



COLLEGIATE CYCLING

Road :: BMX :: Cyclo-Cross :: Mountain :: Track



How to Promote a Bike Race

January 2024



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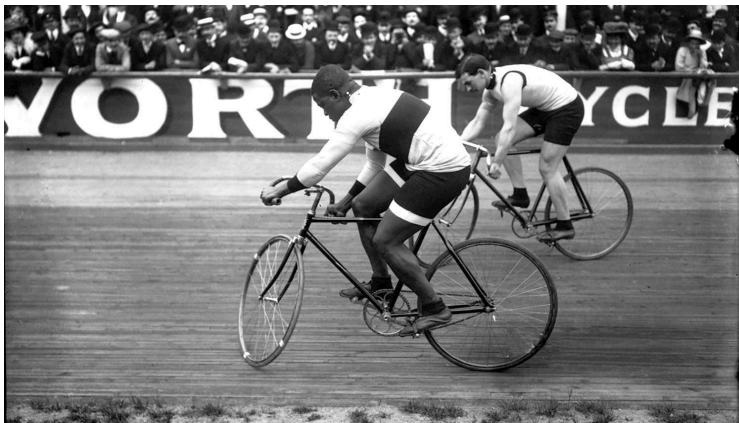
Introduction

As far back as the 1890's, bicycle racing on public roads and in wooden velodromes throughout the United States were spectator events organized by local enthusiasts. These events provided free access to fast and exciting sporting action. An article in *The Colorado Magazine* painted a picture of bike racing in a time before the automobile:

“Until practically displaced a quarter-century later by the motor car, the bicycle enjoyed a great and constantly increasing popularity, affording, as it did, even with the streets and roads as unimproved as they then were, gratification of the ever-growing desire for greater and greater speed.

Bicycle clubs sprang up all over the state, their membership running into the thousands. There were in Denver, professional bicycle exhibitions and races, in the old skating rink on the site now occupied by the Denver Dry Goods Company, and there were professional and amateur road races galore. A favorite course was the "sandpaper track" to Brighton.”

Things haven't changed all that much in the past 100 years. Aside from the drastic evolution in technology from fixed-gear steel machines with wooden rims to carbon-fiber featherweights, the biggest change in the sport has been the branched disciplines and the complexity of promoting bicycle races. Whether your event is road or mountain, barricades, police support, sponsors, permits from local governments, timing companies, portable toilets, volunteers, referees and officials...these all things that must be considered when promoting a bike race.



Colorado road racing has a long history of amateur events like the Red Zinger, the City Park Criterium, the Mt. Evans Hill Climb, and the Deer Trail road race. Today's promotion environment is more challenging, but it is still possible to plan and conduct a successful grassroots event through adequate planning. This guide is written for that purpose.

It is assumed the reader is interested in conducting an amateur racing event at

the collegiate level. The following Checklist is provided as the basic set of requirements for conducting a **USA Cycling** sanctioned bike race in Colorado. While it might seem easier to conduct a non-sanctioned event, these do not provide the recognition, ranking and coordination necessary to field the highest quality race-clean athletes that can participate in National Championships and qualify for the U.S. Olympic team.

Let's begin with that checklist....

Key steps to Plan and Execute a Bike Race

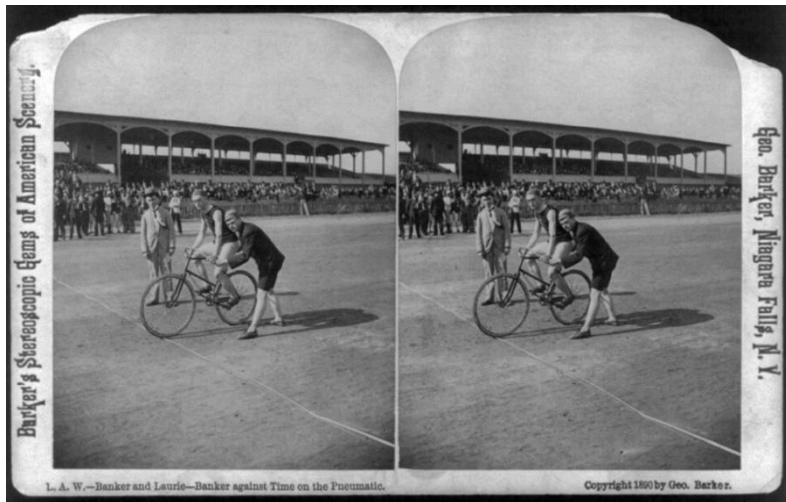
Bicycle Race Planning and Promotion Check list

Steps toward race day (in chronological order)

- 1) Identify your event **Champion** and your core team of volunteers
- 2) Identify a **Venue** and **scope** for your event.
- 3) Meet with **local officials**, sell your event and obtain buy-in and consent.
- 4) **Establish a date** for your event.
- 5) **Create an event budget**
- 6) Start your social media campaign and begin a **sponsor search**.
- 7) **USAC Permit** - Obtain as soon as race dates are final
- 8) Create and post your **USAC approved race flyer** (**suggest at least 2 months before**)
- 9) **Local Permits** – At almost all local venues, you'll have to file for a special-use permit.
- 10) Create or contract for a **Traffic Management Plan** (TMP) for road events and **Race Course Maps** for road, mountain or cyclocross events.
- 11) Contract for **Timing Company/Photo finish** and obtain assignment of race officials.
- 12) **Porta Toilets** – Find a local provider of porta toilets.
- 13) **Rent Course fencing** – Fencing is necessary to secure certain parts of the course (i.e. Start/Finish line, corners, etc) from spectators.
- 14) **Medical Support** - All disciplines of bicycle racing **MUST** have onsite EMT support
- 15) Establish **Race-Day Coordinators**. You'll need an overall volunteer coordinator, a race course marshal coordinator, a parking coordinator and an awards coordinator.
- 16) Rent or borrow **race course equipment**. The Bicycle Colorado **Race Kit** is available to check-out for all qualified collegiate and USAC teams in Colorado with good standing. (**Race Week**)
- 17) Race Day Prep, Setup and Tear Down
- 18) Event Debrief (**1 month after**)

1) Who is your Champion?

A successful bike race begins with a “Champion”. This is a person or persons who are the driving force that makes a race happen. Depending on your discipline and venue, you may be faced with long hours and many months of planning to execute the race. The Champion serves as promoter and cheerleader



and makes sure all the necessary steps are taken. You may refer to this person(s) as the **Race Promoter**, the Race Coordinator or **Race Director**.

A successful event will also have several devoted volunteers willing to spend many hours with the Race Director planning and conducting the event. If this is your first bicycle race, don't let the complexity of putting on a race intimidate you. Use a checklist, start small, and see how things go. If the first year is

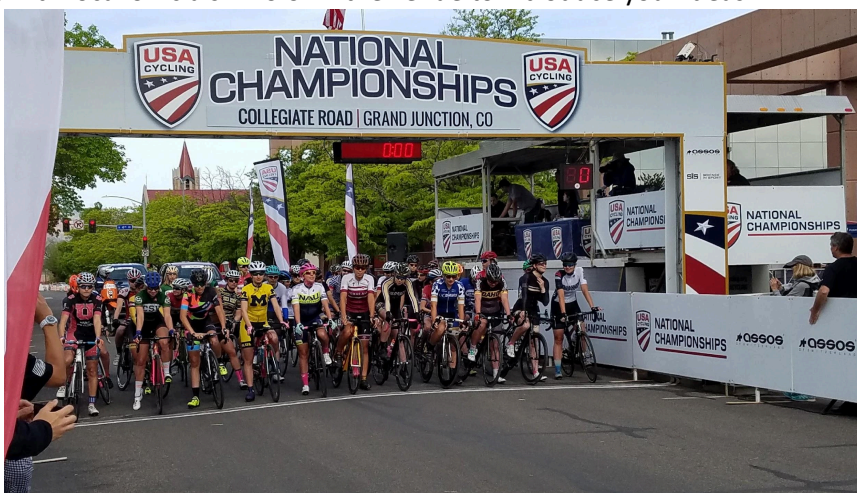
successful, you'll know how to make it bigger and better the next year. A small collegiate race can be conducted with a minimum of resources if a venue is available. But volunteers **are critical** in all cases.

Start by assembling a group of passionate supporters. Whether they are fans, business owners, or cyclists, having a group of passionate people involved in the event is critical when the going gets tough.

It's also critical to have **local involvement** and investment in your event. As soon as you have identified a potential race course, arrange to meet with local officials who own the venue to introduce your ideas and sell them on the event. Prepare ahead of time by brainstorming all the benefits your event brings to the local community. Whether you present your ideas digitally or on paper, bring colorful and dynamic images and user stories to sell your race.

Find local champions for your event.

Once you are set on a venue, try to bring a local champion. If your event is not local to you, use your network of cyclists to reach out and find those local people who you can leverage for information. Put a local face on the event. Local voices lend weight and validity to your event. Let them speak about of how it can bring value to the community.



2) Identify a Venue and Scope

Whether you are planning a road race, a time trial, a criterium or a mountain bike event, a great race happens on a good course. Off-road races almost always involve an agreement with the Forest Service and/or the managing the facility. Road races on county roads or state highways require permits to be filed at least three months in advance. You can leverage the economies of scale by co-locating a Time Trial on a portion of the same road as your road race. Keep in mind, time constraints for the duration of the permit and onsite activities will play a major part in your planning. Scout your area of interest and ask riders who are familiar with the area to make suggestions for interesting courses or venues.. Choose your course at least 6 months in advance and obtain all necessary permissions as soon as possible. Do not wait until the last minute to obtain permits or any permissions, your race can be cancelled by local officials or USAC officials if all necessary permissions and permits are not filed ahead of time.

Think about your race categories. Will you run a collegiate only event or will you include USAC categories? Do you want to host spectators? Where will they stand or sit? What will they eat or drink?

To cover some of the race costs, you can charge higher entrance fees for USAC categories. Too large a fee and you'll turn people away. Which age groups are appropriate? What are appropriate distances and race formats? Who is your target? New racers in cat 5 or collegiate C's or more experienced racers? What about Collegiate As and professionals? You must be certain to offer equal racing and awards for both men and women competitors. If men Cat A has cash awards, you must award the same amount for women Cat A's.

It might seem extraneous, but a good map or site plan of the race course and start/finish area can be a huge help when planning for race day. Everything from where course marshals should stand to placement of announcers and officials will help with event and emergency planning.

3) Meet with Local Officials

Use promotional materials with images and talking points about the excitement and benefits to the community.

If you are planning on a long-term event, consider developing a brand. **A logo** and name or catch-phrase that people can recognize and remember from year to year will help people remember your event and associate it with a positive experience. Be sure to bring any maps you have developed. Be ready to show local police your emergency access plan for ambulances and police vehicles.

Start building a network of volunteers from Day 1. Most grass-roots races are only successful because of the number of volunteers who donate their time to make YOUR race happen. Be sure to treat them with respect and provide them with as much support on race day as possible. Consider offering free lunches, t-shirts or other swag to maintain the spirits of this most valuable resource.



4) Establish a race Date

Check the USAC calendar from the past season to see if there is a date that would work best. Talk with your local officials and determine the best possible date for all parties involved. Coordinate with other schools directly if necessary. Reach out to Bicycle Colorado to negotiate a calendar spot if you find a conflict. You'll need to be flexible as some races are bound to conflict with one another.

5) Create a Budget

Every bike race should have planned budget that the Race Director should work from. The table below shows actual costs associated with the Chilly Criterium for the 2022 Pueblo Classic. Each expense category was identified up-front and assigned a budget value. If possible, get up-front quotes for all services and materials needed for your race. A table such as this is also a good way to determine if your race is economically feasible. Things to consider:

- Do you have a race sponsor(s) with cash donations?
- What income can you expect from registration fees?
- What services might be donated?
- Do you have school or club sports bank account that can hold your funds?

The issue of a bank account can be a deal breaker when promoting a bike race. Rather than someone's personal account, it should be an account that is held by a reputable organization or entity. Larger sponsorships generally require a formal legal entity as a designee for funds. If your team plans on promoting a race every year and you don't have the support of a school sponsor, it's probably worthwhile to file papers for a corporate entity with your state government. This is required before you can open any bank account under the event name. For example, the "Pueblo Classic" is a registered business (as an LLC) in the State of Colorado. This entity can open and hold a bank account and issue checks for payment to service providers. Filing the paperwork for an LLC is not an onerous amount of work nor is it very costly. In most cases you can file paperwork online, pay a \$50 fee, and get legal documentation immediately. The LLC exists in perpetuity unless dissolved and requires a simple annual report to maintain operating status.

It's always best to designate a treasurer who is independent of your event and is responsible for receiving and distributing funds through the event bank account. The budget from the RMCCC 2021 Pueblo Classic is below...

2021 Chilly Criterium Budget

Expense Category	Line Item	Actual	Budget	Donation
Medical	Medical Services	\$0.00	\$0.00	\$1,500
	First Aid and Medical	\$0.00	\$0.00	\$500
Awards	Men & Women P 1-2	\$3,000.00	\$3,000.00	
	SW Cat 3 Awards Saturday	\$500.00	\$0.00	
	SM Cat 3 Awards Saturday	\$500.00	\$0.00	500.00
	Men & Women P 1-2	\$3,000.00	\$0.00	3,500.00
Permit Fees	Revocable Permit	\$50.00	\$50.00	
	Permit Deposit	\$500.00	\$0.00	
Traffic Control/Management	A-1 Barricade	\$2,000.00	\$2,000.00	
	WorkZone	\$459.00	\$0.00	
USA Cycling	USAC surcharge Costs	\$1,903.35	\$2,850.00	
	USAC surcharge Costs	\$0.00	\$1,750.00	
Colorado Cycling	Race Support Costs	\$4,126.00	\$3,900.00	
	CCO Administrative Fees	\$468.00	\$0.00	
Straw Bales	From Big R	\$12.00	\$300.00	
Southern Colorado Services	6 toilets	\$1,114.32	\$1,500.00	
U-Haul for Race Kit	Truck and miles	\$606.85	\$618.96	
	Gasoline	\$153.59	\$127.78	
Finish Line Timing	D&L Sound	\$1,900.00	\$1,900.00	
Hotel Rooms	Officials & Volunteers	\$0.00	\$2,000.00	
Orange Guy Fence	1000' Fencing & Finish Truss	\$4,900.00	\$4,900.00	
Volunteer Lunches	Lunch for Saturday & Sunday	\$1,246.30	\$1,000.00	
Incidentals	Incidental expenses	\$146.00	\$500.00	
Race Day Vol. Breakfast	Coffee and Danish	\$540.00	\$500.00	
Medals	Medals for non-cash winners	\$120.00	\$0.00	
Total Costs		\$27,245.41	\$26,896.74	
Total Donated Costs				\$4,000.00

6) Solicit sponsors and begin your social media campaign.



If your event is not already sponsored, consider reaching out to local businesses to obtain cash or products that can be awarded as prizes, prizes or registration swag. Be sure to share a return benefit with any sponsor. For larger events, it is necessary to prepare a sponsor package that details exactly what a donor will receive in return for their gift to your event.

Engage regularly with social media. Your event may need a social media czar who is willing to maintain a constant presence online. Have them post pictures along with human interest stories about individuals or teams planning to attend your race. Devise contests where followers can earn a free race pass or discounted registration fees.

7) File for your USAC Permit

The permit holder is usually the Race Director. Be prepared to provide detailed information about EMT coverage. There is a fee associated the USAC permit which covers processing and also serves as the premium for event insurance. Local governments usually require a minimum of \$1 million dollars liability insurance covering the promoter, volunteers, and any local government or organization involved with the race. **File for your USAC permit as soon as possible.** Without a USAC permit and the insurance coverage that comes with it, you cannot get a venue contract/permit or use agreement.

8) Create your race flyer/race guide

All USAC sanctioned events must have a race flyer that lists key information about your event. It must list the Event Date, USAC permit number, the Chief Referee, and most importantly the start times and categories for each age group you are planning to race. See the enclosed example from the 2022 Pueblo Classic. To provide more information, you might decide to create a more detailed “racer guide” that provides more detail about lodging, parking, camping, food and other amenities for your event. This might seem old-fashioned or a waste of time, but it serves as a 1 or 2 page fact sheet about your race. **You will find yourself referring to it constantly and sharing the information on it with police, local officials, EMT, and media.**

9) Local Permits

If your local host (City, County, Ski Resort, etc) requires a permit for facility or road use, you should file this at least three months before event date. Check with the host planning or road department. There is usually a modest fee required and sometimes a larger deposit that is refunded when the event is over. **Proof of insurance is required for local permits** and will be provided through USAC once your USAC permit has been approved. You may also need a Traffic Management Plan before a local permit can be issued...

13) Course Fencing

For almost all bike races, the finish line will require some kind of fencing. This is to guide racers and provide a safe space from spectators. Refer to the USAC race regulations for specifics. High-speed criteriums must have a clearly marked finish line that is smooth and at least 28 feet wide and not located near a curve. Fencing along either side of the course for 50 feet in front and in back are usually required. For **cyclocross and mountain** bike races, you may find yourself fencing and/or taping a large portion of the course. **Caution tape** supported with plastic poles is acceptable instead of steel fencing away from the start-finish and is effective managing a high volume of spectators lining the course. Generally speaking, the hard/steel fencing is reserved for the finish line and any fast or dangerous corners with lots of spectators. Course fencing can be hazardous to competitors if it is not suitable for bicycle racing. Not all crowd fencing is appropriate. Legs that protrude out into the race course can cause a crash. The standard finish line product is known in the industry as ‘orange fencing’. Check with your **USAC Chief Referee** if you have questions.



14) Medical Support

All USAC sanctioned bike races must have at least one (1) certified Emergency Medical Technician (EMT) or nurse/doctor onsite for the entire duration of your event. There **will** be injuries and you may need to secure more volunteers to handle them. In Colorado, American Medical Response (AMR) has been very generous and has offered free EMT and emergency vehicle support at many road races along the Front Range. Contact potential vendors well in advance of race day and establish your commitments or sign necessary contracts early.



15) Race Day Coordinators

Several weeks before race day, identify key volunteers who will handle some of your toughest race-day jobs. For the most basic of races, these should include:

Volunteer Coordinator – Manages and assigns tasks to all volunteers on race day

Marshal Coordinator- Assigns course marshals to key locations on course

Registration Coordinator – Manages or assists with race day registration and results running/posting

Awards Coordinator – Defines, acquires, and presents awards for each category



Spend time with each coordinator **well in advance** of race day to go over their responsibilities so they can hit the ground running on race day.

16) Race Course Equipment

Be sure to review and evaluate the Bicycle Colorado **Race Kit** well before race day to determine how much of it you can use and whether you need to rent additional signage or equipment. In the past, there has been no direct fee to use the race kit. Teams in good standing could check out the kit from a Bicycle Colorado official.

You'll need a large van, trailer or truck to haul it around. The kit contains things like road signs, traffic



cones, tables and chairs, pop-up tents, Cyclocross/Mtn Bike tape & pylons, office supplies, lap counter, webbed fencing, race radios, water jugs, and most other race-day necessities.

Alternatively, there are race event companies who can provide a turn-key solution for almost any type of sporting event. However, if part of the reason for your event is to raise working capital, a contracted event will not likely result in much profit. In fact, most bike races barely break-even and many have operated at a loss for years before succeeding... if ever.

17) Race Day Prep

Weeks of planning come to a head on race day. Make a few phone calls a few days before your event to confirm your vendors know when to arrive and where to park and confirm the delivery time of porta-toilets and any food vendors. Confirm your race timing company knows exactly where to park the timing trailer. They will know how much time they need to prep on race day based on the first start time. If you are setting up a mountain or cyclocross course, you almost certainly will need to prep the course a day or two in advance. Local permits for road races determine the length of time you are legally allowed to occupy public streets and rights of way.



If you've got enough volunteers and you know your course and materials are at hand, it's best to arrive at your venue at least three hours before race time. If possible, stage equipment on or near the race course the night before for easy placement on race day. If you've checked-out the Bicycle Colorado Race Kit, have it on or near the race course at first light ready for your volunteers to place equipment.

Meet with all your coordinators first-thing on race day or as soon as they are all onsite. Make sure they all have their marching orders and know how to proceed. Larger races may

need to make use of radio communications. These may be available in the Race Kit. Your EMT, Police (if a public road race) and USAC officials will likely arrive an hour or so before the first race so be prepared to brief them together as they will need to coordinate their actions in the event of a medical emergency or some event that requires the suspension of racing.

18) Event Debrief

When everything is over and the dust settles, it's a good idea to hold a race debriefing. This is best held a few weeks after the event. You should invite the same people that helped you put on the event. If you have a local sponsor, invite them to your meeting. This is an opportunity to hear about what worked and what didn't. It will help you plan for a better event the next year. Be sure to show your appreciation to all your volunteers. If you can't provide payment or swag, be sure to thank them personally. Thank your local officials as well. You want them to be happy about your presence and leave the door open for your event next year.

Sample Race Announcement



THE PUEBLO CLASSIC

April 23 and 24, 2022

Presented by the City of Pueblo and the
Rocky Mountain Collegiate Cycling Conference



Saturday April 23rd —Pueblo Chilly Criterium This is a fast **downtown course** with 2 normal right-hand corners and an apex corner on the north end. At 0.7 miles in length, it features smooth pavement and a tree-lined finish. The Start-Finish is at Union and 'D' Street with a long run-out. **See enclosed Criterium map.**

Join the RMCCC and the Pueblo Chamber of Commerce on Saturday for a public festival celebrating food, music and bicycles at the El Pueblo Museum on the north side of the Criterium course!!!

Sunday April 24th - Team Time Trial and Steel City Road Race This is an out-and-back course held on the access road to the US DOT rail test center just outside Pueblo with sweeping curves and a few respectable hills. Categories will race 34, 48, or 68 miles. The 48 mile races will include a turn-around loop at 7 miles with a return to the start line followed by 2 more 17 mile segments. 34 and 68 mile races will race 2 or 4 segments of the entire 17 mile leg with U-turns at the 17 mile mark. TTT is 7 miles out and 7 miles back. **See road course map.**

USAC Permit # 2022– 4991 v2

Chief Referee: **Shawn Farrell**

All Collegiate and USAC Rules Apply

- **THERE WILL BE NO RACE DAY REGISTRATION!!!!!!**
- **Colorado Cycling membership required for all USAC events.** Colorado Cycling 1-day membership: \$5, available on-site (1-day fee is exempt with USAC 1-day, or out-of-state racers and those entering as a collegiate rider). Annual memberships available online at coloradocycling.org.
- Races containing collegiate women and men will be conducted as one race for prizes (may include cash for A's), but collegiate riders will have their own podium as conference champions.
- USAC Release waiver must be signed by all racers or parent/legal guardian for anyone 18yrs or younger.
- A USAC or Collegiate license is **required** . Annual licenses available online at www.usacycling.org
- USAC 1-Day *Novice* license: \$10, only for Cat 5 men/women. **\$25 for higher categories.** Purchase online at <https://www.usacycling.org/events?state=CO> , Bring receipt to race. (Novice=Cat 5)
- Mechanical Support: Wheels In/Out for and free lap for Criterium. Wheels in/out and neutral follow for road race.

Information: <http://collegiatecycling.org/rmccc/2022-pueblo-classic/>

email: xxxxx@gmail.com

Registration Online at: <http://www.bikereg.com/>

Online registration closes April 21st at 8pm MDT

TTT registration fee is for an entire team. Collegiate TTT is free. Criterium or road race registration for collegiate licensed riders is \$30.

Registration fees shown are for each race. You may race twice on **one day**, the additional races are \$10 and subject to availability and payable by cash only on race day.

Races held rain or shine. Unless the event is cancelled due to natural calamity, we have a **no refund policy.**

Friday number pickup from the lobby of Candlewood Suites, 4640 Dillon Drive, Pueblo, 81008, 3-6pm. **Race day number pickup** will open at **7:00 am** and close 40 minutes before the start of each category.

THE PUEBLO
CLASSIC

Saturday April 23 - Pueblo Chilly Criterium					
Category	Start Time	Minutes	Awards	Entry Fee	Field Limit
SM 5 (Novice)	8:00 AM	30	Medals	\$40	60
SW 4/SW 5/MW 50+, CW C*	8:40 AM	30	Medals	\$40	60
SM 4, CM C *	9:20 AM	40	Medals	\$40	75
MM 40+ 4/ MM 60+	10:10 AM	40	Medals	\$40	75
MM 40+3/ MM 40+ 1-2	11:00 AM	50	Medals	\$40	75
Intro to Criterium Racing	12:00 PM	20		Free	30
City of Pueblo Event	12:30 PM	20		Free	None
SM 3, CM B*	1:00 PM	50	Medals	\$40	75
SW Pro 1-2, CW A*	2:00 PM	60	\$800/500/200	\$40	90
SW 3, CW B */MW 40+	3:10 PM	50	Medals	\$40	75
SM Pro 1-2/ CM A*	4:10 PM	60	\$800/500/200	\$40	90

Sunday April 24 - Steel City Road Race & TTT						
Category	Start Time	Miles	Segments	Awards	Entry Fee	Field Limit
Team Time Trial ^Ω	8:00 AM	14	2x7	Medals	\$40	40 teams
Intro to Road Racing	9:20 AM	14	2x7		Free	45
SM 3, CM B*	10:00 AM	48	(2x7)+(2x17)	Medals	\$40	75
MM 40+ 3/ MM40+ 1-2	10:05 AM	48	(2x7)+(2x17)	Medals	\$40	75
SM 4, CM C *	10:10 AM	48	(2x7)+(2x17)	Medals	\$40	75
MM 40+ 4/ MM 60+	10:15 AM	48	(2x7)+(2x17)	Medals	\$40	75
SW Pro 1-2, CW A*	10:20 AM	48	(2x7)+(2x17)	\$800/500/200	\$40	90
BREAK						
SM Pro 1-2, CM A*	1:00 PM	68	4x17	\$800/500/200	\$40	90
SM 5 (Novice)	1:05 PM	34	2x17	Medals	\$40	75
SW 3, CW B* / MW 40+	1:10 PM	34	2x17	Medals	\$40	75
SW 4/SW 5/MW 50+, CW C*	1:15 PM	34	2x17	Medals	\$40	75

^ΩThe Team Time Trial is open to USAC teams of 3 or 4 riders. Collegiate only teams may have 2, 3 or 4 riders. There will be no mixed USAC/collegiate teams. **Collegiate teams may not use aerobars or disc wheels.** Start interval is 2 minutes. Collegiate teams will be given first start priority. Given a limited number of start times (40), we will host the following categories with 8 slots each:

- SW Pro 1-2-3, Collegiate Women A
- SW Cat 4 & 5, Collegiate Women B & C
- SM Pro 1-2-3, Collegiate Men A
- SM Cat 3, Collegiate Men B
- SM Cat 4-5, Collegiate Men C

Categories separated by a slash (/) race together but are scored separately. Categories separated by commas race and compete for the same prizes.

*Collegiate riders compete in USAC categories for prizes or \$\$, but will have separate medals as RMCCC conference champions

Volunteer Assignments Template

Volunteer Sign-UP					
Sunday	6 AM - 8AM	Morning Course Marshals	8 AM – 12PM	Afternoon Course Marshals	12 PM - 5 PM
	<i>Ted</i>	7 Mile Turnaround	<i>Bob</i>	7 Mile Turnaround	<i>Terry</i>
	<i>Ed</i>	7 Mile Turnaround	<i>Rob</i>	8 Mile Turnaround	<i>Berry</i>
	<i>Fred</i>	17 Mile Turnaround	<i>Sob</i>	17 Mile Turnaround	<i>Larry</i>
		17 Mile Turnaround		18 Mile Turnaround	<i>Harry</i>
		Corner Marshal		Corner Marshal	
		Start/Finish		Start/Finish	
		Start/Finish		Start/Finish	
		Start/Finish		Start/Finish	
		Parking 7 AM Start		Parking	
	Parking 7 AM Start		Parking		
Saturday	6 AM - 8AM	Morning Course Marshals	8 AM - 12PM	Afternoon Course Marshals	12 PM - 5 PM
		Position A		Position A	
		Position B		Position B	
		Position C		Position C	
		Position D		Position D	
		Position E		Position E	
		Position F		Position F	
		Position G		Position G	
		Position H		Position H	
		Position I		Position I	
		Position J		Position J	
		Position K		Position K	
		Position L		Position L	
		Position M		Position M	
		Position N		Position N	
	Position O		Position O		
	Position P		Position P		
	Position Q		Position Q		

Sample Marshal Plan

General Marshal Duties:

Course Marshals will be responsible for the safety of the racers from vehicle and pedestrian traffic and keeping the racers on course. Course Marshals have full power to temporarily stop traffic when racers are present or in an unsafe situation. Each Course Marshal will have a radio to send or receive emergency information. Each day at 7:00am and 12:00pm, there will be an orientation on marshaling duties and specific details. Please do not miss this meeting. For Saturday, the Course Marshals must transport themselves to their assigned position. Please park safely off the road.

NOTE: Sheriff or Police will have communication with emergency vehicles if needed. The Race Director should maintain real-time communication with the Sheriff or Police in the event of an emergency.

Marshal positions must be covered at all times. Please call (or radio if necessary) Andrew or Simon to temporarily cover your position. It is recommended that all volunteers bring their own food, water, and additional clothing should there be inclement weather.

Note: Non-race motorists driving on an open course with 2-way race traffic should never attempt to pass a pack of racers on the road. This information should be shared with police and all marshals. Vehicles passing single racers who have been dropped may be unavoidable.

Marshals will be given:

- High visibility vest
- Volunteer Badge
- Radio
- Whistle
- Flag/Sign

Saturday (Road Race):

7-Mile turnaround Marshals:

From the start of the day, we will need two marshals at the marked positions above. This road leads to a military depot, please be conscious. No racers, pedestrians, or marshals are allowed to enter the facility. Both 7-mile marshals will be responsible for directing traffic when racers are present. The first marshal will need to be at the West turn in, making sure the racers enter the off-ramp. The second marshal will be at the East intersection holding traffic when racers are present and making sure the racers complete the turn around. There will be a county sheriff at this location to help direct traffic.

For the second half of the day (After the Master Men's 40+4 complete the turnaround ~11:45 AM) racers will not use this turnaround. The remaining marshal will be at the East intersection directing traffic when racers are present, making sure the racers continue straight.

Please preview the course content here: <https://arcg.is/r1C5i>

MEDICAL EVAC-

If a medical helicopter is required for an emergency, it will have to land on the road. In this instance, the race will be neutralized, and the road will be closed. This is a rare instance.

17-Mile Turnaround Marshals:

We will need two marshals at the marked positions above. This road leads to a high-speed train test track. Racers, pedestrians, or marshals are not allowed to enter the facility; however, there is a publicly accessible porta-toilet outside the gate. The South marshal will hold traffic while racers are present and make sure the racers complete the turnaround. The North marshal will do the same, but at the marked location. The last group will complete the turnaround at ~4:45pm. Please collect the cones and any signs if you can fit them in your car and bring them back to the start/finish.

Parking attendants:

There will be two attendants to direct parking. One attendant will be at the entrance of the lot informing the vehicles to drive to the next attendant that will direct the vehicle into a spot. Per COVID guidelines, vehicles must use every other spot. The second attendant will direct the vehicles into every other spot, starting at the back of the lot to fill the lot efficiently.

Corner Marshal:

Prevent vehicle and pedestrian traffic from entering the racecourse. Facilitate course crossing for pedestrians and other individuals.

Sunday (Criterium):

Course Marshals will be responsible for the safety of the racers from vehicle and pedestrian traffic and keeping the racers on course. Each Course Marshal will have a radio to send or receive emergency information. We will have higher traffic pedestrian crossings at marshal locations O/P and A. However, each marshal will be responsible to help pedestrians cross at their own location. Marshals need to be loud and assertive; the racers safety depends on you. Do not hesitate to yell or use your whistle to prevent pedestrians from crossing the course when racers are incoming. Many people may be unaware of the ongoing race.

Please preview course content here: <https://arcg.is/aLSOy>

There will be an orientation at 7:00am and 12:00pm. Please do not miss your respective meeting.

Crashes:

It is likely there will be at least one crash throughout the day. Report any crash on your race radio. If racers are not getting up, stand ahead of the crash to alert oncoming racers with your whistle. The Race Director must complete an incident report of every crash.

Shift changes:

Marshal positions must be covered at all times. Please call (or radio if necessary) Andrew or Simon to temporarily cover your position. There will be a second orientation before the second shift (add time), please show up early for the orientation.

Marshal A:

Prevent vehicle and pedestrian traffic from entering the racecourse. Facilitate course crossing for pedestrians and other individuals.

Marshal B:

Prevent vehicle and pedestrian traffic from entering the racecourse. Encourage pedestrians to cross at marshal location 1. Help marshals 3 and 4 coordinate vehicle crossings at their location.

Marshals C and D:

Prevent vehicle and pedestrian traffic from entering the racecourse when racers are present. Residents who live inside the racecourse will enter/exit via Neon Alley. You will need to coordinate with marshal 2 to ensure there is plenty of time for the vehicle to cross. Only residents may cross in/out of the course.

Marshals E,F,G,H, and I:

Prevent vehicle and pedestrian traffic from entering the racecourse.

Marshal J and K: Prevent vehicle and pedestrian traffic from entering the racecourse. This is the entrance/exit to The Vail assisted living. There may be emergency vehicles that need to get in/out. Vail residents may want to get in/out as well. Ensure there is plenty of time for the vehicle to cross. Only Vail residents may cross in/out of the course. There will be police at this intersection and should let you know if emergency vehicles need to cross.

Marshals L, M, and N:

Prevent vehicle and pedestrian traffic from entering the racecourse. There will be a total of three Pueblo PD Officers to assist with traffic and pedestrian crossing.

Marshals O and P:

Facilitate safe crossing of pedestrians at the existing crosswalk. We are expecting this to be the highest traffic crossing.

Marshal Q:

Prevent vehicle and pedestrian traffic from entering the racecourse. If riders are being released back into the race from the pit, Marshal will need to help direct riders to the opposite side of the road.

Race Administration Contact Info:

Ognir Rrats (Volunteer Coordinator) – xxx-555-1212

Flo (Volunteer Coordinator) – xxx-555-1212

Opie Gone Bad (Race Director)

Sample Sponsorship Package



THE PUEBLO CLASSIC



<http://collegiatecycling.org/rmccc/2022-pueblo-classic/>
email: xxxxxxxxx@gmail.com

The **Rocky Mountain Collegiate Cycling Conference**, in conjunction with the **City of Pueblo** presents two days of bicycle racing to be held in and around the City of Pueblo on **Saturday April 23rd** and **Sunday April 24th**, 2022.

The goal of these events is to:

- Promote bicycling and grow the sport of bicycle racing by exposing new populations and a new demographic to the healthy activity of bicycling.
- Create a **long-term community event** in Pueblo that can become a destination for collegiate, professional, and amateur athletes alike.
- Support the community of Pueblo by attracting out-of-town visitors who can recognize the vitality of Pueblo and leverage its amenities.

What to know:

- If successful, this race will draw **several hundred collegiate and amateur bicycle** racers from all over Colorado in its first year. Demographic analysis shows that non-collegiate cyclists tend to have above average income and hold professional jobs.
- As many as 17 collegiate teams from the Rocky Mountain region would bring an average of 10 riders each. We estimate non-collegiate racers will number 100-200 in the first year. We expect about 300 competitors total.
- These races are permitted by **USA Cycling** and the **City of Pueblo**. The permits provide \$1 million in liability insurance for race organizers.
- The Pueblo Chamber and Latino Chamber of Commerce have designated the event as a target activity to promote and celebrate Pueblo's 150 year anniversary.

- The public is invited downtown on Sunday to watch the racing. The Chambers of Commerce are planning public activities near the race course.
- There will be a **community ride** on Sunday allowing people of all ages to ride the race course. The Mayor and Chief of Police have pledged to ride in the community event.

All Sponsorship Opportunities Offer:

- Opportunity for banners and product placement on or near the race course.
- Up to 15 second public promotional announcements of your design throughout the day by our on-site race announcer.
- Inclusion of coupons or small promotional items in a swag bag distribution to competitors during event registration.

Specific Sponsorship Opportunities*

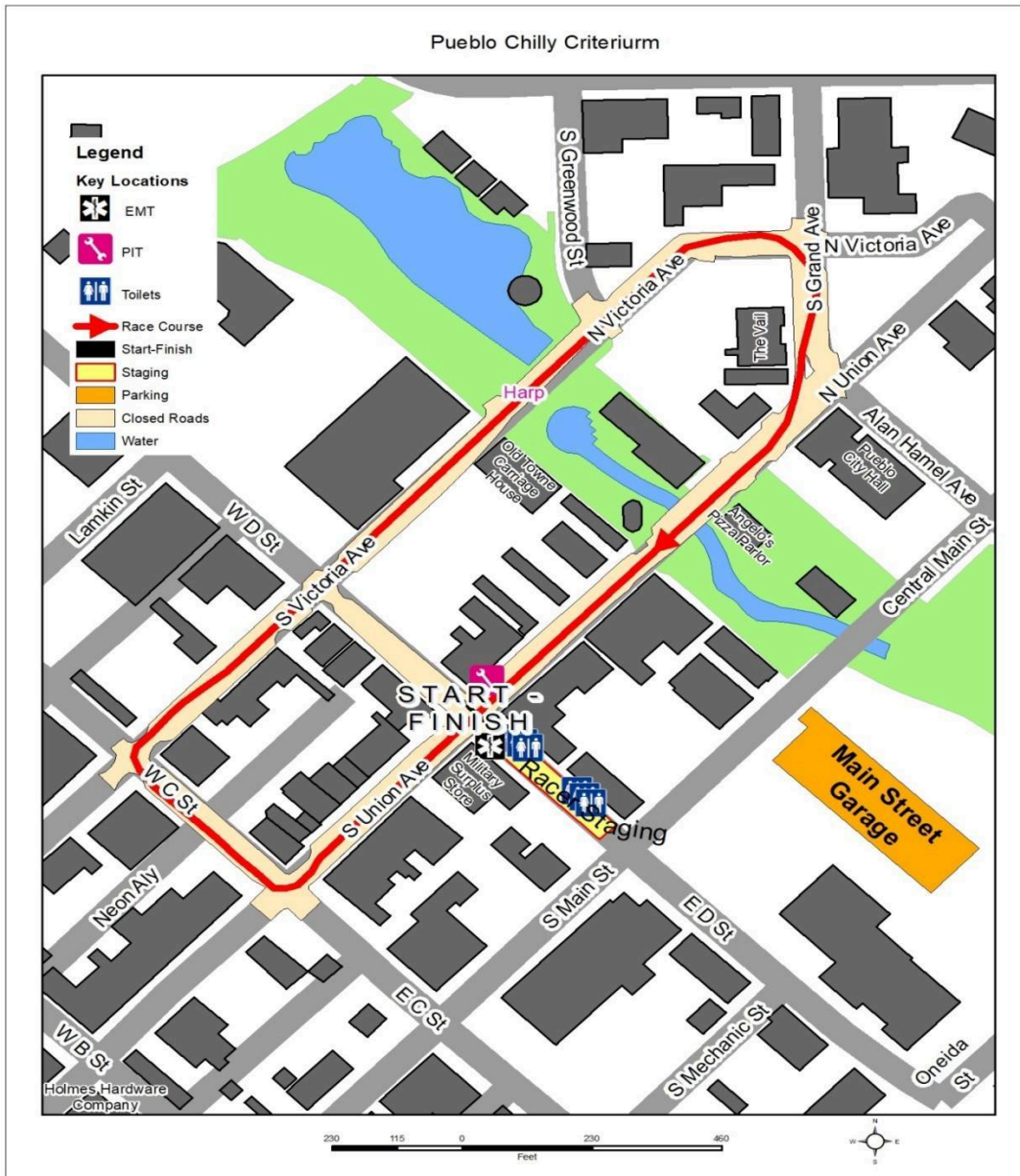
Chilly Criterium Race Primes - (pronounced “Preems”) These are smallish cash or merchandise prizes (value \$25-\$50) awarded during a single lap within each race to encourage an exciting sprint across the start line during the race. These are separate from the finish line winners’ prizes.

Miscellaneous Sponsorship – Provide in-kind benefits such as race-day personnel support, food items, and product discounts to the public, competitors or volunteers.

Race Sponsorship - Become a title sponsor by helping cover costs of the race itself. We will discuss additional benefits of title sponsorship personally. A few of our top-priority costs are:

Traffic management plan and barricades	\$2,000.00
USA Cycling official costs and per diem	\$1,500.00
Hotels for officials and volunteers	\$2,000.00
Portable toilets for each day	\$700.00

*A signed sponsorship agreement will document specifically what will be provided and what promotional opportunities you will receive in return.



Sponsorship Contact Information: Mr. Goodwrench
 xxx-555-1212
BSelby@gmail.com

Thank you for your interest in the Pueblo Classic!!!