



DANISH BID TO HOST 
**UCI TRACK
CYCLING WORLD
CHAMPIONSHIPS**
2022/2024



COPENHAGEN 2022/2024

World Championships, the 2015 UCI Gran Fondo World Championships, the 2017 Road European Championships and the 2019 Cyclo-cross World Championships. We simply love to host your events in our cycling-friendly country.

By giving Copenhagen, Denmark the privilege to host the UCI Track Cycling World Championships you will experience a city and country with extreme passion for cycling and, at the same time, a very well-organized and highly experienced host of sport and cycling events. These are some of the reasons that Copenhagen is widely recognized as one of the best sport destinations in the world.

Copenhagen's Ballerup Super Arena is the national Danish velodrome and a well-respected international cycling arena. The velodrome is located close to the centre of Copenhagen, and only 30 minutes by freeway from Copenhagen Airport. The velodrome is also home to the largest cycling club in Denmark - Dansk Bicycling Club (DBC). We thus have many skilled volunteers to assist in running the UCI Track World Championships.

Despite Denmark being relatively small we produce great riders for both road, off-road and track - and a warm and enthusiastic audience ensures the right level of excitement and the right stage settings for a great cycling event. Earlier this year, Denmark had the great honour of hosting the 2019 Cyclo-cross World Championships - and we will be pleased and proud to host the UCI Track World Championships.

We hope to get the chance to once again welcoming you to Denmark.

Yours sincerely,

Henrik Jess Jensen
President, Danish Cycling Federation

Dear friends,

The Danish passion for cycling is well-known in many parts of the world, as is the ability to create both professional and pleasant frames for events such as stage races, conferences and cycling championships.

Copenhagen, Denmark and the Danish Cycling Federation already have considerable experience hosting major international cycling events, including the 2010 Track World Championships, the 2011 UCI Road



BALLERUP SUPER ARENA DANISH NATIONAL VELODROME

Copenhagen's Ballerup Super Arena is the Danish national velodrome and a well-respected international cycling arena.

The velodrome is located in the municipality of Ballerup close to the centre of Copenhagen, and only half-an-hour by freeway from Copenhagen Airport. The arena is part of a greater sports complex with public swimming pool, football and athletics stadiums and a full indoor artificial turf football field.

The wooden track is 250 metres long and meets all international standards. The velodrome seats 6,500 spectators and has parking space for 1,400 cars, five big meeting rooms, two restaurants and a 350 square metre VIP area. The open foyer is perfect for creating a unique atmosphere for spectators, and the venue is fully accessible for wheelchair users.



BALLERUP SUPER ARENA FOR YOUR SPORT

Ballerup Super Arena is municipally owned and run. Accountability and safety are part of the DNA. At the same time the arena is anchored in the local community and has a special local commitment. This means that revenue related to the letting of the premises go into a cycle that enables the arena to support sports locally and nationally.

PREVIOUSLY THE VELODROME HAS HOSTED:

- UCI Track World Cup in 2008 and 2009
- UCI Track World Championship in 2010
- Six Day Copenhagen races every year since 2005
- Track events every week in the winter season since 2005
- Concerts and exhibitions

FACTS ABOUT BALLERUP SUPER ARENA

- The arena is 15,000 m²
- Technical solutions - sound, light and screens upgraded in 2019
- Good acoustics
- Constructed in 2001
- The cycling arena of Denmark - built for spectacular cycling events
- Easy access from the entire region and the Copenhagen metropolitan area
- 1,400 free parking spaces
- Close to the freeway and the S-train line



ORGANISING COMMITTEE

Denmark has developed knowledge and experience in hosting international sports events.

Hosting great sports events in Denmark is part of a fully funded government strategy including other spectacular events such as the 2009 IOC Session & Olympic Congress, the 2017 LEN European Short Course Swimming Championships, the 2018 IIHF Men's World Ice Hockey Championship, the 2018 Sailing World Championships (all Olympic disciplines), the IAAF World Cross Country Championships and the 2019 IHF World Men's Handball Championship to mention a few.

And of course, we are equally proud that Copenhagen was nominated the first UCI Bike City and as such hosted several Track and BMX World Cups, Track World Championships (2010), Para-cycling Road World Championships (2011), BMX World Championships (2011), World Road Cycling Championships (2011) and, more recently, the 2019 Cyclo-cross World Championships in Bogense.

The Danish organising committee consists of the **Danish Cycling Federation** together with **Sport Event Denmark**, the **City of Ballerup**, the **City of Copenhagen** and **Wonderful Copenhagen**.



The Danish Cycling Federation was founded in 1907. The federation has more than 30,000 members organised in more than 300 cycling clubs. Historically, Denmark is a very strong cycling nation with many medals at the Olympics and UCI World Championships in Track, Road Race, CX and MTB.



The City of Ballerup is located 15 kilometres from the centre of Copenhagen and just 20 minutes from the airport. Ballerup is a modern urban community with a prosperous economy, attractive housing areas, a thriving sporting and cultural life as well as a vast number of green spaces.

Ballerup has always maintained a strong focus on having a vibrant cultural and sports life. It means that today you will find in Ballerup publicly accessible works of art, outstanding integration of art and architecture, more than 300 sport, cultural and leisure associations and a wide range of facilities, including the velodrome Ballerup Super Arena for people who like to keep active.



Københavns Kommune

Copenhagen is the capital of Denmark - one of the oldest kingdoms in the world. Every year the city of Copenhagen hosts numerous international events and is in fact no 9 in the world on the Sportcal GSI City Index 2019. Copenhagen offers hotels in all price categories and spectators and participants can enjoy the benefits of Scandinavian design, functionality and professionalism, as well as every conceivable variety of modern technology.

Copenhagen has the unique ability of merging big events into its city culture. Its official government policy, which supports bringing major events to the city, ensures that each event is promoted thoroughly.



Wonderful Copenhagen is the official convention, event and visitors' bureau of the Greater Copenhagen area. Wonderful Copenhagen deals with all aspects of Copenhagen as a tourist, event and travel destination such as marketing, promotion, product development, public events, strategic planning, information, PR, brochures, statistics, analyses etc. Wonderful Copenhagen is your guarantee for a great city event.

SPORT EVENT DENMARK

Sport Event Denmark is the national sports event organisation and was established in 1994 by the Danish government. Sport Event Denmark will be actively involved in the event planning and production and serves as a guarantee for knowledge transfer from other prestigious events as well as a guarantee for the financial aspect of the event.

EXPERIENCED OFFICIALS AND VOLUNTEERS
The Danish Cycling Federation has an extensive network of officials and volunteers, famous for their professionalism and flexibility. They are always eager to help out at national and international events and they have the necessary experience and commitment.

Moreover Copenhagen City has a great network of volunteers. The main purpose of the organisation *CPH Volunteers* is to ensure that Copenhagen has the required capacity to handle large international events held in the Danish capital. *CPH Volunteers* is by no means an organisation reserved for Danes. Copenhagen is populated by people from all over the world who have found their permanent or temporary home here. The organisation aims to reflect this diversity.

ORGANISATIONAL CHART

2022/2024 UCI TRACK CYCLING WORLD CHAMPIONSHIPS

ORGANISING COMMITTEE:

Henrik Jess Jensen President Danish Cycling Federation	Jens-Erik Majlund CEO Danish Cycling Federation	Ketil F. Christensen CEO Ballerup Super Arena
Lars Vallentin Christensen Senior Manager - Events Wonderful Copenhagen	Judy Jacobsen Senior Event Consultant Sport Event Denmark	Event Manager UCI Track Cycling World Championships in Denmark

WORKING GROUPS

Finance	Marketing	Competition
Accommodation	Transport	Media/TV
Protocol	Volunteers	Side Events



WE SUPPORT COPENHAGEN 2022/2024



"On behalf of the National Olympic Committee and Sports Confederation of Denmark, I hereby express our support for the candidature of the 2022/2024 UCI Track Cycling World Championships."

Niels Nygaard, President, National Olympic Committee and Sports Confederation of Denmark



"Sport Event Denmark hereby wishes to express its support for the Danish candidature to host the 2022/2024 UCI Track Cycling World Championships in the Danish national velodrome Ballerup Super Arena."

Lars Lundov, CEO, Sport Event Denmark



"Should the Danish bid be awarded this event, we can ensure you that the organisation of the event will allow the athletes to focus completely on the important competition at hand. We are pleased to give the Danish bid our best recommendation and hope you will entrust the Danish organisers with the event."

Lone Hansen, CEO, Team Denmark



"We would be pleased to once again host the Track Cycling World Championship. We have a history of providing the best conditions for elite sports in general and cycling events in particular. And we are proud and ready to keep on writing world cycling history"

Jesper Würtzen, Mayor, the City of Ballerup



BUDGET AND FINANCIAL SUPPORT

All the involved event partners have expressed their full support to host the 2022/2024 UCI Track Cycling World Championships. The strong public commitment means that UCI will be able to avoid any financial or organisational challenges in connection with this event.

REVENUE		EURO (.000)	DKK	EXPENDITURE		EURO	DKK
1	Authorities/Public Institutions	1,025	7,700	1	Administration	130	1,000
2	National Sponsors/Suppliers	70	500	2	Operations	130	1,000
3	Ticketing	130	1,000	3	Marketing/Sponsorship	35	250
4	Sales food, merchandise	25	200	4	Protocol	25	200
				5	Facilities	180	1,350
				6	Medical/Doping Control	25	200
				7	Television (UCI)	0	0
				8	Fee	630	4,700
				9	Contingency	95	700
	TOTAL	1,250	9,400		TOTAL	1,250	9,400

MARKETING AND PROMOTION PLAN

PLATFORMS

Marketing and promotion of these 2022/2024 UCI Track Cycling World Championships will be based on a cross-media strategy starting off with a strong online focus. The purpose will be to attract as many spectators from all around the world and create a buzz about the event. A dedicated webpage and an app would form the basis of the talks as well as communicating all essential information about the championships such as event schedule, how to get there, accommodation etc. The forms of communication could also be used as a networking tool between athletes, coaches, clubs, teams, family members etc.

Existing communication platforms such as the UCI web page, UCI twitter and facebook accounts, the Danish Cycling accounts etc. could also be drivers of promoting the event.

GREATER COPENHAGEN DRESSED UP FOR CYCLING

Greater Copenhagen has a long and strong tradition of dressing the city up for events - dedicated welcome banners would be installed at the motorway entrances, dressage of buses would promote the event and a long list of other ideas could be provided. The signage of the event should be distinct and the colours and design will of course be used for the city dressing as well as for the promotion and marketing of the event in general.

TRUSTED PARTNERS

The Danish Cycling Federation, Sport Event Denmark, the city of Ballerup, the city of

Copenhagen and Wonderful Copenhagen are strong partners also when it comes to promoting and communicating events. The platforms and media relations of each of the partners (cycling media, local and national media and international sports and sport business media) will be addressed in promoting and communicating the 2022/2024 Track Cycling World Championships.

A young "reporters team" consisting of university students could also be activated. Denmark has good experiences with using young reporters to promote and market major international events in Denmark up to and during the event.



SAFETY

COPENHAGEN - A SAFE DESTINATION
Denmark and its capital city are proud of its reputation as one of the safest countries in the world. Denmark is ranked by the Global Peace Index as one of the most peaceful country in the world. For years Denmark has been ranked among the world's least corrupt countries by Transparency International.

The Danish police in close cooperation with the LOC will have the ultimate responsibility for safety and security during the 2022/2024 UCI Track Cycling World Championships.

The venue Ballerup Super Arena meets all standards of governmental regulations.

Access to the venue will be controlled through the accreditation system including access zones, where volunteer security guards will make sure to only give access to accredited people.

A professional security company will secure the venue and equipment at night.



EASY AND EFFICIENT TRANSPORT

A FUNCTIONAL AND ACCESSIBLE AIRPORT
With non-stop flights from 190 international destinations and more than 4,900 weekly departures and arrivals, Copenhagen Airport is Scandinavia's largest airport and is accessible from anywhere in the world.

Travelers have voted Copenhagen Airport 'Europe's best airport' numerous times, and the airport's efficiency, punctuality, and well-connected flight routes make it easy for congress delegates to travel to Copenhagen. With a Metro and train station located above and beneath the arrival hall, fast transport to the heart of the city is simple.

ALL BUDGETS WELCOME
Copenhagen airport has a terminal exclusively for low-cost carriers. This terminal services 10 low cost airlines. Together they offer 96 low cost routes that account for approximately 20% of all scheduled services.

THE HOME FOR SCANDINAVIAN AIRLINES
Copenhagen Airport is the hub of the national carrier Scandinavian Airlines, SAS. SAS and its Star Alliance partners have more than 1,400 weekly flights to and from Copenhagen Airport.

AIRPORT TO CITY CENTRE IN A FLASH
Copenhagen Airport has both Metro and train stations conveniently located in the arrival hall.

Trains run to Copenhagen Central Station every 10 minutes at a travel time of 14 minutes. The Metro runs around the clock and gets you from the airport to the city centre in just 12 minutes.

ARRIVAL BY LAND
If you prefer staying on the ground, Copenhagen is well-connected to the rest of Europe by both the European highway network and railway system. Furthermore, the Oresund Bridge provides easy road access to Sweden.

Copenhagen airport is ranked amongst the top 15 best airports in the world
Skytrax Awards 2019

From its award-winning airport to its highly efficient public transportation systems, Copenhagen offers delegates punctual and easy access. it makes airport-to-city transfers faster than any other european capital city.



GETTING AROUND IN COPENHAGEN

There is a great public transportation system in Greater Copenhagen. There are connections with bus, taxi, train and metro, so its is easy for spectators and guests to visit Copenhagen and get to Ballerup Super Arena.



MOVE BY METRO

The Copenhagen Metro runs throughout the capital city area 24/7. In 2019, a new route will open that connects the city centre even better.

GO BY TRAIN

Trains have routes through all of Copenhagen's neighbourhoods, to the airport and across the country. Excursions within and beyond the city to the rest of Denmark, or to the Swedish city of Malmö, are easily accessible from the Central Station.

CRUISE BY CYCLE

Explore Copenhagen the local way via its 400km of bike lanes. With 100 city bike locations and many rental opportunities getting hold of a bike is easy.

TRY A TAXI

Taxis are easy to hail on the street of Copenhagen and most accept all major credit cards. All taxis are clearly licensed and operate at fixed mileage rates.

EVERYTHING IS CLOSER

- Copenhagen Airport is 8 km from the city centre and less than 15 minutes travel time by metro or train, getting you closer to the heart of the city.
- Ballerup Super Arena is xx km from Copenhagen Airport and xx km from central Copenhagen
- Xx metro station is xx metres from Ballerup Super Arena. Travel time from xx metro to Copenhagen Central station is xx minutes.

QUICK FACTS

- Main international hub of Scandinavia
- 3rd best security processing in the world
- More than 4,900 weekly departures
- Non-stop flights from 190 destinations
- 41 intercontinental routes
- 20% of scheduled service is low-cost
- Serviced by 70 airlines
- +30 million passengers annually



ACCOMMODATION



From luxury 5-star lodging to affordable rooms in hotels and hostels, Copenhagen accommodation has something for everyone. With more than 33,000 hotel rooms in the capital area by 2021 Copenhagen can offer accommodation for even the largest events and suitable for all budgets.

We offer many accommodation options close to the velodrome in Ballerup. The hotels have different standards and prices for those who wish to stay close to Ballerup Super Arena.

Within a driving distance of 20 minutes, more hotels can be reached in other parts of Copenhagen.

TRAVEL PACKAGES

To attract as many spectators and cycling fans from all over the world as possible, Wonderful Copenhagen will put together travel packages that will include cheap flights, hotels in various categories and entry tickets to the Championships. The travel packages will be available one year prior to the event.

HOTEL DISTANCE TO VENUE TRAVEL TIME (BY CAR/BUS)
Zleep Hotel, Ballerup*** 1 kilometres - 1 minute

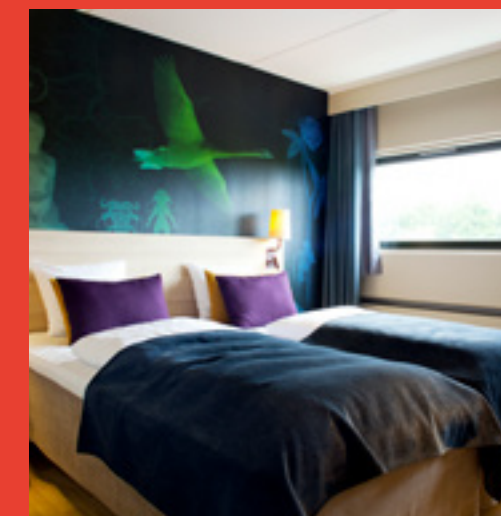
Hotel Lautrup Park**** 2,5 kilometres - 5 minutes

First hotel Høje Taastrup*** 13 kilometres - 11 minutes

Scandic, Hvidovre*** 15 kilometres - 12 minutes

TOTAL NUMBER OF ROOMS IN THE CAPITAL REGION BY 2021

Category	Number of rooms
5-star	2,174
4-star	13,233
3-star	6,903
2-star	7,068
Hostels	2,035
New non-classified	1,755
Total	33,168



HOST CITY COPENHAGEN

WORLD-CLASS CYCLING, WORLD-CLASS CITY

A world-class cycling event deserves a world class city. Copenhagen offers athletes and fans the best of cycling in one of Europe's most attractive cities. Copenhagen is an exciting metropolis offering top class food, hotels and entertainment. World class riders deserve the best.

Experience a pulsating metropolitan capital with a harbour clean enough to swim in. Discover a historical oasis that is constantly embracing the future. Come and find a fascinating city full of contrasts and surprises.

In awarding Copenhagen the privilege of hosting the Track Cycling World Championships, you are guaranteed a host city with proven ability to organise successful events in a creative and beautiful surrounding.

Copenhagen is one of the most popular event cities in the world due to its easy accessibility, high level of efficiency and low crime rate. As a major transport hub, the city is easily accessible.



HISTORIC AND MODERN

In the old city centre, medieval townhouses in various colours and streetlamps that reflect on the cobble stones awaits spectators. Beautiful traces of Copenhagen's 1,000-year history are found everywhere. Copenhagen has also transformed itself into one of the world's leading design capitals with award-winning contemporary architecture and stunning design all around the city.

ENTERTAINING ACTIVITIES

Indulge in a variety of Copenhagen's entertaining activities: Stroll through the old city centre and browse the sleekly designed items in Copenhagen's unique shops. Enjoy guided boat tours of the city's 17th century canals or visit the superb art museums, Tivoli Gardens and the newly built state-of-the-art Opera House. Have a drink and experience Copenhagen's vibrant nightlife. And do like the Copenhageners - jump on a bike to exercise, to experience or simply to get around easily.

FACTS - BIKE CITY COPENHAGEN

- In Copenhagen, people ride 1,390,000 kilometres by bike per day in total.
- 43 % of all trips to and from work and school are made by bike in Copenhagen
- Copenhagen has more than 379 kilometres of cycling paths. For example, the Copenhagen Harbour Circle has 13 kilometres of unbroken cycling path
- There are 675,000 bikes in Copenhagen. That is 5.6 times as many bikes as there are cars in Copenhagen.



SHOPPING

The Danish capital offers a great variety of shopping opportunities. Every part of the city has its own selection of shopping streets, each with their unique atmosphere. Copenhagen embraces all kinds of shoppers: the funky and experimental, the luxurious, and the mainstream shopper.

The world-famous shopping street, 'Strøget', is in Copenhagen. It is the longest of its kind in Europe and winds its way through the always-vibrating centre of the city providing excellent shopping grounds and numerous side streets booming with several international brands and Danish designs.

The Danish clothing designers enjoy widespread success, both nationally and internationally. Among the famous names you will find Bruuns Bazar, Baum und Pferdgarten, Munthe and Day Birger et Mikkelsen. Altogether, these talented designers have firmly established their names in the international arena and represent Denmark very well.

SOMETHING FOR ALL TASTES

Currently, Copenhagen's restaurants boast a record total of 19 Michelin stars. The Danish restaurant Noma was named the World's Best Restaurant in 2010 and 2011 and the Danish Chef Rasmus Kofoed won the 2011 Bocuse d'Or as the World's best Chef.

It is, however, the many dining options that boost the city's gastronomy: Copenhagen offers high quality restaurants to accommodate all price ranges and tastes.

CLIMATE

As the event is expected to be held during the autumn month of October, the weather will be changeable. The temperature is normally around 7-13 degrees Celsius and October changes between sunny weather and rain.

BIKE CITY COPENHAGEN

Last but not least. Life in Copenhagen is lived in the saddle of a bicycle. Everybody does it. Bike that is. In Copenhagen we bike whether there is sun, rain or snow. We bike to work, to school, to bring the kids to kindergarten, to shop for groceries and to social gatherings.





Union Cycliste Internationale

13 June 2019

LETTER OF SUPPORT

Re: 2022/2024 UCI Track Cycling World Championships

Sport Event Denmark hereby wishes to express its support for the Danish candidature to host the 2022/2024 UCI Track Cycling World Championships.

Sport Event Denmark coordinates and supports the various international sports events which are organised in Denmark. We therefore would be very honoured if Denmark is awarded the opportunity to host this important event, the management of which will be in good hands with the Danish Cycling Federation, the city of Ballerup and the city of Copenhagen.

Sport Event Denmark was established in 1994 - by among others the National Olympic Committee and Sports Confederation of Denmark, The Ministry of Culture and Sports, The Ministry of Economic and Business Affairs and the Danish Tourist Board - with the overall purpose of attracting more major international sports events to Denmark.

We have previously supported the Danish Cycling Federation and its event partners and their professionalism and experience in organising events have impressed us.

We give the Danish bid our best recommendation and can confidently ensure you that it will undoubtedly be a well-organised and successful event.

Yours sincerely,

Lars Lundov
Chief Executive Officer

Union Cycliste Internationale

19 JUNE 2019



LETTER OF SUPPORT

RE: 2022/24 TRACK CYCLING WORLD CHAMPIONSHIPS

I am contacting you with regard to something very important to me, the bid from the Danish Cycling Federation to host the 2022 or 2024 Track Cycling World Championships.

If Denmark is entrusted with this event, it will undoubtedly be a well-organized and successful event, as the cities of Ballerup and Copenhagen, and Sport Event Denmark fully support the Danish candidature.

Further, The National Olympic Committee and Sports Confederation of Denmark was one of the founders of Sport Event Denmark in 1994, the main purpose of which is to attract more major international sports events and international congresses to Denmark such as the above.

On behalf of the National Olympic Committee and Sports Confederation of Denmark, I hereby express our support for the candidature of the 2022/24 Track Cycling World Championships and wish to thank you in advance for entrusting the Danish organisers with this major event.

Yours sincerely

Niels Nygaard
President

DIF
NATIONAL OLYMPIC COMMITTEE
AND SPORTS CONFEDERATION OF
DENMARK

HOUSE OF SPORT
DK-2605 BROENDBY

T: +45 43 26 26 26
WWW.DIF.DK

PAGE 1 OF 1

PROTECTOR
HER MAJESTY THE QUEEN



BALLERUP KOMMUNE
Mayor Jesper Würtzen

Rådhuset
Hold-an Vej 7
2750 Ballerup
Tlf: 4477 2000
www.ballerup.dk

Sagsid: 04.04.00-054-7-19

Letter of support

Regarding: 2022/2014 UCI Track Cycling World Championships

On behalf of the City of Ballerup I hereby wish to express my support to DCU's candidature to host the Track Cycling World Championships in 2022 or 2024.

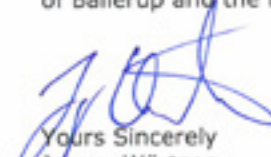
The City of Ballerup has a long lasting experience in cooperating with various sports federations in hosting major sports events such as WC in Badminton, WC in Taekwondo and WC in track cycling in 2010 - and it is our ambition to continue this strategy in the years to come.

I shall therefore be very honoured if Ballerup is selected as host municipality for this great event.

I consider DCU to be a very competent and professional partner and I will be looking forward to our cooperation.

I therefore give the Danish bid my best recommendation, as I am very confident that we can make it a great and very well-organized event.

I hope to get the chance to welcome the UCI and the contestants to the City of Ballerup and the Ballerup Super Arena.


Yours Sincerely
Jesper Würtzen
Mayor

Union Cycliste Internationale

June, 2019

LETTER OF SUPPORT

Re: 2022/24 Track Cycling World Championships

With this letter, I wish to confirm Team Danmark's support for the Danish Cycling Federation's candidature for hosting the above mentioned major event.

Team Danmark has worked closely with the Danish Cycling Federation, their clubs and athletes in the past years and we greatly appreciate the Danish initiative.

Since 1984, Team Danmark has been Denmark's top national sports institution with the primary aim of providing optimal conditions for the elite athletes. We have seen the strong level of expertise of the Danish Cycling Federation and their events held in Denmark have been very successful and organised at a high professional level.

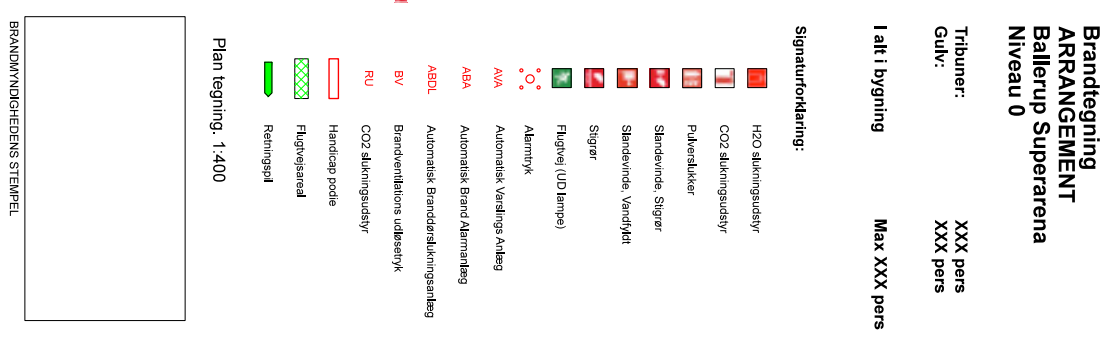
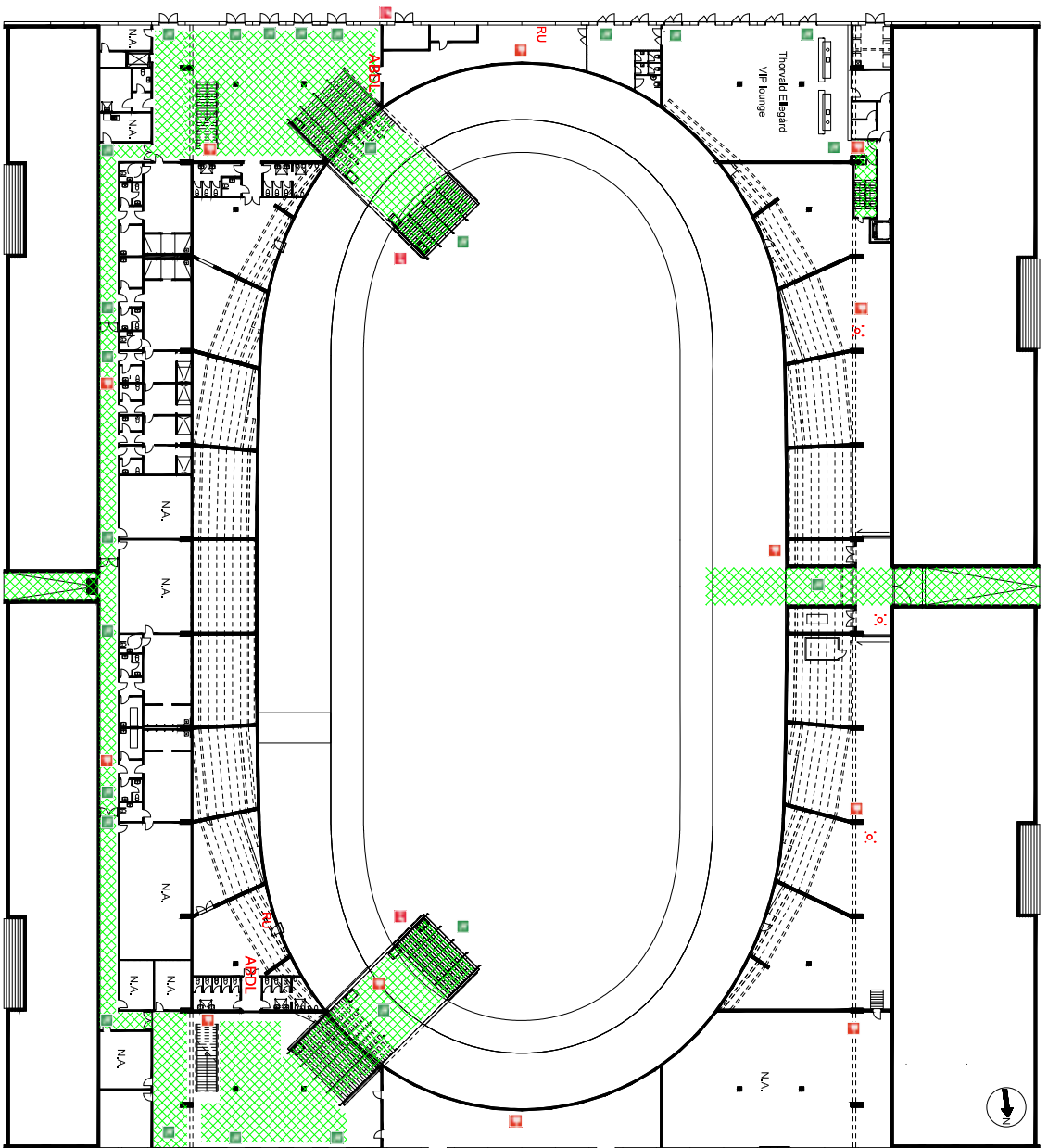
Should the Danish bid be awarded this event, we can ensure you that the organisation of the event will allow the athletes to focus completely on the important competition at hand.

We are pleased to give the Danish bid our best recommendation and hope that you will entrust the Danish organisers with the event.

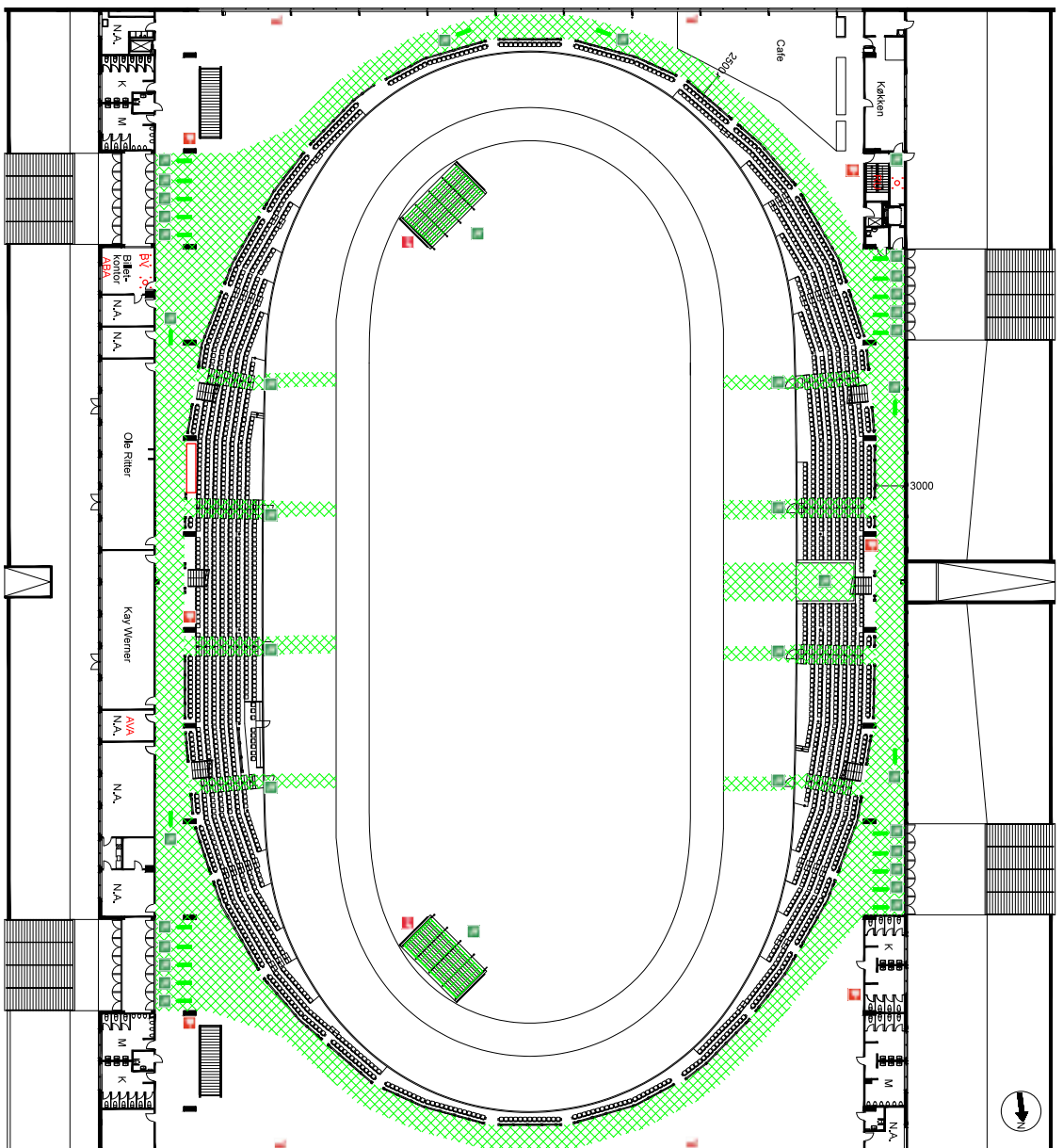
Yours sincerely,


Lone Hansen
Executive director

BALLERUP SUPER ARENA - LEVEL 0



BALLERUP SUPER ARENA - LEVEL 1



SEE YOU IN
DENMARK!



BALLERUP
KOMMUNE

SPORT EVENT
DENMARK



DANMARKS CYKLE UNION



Københavns Kommune