



2024 Event Director Support Packages and Promotion for USAC Events **January 10, 2024**

Bicycle Colorado (BC), one of the country's leading cycling advocacy organizations with 10,000+ members, has a 30 year history of supporting bike events. BC Event Support is involved with competitive USA Cycling events, including road, cross, gravel, mountain bike and track. BC Event Support includes increased marketing and promotional efforts, event advocacy, improved event standards, event equipment and consumables, coordination and scheduling for officials, streamlined processes for data transfer, and event permitting support.

Event Directors:

- USAC event directors must hold a Club or Event Director/Promoter Membership (\$100 per year) in Bicycle Colorado in order to gain access to the following support packages.
- 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 and USAC regulations.

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). Support package fees will be assessed after the event and included on a report/invoice from BC.

Step 2 - What level of **Promotion** do you want for your event? We have created a tiered promotional system for 2024 - see the details on this [PDF](#). Promotion package fees will be invoiced before the event listings go live.

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
- Officials assignment and coordination
- Race radios for officials use
- Vehicle insurance coordinated and paid by Bicycle Colorado (number of certificates is based on race discipline)
- Ability to apply for State Championships designation
- Free use of RaceDayReg registration program, laptop and printer.
- 2 Tickets to Gear Up!, BC's annual fundraising evening

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
- Officials assignment and coordination
- Race radios for officials use
- 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)**
- **Free use of RaceDayReg registration program, laptop and printer.**
- **2 Tickets to Gear Up!, BC's annual fundraising evening**
- **Full Access to Race Kit**

The Bicycle Colorado 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
- Race radios for officials use
- Marshall safety vests
- Office supplies (clipboards, pens, paper, etc)
- A-frame bike stands and tool kits

Weekday Events - Weekday events receive the benefits of the Premium Support Package for \$1 per rider per day. Weekday series are excluded from Cups and State Championships.

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 price.

Step 2 - Level of Promotion

Standard Promotion on BC Website = no charge

- Basic calendar listing with event information and links to registration, your website and race flyer.
- All USAC events are included in email updates to BC Event Support subscribers.

Promotion on BC Website, Emails and Social Channels - More Exposure

- Enhanced calendar listing with event information and links to registration, your website and race flyer.
- Event Included and Bold in email updates to BC Event Support subscribers.
- Event included in BC Event Support social media channels
- Event included in BC Advocacy eNews
- Event included in BC Advocacy social media channels
- Event included in seasonal promotional posters

(Promotional benefits are described in our 2024 Event Membership document. [Details here.](#))