



2019-2020 USA Cycling Cyclo-cross National Championships

BID INSTRUCTIONS AND INFORMATION

Bid Submission Deadline: September 1, 2016

USA Cycling Selection Announcement: Approximately December 1, 2016

All bid information available at www.usacycling.org/bids

Send all bids and correspondence to:

Micah Rice

Vice-President of National Events

USA Cycling

210 USA Cycling Point, Suite 100

Colorado Springs, CO 80919

mrice@usacycling.org

719.434.4283



OVERVIEW

USA Cycling is the national governing body for competitive cycling in the United States, a member of the United States Olympic Committee, and is recognized by the International Cycling Union (UCI) as the sole sanctioning body for cycling in the United States.

USA Cycling owns the rights to the USA Cycling National Championships. The official name for the event will be the “USA Cycling Cyclo-cross National Championships”. USA Cycling retains the rights to various media and sponsorship categories as listed below.

Who Can Bid? USA Cycling endeavors to create event relationships with organizations like Convention and Visitors Bureaus, Sports Commissions and/or venue operators, such as a resort or a velodrome association, to ensure the Local Organizing Committee (LOC) has all of the necessary support, involvement, and promotion in the local community. The LOC may partner with an experienced race/operations director or event operations company that can help develop the bid, as well as help market and organize the event from start to finish. However this is not required; the LOC and USA Cycling may choose an operations director company together during or after the bid process.

Bid Process. This document is a detailed overview of the requirements for hosting a USA Cycling National Championship. All bids must acknowledge and accept responsibility for the LOC Requirements listed within this document. Completed bids must be received by their respective deadlines. USA Cycling will review and follow up with questions or discussion. The decision-making process may include a site visit by one or two USA Cycling staff members, with reasonable travel costs for that visit being the responsibility of the potential LOC. There is a non-refundable bid fee of \$150 to be included with the submitted proposal.

Event Success! This championship has attracted over 1800 unique participants and numerous additional family, friends, and spectators. The championship races run over five to six days and include a championship event for Pros/Elites, collegiate, masters, juniors and single-speeds. This is an RFP for a two year bid, but USA Cycling may at its discretion award two one-year events to different cities as we have for the past five years. This event must be held on the UCI designated weekend which is usually the 2nd weekend in January.

KEY SELECTION CRITERIA

The following are the primary criteria that will be used when considering a bid package:

- Event management experience
- Financial and community support
- Venue quality/strength of race courses
- Proximity of courses/venues to hotels, food, and lodging
- Maximum exposure to the local community
- Media/public relations plan
- Guarantee of LOC Responsibilities
- Potential for local/regional media coverage
- Local/regional/national sponsorship potential
- Operating budget
- Volunteer support
- Location accessibility for participants
- Ability to provide operations personnel as part of bid (or money to offset)
- Overall bid presentation



VENUE/FORMAT REQUIREMENTS

The USA Cycling Cyclo-cross National Championships require a venue that includes the following:

- An international-level cyclocross course built to UCI specifications. This course will need to have a test event prior to the championship. Typical cyclocross venues range from a city park to a privately owned property that has both pavement and dirt riding. Must have some terrain undulation for run-ups and ride-ups. Must have paved/hard-packed start and finish area with access to water and power.
- Building for registration/packet pickup and a media room.
- A space on or near the start finish for a stage for officials and a possible VIP area.
- Plenty of participant and spectator parking adjacent to the course.
- A spectator-accessible area close to hotels, food and shopping.

BUDGETARY CONSIDERATIONS

All entry fees and national and title sponsorships along with other USAC sponsorship sales will be retained by USAC to pay for the event. A detailed list of LOC responsibilities is in Appendix A. In addition, there is a cash commitment of \$20,000.00 to help offset the USAC costs in Appendix B below. During the bid process, USA Cycling will consider budget relieving value-in-kind efforts to offset this cash commitment.

USAC owns the exclusive rights to all radio, television, film, video, and other media form for the Races and the exclusive right to sell USAC logoed merchandise and event-specific merchandise at the Races.

SPONSOR SOLICITATION

USA Cycling is responsible for procuring national and title/presenting sponsorships. The LOC will be asked to work with USAC to also procure event-specific sponsorship sales and to support the sales process in a way that maximizes revenue, while protecting the rights of existing sponsors. All sponsorship must be pre-approved by USAC. Any event-specific cash sponsorship sales by LOC will be split 50/50 between USAC and the LOC after hard costs have been covered (signage, hospitality, etc.) LOC will also be asked to help find budget-relieving VIK sponsors to help support the event. An “event-specific sponsor” is defined as a sponsor that is only supporting this one national championship in this one city.

LOC agrees to cover any pre-existing signage as requested by USA Cycling in order to provide a “clean” venue.

Below is a current list of USA Cycling national sponsors and closed categories—this list could change at any time, but USA Cycling will work with the LOC to communicate any changes. These categories are considered exclusive for the entire event including related ancillary events (Fun Rides, Expo, etc.)

- **Volkswagen** (vehicle category)
- **Sierra Nevada** (beer category— LOC must provide pouring rights at event and secure appropriate local licenses for entirety of start/finish and expo areas)
- **Chobani** (yogurt and hummus categories)
- **Nationwide** (insurance category)
- **Assos and Voler** (technical apparel, national championship jersey)



- **Mavic** (technical support category)
- **Bonk Breaker** Nutrition Bars (bar, gel and chew categories)
- **Drive Marketing** (event apparel and merchandise)
- **KT Tape** (therapeutic and kinesiology tape category)

Prohibited categories—Firearms, tobacco, adult or gambling websites

ADDITIONAL INFORMATION NEEDED

Please include the following information in your bid as well:

- Details about your host city or venue including population, average temperatures during the time of the event, media statistics, tourist attractions and any other pertinent information as a destination for the USA Cycling National Championships.
- Key people from the city and production company involved in the organization of the event. Production staff, communications staff, etc. that you wish to use.
- Letters of support from permitting agencies, police departments, other government officials, venue operators, and potential sponsors.
- Any sponsors who have committed to the event or government grants that have been secured.
- Photos, maps, and any history of use of proposed venue.
- Budget overview—what you will spend to fulfill the LOC Requirements.
- Tell us why you stand apart from other cities who want to host this event!

Please send all completed bids along with a non-refundable bid fee of \$150 (check or money order made out to USA Cycling) to:

Micah Rice
Vice-President of National Events
USA Cycling
210 USA Cycling Point, Suite 100
Colorado Springs, CO 80919
719.434.4283

Please don't hesitate to contact us with any questions on submitting a bid!



Appendix A

HOST LOC REQUIREMENTS: 2019-2020 USA Cycling Cyclo-cross National Championships

The Local Organizing Committee (LOC) is responsible for providing the following support and assuming all related costs.

SITE VISIT

COSTS OF SITE VISIT – The LOC is responsible for the costs of up to two site visits by up to two USA Cycling staff people to assess the venue and make a decision on whether to award the bid. Items to be covered in these site visits will include economy airline flights, rental car (or ground travel costs), lodging and food during the visit. USAC may make these trips before making a decision on the bid or after a bid has been awarded at the discretion of USA Cycling.

RACE OPERATIONS

POLICE SERVICES – Provide all local (city/county/state) police services and related costs. In coordination with the appropriate state, county and local law enforcement, local police provide safe road closures if needed, which may include fixed-post positions, traffic control, rolling enclosures, crowd control, parking, enforcing no-parking zones and maintaining general public safety. When a rolling enclosure is used, the law enforcement officers must be specifically trained in its execution. The LOC must be prepared to organize such training, which may involve USA Cycling staff or other persons authorized by USA Cycling.

COURSE - The LOC is responsible for a complete and groomed course including the following:

- Completely closed course including paved start and finish area and grass/dirt sections. This venue must be available a week before the start of the event for course construction to begin (stake pounding, etc.) All aspects of the course must be to UCI standards including width, length and obstacles.
- LOC must put aside funds to repair the venue after the event. While it is very rare that permanent damage happens from cyclo-cross events, there is usually some turf repair, seeding and landscaping that needs to happen after the event to get the course back to its original state. The conversation about the expectation of repair should happen between the landowner and the LOC.

INSURANCE FOR AUXILLARY EVENTS – USA Cycling will provide all racing-related insurance for staff, sponsors, municipalities, spectators and participants. LOC will provide insurance for all non-racing activities and provide USA Cycling with a certificate of insurance naming USA Cycling as “additional insured.” These activities include but are not limited to an expo area, parking/shuttles, vending, concerts, hospitality areas, kid’s activities and associated events. Insurance levels must be a minimum of \$1 Million per occurrence and must be on an “occurrence” and not a “claims-made” basis.

PERMIT SERVICES* – Obtain and pay all fees associated with permits required to operate the event. Such permits include, but are not limited to:



- City and county permits for stages, tents, electrical, health, alcohol, encroachment, sound and road closures
- Parking - both on and off the street as agreed upon by LOC and USAC
- Alcoholic beverages - consumption in public, from cups, bottles and cans, in a private VIP area. USA Cycling beer sponsor must have exclusive pouring rights in beer gardens and VIP area.
- Road and course closures and use – all permits required for the closure and use of roads and trails for setup and racing that may be required for any portion of the route. (includes permits for construction of staging, tents, wiring and electrical, portable generators, and power equipment)
- Construction Permits - Includes permits for construction of staging, tents, wiring and electrical, portable generators, and power equipment
- Special and ancillary events - pre-event and race day(s)
- Banners and signs - hanging and display of pre-event, race day advertising and sponsor banners
- Concession sales - on-site merchandise and concession stands as requested by USAC

* All permits must be applied for in the name of the LOC. LOC does not have the right to bind USA Cycling to any agreements, waivers or terms.

MEDICAL/EMS SERVICES – Provide medical services for the participants and general public on the days of the event. This includes ambulance support each day. Placement of medical services will be decided by USA Cycling and the Operations Director.

RESIDENT/BUSINESS NOTIFICATIONS – Notify local residents and businesses that are impacted by the event; including road closures, traffic advisories, etc.

WASTE MANAGEMENT AND PORTABLE RESTROOMS – Provide waste management, trash, and/or recycling removal services for the event as well as portable restrooms as needed for staff, participants and spectators. Necessary supplies and services include: trash containers, roll off containers, dumpsters, recycling containers and the crews to remove full containers of liners, and replace them with fresh liners. Portable restrooms should be provided as needed to support expected staff, participants and spectators. Also needed are crews to restore the venue to its original beauty, meaning removal of trash from streets, parking lots, parking garages, curbs, city property, county property and federal property.

WEBSITE LANDING PAGE – Create a landing page for local information for participants and spectators. This page should include lodging information, information about the area, and other activities that travelers can make plans to participate in. This page will be linked to from the USA Cycling event page. Page must NOT include race specific information like race schedule, registration information, course maps, rules etc., but may link back to the USA Cycling page for that information.

EXPO AREA/FESTIVAL – Support the event’s expo area by overseeing the following:

- Allocation of a suitable area for the tech expo and/or festival
- Handle all festival permits and associated fees (fees to be approved by USAC)
- Electricity and waste management
- Parking for vendors
- USAC and its sponsors, suppliers, and membership benefit providers have rights to any space needed in the expo at no charge
- USAC sponsors get premium space. USAC to approve expo layout before non USAC partners are sold and prior to the event
- LOC keeps all revenue associated with the selling of space in this area (this has been over \$20,000 in past years)



HOTEL ACCOMMODATIONS

PARTICIPANT ROOMS – The LOC will create hotel room blocks with special pricing for participants and spectators. These rooms will be advertised on a website created by the LOC (see information on website landing page above) and will be linked to by USA Cycling. LOC keeps all rebates and incentives relating to these rooms sold. It is recommended that these rooms offer a range of prices to appeal to a range of participants.

STAFF ROOMS – The LOC is financially responsible for a mix of single and double rooms for the duration of the event to be used from 3 days before the event to one day after. USAC will determine the required mix of room occupancies and the total number of room nights required (up to a maximum of 195 room nights). These rooms will be used for USA Cycling staff, Operations Director staff, officials, announcers, neutral support personnel, and photofinish technicians.

Hotel requirements:

- May utilize more than one hotel property if approved by USA Cycling
- Hotel(s) must be a minimum of a 3-star hotel property
- Hotel(s) must be within close proximity to the finish line
- Hotel property(s) must be pre-approved by USA CYCLING
- LOC keeps all rebates and incentives offered by the hotel to offset the above responsibilities
- USAC may hold meetings for the day after the National Championships and may ask LOC to help negotiate with one hotel for meeting space and an extra 5 room nights for this meeting.

AUXILIARY SPACES

The LOC is responsible for providing the following auxiliary spaces 48 hours leading up to the event start to 1 day after the event finish:

REGISTRATION/PACKET PICKUP ROOM – Area open 1 day before the start of the event (set up 2 days before the event) for participants to pick up number plates and register for the event. The minimum space requirement is approximately 1,000 square feet. This includes:

- Ten (10) chairs
- Six (6) 6-foot skirted tables
- Ten (10) 110V outlets and power strips
- One high speed copier which can collate. Copier will be delivered and installed and should print a minimum of 30-50 pages per minute. Copier should come with a service agreement that includes on-site maintenance, if necessary (This copier can double as the media room copier—needs to be available to both groups during the event)
- Free Wi-Fi for staff
- Sufficient trash and recyclable cans

VIP AREA – Both USA Cycling and the LOC have the right to create a VIP area at the event if they so choose. If LOC creates a space, USA Cycling will have the right to 20 tickets for no charge. If USA Cycling needs more space than the 20 tickets, they have the rights to purchase hospitality space within that space at LOC's hard cost.

WEBCAST PRODUCTION ROOM AND SERVICES – If USA Cycling elects to do a webcast of the event, a space for the production crew may be required. Access to a hard line internet connection at the finish line with a minimum of four (4) Mbps upload speed is required, but ideally this line should have 10+ Mbps upload and download speed.

ANTI DOPING FACILITY – Provide a drug control facility that meets United States Anti-Doping Agency (USADA) specifications. The area must provide the following (subject to change per USADA’s changing regulations):

- A separate doping control facility (including a men’s and women’s restroom that is not a public facility) comprising the following:
- Comfortable waiting area with chairs for athletes
- Separate room or partition for paperwork formalities
- Separate bathroom facility with shower and sink
- Clean, private and secure, with no access by public or press
- Access to a telephone
- On the venue grounds
- Temperature controlled
- Four six-foot table, 16 chairs, and full sized trash cans
- Coolers with ice or a refrigerator
- 6-10 sealed drinks (juice, water, and electrolyte drinks – no alcohol or caffeine) per athlete tested
- Sealed snack food

OPERATIONS OFFICE/COMMISSAIRES MEETING ROOM – Suite at the host hotel or alternatively a small conference room for 8 to 10 people with free Wi-Fi available. This maybe the same room used for registration if approved by USA Cycling.

MEDIA WORKROOM – If requested by USAC, LOC will provide a media workroom within 300 meters of the finish line. This room must have power, climate control and free Wi-Fi with sufficient bandwidth. LOC will provide beverages and light snacks during peak hours of usage.

PARKING REQUIREMENTS

The LOC is to provide the following parking and suggested directions to each parking area at no cost to USAC:

- **STAFF HOTEL PARKING** – Requires a sizable portion of the Headquarter Hotel parking lot.
- **EVENT PARKING** – Requires a sizable lot within close proximity of the finish area for approximately 400 vehicles. Some teams can travel with a motor coach, trailer and support vehicle. Note issues with parking decks and roof racks.
- **CREW PARKING** – Parking must be secured for the construction crew’s vehicles at the Start/Finish location.
- **MEDIA PARKING** – Parking for 10 local and visiting media within close proximity of the press work room/press conference. Additional parking for television trucks to accommodate live shots at the finish line.
- **STAFF EVENT PARKING** – Requires parking for approximated 20 vehicles adjacent to the finish line location.
- **VIP PARKING** – If requested by USAC, 30 premium parking spots must be carved out of parking area for VIP’s. This space could be branded by USAC (such as “VW Owners’ Parking”).

The LOC is responsible for all parking plan costs including (if necessary) parking attendants, rental fees for space, and shuttle transportation. USAC reserves the right to brand the parking area at its discretion.

VOLUNTEER PROGRAM

The LOC is responsible for obtaining and organizing local volunteers for the event. Volunteers will assist USA Cycling and the LOC with coordinating activities on the day of the event. The total number of volunteers is typically 100 to 200 (depending on final course needs). Volunteers may be used for the following jobs including registration staff, auxiliary room staff, course marshals, results runners, awards coordinators, course setup/takedown, parking marshals, radio operators, and sponsor activation personnel. USA Cycling will provide a detailed volunteer needs document to the LOC before the event. If the LOC decides that volunteer check-in is at a location other than the finish line location, then the LOC is responsible for its own infrastructure (tents, tables, chairs, generators). If LOC cannot supply a sufficient number of volunteers, it is the LOC's responsibility to supplement volunteers with hired labor/staff to meet event needs. LOC will coordinate marshal placement with law enforcement.

MEDIA AND COMMUNICATIONS

The LOC is responsible for providing support to the USAC marketing and communications team for the promotion of the event with local and national media including:

- Provide a designated media relations/ communications lead to work alongside USAC
- Prepare and execute a media and promotions plan, once agreed and approved with USA Cycling
 - The plan should include a proposal for **free** media placement, publicity and PR with local/regional media outlets (to include: TV, internet, social media, print, radio)
 - The plan should include a proposal for **paid** media opportunities with local/regional media outlets (to include: TV, internet, social media, print, radio).



Appendix B

USA CYCLING RESPONSIBILITIES: 2019-2020 USA Cycling Cyclo-cross National Championships

As the owner of the USA Cycling National Championships, USA Cycling is responsible for providing the following support and assuming all related costs outside of the LOC Responsibilities.

REGISTRATION AND WEBSITE – USA Cycling will provide registration for the event via its online registration system. USA Cycling will also provide a staff person to manage registration and packet pickup on site.

OFFICIALS – USA Cycling will assign and pay all of the assigned officials’ fees and expenses per the USA Cycling schedule of fees for National Championship events. USA Cycling is also responsible for officials’ travel to and from the event.

COURSE FENCING/BARRIERS – USA Cycling will cover the cost of enough barrier fencing and course tape to secure the courses. Amount depends on course, but is usually around 3500-5000 feet of hard fencing.

TIMING/SCORING – USA Cycling will hire and pay a timing/results company.

ANNOUNCERS – USA Cycling will select and hire a minimum of two announcers for the events.

AWARDS – USA Cycling will provide awards (jerseys, medals and/or cash prizes) to all National Championship races and additional categories of races, as determined by USAC.

USA CYCLING STAFF – USA Cycling will bring in staff to oversee the event including a Race Director, Assistant Race Director, Stage Manager, and Registration Manager. Fees and travel costs will be covered by USAC.

PERSONNEL – USA Cycling will provide additional operations personnel if needed for the duration of the event. USA Cycling is responsible for compensating additional personnel it hires for operations outside of the LOC requirements. Fees and travel costs (excluding lodging) will be determined and covered by USAC. LOC should be clear within the bid what operations personnel they can dedicate to the event so USA Cycling understands the personnel gap to be filled.

FINISH LINE EQUIPMENT – USA Cycling will provide the following equipment:

- Stage at start/finish line for the officials and announcers to work from
- A truss to go over the road at the start/finish line to hold sponsor signage and indicate the start/finish line
- Sound system including 6 speakers (USA Cycling may decide to add to this system to create farther reach)
- Events truck to store and move equipment between venues
- All coroplast signage for the truss and start/finish fencing including National Championship signage and USAC sponsor signage. Please note that LOC sponsor signage must be supplied by the LOC
- Generator for backup power
- Awards backdrop—size 12 feet high by 15 feet wide reflecting USAC sponsors.