



USA BMX

2021 NATIONAL EVENT

Request for Proposal





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Dear Potential USA BMX National Event Host:

On behalf of USA BMX, I would like to thank you for your interest in hosting one of our great events. USA BMX has a 40 year history of running quality, family friendly, memorable races across the nation. BMX, with its inclusion into the Olympics in 2008, has seen worldwide growth and exposure. The primary focus of USA BMX will always be local grassroots racing, however the best byproduct of a great membership base is an outstanding national series with strong participation numbers.

The objective of this RFP is to provide general information about the site selection process, illustrate the criteria required for the proposal and outline the division of operations and budget responsibilities between USA BMX and the Local Organizing Committee. If while vetting the RFP you find criteria that you are unable to meet, we encourage you to discuss alternatives with us.

We are extremely proud of our family sport and the excellent opportunity a BMX national event offers your community. We are excited to share our sport with you and look forward to making you a fan of BMX racing.

Thank you for your interest and we look forward to reviewing your proposal.

Sincerely,

John David
Chief Operating Officer
American Bicycle Association
BMX Canada
USA BMX





ABOUT USA BMX & THE AMERICAN BICYCLE ASSOCIATION

The American Bicycle Association (ABA) is the sanctioning body for the sport of bicycle motocross (BMX), and also the world's largest BMX sanctioning body. United States operations are conducted under the brand USA BMX and Canadian operations are conducted under the brand BMX Canada. As the parent organization of USA BMX and BMX Canada, the ABA governs and sanctions competition for more than 375 sanctioned BMX tracks and more than 70,000 members across the United States and Canada. ABA promotes BMX racing on several levels including: local, district, state, regional, national and international. Locally, ABA sanctioned more than 14,000 BMX races last year. Annually, the ABA organizes and facilitates a 30 race national championship series with events held across North America. These national events are held at both existing BMX tracks and in various arenas.

BMX racing was one of the first extreme sports and by its very nature is authentically cool. The induction of BMX racing into the Olympic Games in 2008 has catapulted the popularity of the sport and ABA has since been fortunate to experience outstanding membership growth and strong national event participation. Much of this can be credited to the outstanding exposure and great TV coverage during the Beijing, London and Rio Games.

Despite being a non-traditional and extreme sport, national event participation is ageless as racers range from two-year-old balance bike riders on pedal-less bikes to seniors in our Sixty-One & Over class. Because of the vast range of age participation, it is not uncommon to see multiple generations of families competing. The family aspect of our sport is prevalent at all of our events and one of our most treasured assets. Additionally, BMX races are unique as all skill levels of participants from Novice to Professional attend and participate during the event. It is truly amazing to see a race full of five-year-old novice racers followed by an Elite Men's race with the Olympic Gold Medalist a few races later during the course of an event.

The primary goal of the ABA is to have the highest quality athletic events possible for our athletes as well as to take the opportunity provided by a national championship event to promote the sport locally and nationally. In addition, a national championship event will have a substantial economic impact to the community and region in which the event is held.





USA BMX FAST FACTS

What: A USA BMX National Event is part of an annual 30 race National Championship Series, which spans across the US and Canada. These events occur over weekends, and include races on Friday, Saturday and Sunday. Approximately one-third of the events have an additional status of “Olympic qualifier” where riders earn ranking points that will eventually qualify them to represent the USA or their home country in 2024 in Paris.

Where: National events can be hosted at local BMX tracks (USA BMX has more than 375 tracks) or within a covered arena. If you are unsure if you have a BMX track in your town feel free to contact us. Annually, one-third of the national events are hosted in an arena.

Dates: The USA BMX National Championship Series begins in January and concludes in late November with the Grand Nationals over Thanksgiving week. As such, there are dates available to host events throughout the year. There is flexibility to work with a host to find an ideal date, which can often be done during the shoulder season when tourism is needed (i.e. Las Vegas Nationals in July).

Participation:

800 - 2000 Athletes per event weekend

Total Daily Attendance (Athletes and Spectators)

- Friday: 1,500 - 3,000
- Saturday: 2,500 - 6,000
- Sunday: 2,500 - 6,000

* Attendance varies based on event. To verify participation numbers in your area, please contact USA BMX.

Total Estimated Room Nights:

2,000 - 5,000

Rights Fee: USA BMX seeks to create a financial structure that is beneficial for our organization and yours. Let’s talk!

Partners:





USA BMX NATIONAL EVENT DESCRIPTION

The American Bicycle Association owns and operates the USA BMX National Championship Series. A USA BMX National Event is part of an annual 30 race National Series, which spans across the US and Canada. These events occur over weekends, with races on Friday (noon-9pm), Saturday (7am-5pm), and Sunday (7am-3pm.) A USA BMX National Event will attract competitors from over 30 states and Canada with approximately 15% arriving via plane and 85% percent via automobile. Participants will range in age from two years old to sixty-five and from Novice to Professional.

Approximately two-thirds of the 30 National Events are hosted at USA BMX sanctioned tracks, while the rest are hosted in arenas, civic centers, expo halls and equestrian arenas. Specification details are outlined in the following and if you represent a CVB or Sports Commission and are unsure if you have a local BMX track or would like to verify if your indoor venue (arena, civic center, equestrian arena, etc.) meets the requirements, please don't hesitate to contact us.

From an operational standpoint, USA BMX will send five to fifteen staff members to manage the event with the support of the LOC (local organizing committee) as defined in the Summary of Responsibilities.





SUMMARY OF RESPONSIBILITIES FOR NATIONALS HOSTED AT USA BMX SANCTIONED TRACKS

- 1) Parking - Organize and maintain
- 2) Food & Beverage/Concessions
- 3) Procure Venue permits (if any)
- 4) Provide emergency medical support per the USA BMX National Event Medical Plan.
- 5) Provide portable restrooms, to be cleaned after Friday and Saturday event (number of units is based on event size and ranges from 20 to 40)
- 6) Trash removal and ample trash receptacles placed throughout the venue
- 7) Venue must have night lighting
- 8) Track Maintenance - At least one person dedicated to assist USA BMX National Staff with track maintenance for the duration of the event.
- 9) Bleachers (number and size based on the event)

SUMMARY OF RESPONSIBILITIES FOR NATIONALS HOSTED IN AN ARENA

Adhere to all responsibilities set forth in the USA BMX sanctioned tracks section above (with the exception of #8), as well as the following:

- 1) Race venue at no cost
- 2) Arena Requirements
 - a. Enclosed Arena with heating and cooling (open air arena acceptable based on time of year)
 - b. Floor space: Ideal - 300 x 150, Acceptable - 250 x 125
 - c. Floor surface: Ideal - Dirt, Acceptable - Concrete
 - d. Dirt for BMX track construction: Ideal - Dirt floor which can be excavated to construct the track, Acceptable- import at least 3,000 cubic yards of dirt (If dirt cannot be directly excavated from arena floor, 3,000 cubic yards of dirt will be required and should be provided at no cost to USA BMX. (Dirt composition must be pre-approved by USA BMX.)
 - e. Seating: Ideal 3,000+, Acceptable - 1,500
 - f. Staging Area: Ideal enclosed area or expo space adjacent to the arena to accommodate registration, vendors and teams
- 3) Arena usage: Monday – Thursday (move in), Friday – Sunday (event), Sunday – Monday (tear down).





HOST ORGANIZATION RIGHTS

In consideration of the responsibilities outlined on the previous page, the Host Organization may retain the following rights:

- 1) Local sponsorship sales (provided that they are not in conflict with USA BMX National Sponsors and are pre-approved by USA BMX)
- 2) Parking receipts not to exceed \$10 per car per day.
- 3) RV parking receipts
- 4) All revenue from food & beverage/concessions
- 5) All revenue from product raffles
- 6) All revenue from 50/50 raffle
- 7) Revenue received from additional clinics/practices/races held in the days before the national event

USA BMX RESPONSIBILITIES

- 1) Market and publicize the event throughout the BMX community and encourage as many athletes, teams, coaches and family members as possible to attend the event, and patronize area hotels, restaurants, and attractions
- 2) Establish event schedule
- 3) Provide and pay all event officials including scoring, staging, bike inspection, starter, registration, turn officials, as well as race announcer
- 4) Provide PA system (if held at Local Track)
- 5) Provide finish-line scoring/timing equipment
- 6) Provide event audio FM broadcast
- 7) Provide commemorative event stickers to all participants
- 8) Provide event ads for two months in PULL magazine, USA BMX's official membership publication
- 9) Provide event posters mailed to surrounding bike shops to promote event
- 10) Provide event page on the USA BMX website
- 11) Provide all event signage for USA BMX sponsors
- 12) Provide event awards
- 13) Provide pro purse money
- 14) Provide team purse money
- 15) Official sanctioned event; thereby providing its associated liability insurance (a certificate of insurance is available for inspection, listing host organization as additional insured.)





USA BMX NATIONAL EVENT HOUSING

Providing quality affordable hotels is one of the most important aspects of your proposal. Daily hotel rates are one of the major factors USA BMX considers - when selecting a National Event host. USA BMX generally contracts with three to eight hotels depending on hotel inventory, size of the event, proximity to the race venue, etc. **Having the support of local hotels is absolutely essential!** Upon selection a plan will be established to communicate with and select the host hotels and USA BMX's standard hotel agreement will be utilized.

Host Hotels are obliged to provide the following:

- a) 1 complimentary room per 20 paid rooms
- b) Discounted staff rate for non-comp rooms
- c) Attendee Rate to include \$10 rebate for USA BMX
- d) Reservations will be made individually
- e) Majority of rooms to be Double/Doubles
- f) 2 week cut off date
- g) 6 Parking Passes (if needed) per day for USA BMX event staff.
- h) Placement of an Event Welcome Banner/Sign in a prominent location (preferably behind the registration counters) during contracted dates.

Selected host hotels will be promoted heavily including listing in USA BMX's monthly membership publication PULL Magazine, USA BMX website, social media, etc.

USA BMX STAY TO SAVE PROGRAM

BMXHOTELS.com ***STAY TO SAVE***

USA BMX has a unique housing program created to motivate attendees to stay at contracted hotels. The Stay to Save Program seamlessly integrates hotel bookings within the USA BMX online event registration process and offers a discount on entries for attendees who stay in host hotels. All attendee hotel reservations are booked online at www.bmxhotels.com or within the registration system. Individual reservations are not taken by the hotel, rather they are processed online.

USA BMX will work with you to identify potential host hotels based on the criteria above, then email a RFP directly to the hotel. The hotel simply completes the online form to load inventory and rates, which will then create an electronic agreement between USA BMX and the host hotel. Once USA BMX accepts the hotel's offer, the property is published on the online booking portal and available for attendee reservations. The process is completely online, simple and seamless.





GENERAL PROPOSAL PROCEDURE

A written summary of the proposal must be received according to the Proposal Process Timeline on page 13 of this document. **Please carefully review the criteria:**

- 1) The baseline criteria must be met for a proposal to receive further consideration by USA BMX.
- 2) USA BMX may request additional information at any time during the review process.
- 3) We ask that potential Host Hotels communicate directly to you, not USA BMX during the proposal process. Once your site has been selected we will create a communication plan for your hoteliers.
- 4) You may contact USA BMX at any time to secure information as to the status of your proposal.
- 5) The exact duties and responsibilities between the host organization and USA BMX shall be formalized in a contract to be negotiated once a winning proposal has been granted for further consideration.
- 6) Only after the proposal has been taken to contract completion is the transaction complete and final between USA BMX and the host organization.

USA BMX will accept proposals from organizations such as, but not limited to:

- 1) Sports Commissions
- 2) Convention and Visitors Bureaus
- 3) Economic Development Authorities
- 4) City or other government entity
- 5) USA BMX Sanctioned Tracks *that are working with and have the verified backing of their city, CVB, Sports Commission, etc.*





PROPOSALS CONSIDERED COMPLETE MUST (IN THE ORDER LISTED) CONTAIN THE FOLLOWING:

- 1) Overview of proposal containing the following:
 - a. Proposed location
 - b. List of proposed host hotels
 1. Hotel name, rate, comp ratio (1/20 requested), staff rate and mileage to race venue
 - c. Proposal enhancements offered (see following page)
 - d. LOC (local organization committee) contact information
- 2) Details of the race venue including a map and photos of the proposed venue including all amenities useful to the race (track, arena, parking lots, bathrooms, night lighting, bleachers, etc)
- 3) Details on the proposed host hotels including number of rooms, rate offered, acceptance of rebate and commission, staff rate, comp ratio, mileage to race venue, etc.
- 4) City map with race venue and host hotels labeled
- 5) Brief preliminary media and marketing promotions plan to attract new participants to the Local BMX Track (if applicable) as a result of additional exposure from National Event
- 6) A **brief** history of the host organization, including contact information, past national event promotion, and any other relevant information
- 7) A **brief** demographic analysis of the host city
- 8) Monthly weather analysis of the host city with average precipitation and high and low temperature ranges
- 9) Letters of support from local government authorities as well as race venue property owners/managers





PROPOSAL ENHANCEMENTS

Selecting USA BMX National Event locations is a difficult task as many proposals are submitted and often very little sets them apart. In most cases the ways in which the LOC has differentiated the proposal from the rest is by the inclusion of Proposal Enhancements. Past examples include:

- 1) Event sponsorship/rights fee
- 2) Guaranteed complimentary USA BMX staff lodging (approximately 20 room nights)
- 3) Funding to offset facility rental fee paid to local track if event is hosted at USA BMX local track
- 4) Opening Ceremony/Parade Lap (national anthem singer, color guard, etc.)
- 5) USA BMX staff rental cars (2 cars approximately 7 rental days per car)
- 6) Staff meals
- 7) Staff travel subsidies such as plane tickets
- 8) Discounted restaurant and attraction tickets
- 9) Anything that will make your event unique and enhance the customer experience
- 10) Media plan which activates new membership into the sport locally

USA BMX SITE SELECTION PROCESS

When reviewing proposals, USA BMX utilizes a “Zoom In, Zoom Out” approach to site selection according to the following:

- 1) Availability of high quality and suitable facilities (local BMX track or arena)
- 2) Hotels (looking at affordability and their commitment to support the event and USA BMX’s housing policy)
- 3) Transportation (drivability, proximity to airport)
- 4) Event sponsorship / rights fee
- 5) Proposal enhancements
- 6) Strength of Local Host Committee / Convention & Visitors Bureau / Sports Commission commitments
- 7) Strength of Local Track program (membership and average rider count) for event hosted at a local USA BMX track
- 8) Strength and quality of overall proposal package submitted





FINANCIAL EXPECTATIONS

The exact financial arrangements between the host organization and USA BMX shall be formalized in a contract to be negotiated once a winning proposal has been granted. However, USA BMX expects that the basis of the financial arrangements shall be as follows:

- 1) USA BMX shall manage its own budget and shall assume all financial risk for the event unless otherwise designated.
- 2) All income shall be retained and managed by USA BMX. Including, but not limited to entry fees, sponsorships, vendor fees, merchandise, etc.
- 3) All expenses shall be the responsibility of USA BMX unless otherwise designated.
- 4) USA BMX and the host organization are expected to seek out additional corporate sponsors and VIK donations. All sponsorship agreements must be pre-approved by USA BMX to insure compliance with existing agreements.

PROPOSAL PROCESS TIMELINE (SUBJECT TO CHANGE)

May 1, 2020: Completed Proposals due back to USA BMX

May 1 - July 15, 2020: Proposals reviewed and site visits conducted (if necessary) *NOT*

BEFORE

August 1, 2020: Event awarded to winning proposal

| Years Available for Proposal | Event | Dates | Estimated Attendance | Estimated Room Nights |
|------------------------------|------------------------|-----------------|---|-----------------------|
| 2021* | USA BMX National Event | January-October | Friday: 1,500 - 3,000 Saturday: 2,500 - 6,000 Sunday: 2,500 - 6,000 | 2,000 - 5,000 |

***Multi-Year proposals will also be considered**

Detailed participation numbers can be provided based on past event history in your location/region. To request this information simply email john@usabmx.com.





USA BMX NATIONAL EVENT EXPOSURE & OUTREACH

Each year, 25-30 communities across the United States compete for the chance to host one of USA BMX's three-day National Series Events. The chance to bring the Olympic sport of BMX racing to your track, to your schools and to your community, is truly an exciting proposition!

USA BMX leverages our experienced marketing and public relations team, to activate the sports' professional riders and Olympic Champions for your community. By offering compelling STEM programming, motivational speakers or racing demonstrations, our pre-race community outreach provides kids in your cities with memories to last a lifetime.

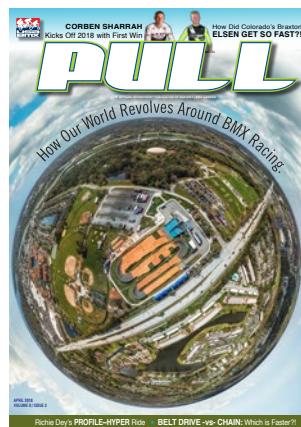
Building on the captivating stories of your community's riders, USA BMX National Series Events drive exposure for your city in both local and national media outlets. Our athletes and events have garnered earned media coverage on CNN, NBC Nightly News and, most recently, the cover story of Southwest Airlines Magazine.

Even after the race, BMX continues to highlight the stories in your community with race coverage in our monthly membership magazine, PULL, our social media channels (200,000+ followers), and through digital media on USABMX.com (1.2m monthly page views).

Let a USA BMX event cut through the noise in today's 24 hour news cycle to drive compelling and impactful media coverage of the heroes in our sport and in your community.

- **Television** - Select USA BMX events are filmed and aired on various sports outlets such as NBC Sports. Shows are a half hour to an hour in length and can feature local tourism information to promote the host city.
- **Web Casting** - Many USA BMX events are filmed and broadcast live over the internet.
- **PULL Magazine** - Official publication of USA BMX. Distributed monthly to more than 70,000 BMX enthusiasts. Event and location featured in 10 issues.
- **PULL Magazine Event Ad** - The National Event will have a featured ad in two issues, which can include hotel and local information.





- **PULL Magazine National Event Coverage** - PULL Magazine staff will attend the event for photos and event coverage. Each event will be featured in PULL Magazine with a multi-page article, and the cover will also feature the name of location of the event.
- **USA BMX Website (www.usabmx.com)** - USA BMX's website is the #1 BMX Racing site in the World. The Event and location will be published on the USA BMX National Series page as well as the online full-page ad, featuring hotel and local information.
- **Social Media - Facebook, Twitter, and YouTube** - USA BMX has an established following on social media sites and regularly connects to its fans, friends, and members through the various mediums. The Facebook fan page has over 115,000 fans. 100K+ Daily Impressions, 60K+ Daily Reach, 18K+ Daily Video Views
- **Press Releases** - Each USA BMX National Series Event is promoted via press release to over 1,000 media outlets around the world.
- **National Race Main Events** - Live streamed on Facebook with an outstanding average video views 34.5K+ per day and 100K+ reach.
- **National Event Awards**
All USA BMX sponsors and the event location are featured on the Event Awards. Approximately 1600 are awards distributed to the participants.
- **Event Posters**
Approximately 200 event posters are distributed to regional bike shops featuring event location and event sponsors.
- **Event T-Shirts**
Each National Event has unique T-Shirts which features event location and event sponsors.
- **Collectable Event Stickers**
Every participant receives event stickers featuring event location and event sponsors.





Should you have any questions related to the National Event Proposal Process please do not hesitate to contact:

John David
Chief Operating Officer
American Bicycle Association
BMX Canada
USA BMX
1645 W. Sunrise Blvd.
Gilbert, AZ 85233
Phone: 480-961-1903x112
Fax: 480-961-1842
Email: john@usabmx.com

Proposals may be submitted electronically or send 1 hard copy per the contact information above.

The information contained in this package is subject to revision at any time.

Thank you in advance for your time and interest in hosting a USA BMX National Championship Series event.

