

2011-2012 USA Cycling Professional Criterium National Championship Bid Instructions



Bid Submission Deadline: July 15, 2010
USA Cycling Selection Announcement: September 1, 2010

Send all inquiries, 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 Professional Criterium National Championship and grants these rights to Local Organizing Committees (LOC) to host this event. As such the official name for the event will be the “USA Cycling Professional Criterium National Championship”. 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 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 Professional Criterium National Championship

- The event usually sees between 80-125 professional riders and 30,000 spectators.
- The traditional date of this championship has been the second weekend in August, but USAC will entertain a different date option if it works into the USA Professional Tour Calendar.
- A 2005 Economic Impact Study done for this event by the Village of Downers Grove, IL estimated an \$856,950.00 boon to the local economy.
- Promoters can run non-championship races concurrently with the Pro Criterium Championship. All entry fees and revenue flowing from those races are the property of the LOC.
- 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 Professional Criterium Championship will need a venue that includes the following:

- A closed road course between 0.6 and 1.5 miles in length with a start/finish line that is a minimum of 200 meters from the first corner and the last corner.
- The USA Cycling Professional Criterium National Championship shall be open to all male riders on a UCI registered team. USA Cycling will determine in its sole discretion the composition and qualifications of the teams and riders in the field.
- Minimum prize purse for the Men's Professional event is \$15,000.
- 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

The royalty fee to host the 2011 and 2012 USA Cycling Professional Criterium National Championship is \$15,000 for the first year and \$25,000 for the second year. The budget will include all of the USA Cycling responsibilities listed below. The LOC will be required to submit an updated budget to be included in the contract with USA Cycling. The entry fee will be set by USA Cycling and all entry fees will go to the LOC. Sponsorship revenue sold by the LOC will be kept by the LOC (assuming it is an open category—please see below for a list of closed categories) and sponsorship revenue sold by USAC will be kept by USAC except for a percentage that will pass through to the LOC to support the sponsor on-site. The LOC will be asked to submit all sponsorship contracts to USA Cycling for review. USA Cycling retains the rights to all event merchandise sales.



Responsibilities of USA Cycling

1. Final course and facility approval
2. Event insurance (Excluding motorcycle, auto coverage and rider insurance surcharges)
3. Cost of USAC event permit for that single day of racing (7% prize purse fee is also waived)
4. Assign event officials
5. Review and approve race schedule
6. Award jersey to National Champion
7. Provide medals and jersey
8. Events staff travel and per diem to the event.
9. Communications staff travel and per diem
10. Review and approve all communication promoting the event
11. Promoting the event to athletes and national media through USA Cycling Communication Department efforts pre race, on-site and post race.
12. Online pre-registration
13. Results distribution after the event
14. Involving USA Cycling Sponsors/Suppliers in the event
15. Provide USAC sponsor/supplier banners, snow fencing and truss signage for start/finish area
16. Provide Technical support company for neutral support
17. Provide Start/Finish banners and awards backdrop
18. Review and approve race announcers and sponsors

Responsibilities of LOC

1. Complete financial management of the event
2. All permits and personnel needed to secure venues and courses including any police costs
3. USA Cycling rider insurance surcharges (\$3/rider)
4. USAC's hired, non-owned vehicle insurance policy fees
5. Insurance for non-race activities
6. Costs associated with timing and results
7. Costs associated with sound system/music
8. Costs associated with fencing, start/finish truss and stage
9. Officials fees & per diem
10. Announcer fees/per diem/travel (announcers to be chosen by USAC)
11. Venue and Facility Construction
12. Development of a Police & Medical plan for event
13. Media Facilities
14. All officials fees, transportation, per-diem and housing costs



15. Pace vehicle (can be a sponsor)
16. Radio plan for race staff, officials and volunteers
17. Housing of all USAC staff, Event staff & Officials (approx. 16-18 rooms for the duration of the event)
18. Any costs associated with television production (benefits also go to LOC)
19. Drug control facilities per USADA requirements
20. Competition Management Office
21. VIP area
22. Venue security/Access Control/Credentials
23. Event Staff/Volunteers
24. Registration facilities
25. Awards podium
26. Awards ceremonies
27. VIP area
28. Venue parking area with free parking for all USAC staff, sponsors, officials, and board members

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. A structure that can accommodate the USA Cycling National Championships award backdrop as well as a podium for five people.
4. A minimum of 3000 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.
5. A sound system that has the power to reach all spectators within a reasonable distance from the start/finish line.
6. 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. USA Cycling reserves the right to close certain categories of sponsorship but must inform the LOC a reasonable amount of time before the event. Currently the closed categories for the USA Cycling National Championships are as follows:

- Shimano—neutral support
- 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 that 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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