

2011-2012 USA Cycling Cyclo-Cross National Championships Bid Instructions



Bid Submission Deadline: August 15, 2010
USA Cycling Selection Announcement: October 15, 2010

Send all bids and correspondence to:

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National Championship Overview

USA Cycling is the national governing body for competitive cycling in the United States, a member of the United States Olympic Committee, and is recognized by the International Cycling Union (UCI) as the sole sanctioning body in the United States.

USA Cycling owns the rights to the USA Cycling Cyclo-Cross National Championships. The official name for the event will be the “USA Cycling Cyclo-Cross National Championships”. USA Cycling retains the rights to various media and sponsorship categories that are listed below.

Who Can Bid for a National Championship?

USA Cycling endeavors to create event relationships with organizations like Convention and Visitors Bureaus, City Sports Commissions and/or venue operators such as a resort or (for track races) a velodrome association to ensure the Local Organizing Committee (LOC) has all of the necessary support, involvement and promotion in the local community. The LOC will need an experienced race director or event production group that can help develop the bid as well as help market and organize the event from start to finish.

Bid Format and Process

This document is a general overview of the requirements for hosting a USA Cycling National Championship. All bids must acknowledge and accept responsibility for requirements listed within this document. Completed bids must be received by their respective deadline. We will review and follow up with questions or discussion. The decision-making process may include a site visit by one or two USA Cycling staff members and we would request that the LOC offset reasonable travel costs for that visit. There is a non-refundable bid fee of \$100 to be included with the submitted proposal.

Additional Information on the USA Cycling Cyclo-Cross National Championships

- The 2009 event saw just over 1700 participants and an additional 2500-3500 spectators.
- The USA Cycling Cyclo-Cross National Championship shall be open to all USA Cycling masters categories, junior categories, elite men and women, collegiate categories D1 and D2 men and women, and singlespeed men and women.
- The traditional date of this championship has been Wednesday through Sunday on the second weekend in December but there is a possibility of moving the date one month later into January.
- A 2009 Economic Impact Study done for this event by the University of Oregon estimated a \$1.08 Million boon to the Bend, Oregon economy in direct tourist spending.
- With Cyclo-Cross World Championships coming to Louisville, KY in early 2012 and 2013, this event is only going to grow and create more excitement in the media and cycling community.
- The bid for this event is a two-year contract for 2011 and 2012.



Key Selection Criteria

- Event management experience
- Financial and Community Support
- Venue quality / course selection
- Proximity of courses/venues to hotels, food and lodging
- Maximum exposure of the event to the local community
- Media/Public relations plan
- Television coverage
- Local/Regional/National sponsorship potential
- Operating budget
- Volunteer Support
- Location and accessibility for participants
- Overall bid presentation

Venue/Format Requirements

The USA Cycling Cyclo-Cross Championship requires a venue that includes the following:

- A closed course such as a park with enough real estate to create a challenging cyclo-cross course that will take an elite rider between 8 and 12 minutes to complete. There should be some dirt sections, some road sections and run-up areas. Please see chapter 5 (page 135) in the 2010 USA Cycling rule book for a complete course description. The course must meet UCI specification as outlined in the UCI rulebook available at www.uci.ch.
- A time trial event will be held for all categories to determine call-ups for the events. This time trial should be run on a similar adjacent course the day before each category's mass start race.
- A space on or near the start finish for a stage for officials and a VIP area
- Plenty of participant and spectator parking adjacent to the course.
- A spectator-accessible area close to hotels, food and shopping—most likely a downtown business area or similar.

Budgetary Requirements

This event is set up as a profit-share model between the LOC/Promoter and USA Cycling. All entry fees, government grants and event specific cash sponsorships will go toward paying the General Operating Budget for the event. Items listed below under "Responsibilities of LOC" can NOT be put in the budget—those are items that the LOC must provide at no charge. Additional cash sponsorships (not including grants) sold by the LOC or USA Cycling are subject to the seller keeping 25% as a sales commission. USA Cycling sponsors (specific sponsors that are not event-specific) are listed below and revenue from these sponsors will not flow into the general operating budget. Items that will be added to the event budget are listed below under "Items included in General Operating Budget" with a rough



estimate of cost. After the entire General Operating Budget has been paid, the LOC/Promoter and USA Cycling will split the remaining profits equally. USA Cycling retains the rights to all event merchandise sales.

Responsibilities of USA Cycling

1. Final course and facility approval
2. On-site personnel from Events Department, Membership, IT, and Communications to help oversee event (travel costs included in general operating budget)
3. Cost of USAC event permit
4. Assign event officials
5. Review and approve race schedule
6. Provide race numbers, medals and jerseys (costs including shipping to be included in general operating budget)
7. Review and approve all communication promoting the event
8. Promoting the event to athletes and national media through USA Cycling Communication Department efforts pre race, on-site and post race.
9. Online pre-registration and oversight of on-site registration (costs if any to be included in general operating budget)
10. Results distribution after the event
11. Involving USA Cycling Sponsors/Suppliers in the event
12. Provide USAC sponsor/supplier banners, snow fencing and truss signage for start/finish area (costs including shipping to be included in general operating budget)
13. Provide Technical support company for neutral support (costs if any to be included in general operating budget)
14. Provide Start/Finish banners and awards backdrop (costs including shipping to be included in general operating budget)
15. Review and approve race announcers
16. Approval of all event Sponsors

Responsibilities of LOC

1. All permits needed to secure local venues and courses including any police costs
2. Development of a Police & Medical plan for event
3. Insurance for non-racing activities
4. Media Facilities
5. Preparation of technical guide
6. Radio and organizational plan for race staff, officials and volunteers
7. Housing of all USAC staff, Event staff & Officials (approx. 16-18 rooms for the event's duration)



8. Drug control facilities per USADA requirements
9. Competition Management Office
10. Venue security/Access Control/Credentials
11. Volunteer recruitment
12. Registration facilities
13. Hospitality evening open to participants, staff, and spectators (LOC also collects revenue)
14. Venue parking area at no charge to USAC Staff, board members, sponsors or officials.
15. Coordination and oversight of items below in "Items included in General Operating Budget"

Items included in General Operating Budget and Cost Estimate (depending on vendor)

1. Race Director and personnel in host city to manage and market the event
2. USA Cycling staff travel and per diem to the event (cost of transportation and per-diem—approximately 7-10 people)
3. USA Cycling rider insurance surcharges (\$3/rider/day)
4. USAC's hired, non-owned vehicle insurance policy fees
5. Costs associated with timing and results (Photofinish camera supplying a continuous, frameless finish as well as chip timing to provide lap times for all riders)--\$10,000-\$15,000
6. Costs associated with sound system/music--\$3,500-\$5,000
7. Costs associated with fencing, start/finish truss and stage--\$8,000-\$14,000
8. Officials fees, per diem, and transportation costs--\$8,000-\$12,000
9. Announcer fees/per diem/travel (announcers to be chosen by USAC)--\$2,500-\$4,000
10. Venue and Facility Construction
11. Any costs associated with television production (if there is TV production)
12. VIP area costs and ticket sales
13. Prizes purse for elite classes and prize product for other classes
14. Costs associated with race numbers, jerseys and medals including shipping costs

Equipment and Vendor Requirements

All USA Cycling National Championships must use USA Cycling approved vendors for event equipment. Below is a list of items that must be present for this event:

1. A finish line truss that adheres to the specifications designated by USA Cycling.
2. A stage at the start/finish line that can hold approximately 10 people including officials and announcers. This stage must have a roof to protect the staff and officials from weather.
3. An enclosed, heated area immediately adjacent to the stage (such as a motor home) to be used as a working space for officials and timing staff. Preferably this area has a view of the finish line.
4. A structure that can accommodate the USA Cycling National Championships award backdrop as well as a podium for five people.



5. A minimum of 2500 feet of French barricade fencing at the start finish area. This is fencing that must be able to accommodate USA Cycling signage (three-foot tall coroplast) and four-foot tall snow fencing. More may be needed depending on the course. All signage on course must meet USA Cycling specs.
6. A sound system that has the power to reach all spectators within a reasonable distance from the start/finish line.
7. Timing and scoring system that can provide lap times for all riders (such as chip timing) as well as a computer-driven finish line camera (such as FinishLynx).

Reserved Sponsorship Categories

USA Cycling is proud to partner with a number of sponsors who participate in all of our National Championships. The closed categories for the USA Cycling National Championships are as follows:

- Shimano—neutral support
- Gatorade—beverages and energy food
- Voler—official technical wear
- Bank of America—official Credit/Debit card program

Additional Information Needed

Please include the following information in your bid as well:

- Details about your host city or venue including population, average temperatures during the time of the event, media statistics, tourist attractions and any other pertinent information as a destination for the USA Cycling National Championships.
- Key people from the city and production company involved in the organization of the event. Production staff, communications staff, etc. that you will be using.
- Letters of support from other government officials, venue operators, and potential sponsors.
- Photos, maps, and any history of use of proposed venue.
- Budget overview.
- Tell us why you stand apart from other cities who want to host this event!

Please send all completed bids along with a non-refundable bid fee of \$100 (check or money order made out to USA Cycling) to:

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