



# 2008 Event Application

USA Cycling Mountain Bike  
1 Olympic Plaza, Colorado Springs, CO 80909  
719.866.4581  
[www.usacycling.org](http://www.usacycling.org)

## AMBC MISSION STATEMENT

The goal of the American Mountain Bike Challenge (AMBC) is to create top-quality national-level 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 AND 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.

**Classes and categories that are consistent with USAC-MTB National Rankings and State Championship classes and categories.** The classes and categories must be offered for men and women of all ages and abilities. A minimal list of classes and categories is outlined in this bid application.

**Junior Age Groups:** All AMBC events must run the junior age groups according to the ADJOMTB guidelines. The junior age groups to be offered at 2008 AMBC events must include these junior age-groups and ability categories:  
*Male and Female:* 10 & under, 11-12, 13-14 (no ability categories)  
*Male Beginner, Sport, Expert:* 15-16, 17-18  
*Female Beginner, Sport, Expert:* 15-18

**Rankings and Results Submission:** Electronic submission of race results to USA Cycling is **required** within **seven (7)-days following the event**. If classes and categories are combined for convenience at the event, the race results must be submitted in the NORBA rankable 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.

**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?

## **AMBC RIGHTS AND 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.
- 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 guaranties 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 CLASS AND CATEGORY MINIMUM REQUIREMENTS

### Cross-country and Downhill

Pro Male	Pro Female
Semi-pro Men	----
Expert Male 15-16, 17-18	Expert Female 15-18
Expert Male Senior 19-29	Expert Female Senior 19-29
Expert Male Master 30-39	Expert Female Master 30-39
Expert Male Master 40+	Expert Female Master 40+
Sport 15-16, 17-18	Sport Female 15-18
Sport Male Senior 19-29	Sport Female Senior 19-29
Sport Male Master 30-39	Sport Female Master 30-39
Sport Male Master 40+	Sport Female Master 40+
Beginner Male 15-16, 17-18	Beginner Female 15-18
Beginner Male Senior 19-29	Beginner Female Senior 19-29
Beginner Male Master 30-39	Beginner Female Master 30-39
Beginner Male Master 40+	Beginner Female Master 40+
Junior Male 10 & under	Junior Female 10 & under
Junior Male 11-12	Junior Female 11-12
Junior Male 13-14	Junior Female 13-14

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

Male Open	Female Open
Male 19-29	Female 19-29
Male 30-39	Female 30-39
Male 40-49	Female 40+
Male 50+	

### 24-Hour

Male Solo Open	Female Solo Open	Mixed Master Four-Person 30+
Male Duo	Female Duo	Mixed Duo
Male Four-Person Open	Female Four-Person Open	Mixed Junior Four-Person 18 & under

### Mountain X and Dual Slalom

Pro/Semi-pro Male	Pro/Expert Female
Expert Male Senior 19-29	Sport/Beginner Female
Expert Male 30-39	Junior Female 18 & under
Expert Male 40+	
Expert Male 15-18	
Sport Male 15-18	
Sport Male 19-39	
Male 14 & under	
Beginner Male 15-18	
Beginner Male 19-39	
Beginner/Sport 40+	

### Super D

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

## **Alison Dunlap Junior Olympic Mountain Bike Program (ADJO-MTB)**

All Cross-country (XC) events on the AMBC calendar must offer the ADJOMTB categories and age-groups and participate in the ADJO-MTB program. The ADJO-MTB categories and age-groups are specified in the AMBC category/age-group minimums outlined in the 2008 AMBC application.

### **Information on ADJO-MTB Program**

<http://www.usacycling.org/adjomtbt/>

## **AMBC NATIONAL RANKING VALUE**

AMBC events have a higher National ranking than State Championships, but lower than a National Championship.

## **AMBC EVENT RESULTS AND RANKINGS**

AMBC event organizers are required to electronically submit race results within seven (7) days after the conclusion of their AMBC event. Additional information on rankings and results submission may be directed to:

### **USA Cycling Rankings and Results**

P: 719.866.4800

E: [rankings@usacycling.org](mailto:rankings@usacycling.org)

*How to submit race results to USA Cycling*

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

## **2008 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 announced as they are finalized. AMBC promoters are required to submit the event race results within seven (7) days of their event, as complete as possible, with each annual USAC-MTB member's license number included in the results submitted to the USAC office.

## 2008 AMBC EVENT APPLICATION PROCEDURES

1. Please review all information contained within this application prior to completing it. Please contact Kelli Lusk at [klusk@usacycling.org](mailto:klusk@usacycling.org) if you should have any questions about the AMBC or the application.
2. Completed AMBC applications must be submitted with a **postmark no later than October 15, 2007**.
3. 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.
4. AMBC event applications will be reviewed between receipt and October 19, 2007.
5. Tentative AMBC event selections will be made by October 19, 2007.
6. ***Final site and date selections will be announced on or about October 22, 2007.*** Selected sites will be notified by email.
7. USA Cycling accepts AMBC applications on an annual basis and agreements are for a maximum of one (1) 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.
8. 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.
9. Races selected to be on the 2008 AMBC calendar are to be permitted with USA Cycling at least eight (8) weeks prior to the scheduled event date.
10. Please include copy of previous year's race flier/event website, along with the proposed 2008 race flier (if possible).
11. 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.

**Send completed application and \$100 application fee (payable to "USA Cycling") by October 15, 2007 to:**

2008 AMBC Applications  
USA Cycling MTB  
Western Regional Manager  
Kelli Lusk  
3 Metacomet Street  
Belchertown, MA 01007

USA Cycling Mountain Bike  
1 Olympic Plaza, Colorado Springs, CO 80909  
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## 2008 AMBC EVENT DETAILS

Event Name: \_\_\_\_\_

Event Location City: \_\_\_\_\_ State: \_\_\_\_\_

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

Endurance: XC STXC Marathon Ultra Marathon Stage Race 24-Hour

Gravity: DH DS Mtn X Super D other (indicate \_\_\_\_\_)

USAC Club/Organizing Group: \_\_\_\_\_

Name of Primary Contact: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone (home): \_\_\_\_\_ (work) \_\_\_\_\_ (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  
October 15, 2007 to:

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USA Cycling MTB  
Western Regional Manager  
Kelli Lusk  
3 Metacomet Street  
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## 2008 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 on proposed venue, venue facilities, community, hotels, area attractions, websites.

### 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. Do you expect to make a profit from the event? Yes/No. If yes, what is the estimated profit?
17. Please outline the event organizer's measure of success for this event:

### EVENT VENUE

18. Please describe the venue in detail. Include dimensions, spectator services, facilities, parking, etc. Is it public or private land?
19. Will there be any user fees or participant or spectator charges (i.e. parking fees, etc.)? Yes/No
20. 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:
21. Will bike washes be available? Yes/No. If yes, how many?

### COURSES AND COMPETITION

22. 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.
23. Indicate prize levels (cash and value-in-kind) and the award depth:

### TIMING AND OFFICIALS

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

### MEDICAL SERVICES

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

### SECURITY

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

### PUBLICITY/MARKETING

29. Please outline the event organizer's pre-event marketing plan:
30. Does the event organizer have a website and email address for the proposed AMBC event? Yes/No

31. Will online race registration be available? Yes/No. If yes, will it be through the event organizer's website or through another online race registration company? Please indicate.

**INCENTIVES**

32. Outline the financial and value-in-kind services the hosting community will be extending to the event organizer for the proposed AMBC event:
33. Outline incentives that may be extended to participants that would put this event over another event for AMBC status (i.e. accommodations and airline specials, meals, special services, etc.):