



PAN AMERICAN eCYCLING CHAMPIONSHIPS

 **SAN JUAN 2021**

Federation's
Presentation



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BACKGROUND



Esports, what are they?



Esports is the transformation of video games into a sport with spectators.

A content reaching 12 to 35-year-old in particular.

Through different platforms, it generates content and very precise data on the audience.

eCycling is considered an esport and a perfect conjunction between real and virtual sports.

COPACI, the Organizer



The Pan American Cycling Confederation (COPACI) is an autonomous body constituted by the Federations and/or National Associations of the countries of the American continent, recognized by the International Cycling Union (UCI), and recognized as the only authorities of this discipline by their respective National Olympic Committees.

It is the governing body of cycling in the Americas interacting with 39 National Federations and the representative body of cycling in the Americas.

National Federations and the common representative body of the sport of cycling in the American continent,

Currently, COPACI's President is Mr. José Manuel Peláez and his headquarters are located in Havana, Cuba.

The COPACI eCycling Commission is the organizer of the Virtual Pan American event.



Rouvy, a brief description



Rouvy is a cycling app that offers a variety of real-life tracks and augmented reality rides.

Unlike other apps that simulate virtual worlds or offer real road simulations, Rouvy uses video footage of real roads and combines it with elevation data.

ROUVY is a partner of, in example, Spain´s La Vuelta, Tour Suisse, Iron man among others.

For more information visit:

<https://rouvy.com/en/>



Esports Planet, the event operator



Esports Planet is a consulting and tournament production agency focused on esports development in the Americas.

The difference and added value is the talent and experience accumulated by the union of professionals that comprises them, since they come from the field of marketing, advertising, high-performance athletes and gaming.

Scope of work:

- 1- They produce events, tournaments and leagues of all types of esports in different countries.
- 2- They provide consultancy services to non-native companies in order to introduce to the esports ecosystem.
- 3- They develop video games for cell phones.

The virtual Pan American, the Championships



The Virtual Pan American is an electronic cycling or eCycling competition that will take place in 3 stages, including the one that will end up in an in person event that will be held during the actual Pan American Road Cycling Championship in the province of San Juan, Argentina.

Taking into account what was done by the UCI in December 2020, we have come up with a championship that although it will dispute intermediate instances online, aims at being defined with the in person riders in order to be properly controlled by the COPACI commissaries.

Beyond the sporting aspect, the objective is to create an attractive final event with the necessary touch to attract a new audience to cycling, amplifying the real sport and inviting new participants to the Federations of each country.

It is an opportunity to unite in an inclusive event all the Federations that make up COPACI and to also demonstrate in this new field the power of cycling in the region.

All the details of the Virtual Pan American Championship are developed in this presentation.



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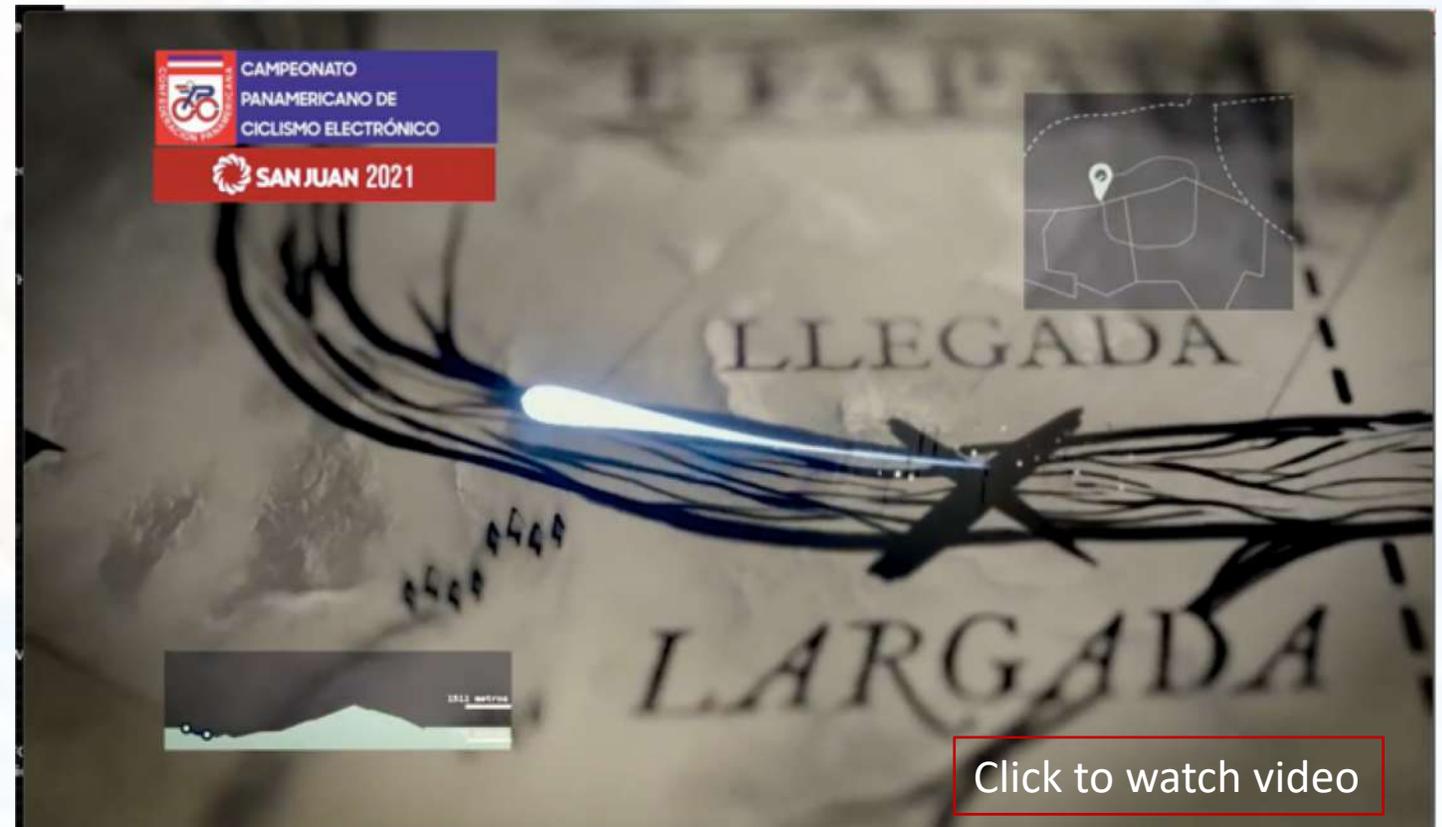
CIRCUIT



San Juan, Circunvalación Ave. Circuit

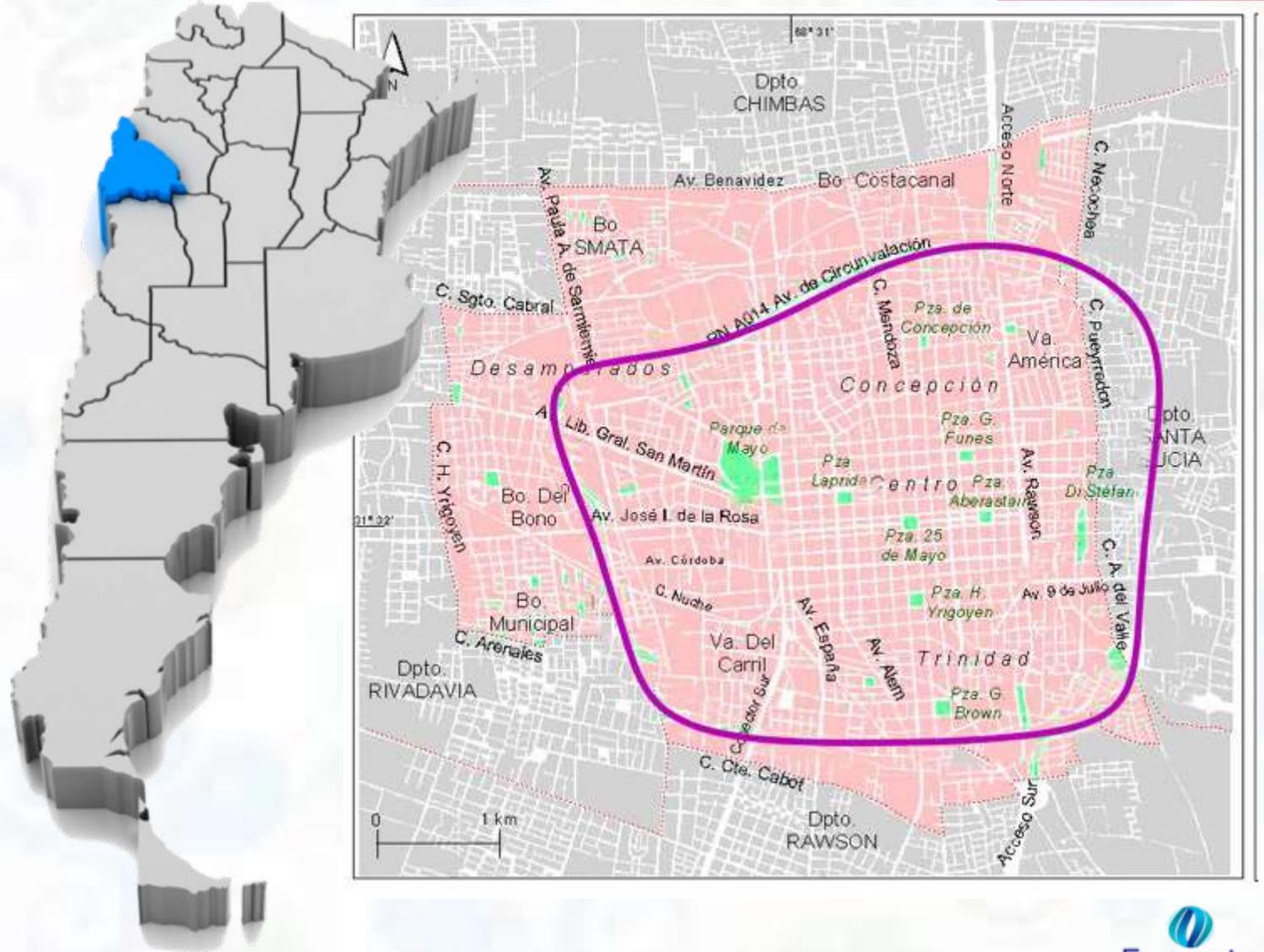


The race will be held on Avenida Circunvalación. The road work that links San Juan and has 15.7 kilometres long along the inner ring road. There will be two rounds to complete the proposed kilometres and sprints established by the organization. In the real version, it is very difficult to run in a tough hard terrain such as the Avenida de Circunvalación, where the race would not end in a mass packing. The attacks are constant in an effort to keep the champion's jersey. Will we see this again in the virtual version?



San Juan : Circunvalación Ave. Circuit

COUNTRY : Argentina
PROVINCE : San Juan
CITY : San Juan
ROAD : Circunvalación Ave.
ROAD DISTANCE : 15,7 km
LAPS: 2
TOTAL GAIN IN ELEVATION: 662 m
TOTAL DISTANCE: 31.4 km



Awards

The Pan American Champion jersey

The winner of the men and women events will win the COPACI Pan American eCycling champion's jersey.

As in other disciplines, the winners will be entitled to wear a physical jersey during the races and electronic sport activities in which they participate during the following year.

The Race

The format of the on site competition will be as follows:

It will be a sprint race with 8 different goals to earn points in each goal.

- In quarter finals , 24 qualified countries will run a 8 riders qualifying packs at a time.
- The formation of these 3 groups will be totally random.
- From each of these packs, the first 4 places will advance to semi-finals.
- Semi-finals will be formed by 12 riders assembled in two groups of 6 riders. The order for these two groups will also be totally random.
- From these two groups the first four positions will move to the finals.
- The final will take place by 8 runners.
- Pan American Esports Cycling Championship winner will be the first to get more points in this final stage.

Riders will make it to this in-person stage by their own means.

Lodging and meals will be provided by the Organizer.



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FEDERATIONS



Federations



The first COPACI Pan American eCycling Championship will be an inclusive event open to all National Federations from all over the continent that wish to participate.

Championship Format :

It consists of 3 stages :

Stage 1 :

Selection of the Federation representative.

Stage 2:

Regional Online Qualifiers.

Stage 3:

San Juan in-person final, controlled by COPACI Commissaires.

Championship Format

Stage 1: Selection of the National Representative (both sex):
The Federation may directly select an Elite representative for each gender or may hold a local competition among its members on the official ROUVY platform, in the same circuit they will compete in the In-person Final.

Stage 2: Qualification:

Two competitions for both genders one for the North Region and one for the South Region. The 24 best times between both competitions qualify for the next stage.

Stage 3: In-person Final:

The 24 best Elite times men and women from both regions will compete in-person during the San Juan Pan American event.

Allocation of places

All the Federations of the continent **WITHOUT EXCEPTION** are invited to participate in the qualifiers for the final stage. The only requirement is to have an smart trainer in the Federation and to certify the correct performance of the rider competing in the qualification. Each country wishing to participate will be represented by one rider and a substitute per gender of the Elite category.

All requirements are described in the Competition Regulations.



Elegibility of riders



Once the National Federations accept their places in the event, they must choose their team.

In addition, the unique virtual and on-site nature of the event has allowed the anti-doping compliance criteria to be maintained to support the integrity of the Pan American Championships. All riders selected by the National Federations (men and women) MUST meet the criteria described on the right column at the time of selection. right at the

When submitting the final team selection to COPACI, National Federations must demonstrate that all riders they select meet these eligibility criteria.

To be eligible, all riders MUST belong to a Federation and provide:

- 1) A registered test group at the national level: in these cases, the National Federations must provide evidence that the rider is part of the program.
- 2) Riders MUST be registered with Rouvy for online qualifiers, this will ensure a level of familiarity with the platform and how it works, and should minimize problems associated with the configuration and educate participants.
- 3) Preferably, athletes should also have participated in the qualifiers that will be held on the same circuit used in the Grand Final.

Local riders selection



Once the Federations have agreed to participate in the event, they are free to use their own methodology to select riders, provided that the riders meet the eligibility criteria described for the event.

National Federations must provide evidence that the selected riders meet these criteria when submitting their team selections to the classification. COPACI reserves the right to reject any changes made to National Federation teams after closing inscription date.

Training events

The qualifying circuit and final race is the same and will be available on the Rouvy platform in a date to be informed.

Federations will be able to use it to:

- Evaluate / select specific riders (if they wish).
- Allow riders to recognize the circuit and the full course.
- Allow riders to accumulate Rouvy experience prior to the Pan American event

Federations are allowed to use any competition platform(I.E Zwift) in their local qualifications in order to submit their riders.

Riders Confirmation

In a date to be informed later, National Federations will be required to confirm the specific riders they have chosen to represent their nation..

In this regard, the Federation/rider will be required to provide a defined set of information to COPACI, such as:

- The physical location from which the rider will ride the qualification.

Information for the Federations



Digital Jerseys

- 01 For those Federations participating in the Final Stage, Rouvy for a cost can supply digital versions of the jerseys of the National Federations participating in the game. To enable this, National Federations must provide the applicable file formats to COPACI asap along with a signed Rouvy allocation agreement asked to event organizer.

Communication format

- 02 Esports Planet will produce communication formats as National Federations sign up to advertise their participation in COPACI. Once registered, the National Federation is expected to provide information on how its representative was chosen. The purpose is to transform this information in a communicational format for the event that will be disseminated, using the digital channels of each federation and the digital platforms of the event.

Smart trainers

- 03 Just in case to use Rouvy ,you can find all trainers approved for its platform for classification in the following link:
<https://support.rouvy.com/s/article/ROUVY-Workouts-Supported-trainers>

National Federations Support



Technical Support

Once the National Federations have selected their teams, Rouvy will set up a dedicated technical support function for participating riders.

Once the official circuit is online available to all riders on the platform, all riders who wish to test the Rouvy platform are free to do so **free of charge for 15 days**.

In addition, through a special code provided by the organizers, all participants in the local and regional qualifiers will have the opportunity **to enjoy of Rouvy platform FREE OF CHARGE for 45 days**.

Communication Strategy

STAGE 1: LOCAL

Our general objective is to generate audience to attract public to cycling and sponsors to the sport.

We want to say, through the Social Networks of each Federation and those in the Virtual Pan American event, how the representative was selected for the regional online qualification.

Each Federation will be contacted to know if they will hold qualifiers among riders or directly designate their representatives. For the purposes of communication design this will work either way considering we will develop one or two parts for each country to use in their own digital platforms and those of the Championship.

STAGE 2: REGIONAL

With all the communication parts generated together with the federations in Stage 1, we will build the basic audience platform for Stage 2 communication:

The regional competition among nations to qualify the top 24 competing for the on-site stage.

In this stage, we should have images of some of the selection races or interviews with those selected to deliver more videos more videos to the different federations.

We encourage the mass participation of the public at each country into own Social Networks to encourage their ride

STAGE 3: ON SITE

This on-site stage will feature the production of a 35/45-minute television show narrating the on-site races to determine the first Pan American Champion.

This will take place in the Province of San Juan, Argentina.

Communication Formats



Stage 1:

It will be available 60 “ length videos for Federations usage (if Federations submitted their local shooting images to event operator) on their communicational platforms.

Stage 2:

Sixteen videos (60 second each) - 8 videos for each regional classification .

Stage 3:

A 35/45m TV show with the final tournament.

Documentation availability

Documents that will be available on the following website : <https://www.copaciecycling.com>

- National Federation participation agreement.
- Riders registration form for online classification.
- Competition Rules and Regulations
- Frequently Asked Questions
- Technical guide of the platform.



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ADDITIONAL
INFORMATION



Additional Information



Because this is the first Pan American Championship, we could anticipate that there may be more questions that National Federations should ask before registering for the qualifiers.

COPACI, Rouvy and Esports Planet will be happy to receive questions and will strive to provide all the necessary information relative to the participation in the event and the selection of your National Teams

Summary



Dates

TBC*



Format

Scratch race



Classifications

Elite Men
Elite Women



Race Length

On site stage : Maximum 10 riders per
gender



Course

San Juan Province
Circunvalación Ave.



Distance

62,8 km



Elevation

662 m

* Pending of COVID restrictions



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THANK YOU!