

# Race Director 101

Putting on a bicycle race

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- \* Putting on a bicycle race is not as hard as you think. With these easy steps you can be putting on a race in no time at all.

Step 1: Determine what type of race do you want to put on?

Mountain Bike

Cycle Cross

Road, Criterium, Time Trial

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## Choosing a discipline

- \* The type of race you choose will determine the amount of work required and the amount of support you will need from your team/group and local government.
  - \* Mountain Bike: This is a fairly easy race to put on. You will need the support of a park with trails. Insurance requirements can be more than road but other than that, out of pocket costs are minimal.
  - \* Cycle Cross: Another fairly easy route to take when considering a race. All you need is a large field. You make the course with caution tape and some stakes. Out of pocket cost can be kept to a minimum again.
  - \* Time Trial: This is probably the easiest of the Road category races. The number of volunteers required is minimal and most of the cost is in permits and timing. Although chip timing is not required it is preferred by racers.

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## Choosing a discipline

- \* The type of race you choose will determine the amount of work required and the amount of support you will need from your team/group and local government.
  - \* Road Race: This can be a very difficult race to make happen. It can require many different government groups and involves a large area that can be troublesome to control. Without the support of the local government this race can be impossible to pull off. Monetarily it can cost quite a bit with permits, police, barricades, officials, cars, etc. The help of sponsors is greatly needed
  - \* Criterium: Personally my favorite race to put on. This is also a difficult race and requires the help of local government and/or land owner. The costs associated can be high with permits, fencing, stages, lighting, announcers, officials, etc. Sponsors are a huge help when putting this race on.

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## Talking to the man

- \* Once you have decided what type or race you are going to do, you need to get someone to say it is okay to do. The easiest way to do this is a local government or property owner has asked you do put on a race. If this has not happened try this.
  - \* For any race it can be smart to start with Parks and Rec of any town or city. It is their job to bring things like this to their population and they can be a good ally.
  - \* If you are doing a mtn bike race most of the trails in and around Missouri are on public land and you will need the director of the park to okay your race. For a CX race someone in Parks and Rec would again be good to reach out to.
  - \* For road and crit, not only speak to Parks and Rec but the local, county, and maybe even MODoT about the use of the roads. Speaking to the respective police departments is also a big plus for getting your race going.

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## Talking to the Man

- \* Some concerns to cover that you will be asked in each discipline.
  - \* Insurance; how will you keep the government and or owner of the property from losing their shirt? USA Cycling has great insurance and comes with being permitted by them.
  - \* How many people will be there?
  - \* How will you deal with local traffic or people living on the proposed course?
  - \* Will emergency vehicles be allowed to get through the course and where they need to go?
  - \* Who is paying for all of this?
  - \* How many people will you have to help you pull this off? What will they do?
  - \* How will you communicate?

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## Permits and Insurance

- \* You now have a location and course to race on. Now you need permits, permits from the government and from USAC. Permits from local government can run the gambit from free to expensive. USAC in 2012 had two levels of Permit/Insurance. Up to 1 million in coverage was \$50 a day and \$500 for up to 5 million a day.
- \* You may be required to pay for the police officers present at your race. For road races police will help to keep the roads clear from drivers unhappy about us having a blast and going fast.
- \* USAC now offers extra insurance for non racing, this can be a good option to avoid risk at your event.

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## Finalizing Budget

- \* You are now starting to get an idea of what your race is going to cost and you need to finalize your budget so you will know what to charge at the race.
- \* Locally races run from \$20 all the way up to \$45
- \* The price to race at your race is associated with how much you are going to put into it. If you charge \$45, you better have a race that looks like Gateway Cup or another of Big Sharks' big races.
- \* MOBRA can help you keep some of your costs down with some rental equipment. Rental fee is part of your MOBRA fee.
- \* In-Kind sponsorships can also be a big help in offsetting costs, not to mention cash sponsorships.

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## USAC registration

- \* Next you need to sign up with USA Cycling, get your race flyer set up, and start promoting your race.
  - \* Signing up with USA Cycling is easy and straight forward.
  - \* I found using USAC for pre reg at your event was a good deal and saved me some up front money.
  - \* Your race flyer is the way you tell people when and where your race is going to happen. How much, if any payout you will have, and what categories and age groups will be racing. Make sure you are clear and concise with your schedule and how much the race entry fee is going to be.
  - \* Use social media and area message boards to help get the word out about your race.
  - \* Get on as many area race calendars as you can and as early as you can. The sooner people know about your race the more may come.
  - \* Get with Me (Nick Hand) about using Race Director for your race. IT'S FREE!

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## USAC Registration

- \* Choosing the category your race will be under is determined by how much money you will pay out for one single heat at your race.
  - \* So if the P12 men get a payout less than \$500 your race would be a D level race and you would pay less to USAC. If you paid more than \$10,000 you would be an A level race and would pay a percentage of that.
  - \* Prime money is not included in this.

For Mountain bike the category is determined by how many racers you think you will have, 1-49 riders is \$25/day and goes up from there.

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## Sponsors

- \* You now have a race permit, you have permits with your venue, you know what money you have to spend and you have an idea of how many people may come to your race. If you are like many of us promoters you will realize you need some extra cash to fill the gap. Getting sponsors is all about knowing what your sponsor wants out of the sponsorship. Show them how with their help your event will do A, B, and C, and this will give them X, Y, Z in return.

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## Volunteers

- \* Volunteers are a must to put on a bike race. Without their help the cost of putting on a race would be too high for them to ever happen. The type of race, again, can be a big factor in how many volunteers you have.
  - \* Mountain, You will need a few helpers for registration, a couple to help with set up and tear down, and if you don't go with a timing company you will need 2 or 3 volunteers to help the official with scoring.
  - \* Cyclocross, is very similar but most of your help will be needed for set up and tear down.
  - \* Time trial, you will want a few at registration and someone at the turn around. But other than that most of the jobs are done by officials and the timing company.

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## Volunteers

- \* Road Race, this is where you will need an army to help you make this work. Not only do you need the people to help with registration, set up, and tear down, but with corner marshals, vehicles and etc. The longer the route the more volunteers you will need at intersections and what not.
- \* Criterium, This takes almost as much as a road race with the registration, corner marshals, set up, tear down, and any other areas you can think of.

## Officials

- \* A good official can be your best friend at the races. They help keep things moving and if you have all your ducks in a row you will have a wonderful race.
  - \* USA Cycling will help you to get an official if you do not know one already. The MO officials will also work with you to make sure you have all the items needed for your upcoming race.

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## Officials

- \* The officials will help with the safety of your race. They can show you where you will need volunteers, where you may need some barriers, and any other such things.

## Day of the race

The day of the race be on time! People spend a lot of time and money to be at your race and they plan it around the start of their race. There are always outside circumstances, but if you can control it be on time. You have done all the work and now it is time to enjoy the day. Many racers have been there before and will know what to do. Just answer any questions some may have and do your best.

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## Tax Man

- \* The race is done and you just have to remember to pay your head taxes. If you have done your registrations through USA Cycling they will take their cut as the registrations come in and you may only owe the difference.
- \* MOBRA also gets a fee of \$0.75 for every original paying rider. So if a rider races more than once in a day, you only pay a head tax for the first time they race.

Thank you