



2010 EVENT APPLICATION



USA Cycling
210 USA Cycling Point, Suite 100
Colorado Springs, Colorado 80919



AMERICAN MOUNTAIN BIKE CHALLENGE (AMBC) MISSION STATEMENT

The goal of the American Mountain Bike Challenge (AMBC) is to recognize regional events which will promote grassroots racing (including all ages and abilities of competitors) to actively grow the sport of mountain bike racing and participation in the United States.

AMBC EVENT STANDARDS & GOALS

A professional business attitude: 1. Toward other series event organizers: 2. The national association: 3. Series sponsors. AMBC events must work closely with others in marketing and promoting the AMBC series, plus be cooperative in enhancing participant satisfaction.

The classes and categories offered at the AMBC event should be consistent with USAC-MTB National Rankings. A minimal list of classes and categories is outlined in this bid application.

Rankings and Results Submission: Electronic submission of race results to USA Cycling is **required** within **24-hours following the event**. If classes and categories are combined for at the event, the race results must be submitted in the USA Cycling ranking classes and categories. The rider's annual license number must be included with the race results.

Post-event Marketing Report: AMBC events participating in a USA Cycling partner sponsorship must submit a post-event marketing report. The post-event marketing report will be outlined according to the sponsorship (required only if AMBC event sponsorship is extended to event from USA Cycling).

Courses: The courses used for AMBC events must be safe, competitive, and a fair test of each ability category, class, and discipline offered.

Participants: A minimum of 300-500 racers must have participated in prior mountain bike events at the proposed AMBC event site (contingent on the region of the country).

Spectators: A minimum of 300-500 spectators must have attended in prior mountain bike events at the proposed AMBC event site.

Prizes/Awards: Awards must include a cash purse for Pros (stated in all race materials) and cash and/or merchandise for amateurs. Please include the cash purse amount for the PRO male and female categories.

Event Organizer Experience: Event organizers wishing to host an AMBC event must have at least three (3) years of organizing successful mountain bike events.

Publicity/Media: Event organizer must have ability to gain favorable press attention, both locally and regionally.

Mountain Biking Legacy: A positive legacy for mountain bike racing should be established in hosting community following the AMBC event.



AMBC EVENT SELECTION CRITERIA

- **Geographic Location:** What will the possible impact be on the hosting cycling community if an AMBC event is established there? How will the AMBC event serve the cycling community and NORBA annual members?
- **Urban Proximity:** How accessible is the race site to participants? Is transportation, housing, and food easily accessible?
- **Event Organizer's Experience:** How experienced is the event organizer with successful mountain bike events? What other events have they promoted? How long have they been promoting mountain bike racing at a regional or state level?
- **Quality of Event:** What kind of prize list, venue, amenities, and timing are being offered to racers?
- **Courses:** Are the courses to be used at the proposed AMBC event fair, safe, and a solid test of each racer's ability? Is the course appropriate for a wide range of categories, including juniors?
- **Calendar and Date Flexibility:** How well does the event fit into the state, regional, and national calendar? Are the event organizers willing to work with an alternate date choice if there is a date conflict with another event? Does the event organizer keep a consistent date and location of the event every year (i.e. every year the event is held the third weekend of June)?
- **Sponsorship and Community Support:** Does the event organizer have strong community support? Is there adequate sponsorship for expenses, awards, and amenities for the riders? fit

AMBC RIGHTS & RESPONSIBILITIES

USA Cycling is responsible for:

- National media and marketing;
- USA Cycling staff assistance;
- Editorial coverage posted on the USA Cycling website. Editorial coverage is also dependent on information supplied to USA Cycling from AMBC event organizers.
- USA Cycling coordinates various marketing programs, series operations and sponsorship partnerships in cooperation with AMBC event organizers.

AMBC Sponsorship

Upon mutual agreement, the AMBC event organizers and USA Cycling will sell sponsorship rights and designations in specific product categories to the benefit of the events and the series. USA Cycling makes no guarantees or warranties that the association will deliver sponsorship income or commitment to AMBC events. USA Cycling and AMBC event organizers agree to work in mutual cooperation to develop AMBC events and rights packages that are appealing to sponsors. Any sponsorship that is arranged by USA Cycling for the benefit of the AMBC will be clearly communicated to the participating AMBC event organizers as to the specific commitment and requirements of the sponsorship.

AMBC Event Organizers are financially responsible for:

- Event production and technical operations;
- Timing, results, staffing, awards, media, officials, sound, public address announcer, venue, banners;
- Local, regional, and national advertising;
- USAC club, permit, and insurance fees.

AMBC Event Organizers are granted revenue rights to:

- Entry fees, tech support, parking, and expo fees.



AMBC CATEGORIES & CLASSES (recommended)

Cross-country

Pro Male

Junior (no category): 10 & under, 11-12, 13-14

Category 1: 15-16, 17-18, 19-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-59, 60+

Category 2: 15-18, 19-29, 30-34, 35-39, 40-44, 45-49, 50-59, 60+

Category 3: 15-18, 19-29, 30-39, 40-49, 50+

Pro Female

Junior (no category): 10 & under, 11-12, 13-14

Category 1: 15-16, 17-18, 19-29, 30-39, 40-49, 50+

Category 2: 15-18, 19-29, 30-39, 40-49, 50+

Category 3: 15-18, 19-29, 30-39, 40+

Marathon (60k/37m-100k/62m) and Ultra-Marathon (100k+/62m+)

Male Pro/Open 19+, 19-29, 30-39, 40-49, 50-59, 60+

Female Pro/Open 19+, 19-29, 30-39, 40-49, 50+

24-Hour

Male Solo, Duo, 4-person team, Junior 4-person team, Master 4-person team (40+)

Female Solo, Duo, 4-person team, Junior 4-person team, Master 4-person team (40+)

Mixed Duo

4X or Dual Slalom

Pro Male

Category 1: 18 & under, 19-29, 30-39, 40+

Category 2 & 3 (may be combined): 18 & under, 19-29, 30-39, 40+

Pro/Category 1 Female

Category 2 & 3 (open/may be combined with each other)

Downhill

Pro Male

Junior (no category): 10 & under, 11-12, 13-14

Category 1: 15-16, 17-18, 19-24, 25-29, 30-34, 35-39, 40-49, 50+

Category 2: 15-18, 19-24, 25-29, 30-34, 35-39, 40-49, 50+

Category 3: 15-18, 19-29, 30-39, 40+

Pro Female

Junior (no category): 10 & under, 11-12, 13-14

Category 1: 15-16, 17-18, 19-29, 30-39, 40-49, 50+

Category 2: 15-18, 19-29, 30-39, 40-49, 50+

Category 3: 15-18, 19-29, 30-39, 40+

Super D

Pro/Open Male, Junior 18 & under, 19-29, 30-39, 40-49, 50+

Pro/Open Female, Junior 18 & under, 19-29, 30-39, 40+



AMBC NATIONAL RANKING VALUE

AMBC events have a higher National ranking than State Championships, but lower than National Championships and USAC-MTB National Calendar events.

AMBC EVENT RESULTS & RANKINGS

AMBC event organizers are required to electronically submit race results 24-hours after the AMBC event. Additional information on rankings and results submission may be directed to:

USA Cycling Rankings and Results

E: rankings@usacycling.org

How to submit race results to USA Cycling

<http://www.usacycling.org/results/results.php>

2010 USA CYCLING MOUNTAIN BIKE NATIONAL CHAMPIONSHIPS

AMBC events will be used as qualification events for the USA Cycling Mountain Bike National Championships. The number of rider qualification slots will be 10-deep per discipline, gender, category, and age-group. AMBC promoters are required to submit the event race results within 24-hours of their event, with each annual USAC-MTB member's license number included in the results submitted to the USAC office.



2010 AMBC EVENT APPLICATION PROCEDURES

- Please review all information contained within this application prior to completing it.
- Completed AMBC applications must be submitted with a **postmark no later than Dec 5, 2009**.
- All AMBC event applications **must include the \$100.00 application fee** paid by check to "USA Cycling."
- Races scheduled for UCI status during the same year will be waived the AMBC application fee.
- **AMBC event applications will be reviewed between receipt and Dec 10, 2009.**
- **Tentative AMBC event selections will be made by December 10, 2009.**
- ***Final site and date selections will be announced on or around December 15, 2009.***
- Selected sites will be notified by email.
- USA Cycling accepts AMBC applications on an annual basis and agreements are for a maximum of one year. USA Cycling offers no guarantee a site will retain rights to the AMBC title designation the following year. Retaining the AMBC designation is contingent on how successful the AMBC event was the previous season. However, AMBC sites generally have the first opportunity to bid to be on the AMBC schedule for the following year.
- The AMBC designation is granted for the event weekend applied for either with the first date selection, second date selection, or a date agreed upon by USA Cycling staff and the AMBC organizer. AMBC designations will not be split over multiple weekends.
- Races selected to be on the 2010 AMBC calendar are to be permitted with USA Cycling at least eight (8) weeks prior to the scheduled event date.
- Please include copy of previous year's race flier/event website, along with the proposed 2010 race flyer (if possible).
- AMBC events that meet the specified criteria of the USA Cycling National Mountain Bike Calendar may be placed on it automatically. Not all AMBC events may meet the criteria, so AMBC status does not equate to automatic status on the USA Cycling National Mountain Bike Calendar. AMBC events placed on this calendar will be notified of their inclusion and their level designation.



2010 AMBC EVENT DETAILS

Event Name: _____

Event Location City: _____ State: _____

Disciplines to be offered (circle all to be offered):

XCO STXC Stage Marathon (XCM) Ultra-Marathon 12/24-Hour

DH 4X DS Super D

USAC Club/Organizing Group: _____

Name of Primary Contact: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone (primary): _____ (cell) _____ (fax) _____

Phone # to be published: _____

Email: _____

Website: _____

First Choice for Event Date: _____

Second Choice for Event Date: _____

**Send completed application and \$100 application fee (payable to "USA Cycling") by
December 5, 2009 to:**

**USA Cycling
Attn: 2010 AMBC/Kelli Lusk
210 USA Cycling Point, Suite 100
Colorado Springs, CO 80919**

USA Cycling
210 USA Cycling Point, Suite 100
Colorado Springs, Colorado 80919



2010 AMBC QUESTIONNAIRE

LOCATION

1. Population of host community:
2. Nearest major urban areas and cities to venue:
3. Total hotel bed capacity within 45 minutes of venue:
4. Total number of campgrounds within 45 minutes of venue:
5. List the local media outlets (i.e. radio, tv, newspapers):
6. Average temperature for proposed month of event:
7. Average rainfall for proposed month of event:
8. List mileage and driving time from nearest commercial airport to venue:
9. Include brochures/websites on proposed venue, venue facilities, and community.

EVENT ORGANIZER

10. Are you a non-profit or professional event organizer?
11. Please outline your experience as an event organizer:
12. Please outline the event organization's staffing and volunteer structure:
13. Please outline how volunteers are secured and trained:
14. Does the event organization have a relationship with the local convention and visitors bureau?

EVENT EXPECTATIONS

15. Will the proposed AMBC event be a part of a USAC-MTB State Championship series?
16. Please outline the event organizer's measure of success for this event:

EVENT VENUE

17. Please describe the venue in detail. Include dimensions, spectator services, facilities, parking, etc. Is it public or private land?
18. Will there be any user fees or participant or spectator charges (i.e. parking fees, etc.)? Yes/No
19. If downhill events are offered, will ski lifts be available to the top of the course? Yes/No. Is there a lift fee for spectators? Yes/No. If ski lifts are not used, what method will be used to bring participants and their bikes to the top of the course? Please outline lift and transportation plans:
20. Will bike washes be available? Yes/No. If yes, how many?

COURSES AND COMPETITION

21. Please outline the course specifications, listing length and/or percentage of single track, steep descents, paved roads, etc. Please include a topographical map (if available) and specify locations for all disciplines offered.
22. Indicate prize levels (cash and value-in-kind) and the award depth:

TIMING AND OFFICIALS

23. Please outline how the event will be timed and scored.
24. How many USAC officials will you have on-site for the AMBC event?

MEDICAL SERVICES

25. Identify hospitals and medical services close to the venue:
26. Describe sources for on-site medical services and the medical plan:

SECURITY

27. Describe security for the venue, parking, expo/tech areas:

PUBLICITY/MARKETING

29. Please outline the event marketing plan:

PRIZE MONEY

30. Will a cash purse be offered? If yes, what are the overall amounts and prize levels?