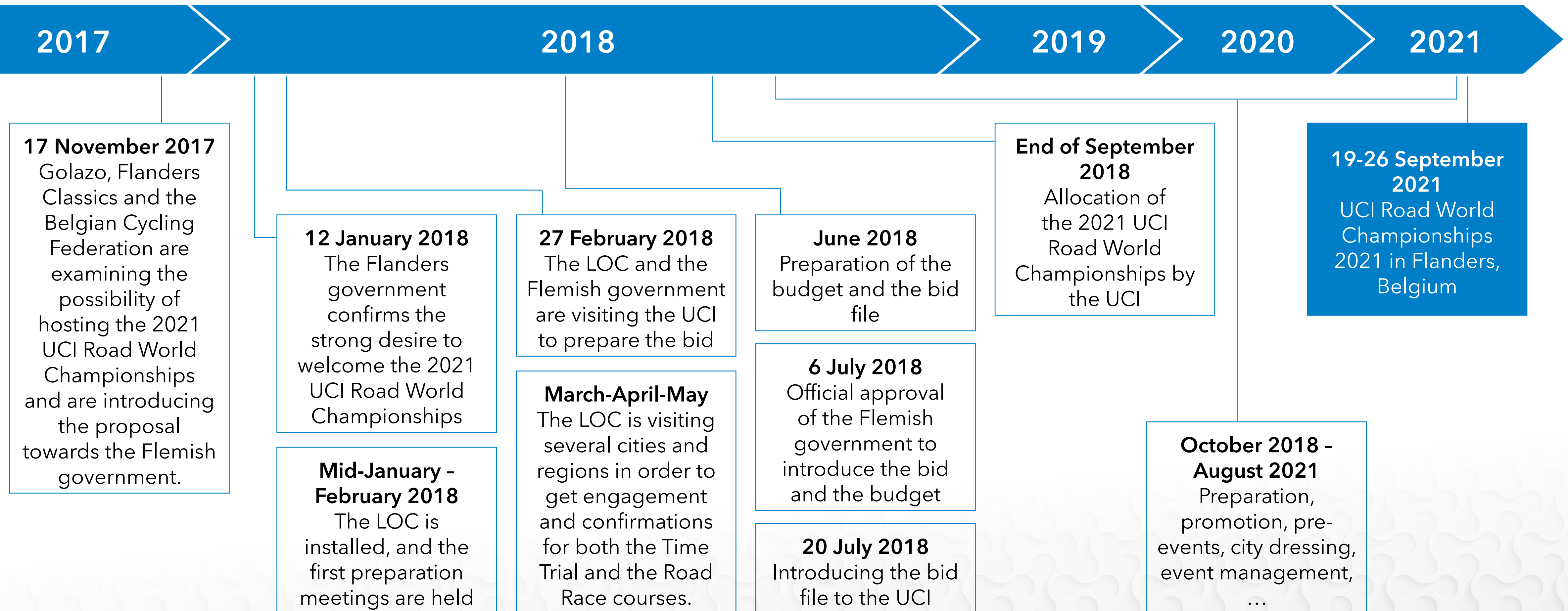


Schavei





# PROJECT TIMELINE





# THE BID BOOK







# FLANDERS 2021

## CONTACT

VZW WK 2021

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