



2012

Event Application



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. A professional cash purse level has been added to recognize the top-AMBC events.

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 USA Cycling 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.

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. **Organizers wishing to be recognized as an AMBC Pro Event must provide a \$1500 cash purse minimum for the Pro/Elite category, which may be split among male and female competitors.**

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 dependant on information supplied to USA Cycling from AMBC event organizers. .

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

Male

Pro/Elite

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

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

Category 3: 15-18, 19-29, 30-39, 40-49, 50-59

Open: 60+

Female

Pro/Elite

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

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

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

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

Open: 50-59, 60+

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 RESULTS SUBMISSION

Results Submission

AMBC event organizers are required to electronically submit race results 24-hours after the AMBC event.

Additional information on the USA Cycling rankings and results program:

<http://www.usacycling.org/events/rr.php>

E: rankings@usacycling.org

How to submit race results to USA Cycling

<http://www.usacycling.org/news/user/story.php?id=7030>

2012 USA CYCLING MOUNTAIN BIKE NATIONAL CHAMPIONSHIPS

AMBC events will be used as qualification events for the USA Cycling Mountain Bike Cross-country 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.



2012 AMBC EVENT APPLICATION PROCEDURES

- Please review all information contained within this application prior to completing it.
- Completed AMBC applications must be submitted **no later than January 27, 2012**.
- All AMBC event applications **must include the \$100.00 application fee** paid by check to "USA Cycling."
- **AMBC event applications will be reviewed between receipt and January 30, 2012.**
- **Final site and date selections will be announced on or around February 1, 2012.**
- 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 2012 AMBC calendar are to be permitted with USA Cycling at least six (6) prior to the scheduled event date.
- Please include copy of previous year's race flier/event website, along with the proposed 2012 race flyer (if possible).



2012 AMBC EVENT DETAILS										
EVENT NAME										
CITY							STATE			
DISCIPLINES TO BE OFFERED		XCO		STXC		STAGE		SD		
AMBC PRO CASH PURSE?		YES		NO		AMOUNT \$				
USA Cycling Club/Race Director										
Primary Contact Name										
Mailing Address										
City										
State					Zip					
Phone	primary									
Phone	Cell									
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
JANUARY 27, 2011 to:

USA Cycling
Attn: 2012 AMBC/Kelli Lusk
210 USA Cycling Point, Suite 100
Colorado Springs, CO 80919
EMAIL: klusk@usacycling.org
FAX: 719.434.4385



2012 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 USA Cycling State/Regional 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. Will bike washes be available? Yes No If yes, how many?

COURSES AND COMPETITION

20. 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.
21. Indicate prize levels (cash and value-in-kind) and the award depth:

TIMING AND OFFICIALS

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

MEDICAL SERVICES

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

SECURITY

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

PUBLICITY/MARKETING

27. Please outline the event marketing plan:

PRIZE MONEY

28. Are you applying for the AMBC Pro Event designation with the Pro cash purse minimum of \$1500? If yes, please list the Pro cash purse breakdown by place, gender, and overall prize purse.