



**2024 CYCLO-CROSS
WORLD CHAMPIONSHIPS**

**TÁBOR
CZECH REPUBLIC**



SPONSORING & VIP HOSPITALITY

AGENTURA CYKLISTIKA s.r.o.

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www.mstabor2024.cz

2-4 FEBRUARY 2024



2024 UCI CYCLO-CROSS WORLD CHAMPIONSHIPS | TÁBOR

Venue: **Tábor - Sports Area Komora, Czech Republic**
Event date: **2 – 4 February 2024**
Starting categories: **Men Elite, Men U23, Women Elite, Women U23, Men Junior, Women Junior, Team Relay**
Official website: **www.mstabor2024.cz**

The Cyclo-cross World Championships are the annual highlight of the cyclo-cross season. The event is attended by the best cyclo-cross riders from almost 30 countries around the world.

Tábor will host the World Championships for the fourth time. The first event took place here in 2001, during which the Czech representatives won 6 medals. The second World Championships in Tábor were held in 2010 in the newly built Sports Area Komora and were crowned by Zdeněk Štybar's victory in the Men Elite category and Tomáš Paprstka's victory in the Men Junior category. In 2015, the World Championships returned to Tábor for the third time and for the first time two biggest stars of contemporary world cycling, Mathieu van der Poel and Wout van Aert, competed in the Men Elite category.



The races of all categories will be broadcasted **live on ČT Sport** (Czech Television Sport).



The previous UCI Cyclo-cross World Championships in Tábor were always visited by approximately **35,000 visitors over 2 days**.



The last three editions of the UCI Cyclo-cross World Championships were watched by about **108 million viewers worldwide** on their screens.



Agentura CYKLISTIKA s.r.o. is a marketing company focused on activities related to organizing top-level sports and cycling events. The company's activities range from providing complete event marketing to the implementation of the event itself.

Our most significant previous activities include:

- **UCI Cyclo-cross World Championships – 2001, 2010, 2015**
- **UEC Cyclo-cross European Championships – 2003, 2017**
- **18x UCI Cyclo-cross World Cup round**
- **Peace Race 2006**
- **National Cyclo-cross Cup series (since 1996 to date)**



Cyclo-cross is one of the cycling disciplines. Races take place in autumn and winter (the international UCI Cyclo-cross World Cup season lasts from September to February) and are held on circuits approximately 2.5 to 3.5 kilometers long. The circuit typically includes sections with various surfaces such as grass, mud, pavement, obstacles, and steep climbs where riders must dismount and carry their bikes. The duration of a race in the Men Elite category (which consists of professionals over 23 years old) is approximately 60 minutes. Other categories include Women Elite, Men and Women U23, Men Junior, Women Junior and younger riders in the U17, U15 and U13 categories.

CHOOSE ONE OF OUR PACKAGES

Price per package (excluding VAT)	PACKAGE			
	MAIN PARTNER	OFFICIAL PARTNER	PARTNER	TÁBOR PARTNER
Business Exclusivity	On request	On request	EUR 27 000	EUR 13 000
Right to use the 2024 UCI Cyclo-cross World Championships logo	✓	✓	✓	
Advertising boards in the start and finish area	20 m	10 m	5 m	
Advertising banners in last 300 m before the finish line	20 m	10 m		
Advertising banners along the race course	200 m	100 m	50 m	30 m
Possibility of placing a sponsor stand in Expo Area	✓	✓	✓	✓
Possibility of placing an inflatable arch/structure at side of the race course	✓	✓		
Public announcement of sponsors via speaker	✓	✓	✓	✓
VIP tickets for Saturday and Sunday	20 pcs	10 pcs	5 pcs	3 pcs
VIP parking passes for Saturday and Sunday	10 pcs	5 pcs	3 pcs	1 pcs
Three-day entrance tickets	50 pcs	25 pcs	15 pcs	8 pcs
Advertising page in the race programme brochure	✓	✓	✓	✓
Race programme brochure	20 pcs	10 pcs	5 pcs	3 pcs
Invitation for the 2024 UCI Cyclo-cross World Championships Official Dinner	4 pcs	2 pcs	2 pcs	2 pcs

	PACKAGE			
	MAIN PARTNER	OFFICIAL PARTNER	PARTNER	TÁBOR PARTNER
Podium backdrop logos	2	1		
Welcome board logos	1	1	1	1
Flash Interview backdrop logos	8	4	2	1
Giant screen logos	1	1	1	1
Artificial obstacles logos	1	1		
Steps logos	1	1		
Logo on advertising banner "Pyramid"	1	1	1	1
Logo on poster	1	1		
Logo on website	1	1	1	1
Logo in VIP area	1	1	1	1
Mixed zone backdrop logos	6	4	2	1
Press conference backdrop logos	2	1		
Start Poles logos	2	1		
Finish Arch logos	2	1		





VIP TICKETS

We offer you an exclusive VIP during the 2024 UCI Cyclo-cross World Championships.



Guests will have reserved **VIP parking** close to the track.



The **VIP tent will be located in an exclusive location** near the finish straight with a capacity of approx. 1000 seats.



It will be **possible to watch the race on TV screens in the tent.**



The tent will be **open on Saturday and Sunday** of February 3-4, 2024.



VIP catering will be available for guests throughout the day.



VIP tent programme:

10:00 – 11:30	welcome refreshments
11:30 – 14:00	warm buffet lunch
14:00 – 17:00	afternoon cold buffet

VIP ticket includes:

- Entrance to the circuit
- Entrance to the VIP tent with a seat reserved just for you
- VIP cloakroom with staff
- All-day catering
- Official brochure issued for the event

VIP ticket price:

- Saturday: EUR 250 (excluding VAT)
- Saturday + Sunday: EUR 410 (excluding VAT)

If you wish to purchase 2 or more VIP tables (1 table = 8 seats), the price can be negotiated individually.

Please contact us by e-mail: karel.balogh@cyklokros.cz