



## **2023 Event Director Support Packages and Promotion for USAC Events** **February 21, 2023**

Bicycle Colorado (BC), one of the country's leading cycling advocacy and education organizations with 10,000 members, has a 30 year history of supporting cycling events in our state. In 2023, for the first time, BC is expanding its event support to competitive USA Cycling events, including road, cross, gravel, mountain bike and track events. BC support includes increased marketing and promotional work, event advocacy, improved event standards, event equipment and consumables, sharing of best practices through symposiums and summits, coordination and scheduling for officials, streamlined processes for data transfer, and event permitting support.

Please note that a USAC event director must hold a Club Membership (\$100 per year) in Bicycle Colorado in order to gain access to the following support packages. Each Club Membership includes two complimentary tickets to Gear Up!, BC's annual fundraising event.

Please note that Event Directors are responsible for insurance and permit fees as per USAC regulations, and for paying officials according to the Bicycle Colorado Schedule of Fees.

### **Event Directors:**

Step 1 - What level of **Support** do you want for your event? The Basic or Premium Package (the Premium Package includes race numbers and access to the Race Kit - please see details below)?

Step 2 - What level of **Promotion** do you want for your event? Standard or Featured Promotion (the Featured Promotion includes a robust listing on the BC website and social media channels - please see details below)?

Step 3 - Communicate your choices through this [Google Form](#) and we'll get the ball rolling!

### **Step 1 - Level of Support**

#### **Basic Support Package**

Price: \$1.00 per unique racer

- Inclusion in season-long point Cup competitions
- Data validation for pre-registration
- Results posted on Bicycle Colorado's website
- Officials assignment and coordination
- Vehicle insurance coordinated and paid by Bicycle Colorado (number of certificates is based on race discipline)
- Ability to apply for State Championships designation

#### **Premium Support Package includes Full Access to Race Kit**

Price: \$2.00 per unique racer

- Inclusion in season-long point Cup competitions
- Data validation for pre-registration and final results
- Results posted on both USAC and Bicycle Colorado's website
- Officials assignment and coordination
- Vehicle insurance coordinated and paid by Bicycle Colorado (number of certificates is based on race discipline)
- Ability to apply for State Championships designation
- Up to 15 rolls of CX course tape
- Race numbers and safety pins (one set of numbers 1-700 per permit)

#### **Race Kit Includes:**

- Lap counter, bull horn and bells
- Computers and printers

- Road signage and street cones
- Course stakes, cyclocross barriers and soft fencing
- Rakes, shovels, hammers and brooms
- Podium boxes and face plates
- Tents, tables and chairs
- Generator
- Race radios
- Marshall safety vests
- Office supplies (clipboards, pens, paper, etc)
- A-frame bike stands and tool kits
- **BRAND NEW FOR 2023 - the BC Equipment Trailer**

**Weekday Events** - Weekday events receive the benefits of the Premium Support Package for \$1 per rider per day.

**Multi-Day Events** - Multi-Day events will be charged at the rate of the chosen Event Support Package for the day that has the highest participation. All other days will be charged at 50% of that package price.

## Step 2 - Level of Promotion




### Standard Promotion on BC Website = no charge

- Basic calendar listing with event information and links to registration and race flyer.
- Event Included in email updates to BC Racing Members.

### Featured Promotion on BC Website and Social Channels = \$750 (which is a tax-deductible contribution to BC)

- A customized Featured Event listing on the Bicycle Colorado website. This highlighted listing includes your race image, summary and logo.
- The Bicycle Colorado Events page sees more than 110,000 views annually and is the most-trafficked page on our website. It serves as a roundup of bike events around Colorado, from rides and races to fundraisers and mechanics classes.
- One Social Media Promotional Post per channel - Facebook 15,000, Instagram 4,000 and Twitter 8,000.
- One mention in an edition of our bi-weekly eNews to the full BC membership - approximately 10,000 addresses.
- Additional promotional opportunities - e.g. sharing a registration discount code for your event with our members.
- Examples of Featured events are below. The first image shows the manner in which Featured events are presented on the BC site. The second image shows the Featured listing itself.

FEATURED EVENTS FILTER ▼

 <p><b>Stonewall Century Ride</b></p> <p>SAT. AUG 12, 2023</p> <p>Saturday, August 12, 2023 Join us in La Veta, Colorado for the 20th Anniversary Stonewall Century Bicycle Ride. You'll be treated to scenic vistas, friendly volunteers, great feed stations, and steep hills. The route follows Highway 12, a Colorado Scenic Byway known as the "Highway of Legends". The grade on this...</p> <p><a href="#">View Event</a></p>	 <p><b>Ride To End ALZ</b></p> <p>SUN. JUN 11, 2023</p> <p>Sunday, June 11, 2023 #Ride2EndALZ is a one-day, fully-supported Ride featuring 4 route options, including a 15-mile option for beginners and families. 100% of funds raised go directly to Alzheimer's research. Riders enjoy fully stocked rest stops, supported routes with law enforcement and support staff on course, a fully catered...</p> <p><a href="#">View Event</a></p>	 <p><b>2022 Road And Cross Cup Awards And Legacy Party</b></p> <p>SAT. FEB 11, 2023</p> <p>Saturday, February 11, 2023 Please join us to celebrate our 2022 Cup winners, celebrate people who have contributed so much to Colorado cycling, and hear about our vision for the future! This year we will also honor several people who made significant contributions to the Colorado racing community in the...</p> <p><a href="#">View Event</a></p>
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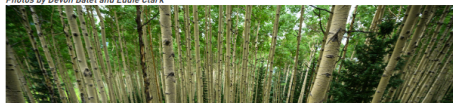
## TELLURIDE 100

Saturday, July 8, 2023

100, 50 and 30-mile gravel and mountain bike race options in and around the beautiful San Juan Mountains. The Saturday mountain bike race starts at 6:00 am, and the Sunday gravel race starts at 7:00 am.

[Learn more and register!](#)

Photos by Devon Balet and Eddie Clark



### WHEN:

Saturday, July 08,  
2023

### TIME:

06:00am -  
05:00pm

### LOCATION

300 San Juan Ave  
Telluride, CO 81435

