



### FLANDERS

**UCI** 2021 ROAD WORLD CHAMPIONSHIPS

## FLANDERS2821



# HET WK WIELRENNEN 2021 KOMT THUIS IN VLAANDEREN

### Philippe Muyters

Vlaams minister van Sport









## FLANDERS2021

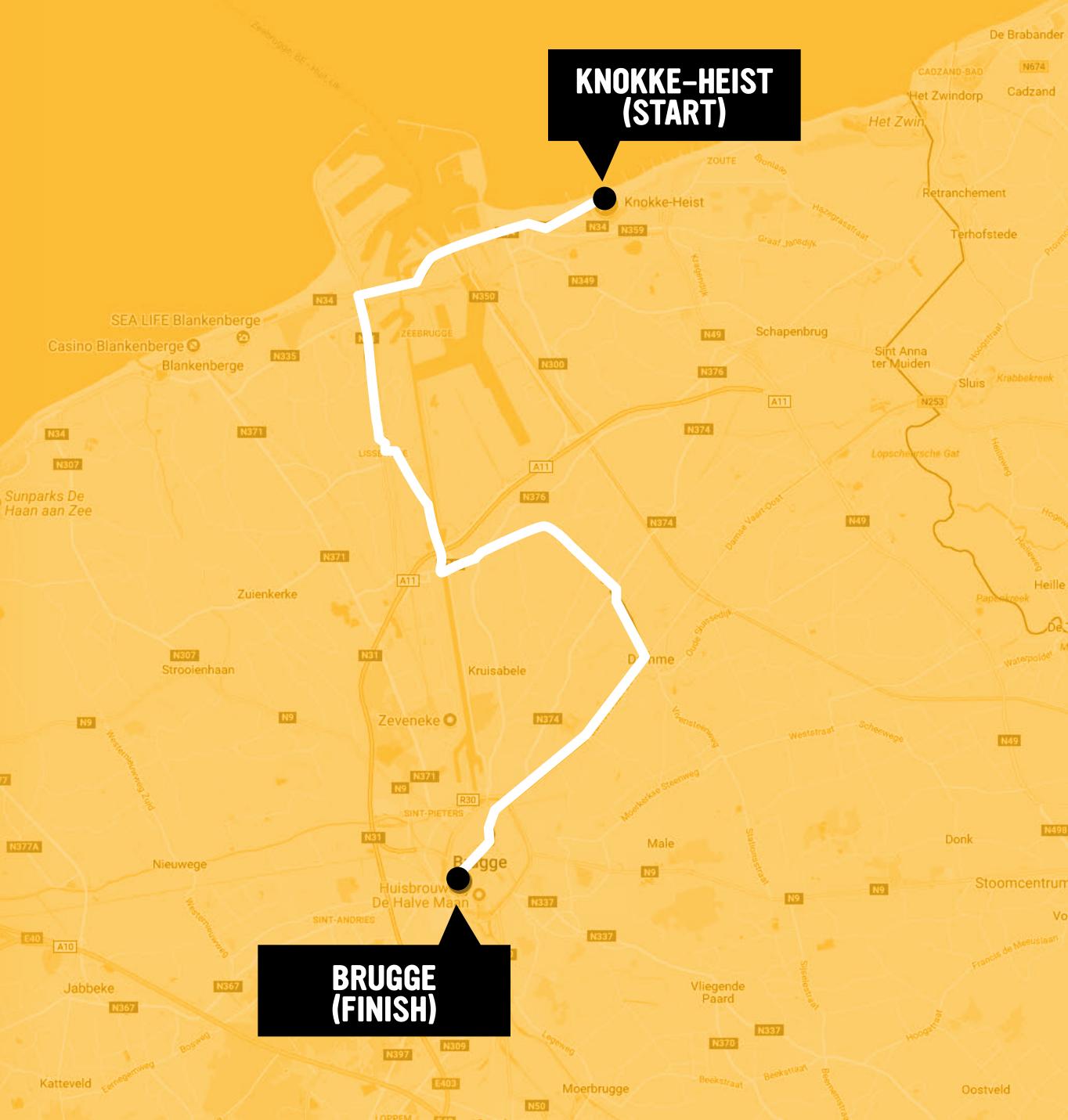


## VAN KNOKKE-HEIST TOT BRUGGE...

N377

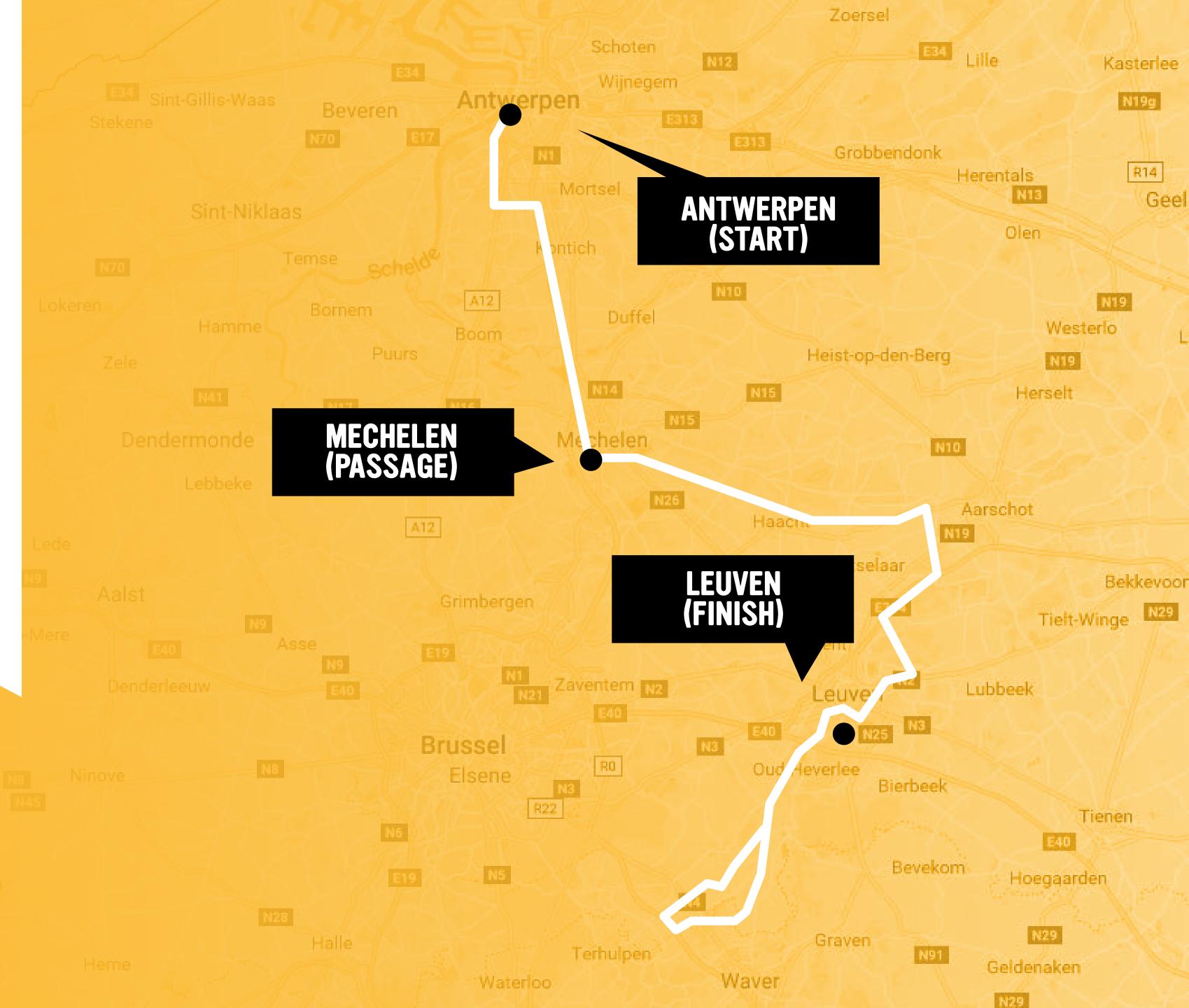
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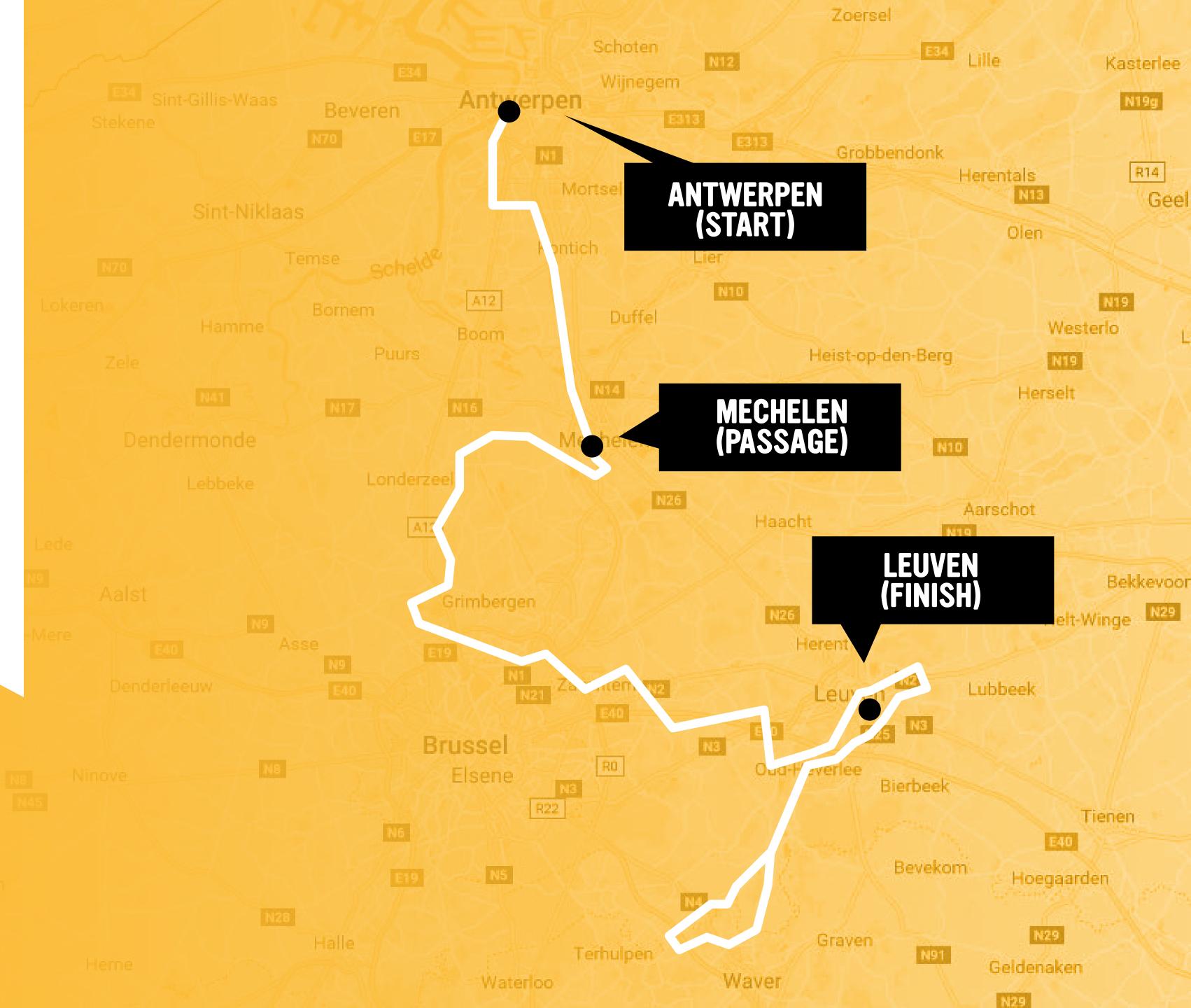


## VAN ANTWERPEN TOT LEUVEN... (vrouwen)





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





## INVESTERINGEN

## MILJOEN EURO



## GASTSTEDEN

# **MILJOEN EURO**

•

## VLAAMSE OVERHEID

•

## **MILJOEN EURO**

**SPORT: 12 MILJOEN TOERISME: 1 MILJOEN** 

## **PRIVATE MIDDELEN**

# **MILJOEN EURO**







## ECONOMISCHE RETURN

## MILJOEN EURO





### BEN **WEYTS**

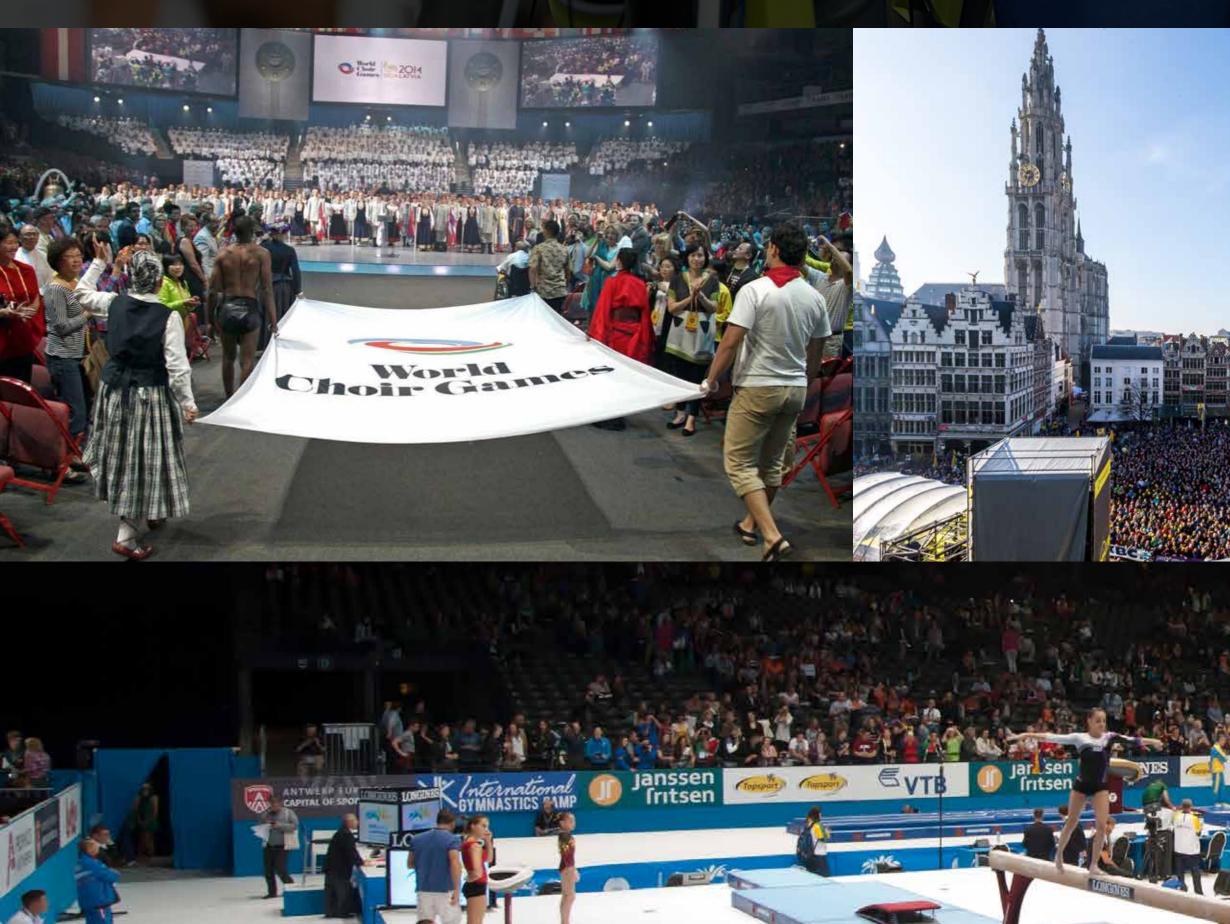
**Vlaams minister** van Toerisme





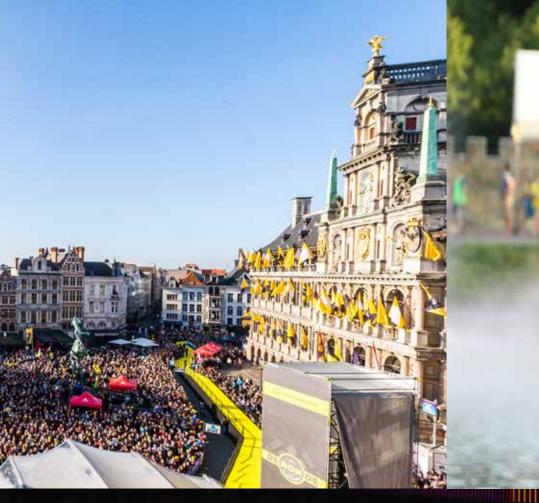


## TOPEVENEMENTENBELEID



### **EVENT FLANDERS**

















## 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, Beheyt, 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





- **± 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		Flanders	
- 6 days of Ghent	-	Tour	
- BinckBank Tour	-	Gent	
- Baloise Belgium Tour	-	Omlo	
- 3-daagse Brugge-De Panne	-	Dwar	
- Elfstedenronde Bruges	-	Braba	
- 15 cyclocross races of which the	_	Schel	
DVV Trophy and the UCI CX World	-	Great	
Cup Namur	-	Supe	
		•	

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.

### FLANDERS 2021

### rs Classics & Cycling

- of Flanders
- t-Wevelgem
- oop Het Nieuwsblad
- rs Door Vlaanderen
- antse Pijl
- eldeprijs
- at War Remembrance Race
- erprestige cyclocross (8 races)







## **ORGANISATION STRUCTURE**

### **Steering committee RWC 2021 Flanders**

- Flemish Government, Muyters' Ministry
- Flemish Government, Sport Flanders
- Flemish Government, Visit Flanders -

### COMPETITION DEPARTMENT

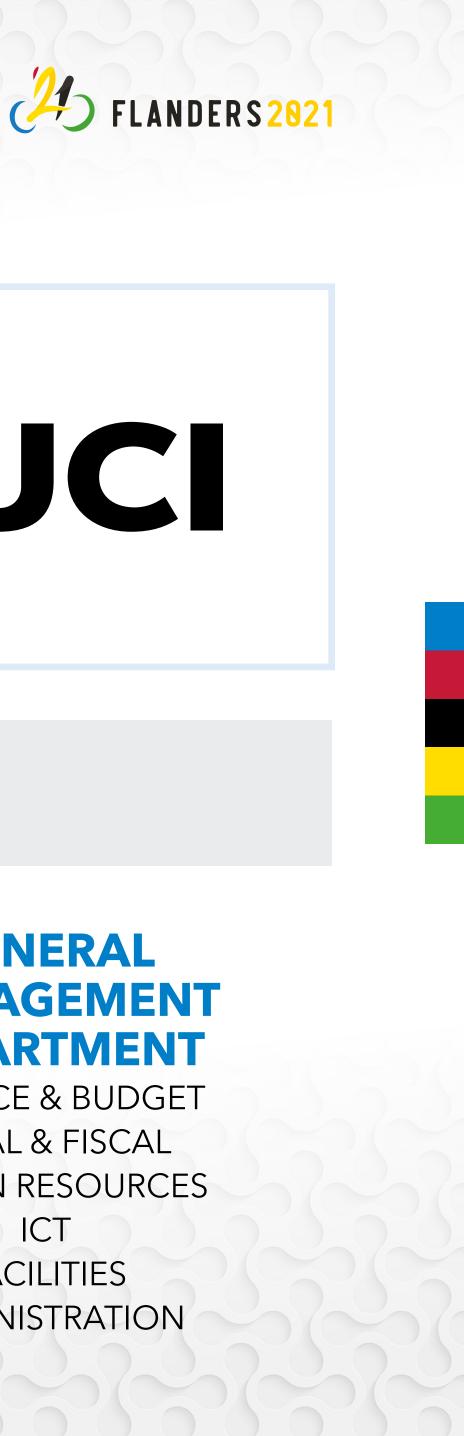
**ROAD RACES TIME TRIALS START / FINISH OPERATIONS MEDICAL & DOPING** FAN ZONES MASS EVENT

### **EVENT OPERATIONS** DEPARTMENT

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

- -
- -

  - LOC



Flemish Government, Event Flanders **Belgian Cycling Federation** Cycling Vlaanderen

Delegations of participating cities

## 

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

> **MARKETING &** COMMUNICATION DEPARTMENT

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

### **GENERAL** MANAGEMENT DEPARTMENT

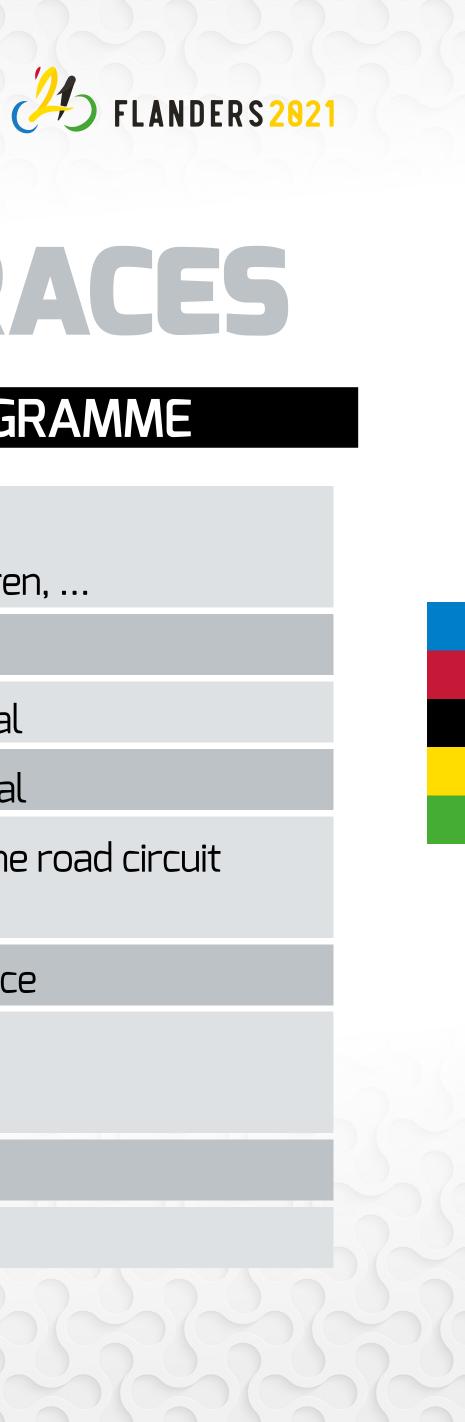
**FINANCE & BUDGET** LEGAL & FISCAL HUMAN RESOURCES FACILITIES **ADMINISTRATION** 

## TIME TRIALS // ROAD RACES

### UCI ROAD WORLD CHAMPIONSHIPS 2021 PROPOSED PROGRAMME

SATURDAY	18/09:
SUNDAY	19/09:
MONDAY	20/09
TUESDAY	21/09:
WEDNESDAY	22/09
THURSDAY	23/09
FRIDAY	24/09
SATURDAY	25/09
SUNDAY	26/09



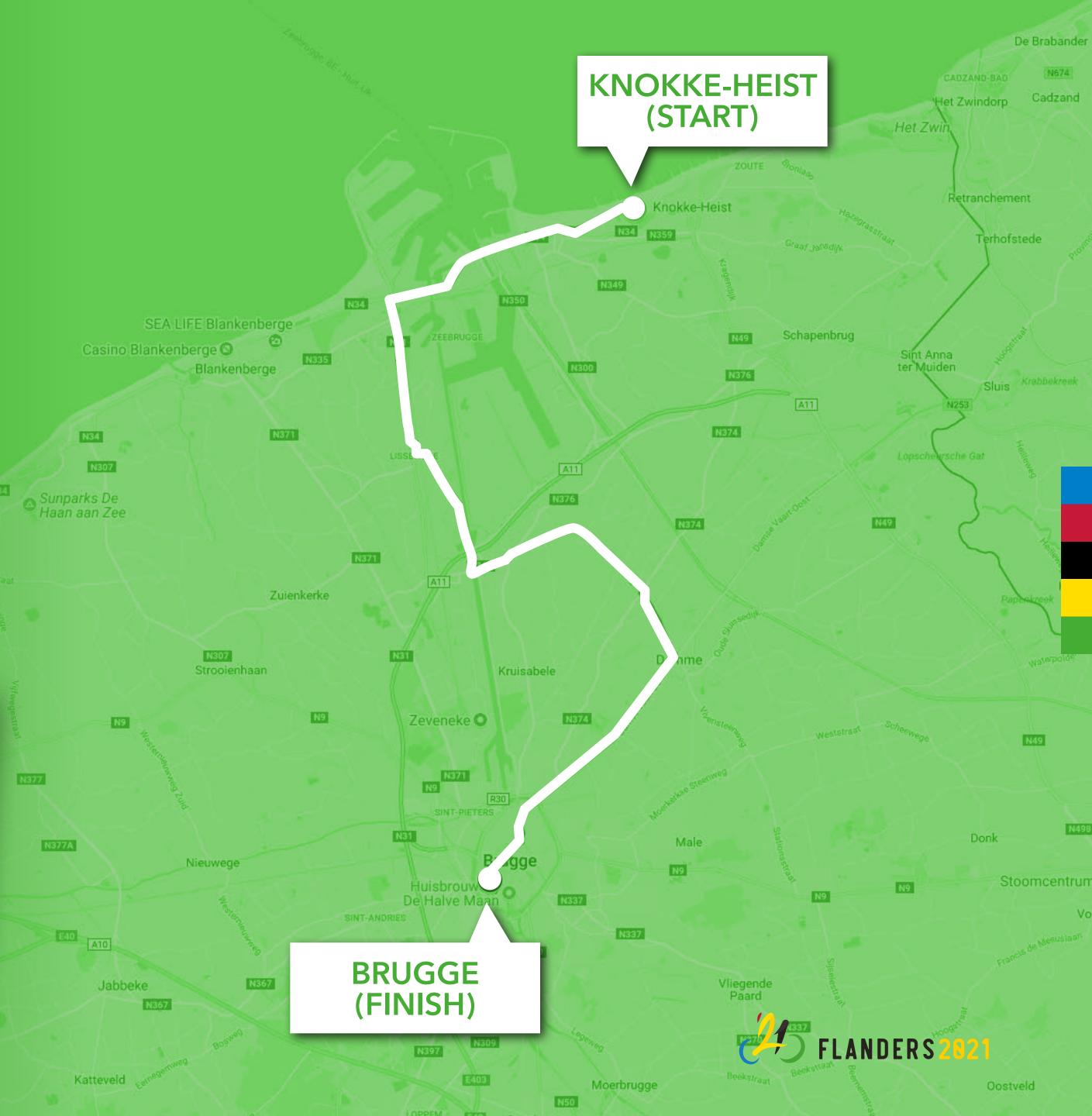


- Opening Ceremony Mass event for cycling enthusiasts, families, children, ...
- Elite Men's time trial
- Elite Women's time trial & Under 23 Men's time trial
- Junior Men's time trial and Junior Women's time trial
- Rest day + training and exploring the local lap of the road circuit UCI Junior congress
- Junior Women's road race and Junior Men's road race
- Under 23 Men's road race
  UCI congress for all national federations
- Elite Women's road race
- Elite Men's road race

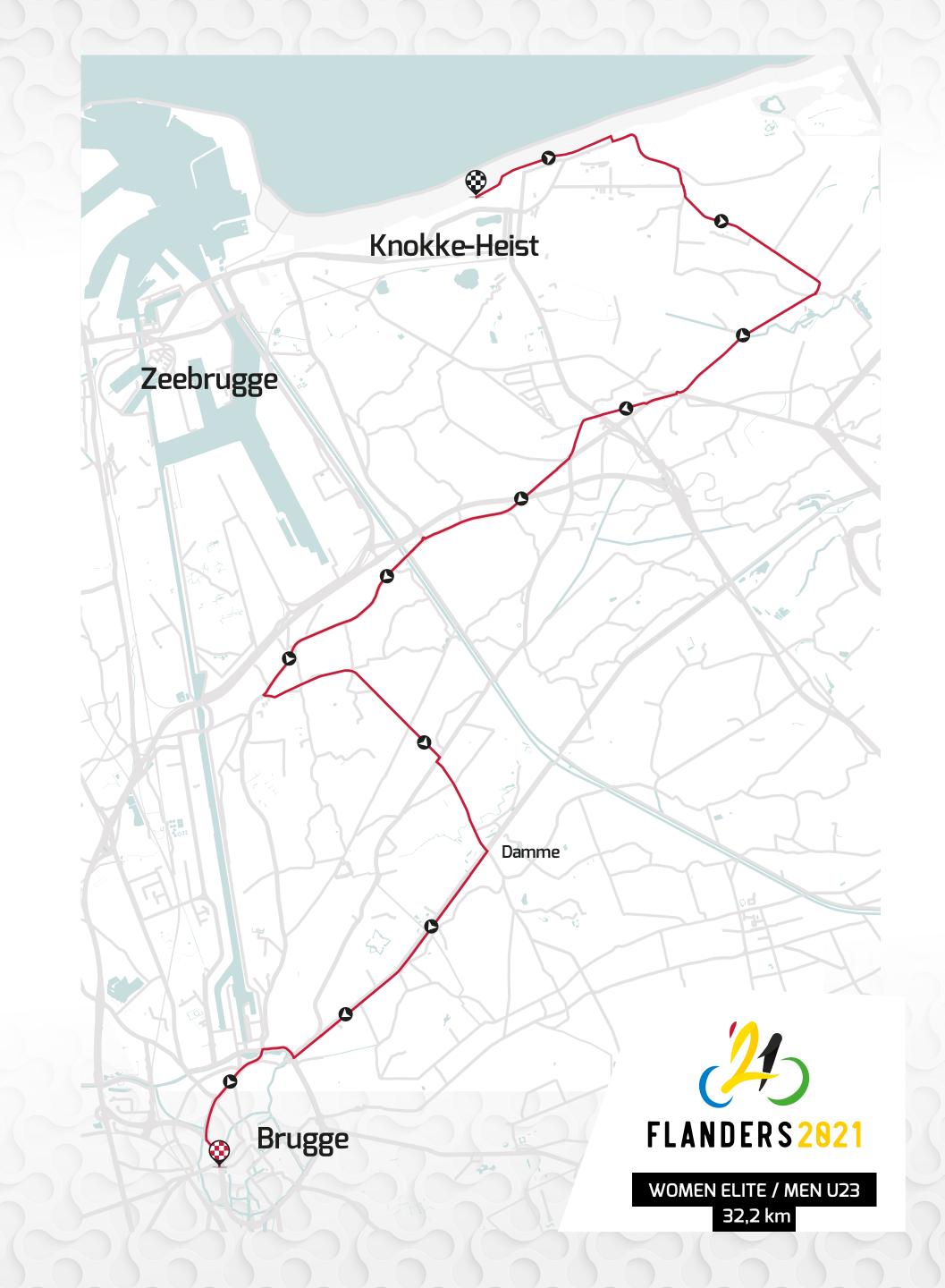
## TIME TRIAL

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











## ROAD RACES

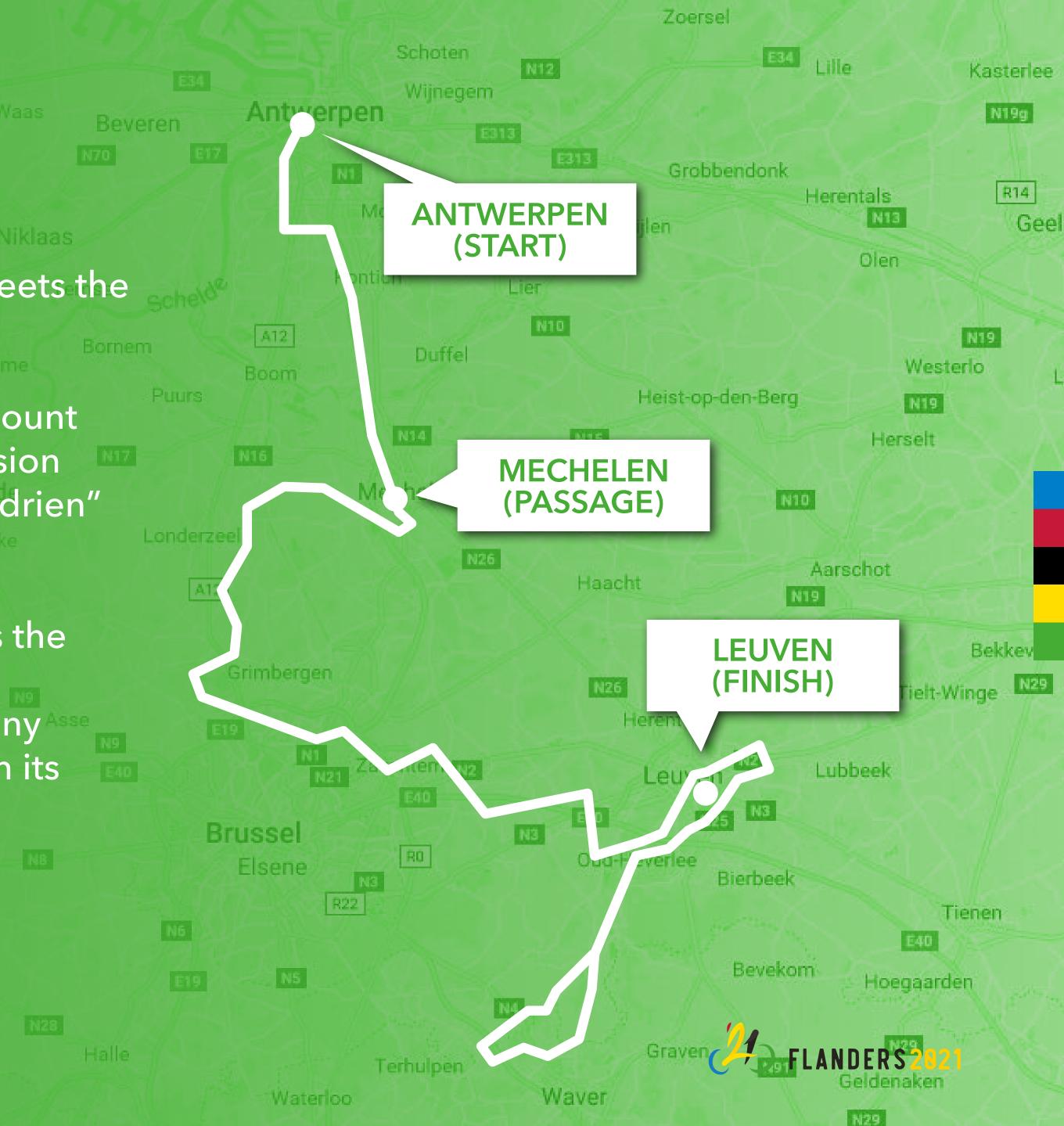
Sint-

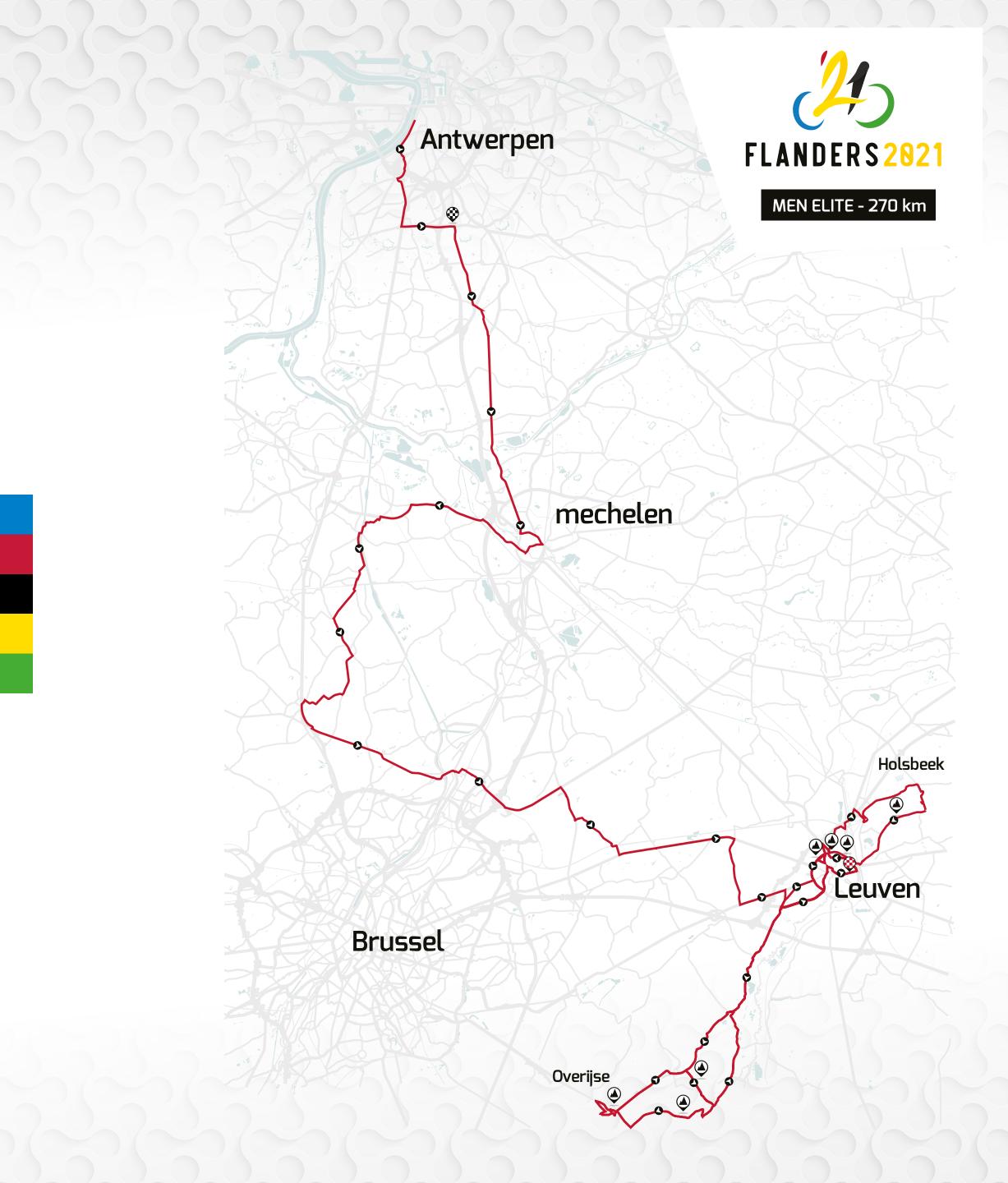
The LOC is proposing a road race course which meets the following criteria set by the Flanders government:

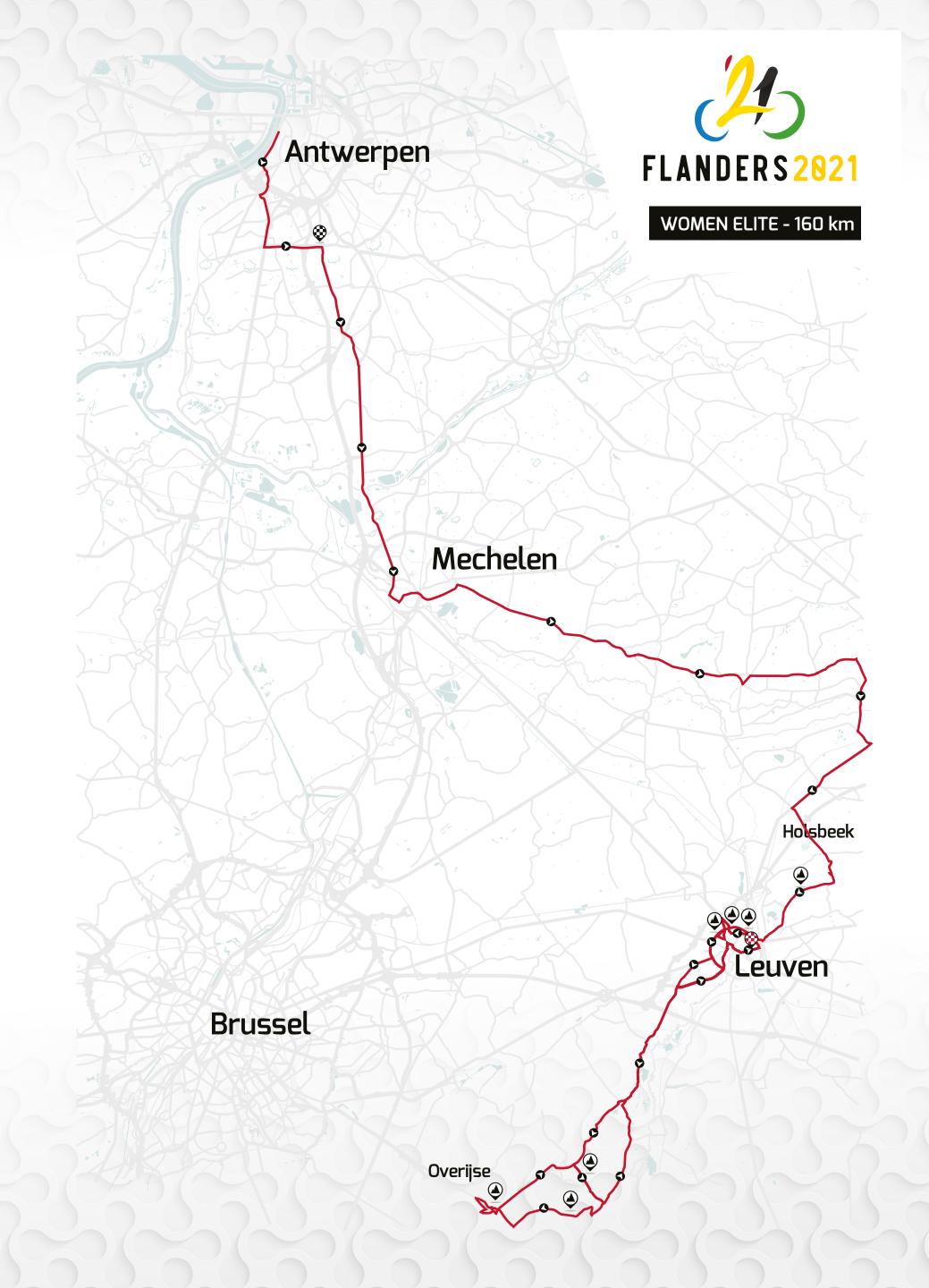
- Sportively attractive course with a sufficient amount of short, steep hills in order to increase the tension (challenging final laps) and to give it all a "Flandrien" touch.
- 2. Logistically interesting start & finish zone
- 3. Attention for mobility and accessibility towards the finish zone
- 4. 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

Heme



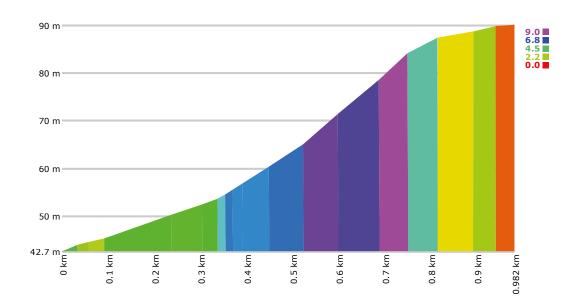




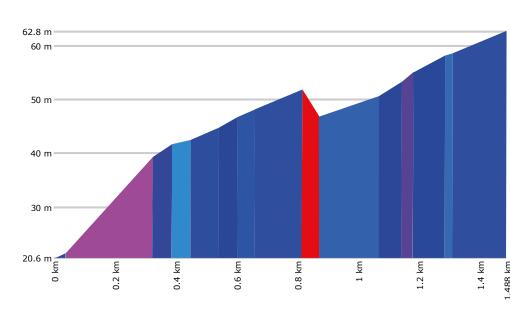


## PROFILES

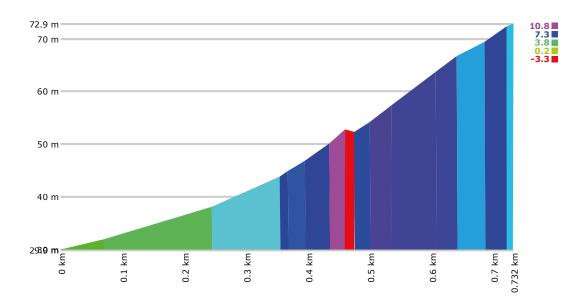
#### Bollestraat



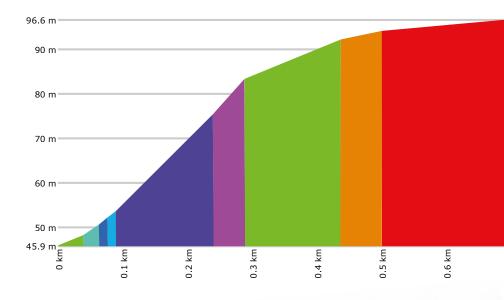
#### Ludenscheidsingel



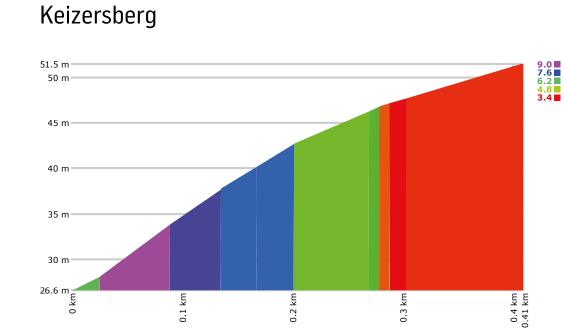
#### Chartreuzenberg



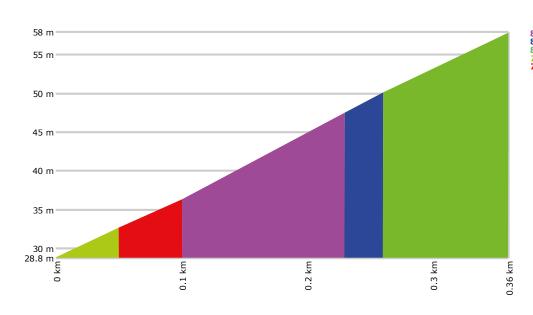
#### Smeysberg







#### Wijnpers



#### Schavei

6.3 2.4 -1.4 -5.2 -9.1

16.2 12.5 8.8 5.0 1.3









## **PROJECT TIMELINE**

### 2017

### 2018

#### **17 November 2017**

Golazo, Flanders Classics and the Belgian Cycling Federation are examining the possibility of hosting the 2021 UCI Road World Championships and are introducing the proposal towards the Flemish government.

#### 12 January 2018 The Flanders

government confirms the strong desire to welcome the 2021 UCI Road World Championships

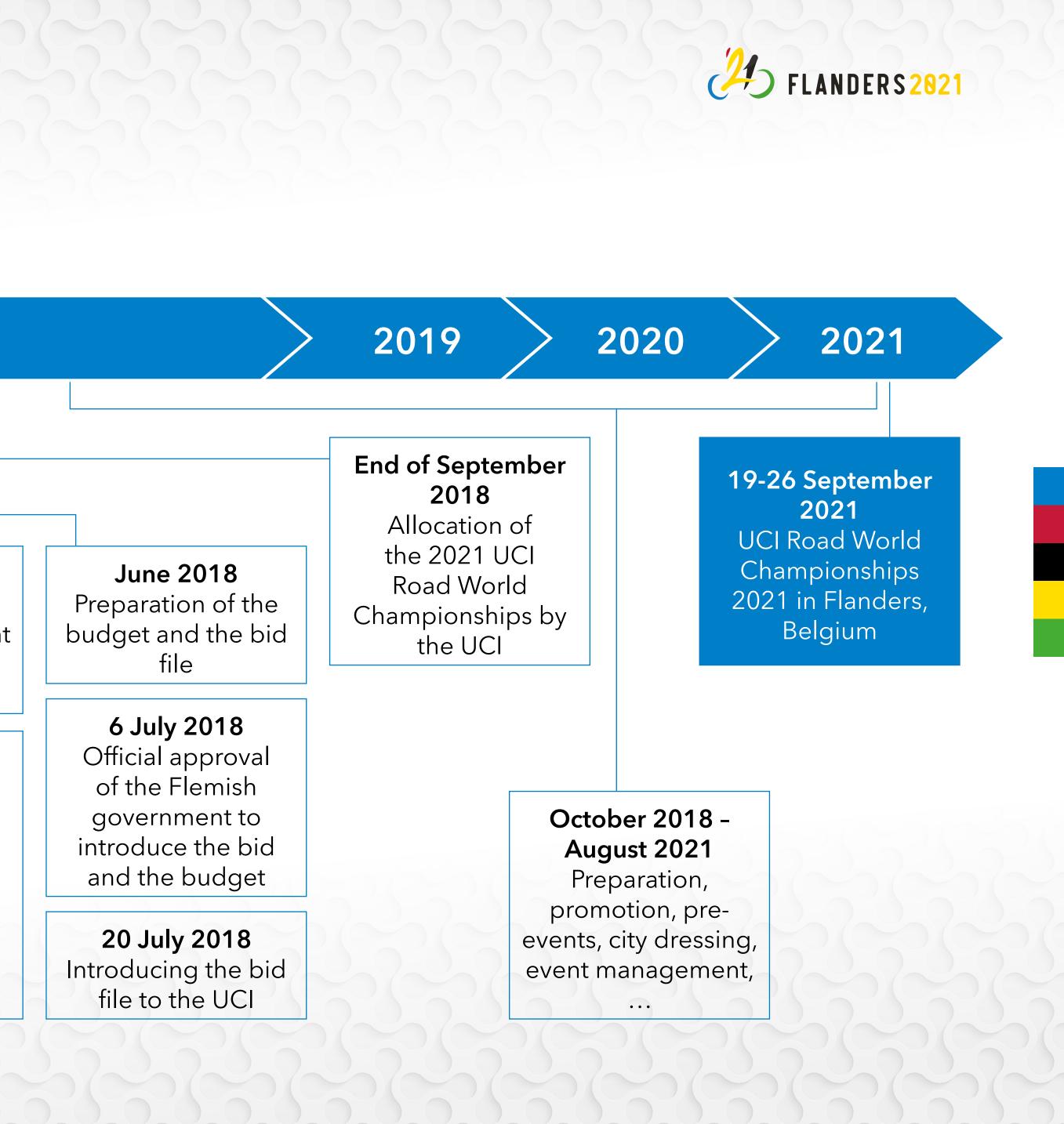
Mid-January -February 2018 The LOC is installed, and the first preparation meetings are held

27 February 2018 The LOC and the Flemish government are visiting the UCI to prepare the bid

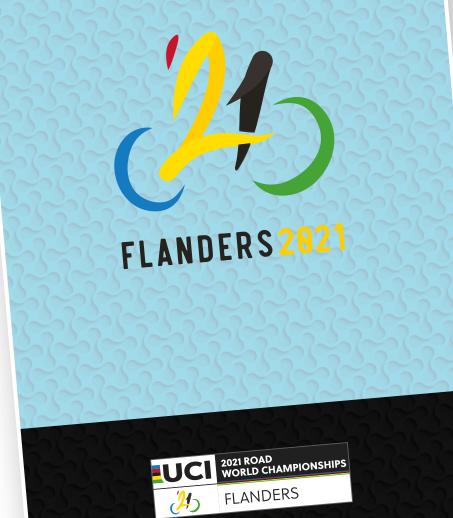
#### March-April-May

The LOC is visiting several cities and regions in order to get engagement and confirmations for both the Time Trial and the Road Race courses.





## THE BID BOOK







Belgian Cycling Federation

BELGIAN Cycling

BELGIAN CYCLING (KBWB-RLVB) was founded in 1882, making it one of the oldest cycling federations in the world. It is also one of the five founding members of the UCI, the international cycling association. Belgian Cycling's mission is to organize and develop the sport of cycling, both within Belgium as well as on an international level.

Each year, Belgian Cycling hands out about 150 national jerseys tr Belgians competing on the international level in all possible cycling disciplines and age categories.

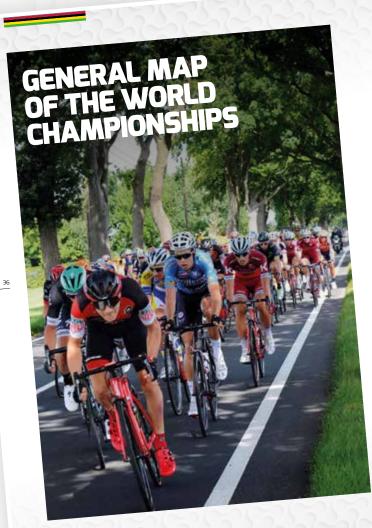
Belgian Cycling also has regulating authority on the international Belgian Cycling also has regulating authority has 152 level of professional cycling. Belgium currently has 152 International cyclists. 49 of which are competing on the World Tour level. In addition, Belgian Cycling is in charge of the major task of level. In addition, Belgian Championships for all disciplines and their

They have an operational budget of 6 million euros through sponsorships, event hosts, the National Lottery and regional authorities (through the regional federations of Elanders and uthorities (through the regional federations c

Family Ride / Kids Ride

FLANDERS 2021

FLANDERS 2021



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REASONS WHY

CHOOSING FLANDERS AS THE HOST OF THE 2021 UCI ROAD WORLD CHAMPIONSHIPS IS A WISE AND SAFE CHOICE. THIS IS WHY FLANDERS IS THE PERFECT CANDIDATE FOR THE CENTENNIAL OF THE CHAMPIONSHIPS.

 FLANDERS is the homeland of cycling FLANDERS is since the start of the UCI the breeding

- ground of champions
- FLANDERS is a reliable host with a long-lasting tradition in hosting major cycling competitions and championships
- A unique region where art meets sports
- The championship will be held on a classic course,
- perfectly suitable for a "grand cru" centennial • The FLANDERS region is easily accessible for all
- over the world. By air, sea, rail or road.
- FLANDERS has a wide range of accommodation.
- and we offer world-class gastronomy
- The LOC has the skills and the expertise to deliver
- a high-quality event
- The financial risk is limited thanks to the governmental support of the Flanders government and the participating
- FLANDERS and its partners are ready to create
- the biggest cycling festival ever in 2021!



## WE ARE READY TO WELCOME & CELEBRATE THE 100<sup>TH</sup> ANNIVERSARY OF THE UCI ROAD WORLD CHAMPIONSHIPS!

FLANDERS 2021

HANDERS 2021



## CONTACT

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## FLANDERS 2821







## FLANDERS202

