



**TOGETHER WE RIDE!**

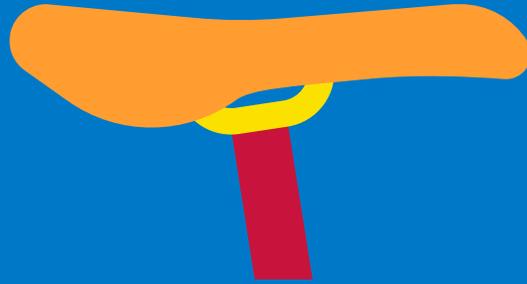
**The 2024 UCI Road & Para-Cycling Road  
World Championships Zurich  
in a nutshell**



**2024 ROAD AND PARA-CYCLING ROAD  
WORLD CHAMPIONSHIPS**

**ZURICH  
SWITZERLAND**





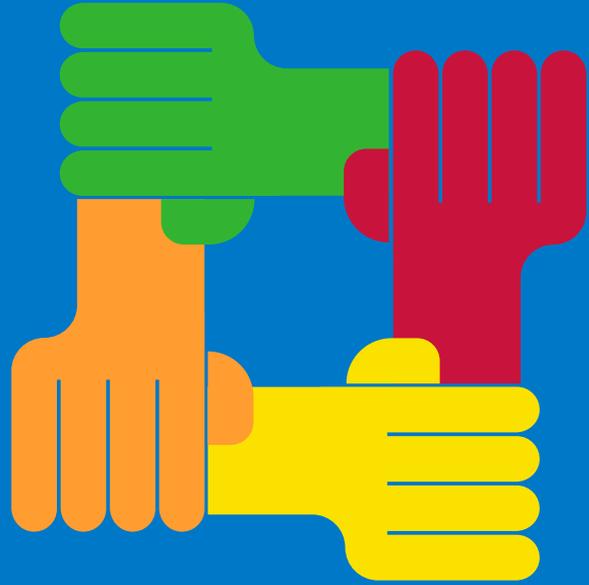
**From September 21st to 29th 2024,**  
**all of Zurich, Switzerland, will get on their bikes.**  
**The 2024 UCI Road and Para-cycling Road**  
**World Championships will make history.**



For the **first time**, male and female para-athletes, elite riders and juniors will compete for the coveted rainbow jersey at the same Championships.



**Individual time trials, team competitions and finally the elite road races will bring the Championships to the people and to the thrilling finale at Sechseläutenplatz in Zurich, including a big public party.**



**Ride along, strive along, cheer along - we will all be there:  
TOGETHER WE RIDE!**

# LEGACY

**The 2024 UCI Road and Para-cycling Road World Championships are planned to last beyond the event itself.** They will leave a legacy for the city and canton of Zurich and for Switzerland as a whole in sporting, cultural, economic terms and by improving the cycling infrastructure.

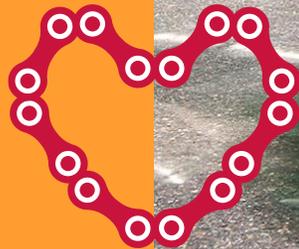
**Accompanying measures are to be used to exploit the charisma of the 2024 World Championships in order to support existing strategies of the City and Canton of Zurich, Swiss Cycling and other organisations with projects and activities in the areas of cycling and general sport promotion, as well as tourism before, during and after the event.**

# OUR VISION & MISSION



## **OUR VISION**

**The 2024 UCI Road and Para-cycling Road World Championships Zurich will be an unforgettable sporting happening that sets standards in social integration and equality, increases the popularity of cycling as a sustainable means of sport and transport, and promotes Zurich as an attractive cycling region.**



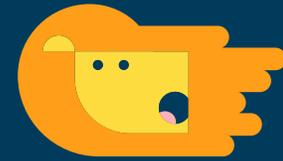


## **OUR MISSION**

**With passion, competence and combined forces, we - the Canton and City of Zurich, Swiss Cycling, the population and the economy - are creating a major international sporting event that inspires, brings cycling to the people, makes para-cycling better known, promotes inclusion and establishes Zurich as a welcoming ambassador for cycling in everyday life.**



# THE HISTORY





2019



2022



2024

**Swiss Cycling awards the 2024 UCI Road and Para-Cycling Road World Championships to Zurich.** Swiss Cycling, the Canton of Zurich and the City of Zurich set up the "Verein Rad-WM 2024", the association tasked to host the event.

**Switching up a gear:** The Verein Rad-WM 2024 sets up the Local Organising Committee (LOC). The LOC presents the claim and the official logo of the 2024 UCI Road and Para-cycling Road World Championships Zurich.

**TOGETHER WE RIDE -** The 2024 UCI Road and Para-Cycling Road World Championships are being held in the Canton and the City of Zurich and are aiming for a long-lasting impact in the fields of inclusion, sustainability and cycling enthusiasm.

# RACE DETAILS





- ❁ On challenging time trial and race courses, top riders from all over the world will give their all in 40 competitions to win cycling's top prizes.
- ❁ The races will be held in two disciplines (individual time trial and road race) and nine categories (Women Elite, Men Elite, men Under-23, male and female juniors, team women and team men, para-women and para-men). In addition, grassroots races will take place.
- ❁ The crème de la crème of cycling will be gathering in Zurich: around 1,000 riders from about 75 nations for the UCI Road World Championships, joined by 300 athletes from almost 50 countries who will compete for honours on their handbikes, tricycles, tandems or racing bikes at the UCI Para-cycling Road World Championships.



- ❁ Para-athletes have an impact beyond sport by their example. Thanks to them, we perceive people with disabilities simply as no different to us.
- ❁ The competitions of the fully integrated UCI Para-cycling Road World Championships will be divided into the two disciplines time trial and road race. Men and women will compete separately in the categories Cycling (road bike), Handbike (recumbent bike), Tricycle (tricycles) and Tandem (visually impaired). The categories are again divided into one to five performance classes.
- ❁ The handbike team relay comprises a circular route of 1.7 km, which is ridden several times by each team.



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Details about the exact race courses are being kept secret and will only be revealed in March 2024. What can be said already now: The races will come to the people and lead directly to the heart of Zurich.



The finish area on Sechseläutenplatz will bring cycling action at its best to one of the most attractive locations of the city on the banks of the river Limmat.



The starts will in the city of Zurich plus outside the city limits – at Winterthur, Gossau and Uster. On their way to Zurich, the cyclists and the millions of TV viewers will see some scenic hotspots.



Then it's down to the nitty-gritty: the final lap of the road races, which has to be ridden several times and leads through the world-famous Zurich city centre and out again, with treacherous climbs and fast descents.



# SPONSORING

**With their products and services, sponsors and marketing partners make a significant contribution to the success of the 2024 UCI Road and Para-cycling Road World Championships Zurich.**



# BENEFITS FOR OUR PARTNERS



## OUTSTANDING PLATFORM WITH INTERNATIONAL REACH

Our event, boasting a huge emotional appeal and charisma, offers an outstanding platform with a worldwide reach thanks to international TV broadcasting in addition to various media partnerships in Switzerland.



## EXCLUSIVE HOSPITALITY

Outstanding hospitality offers at the finish line in the heart of the city of Zurich.

## EXCLUSIVE RIGHTS AND BENEFITS

In addition to our sponsoring rights packages, we offer tailor-made Soles & Exclusives for unique brand activation.

# DETAILS REACH

- **DURING THE HIGHLIGHT RACES WE EXPECT AROUND 300 MILLION TV-VIEWERS WORLDWIDE (RECORD WORLD CHAMPIONSHIPS UK 2019: 329 MILLION TV VIEWERS).**
- **THE RACES ARE BEING BROADCASTED LIVE IN 150 COUNTRIES BY 40-50 TV STATIONS**
- **SOCIAL MEDIA ACTIVITIES DURING WORLD CHAMPIONSHIPS FLANDERS 2021: ALL POSTS LEAD TO A REACH OF 54 MILLION (INCLUDING IMPRESSIONS)**
- **THE ELITE MEN/WOMEN RACES ARE BROADCASTED LIVE BY NATIONAL SWISS TV (SRF).**
- **VARIOUS MEDIA PARTNERSHIPS (RADIO, SPECIALIZED MAGAZINES) WILL INCREASE THE REACH EVEN FURTHER.**





# SPONSOR HIERARCHY

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PARTNER**

**OFFICIAL  
PARTNER**

**OFFICIAL  
SUPPLIER**

**INSTITUTIONAL  
PARTNER**

**Our sponsoring rights packages have been analyzed in detail by Nielsen, the global leader in audience measurement, data and analytics. They confirmed the value of our defined sponsoring packages.**



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