

To whom this may concern,

Broendby, July 2016

**A letter of support from the Danish Cycling Federation**

In Denmark biketrial is an upcoming bike community and a event like the Youth Games in Viborg will create awareness on trial in Denmark.

In Viborg you find the biggest community of trial riders in Denmark. A dedicated group of people is working hard with the sport and also successfully making it grow. To have the Youth Games in Viborg will also support the Nordic countries, as you see more and more riders from the nordics make progress on the international scene.

Danish Cycling Federation looking forward to offering support and see the Youth Games in Viborg, Denmark in 2017.

Kind regards,



Per Henrik Brask  
CEO

**DANMARKS CYKLE UNION | Danish Cycling Federation**







# Application UCI World Youth Games 2017

*Viborg Municipality, Denmark, 28 July 2016*



**VIBORG**  
KOMMUNE



# Contents

Application from the Municipality of Viborg, Denmark  
Letter of support from DCU (The Danish Cycling Union)  
The Viborg Vision  
Why Viborg?  
Facts about Viborg  
Local support  
Our plan  
Organization  
Event experience  
Venue  
Accommodations  
Technique & logistics  
Finances  
Marketing & PR  
Address and contact information

# The Viborg Vision

As host of the UCI Trials World Youth Games in 2017, we – i.e. the Danish municipality Viborg – would combine three of our most important positions of strength:

- **A strong street environment**
- **An international sports culture**
- **A long and very unique history**

Together these three positions forms a strong and unique platform for a successful event.

It is our goal that the UCI TWY Games 2017 in Viborg will be an international event of the highest possible standard. And we want to give all the athletes as well as the audience a spectacular and memorable experience in Denmark.

Viborg Baneby - a new area in the inner city – as well as the old, historic part of the city will play a key role in creating a raw and yet beautiful scenography for the games.

## Why Viborg?

Trials is a growing sport in the Nordic countries and we are starting to see Nordic riders who are able to compete at an international level. Riders as Jonas Kristiansen, Joachim Nymann and Eirik Ultang are all participating in world cup competitions and doing great.

Bringing the Trials World Youth Games to Denmark and Viborg in 2017 would be a great way to shine the light on a blooming and upcoming part of the international Trials community. At the same time it would give us the opportunity to prove that Denmark is a great place for riders to have a great practice and a good time with new friends from all over the world.

Our local Trial clubs are experienced in the matter of involving local businesses as sponsors for large events and they will of course do our best to sell sections of the Trial venue to interested sponsors.

We can assure you that both the municipality as well as Danish Cycling and the local club members will take a very active part in promoting and marketing the event on various platforms – and we will all do it with a happy face. We can also assure you that we will involve the local newspapers, radio stations and broadcasting companies as much as possible in the Games to get the best coverage possible.

### **Requested dates**

Viborg Municipality is ready to run the event on the requested dates: 28-30 July 2017 but is open to other dates as well.

# Facts about Viborg

With an area of 1,422 km<sup>2</sup> and more than 95,000 inhabitants Viborg is Denmark's second largest municipality - geographically speaking - and the 9th largest in terms of population. Viborg is situated in the middle of Jutland and is therefore a natural meeting point. It is easy to reach Viborg by car, train, bus and plane. In fact, Karup Airport - which will connect you to all other domestic airports in Denmark - is just a 25-minute ride from Viborg.

Viborg – the main city after which the municipality is named – is located in the middle of the municipality and has approximately 40,000 inhabitants.

## A strong street environment

In the beginning of 2018 a Streetmekka – an activity house for street sports, music and art - will open in Viborg. The house will cover an area of 3,300 square meters of which a 1,000 will be dedicated to Trials. The Streetmekka will be under construction during the 2017 Games and will therefore create unique possibilities for an interesting venue.

## An international sports culture

Viborg has a proud sports culture and many international athletes. Around the world the city is especially known for its handball team and its handball culture. Viborg has hosted many international events – among other things the UEFA Under 21 Championship 2011 - and is currently home town the Danish women's national football team.

It is possible to attend sports elite classes in Viborg from the 8th grade and it is also possible for young people to attend a sports college Viborg.

## The history

Viborg means “sacred mountain” and the city is the second oldest in Denmark. Viborg was officially formed around the year 1000 and in the old part of the city you will come across many historical sites and traces that testify to the fact that Viborg was once both the political and religious center of Denmark.

Viborg remains a meeting point and home of an episcopate, the High Court and the regional headquarters. Viborg is also a modern municipality and city in constant development. In 2010, Viborg was named Growth Municipality of the Year, in 2011 Sports Municipality of the Year and in 2012 Youth Municipality of the Year.



## Local support

Viborg Trial Club probably have one of the best indoor arenas in Europe: 1200 square meters of facilities with all kinds of obstacles that you may see world cup venues.

The club is making solid progress with a lot of kids and youngsters – among others Jonas Kristiansen who is now working his way up to the elite category.

The indoor facilities of Viborg Trial Club are situated only 500 meters from the center of Viborg city and you will find the outdoor facilities only 300 meters away from the indoor facilities.

Trials is a known and accepted sport in Viborg and Viborg Trial Club are successful at showing people that there are other sports than football or handball. Viborg has the best facilities for Trials riders in Denmark and many of the best riders are training here.

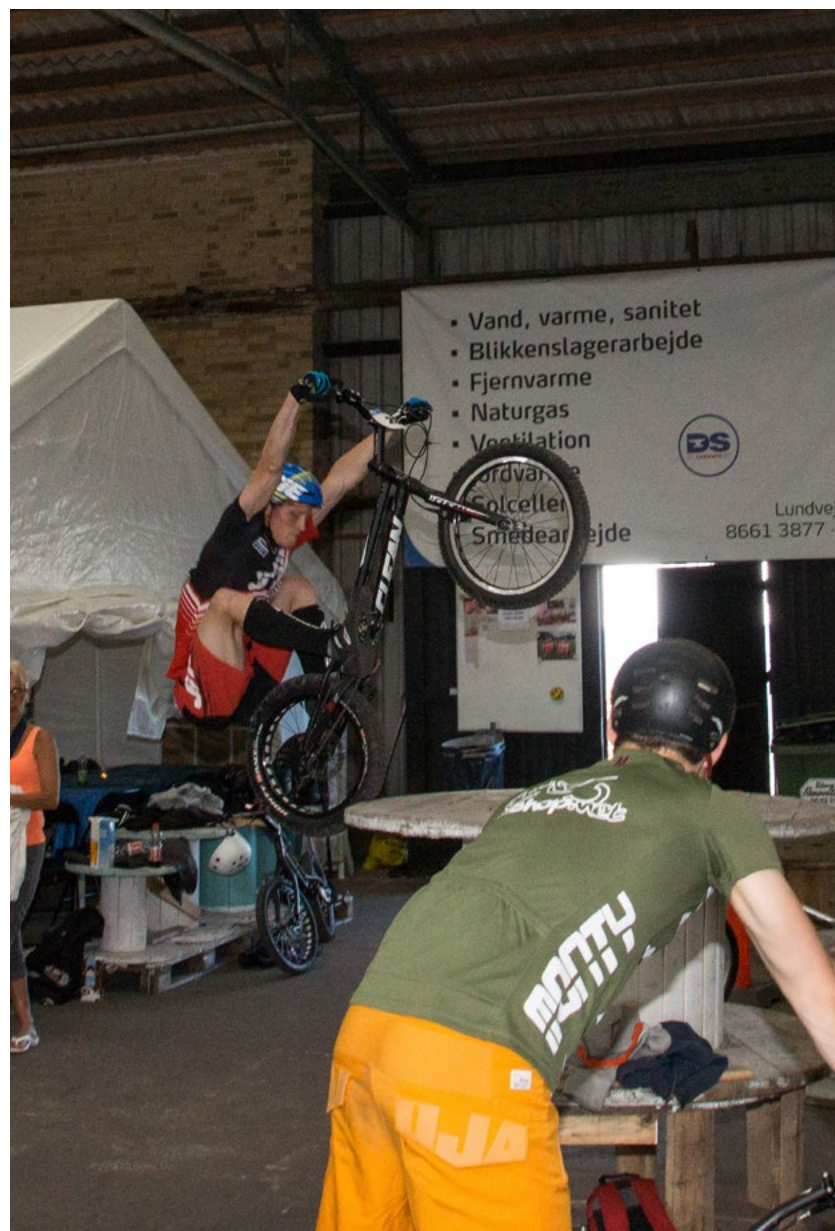
### Sections

All materials needed to build sections are available at Viborg Trial Club's arena - i.e. rocks, concrete, cable drums, logs – ready to be moved outside as well.

In front of the indoor arena is a 3,000 square meter parking lot where the club will build up Trials sections. It will of course also be possible to build sections in the indoor in the arena.

### Trial Race Headquarter.

All entries, press office, UCI office facilities and toilets will be placed right next to the venue – an area of 1,000 square meters overlooking the sections and all events.





# Our plan

Viborg will ensure the best possible conditions for the UCI Trials World Youth Games 2017.

Our concept is urban and flexible with focus on both sports and celebration. We will create new frames for the Games and activate the urban space and the beautiful city. Our facilities for the Games will be of the highest possible standard with a stunning show area, a convention center and the historic inner city.

The UCI TWY Games is also an event for the citizens of Viborg. We will make a special effort to strengthen active citizenship and we are currently working on new models for recruitment of participants and volunteers.

As a host city, Viborg is unique in the fact that many urban facilities are placed very close to each other. You will find sports facilities, accommodations, green areas, lakes and many historic squares within a very small geographic area.

The development in sports has in recent years moved towards a more individual approach to exercising. Our assessment is that there is plenty of room for "individual collectivism" in the sense that people prefer individual and flexible activities - and at the same time, they want to share the experience with other athletes. This wish for flexibility and a high degree of social interaction will course be met - both in frames and in contents - by the Municipality of Viborg.

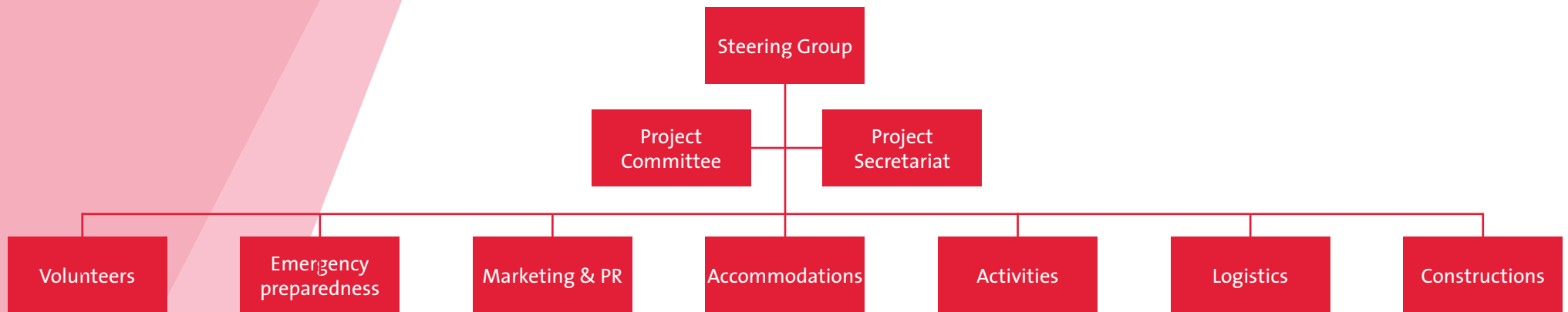




# Organization

We intend to create the strongest possible organizational lineup headed by the Mayor of Viborg Municipality.

Our team will tailored for the task and consist of experienced people placed in this organization model:



## Event experience

Every year Viborg Municipality hosts and executes many small and large events. The employees of the department of "Culture, Services & Events" have many years of experience in carrying out interdisciplinary projects that also involve employees from the departments "Technology & Environment", "Development" and "Communication" as well as external public and private partners.

Among other things, we have recently hosted the following sports events:

- UCI Grand Prix Viborg 2015 and 2016
- UEC BMX European Cup Rounds 5/6, 2015
- UEFA U21 Championship 2011 (Men)
- UEFA qualification matches for the 2016 Championship, 2015/2016 (Women)
- Generation Handball, international handball youth event. 2014, 2015 and 2016

## Venue and Facilities

Viborg Municipality will meet all required measurements with areas for Trial race headquarter as well areas for individual and national teams' competition. The setup will be made with strong participation from the local club.

## Accommodations

We offer a wide range of accommodation at many difference price levels. See details concerning accommodation, attractions etc. here: <http://www.visitviborg.com/In-int/viborg/holiday-viborg>. Besides that we can provide local nearby schools for free accomon-dations.

## Technique and logistics

Viborg Municipality has approximately almost 6,000 employees – and we know our city. Transportation, renovation, power supply, security and safety – we got it all covered.

## Finances

Please find provisional budget here:

Calendar fee.....	€	1.500
Human resources / Project management Viborg Municipality.....	€	20.000
Administration.....	€	5.000
Infrastructure and services .....	€	20.000
Media/Promotion.....	€	5.000
Miscellaneous.....	€	5.000
<b>Total.....</b>	<b>€</b>	<b>56.500</b>
<i>Budget in EURO</i>		

## Marketing & PR

All marketing and PR strategies will be developed in cooperation with UCI and according to your policies.

We will use the relevant means of communication and media platforms – i.e. local media and national media, web sites, event calendars, social media etc.



# Address and contact information

## Host City: Viborg Municipality, Culture, Service & Events, Denmark:

Viborg Kommune  
Kultur Service & Events  
Fællessekretariatet  
Prinsens Alle 5  
8800 Viborg  
Denmark

Contact person:  
Mr. Henrik Hauritz, consultant, Viborg Municipality

Mobile phone: + 45 30 57 10 12  
E-mail: hh@viborg

## Place of venue:

Nellikevej 1  
8800 Viborg  
Denmark

Contact person:  
Mr. Ole Kristensen, Viborg Trial Klub

Mobile phone: + 45 40 18 40 34  
E-mail: trialaction@sport.dk











**VIBORG**  
KOMMUNE