



Official Handbook for Promoting a Road Race



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This guide is intended to help collegiate cycling teams organize and promote fun, safe, and successful road bike races. Collegiate racing suffers from the unique problem that racers leave the team after a few years, so maintaining a knowledge base of the information needed to promote events is difficult. This handbook should help both new and existing teams remember the necessary steps in putting on a race. Take notes on things that did (or didn't) work well for you which can provide a valuable reference in future seasons. Much of the information in this handbook is derived from notes and e-mail provided by many of the cycling teams throughout the ECCC. This assistance has been invaluable.

Please feel free to contact the conference director if you have any comments or suggestions that might benefit Collegiate Cycling or other teams. We all benefit from having a calendar filled with great races!

Section 1: Preparation

The ECCC Season Schedule

The ECCC road racing season is contested in the spring, during the months of March and April (including the championship weekend). Collegiate Road Nationals are usually held in mid-May, after all conferences nationwide have ended their regular seasons.

Those schools who are interested in holding a road race weekend should contact the ECCC Road Coordinator in early October to express their interest, and a proposed schedule will be put together at that time. The parties should determine a primary and secondary date for the event. Look at your school's schedule, holidays, and weather history before deciding on dates, and be prepared to negotiate for your dates. The conference also makes an effort to have race weekends where the Saturday and Sunday races are within close driving distance, so you may want to contact other schools in your area before the meeting to see what they are planning and when. Schools are encouraged to combine forces so that race weekends can be hosted instead of individual race days. Any conflicts in dates will be worked on with the schools in coordination with the ECCC Road Coordinator to minimize those conflicts. The proposed schedule will be discussed by the ECCC Staff in coordinator with the ECCC Board of Directors and finalized on or before December 1st.

Team Commitment

Hosting a race may be one of the most rewarding experiences of your college career. It provides a very important service to the entire conference and is an excellent way to showcase your team and school. However, it is a very demanding undertaking and involves a reasonable amount of work.

Holding a collegiate race requires a commitment from the entire host team, which must be dedicated, motivated, and having the leadership and drive to make the race work. One person can NOT put on a good bike race. You'll need to have an organizing committee willing to devote time over a period of months, as well as many other volunteers for the myriad of smaller tasks involved. Make sure that your cycling team understands the overall effort required putting on a race, and that everyone is interested. The task is not impossible, but should not be taken lightly -- be prepared to work hard and learn a lot.

Delegation, Volunteers and Tasks

Delegating the myriad tasks associated with hosting a race is critical to success. The following list of jobs is a good starting point when matching team members to tasks. Someone must be assigned to each of these important duties, though some people may handle more than one task (for example one planning task and another on race day). Larger teams will be able to select members for more specific tasks.

Race Director

This position is responsible for the overall setup of the event and conduct of the event staff, including in part choosing the course, getting permits from municipalities and USA Cycling, and overseeing the processes of marshaling, hospitality, and course setup and cleanup, to name a few. The Race Director acts as a General Manager, working with event staff to put the race details together before race day and overseeing all functionality of the event on race day. This person should have experience with racing and race environments, and previous event coordination experience is always a plus. This person must have the ability to organize to detail, and to be a leader of the event staff team but still be a part of the team. Delegating single function tasks to staff members and/or volunteers is essential, as over-taxing the head of the team will not provide a good experience for this person and will trickle down to other members of the team. This person must have the organizational skills necessary to balance race event work with school work and allow as much time as necessary to put together the event in an orderly fashion.

Volunteer Coordinator

This position is responsible for the gathering of volunteers for duties within the race, such as course marshaling, registration assistants, course setup and cleanup, and caravan drivers. The Volunteer Coordinator will work with the Race Director to establish the amount of volunteers needed for the event and create a plan to recruit volunteers for the needed positions. For race day, this person will need to create a detailed plan for distributing volunteers to their needed positions and verifying their arrival on race day at their assigned positions. This person should have experience with racing and race environments, and previous event coordination experience is always a plus. This person should have the ability to organize multiple groups of people at one time while maintaining a system of organization established ahead of time. This person must be able to perform needed tasks on the fly to make sure the event continues to run smoothly and without delays or problems.

Media/Promotional Coordinator

This position is responsible for the dissemination of race information, before and during the event, to the general public, local governments and agencies, and any members of the press that are interested in covering the event for local and regional newspapers, television, radio, and internet. The Media/Promotional Coordinator will work with the Race Director in the acquisition of event sponsorship and coordinate a plan to meet the sponsors' advertisement and/or promotional needs. This person will also be responsible for advertising the event to the general public and the various media sources in order to create interest in the event for the purpose of the enjoyment of the general public. This person should be experienced with racing and race environments, and also have good "people skills" in order to interact with local agencies and sponsor representatives at the event.

Race Vehicle Coordinator

This position is responsible for the setup and execution of any vehicles involved with the race on event day. The Race Vehicle Coordinator will work with the Race Director to determine the number of vehicles needed

for the event, and will work with the Volunteer Coordinator to obtain those vehicles and drivers for them that are needed for the event's races. This person will need to verify the drivers have clean driving records. On race day, this person will coordinate the vehicles and their drivers to their needed positions, and will brief the drivers on their duties for the event and how they should conduct those duties. This person should have experience with racing and race environments, and should have the ability to organize multiple groups of people at one time while maintaining a system of organization established ahead of time.

Course Coordinator

This position is responsible for the setup and teardown of the race course. The Course Coordinator will work with the Race Director on what tasks will need to be performed to setup the race course before the event and the subsequent teardown after the event is completed. This person will also work with the Volunteer Coordinator to get volunteers to perform the many tasks needed here. This person will identify all of the tasks necessary in setting up and tearing down the course and make sure all of the volunteers received are briefed in their duties and can perform them successfully. This person should have experience with racing and race environments, and should have the ability to organize multiple groups of people at one time while maintaining a system of organization established ahead of time.

Selecting the Type of Race

First you must decide what type of race(s) you will be holding. There are 5 general types of races:

- Road or Circuit Races (course is at least 5 kilometers in length)
- Criterium (course is at least 800 meters and no more than 5 kilometers in length)
- Individual Time Trial (ITT)
- Hill Climb (HC)
- Team Time Trial (TTT - teams consist of 2-4 riders depending on category)

A full ECCC race weekend will consist of a road/circuit race, a criterium, and a choice of an ITT, HC, or TTT. Road or circuit races are more interesting: However, these can be logistically more challenging to organize, and must take place off-campus. More often than not bigger clubs have the resources to be able to successfully put on road races, while the smaller schools can handle hosting criteriums as they require less manpower at a given time. You should think about what type of races your club will be able to put on, and if needed solicit other schools to get involved so that a weekend can be hosted. Schools are encouraged to come with new and fresh concepts for races (for example conducting a criterium as a Points Race); these types of races should be clear and concise as to their structure and keep the basic ideals of competitiveness intact.

The ECCC works democratically to lay out a schedule which includes a good variety of race types, and tries to accommodate as many schools that wish to hold races as possible. Some preference is generally given to schools which have hosted successful events in the recent past. Teams wishing to put a new race on the

calendar should do as much planning as possible before the November deadline so that they can make a good pitch to the conference.

The conference has a preference for full weekends when allocating dates. If your school can't handle the task of a full weekend, talk to other schools close by and consider each hosting one or two events on either the Saturday or Sunday. Hosting a full weekend minimizes travel for racers, and if the schools are close enough only one host hotel might be needed. Schools can also work together to share promotion duties to make this type of weekend easier (for example, one school handling sponsors and registration, the other taking care of course preparation). This is a good option for schools that are new at race promotion or don't have the number of club members needed to put on a full weekend of racing. If your club has the desire to host a race, there will be a way for you to make it happen, and the conference will assist in any way possible to make it a reality.

Budget

For those schools that have their event make it onto the schedule, you will want to work with the ECCC Road Coordinator to begin a budget for your race. The goal is that your team won't lose money by holding the race; but putting together a preliminary budget can provide some insight as to whether the racing plans are feasible or not. A good race can reap decent financial rewards for your team, but this requires careful planning and sponsors. You want to carefully estimate your attendance, as this is your primary income. The biggest expenses will probably be police and port-a-potties (don't skimp here, as both are critical to having a good race), but don't forget the little things. Past examples of race budgets are included in Appendix A.

Some budget items to consider:

Income

- Entry fees (\$20 - \$35 depending on type of event *)
- Late fees (max \$5 *)
- Sponsorships
- Alumni donations
- USAC races (can charge market rates)

** set by the ECCC*

Expenses

- USA Cycling Race permit (\$125 per race per day)
- USAC Insurance (\$5.05 per rider per day, discount to \$4.85/rider/day available)
- ECCC Conference Surcharge (\$3 per rider per day)
- Registration Coordinator (\$200/day plus travel)
- Results Technician (\$1.50-\$3.00 per rider per day - depending on race type - plus travel)

- Officials (various flat fees plus travel)
- Accommodations for ECCC and Race Staff
- Venue rental fee (school or other public building)
- Medical support
- Police
- Printing flyers, race packets, proposals
- Phone use (the organizer will appreciate reimbursement)
- Rentals (port-a-potties, parade fencing, 2-way radios, etc)
- Hay bales
- Refreshments & lunch for all volunteers & staff

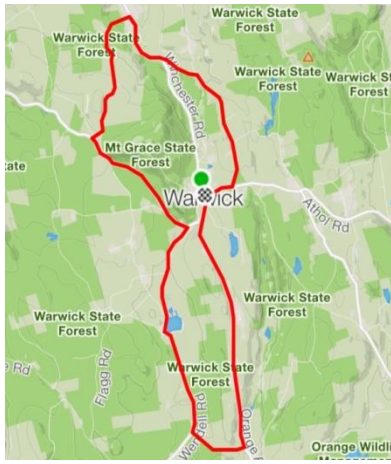
(See Appendix A for additional expense items)

Course Selection

Select a road/circuit course that has few turns and is in a lightly-traveled area (as course is not closed to traffic). A criterium course must be completely closed to traffic. Find a good place to locate the finish where riders can be scored accurately. Having the start and finish in the same place is nice, but not necessary. The important things are to have parking and facilities near the start, and a finish line where accurate results can be recorded - if these two can't be at the same location, that's OK, but try to keep them within walking distance. You will need lots of parking as well as good facilities (which can save the expenses of getting water, electricity, and portable toilets).

Spectator friendly-course design suggests that you should locate a criterium on campus or downtown if possible - not out in the middle of nowhere with no traffic (and no people). Road courses should try to have start and finish close together (or in the same place so spectators can see races begin and end with minimum hassle). A road race should be as difficult of a course as can be planned (i.e. big hills). Find a road course with low traffic and wide, well maintained roads (having motorists stuck behind the race won't make you any local friends). Even light traffic will cause backups and make the marshalling job difficult.

When you've got a couple of course ideas planned, contact the ECCC Road Coordinator to determine if a course inspection is needed. If one is needed (all new courses must have an inspection done), the ECCC Road Coordinator will work with the venue's respective USA Cycling Local Association to make arrangements for an assigned official to review the course with you. You want to get this done as early as possible in case changes need to be made. Read on to the next section for more details on the inspection.



Example of a good road race course layout (courtesy of MIT Cycling Team)

Notes: Few turns; large hill; safe, straight start/finish; few cross streets; light traffic.



NAVY YARD COURSE

Example of a good criterium course layout (courtesy of Philly Phlyer)

Notes: Technical course; long start/finish stretch; fully closed to traffic.

Course Safety & Notifications

There are 2 pillars of any type of competition, much less bicycle racing: **safety** and **fairness**. This section deals with the steps that need to be taken to ensure a safe event for all participants. Bicycle racing is an inherently dangerous sport, but this can be mitigated with good planning and good preparation.

Course Inspection

All first-time race venues should have a course inspection prior to race approval. This should happen no less than 8 weeks before race day and will be conducted by the ECCC Road Coordinator or their designee. Plan on approximately 1-3 hours of your time depending on how many venues have to be looked at. The inspector will give you the appropriate feedback and any changes that need to be made in order to approve the course for racing. You can discuss items such as the number of marshals and local law enforcement needed, the number and placement of hay bales for turns, and any crowd protection that is needed for high traffic areas

(such as the finish line). A report will be written noting any issues to be addressed and whether or not the planned course is safe to race on. Please include a nominal fee for the inspector (see the USAC Schedule of Fees) for time spent and travel in your race budget.

Any existing courses that have significant changes in it will also be subject to an inspection. The two parties can discuss whether or not a re-inspection is in order and will notify the promoter of the race as to the necessity of the inspection.

Safety Fencing

The course should be protected by barriers or fencing at any areas that high bicycle/pedestrian traffic is anticipated. For a road race, the finish area is almost always necessary for fencing, since spectators and fellow teammates will want to gather there to watch any sprints or the finish of the race to cheer the racers on. A general rule of thumb is 200 meters before the finish line and 50 meters after the finish line on both sides of the road. The actual amount of fencing needed can be determined during the course inspection process or by working with your Chief Referee or the ECCC Road Coordinator. For criteriums, because it is a short course and normally in a highly populated area (middle of a campus, downtown business district), some form of a barrier is highly recommended for the entire course. A similar fencing setup for the finish area that was discussed with a road race is highly recommended, with either caution tape or snow fence for other high-traffic areas. Designated course crossings that can be marshaled are a good idea for criteriums and will aid in controlling local foot/bicycle traffic.

Course Hazards

In most, if not all, courses, there will be hazards that cannot be completely fixed for the race and must be dealt with by the racers. The key to hazards is **identification** and **notification**: **Identify** the obligatory hazard and **notify** the racers as to their whereabouts and how to deal with them.

Road races are generally conducted on lightly traveled roads and as such do not get the same type of maintenance that city roads get; so you can expect to have to deal with such hazards as potholes, surface cracks, and areas of dirt and grime. When using city streets (like in a criterium), you can add manhole covers (raised or even on the surface) and storm sewer grates to the list of obligatory hazards that have to be dealt with. Areas like this should be identified in a race technical guide or billboard at registration, and also clearly marked with fluorescent chalk at the area of the hazard.

If the hazard can be remediated, do the best you can to make it happen. Pot holes and cracks can be filled, thin pieces of plywood can be placed on top of sewer grates, and a non-slip rug or other surface can be placed in front of railroad crossings where the rails are higher than the road surface. Check with the local cities/towns before you do any work; sometimes they will do this for you and save you some time needed to be with your studies, or at the very least allow you to do the work under procedures that they have established for fixing these types of hazards.

Another hazard can be anything upright that is part of a turn or corner that will be taken at speed. It is common to place hay bales at intersections in criteriums to provide a cushion to an upright object such as a light pole or fire hydrant in case a rider comes into contact with that object. But this can also apply to guard rails on high-speed descents, islands in the middle of the road (sometimes used to setup pedestrian crossings in villages or cities), and the previously mentioned railroad crossing where the road is not perpendicular to the rails of the track.

Course Markings

For road races and time trials, the following key spots should be marked on the course:

- Staging - where the riders will stage prior to the start of the race.
- Start - if the start of the race is a distance away from the staging area, the riders should be notified where the race begins.
- Feed Zone Begin & Feed Zone End (road races only) - for races longer than 45 miles, riders are eligible to receive drinks and food while they are racing. This is to be done in a controlled area, and these signs designated that controlled area. The feed zone should be marked in an area where parking is available (a side street will do) and the area placed on a false flat or hill.
- Caution - where there are road hazards marked by chalk, good to have a sign there in addition to warn riders.
- For time trials, a 200m to Turnaround and a marker signifying the turnaround (usually a series of orange cones in the middle of the road).
- 1km to Finish & 200m to Finish - to designate the distance left to the arrival of the finish line.
- Finish - designated where the finish of the race is.

Caravan Vehicles

Having a pace and follow vehicle is crucial to the safety of the riders and protecting them on the road to allow them to race. For all road/circuit races, a pace and follow vehicle are a must -- this is the first sign to fellow road users, spectators and onlookers that something is coming and they should be aware and alert. The follow vehicle helps protect the back of the pack in a road race. Caravan vehicles should be equipped with a portable amber beacon (just like a vehicle in a construction zone) to notify that they are serving a certain function.

The pace vehicle is one that denotes the front of a field for the information of both race staff/participants/spectators and the general public. The pace vehicle must be an agile vehicle as in some situations the pace car will have to negotiate section of the course that the bicycles can go faster and tighter in. Sedans are ideal vehicles for pacing a bike race; large vehicles like trucks, SUV's, crossovers, and mini-vans are not ideal and more often than not will be disallowed to be used as a pace vehicle

The follow vehicle is one that denotes the back of the main field for the information of both race staff/participants/spectators and the general public. The follow vehicle must have enough capacity to have an official in the vehicle (in the passenger seat) and host some spare wheels for riders that need assistance on the

course. Previously mentioned larger vehicles like trucks, SUV's, crossovers, and mini-vans are best suited for this position, and in some cases highly recommended if the loop is long and one might have to pick up stranded riders or host a large number of wheels for support.

In addition, a third vehicle is very handy for a road race; it can not only hold the official on the road in a separate vehicle from the follow/service vehicle, but can aid in protecting the front of the peloton should there be a significant breakaway off the front of the field. If you can provide a third vehicle for a field in a road race, the benefits will out-weigh the time spent of more volunteers for the race.

Planning Timetable

6+ months before the race (as early as possible):

- Read this handbook and make sure that your team is up to the task of hosting a race
- Pick a desired date and decide on 1 or 2 days of racing (and choose a backup in case of conflicts)
- Select the race course(s) and Identify backup venue(s)
- Set up a preliminary race budget (see Budget section above for general info, and Appendix A for samples)
- Start the process of getting permission to hold the race, which includes at minimum:
 - Check with local police and/or campus police for permission to use roads (permission from both may be required for some on campus events)
 - Check with campus events, student activities, and buildings and grounds for permission
 - Check with local government offices (town council, dept of traffic & parking, etc.)

4-6 months before the race:

- Get a spot on the ECCC calendar
- Finalize the race budget working with the ECCC Road Coordinator
- Have the race course(s) approved by the ECCC Road Coordinator (if a new venue)
- Contact potential sponsors for cash or product

2 months before the race:

- Make sure that all of your venue permits have been approved.
- Send race flyer to ECCC Road Coordinator for posting on the ECCC website. You will use the same flyer to include as part of the USA Cycling permit application. The flyer is not to be hosted on any other site besides the ECCC website; different flyers in different locations will cause confusion amongst conference riders and will be difficult to solve.
- USA Cycling Event Permit should be filed by this time (8 weeks out from the start of the event).
- Verify the number of police officers assigned to your race
- Check your race budget to make sure that expenses will be covered
- Contact potential sponsors for cash or product

4 weeks before the race:

- Don't even think about cancelling. It's way too late for that.
- Stay in touch with all police departments
- Stay in touch with all campus departments
- Maintain a folder with all race permits that you will bring to the race
- Obtain permission to use facilities for the race (parking, restrooms, locker rooms, etc.)
- Find access to electrical power if needed at the start/finish
- Obtain medical support services
- Look into getting mechanical support for racers (pit for criteriums)
- Notify all residents and/or businesses who will be inconvenienced by the race (see Appendix D)
- Make a flyer to distribute on campus promoting the race
- Inform the campus media (good team promotional value, write something yourself if necessary)

2 weeks before the race:

- Have an all-hands meeting to see if everything is ready and progressing as planned
- Identify any potential issues and divide the work to accomplish any remaining tasks

The week of the race:

- Inform residents and businesses again (they will have forgotten, and don't want a surprise)
- Hold a meeting for race marshals/support workers so they know what to do (and have them sign volunteer insurance waiver forms, available from USAC website)
- Obtain all necessary equipment for the race (signs, start/finish supplies, brooms, etc...)

2 days before the race:

- Check in with police departments to confirm scheduling and details
- Check in with all campus organizations to confirm scheduling and details
- Gather race setup supplies (brooms, shovels, registration supplies, etc. - see Race Day Supplies & Suggestions section for details)

1 day before the race:

- Sweep the course of sand, glass, and other debris, paying special attention to corners
- Place hay bales for rider protection (if this can be done ahead of time)
- Inform residents and businesses again to avoid last minute conflicts (make sure they know not to park on a closed criterium course the next day)
- Post notices on cars that are in the way and will need to be moved
- Put up signs directing racers to parking

Race day:

- Sweep the course again
- Finish course setup (check that corners are still clean, cover sewer grates with plywood, check hay bales or set them up, put up barriers, fencing, course signs, etc.)
- Deal with any course obstructions like parked cars that need to be moved
- Make sure that you bring all of the permits to the race
- Set up start / finish areas (put line on road, put up 1K and 200m signs, scaffolding, power)
- Organize pit (for criterium) or wheel vans (for road race)
- Organize vehicles (inform drivers, mark cars with signs like "MEN A PACE CAR")
- Remember to feed your volunteers lunch

After the race:

- Clean up
- Return all borrowed supplies (keep careful track of any borrowed radios)
- Send race summary to sponsors and media

Basic Race Policies

There are some basic policies that all ECCC races need to follow:

- Everybody gets to race
 - No capping total fields, pre-registration, etc
 - If fields cannot be added to split categories as necessary, within reason and with some adjustments to other fields, then the race is not suitable for the ECCC
- In the ECCC, we do not cancel races
 - Any team that causes a race to be canceled through negligence is not welcome in the ECCC
- Road/Circuit races must have an ambulance present; larger races should consider more
 - Transport delays add up very quickly in time, cost
- Port-a-johns or other restroom facilities must be available near start/finish and/or parking area
 - Should be at both if split by some distance
 - Rough rule of thumb: At least 1 port-a-john per 75 racers (minimum of 3)
 - Extra TP! More than whatever amount you think!
- Flyers may not be posted anywhere except ECCC website
 - May link to flyer there

Sponsorship

Your race should have a fund-raising goal of at least \$2,500. This will help cover the gap between entry fees and expenses. It is easy to find a bunch of \$50 - \$100 sponsors (talk to local businesses). Make sure the sponsors know how your race can help promote their business (this ties in with the section below on promotion and media attention). Create a sponsorship letter like the one in Appendix B of this handbook to help make your case. Find ways to make your sponsors visible at the race (prominent banner, logo on flyer, name printed on race numbers, etc.). After the race, don't forget to send abbreviated results and a summary of the day to all of your sponsors. Describe how well the event went, how many spectators attended, include press clippings, etc... Sending a packet like this to sponsors that turned you down is a good way to get them to agree to help next year.

Promotion / Media

Proper community and media promotion is important to the long-term survival and profitability of your race. One person should be assigned to this task full-time. Every successful sporting event relies on four key aspects: sponsors, media, spectators, and participants. If you only focus on the racers and neglect the residents and local businesses, it's only a matter of time before your race becomes a nuisance to motorists and the town and you will need to move elsewhere. Work on building your race into a community event held year after year - you will get more help and have more success this way.

One person must be assigned to the task of managing media for your event. This job is just as important as anything else in the race; without proper media attention there will be no spectators, and without spectators you won't get any sponsors. Without sponsors you won't have much (if any) profit from the race, and you won't be able to afford the services that make the racers return next year. Your team can make money putting on a good race, and this effort starts with sponsorship, which ties to your media person and how much attention you can provide for sponsors. The media job is critical, but usually not too difficult. Papers are always looking for local event coverage, so make sure you give it to them. Send material (both before and after the race) to your school paper, the town/city paper, and the calendar section of your major regional newspaper. Make sure the local cycling club knows about the event (maybe even get into their newsletter), and utilize appropriate e-mail lists. You can also make sure people are aware of the event on the web through sites such as eccc-info.com and ridezine.com, etc.

The Tour de France has 15 million spectators along the route - you don't think they learn about it by word of mouth, do you? These spectators are the reason that the sponsors pay so much for the opportunity to promote their products, and the sponsors make the race profitable.

The goal is to attract spectators to your event, and get sponsors interested in this. The better job you do now, the easier and more lucrative it will be when your team runs the race next year. Don't skimp on event production. Have a good announcer, a good sound system, and design the course to be spectator friendly

(good places to watch from, and exciting racing - short hills in criteriums are great for this). Think about all five senses for your spectators. They want to see the racers, hear the commentary, and feel the rush as the pack passes... Most importantly, make sure that the last event run is the best one of the day. Try to get a good sound system and announcer for your event. There are available vendors to hire that will supply everything needed to create a good environment for the race. You might also locate sound systems by talking to your school's AV or media services department, as long as you have someone that can keep the crowds in tune with the event and keep them interested. You'll keep your spectators around if they can follow the action more easily by listening to the announcer, and he/she can help plug your sponsors, too.

The "Four Pillars" of an event: PARTICIPANTS, SPECTATORS, MEDIA, SPONSORS

Flyers

This is a list of information required to appear in race flyers for ECCC Road events, along with related general notes and policy. Required flyer items are in *italics*, with notes afterward. Items do not need to appear in this order nor this format, but must be clearly and obviously included in the flyer. The ECCC Road Coordinator will work closely with you on this, using a standard template and customizing it with the information pertinent to the event. The final flyer must be approved by the ECCC Road Coordinator before it can be published.

Here is a list of what is required in the race flyer:

Basics

- *Promoting school name(s)*
- *Race location(s) and venue(s)*
- *Dates*
- *"Held under USA Cycling Event Permit."* Note that you do not need to include the actual permit number, simply state that it is permitted.
- *Name, email address, and phone numbers for promoters and/or contacts.* Unfortunately, phone numbers are required as many riders and administrators are more comfortable asking questions and resolving problems via voice.

Registration

- *Registration fees.* Registration fee limits are:
 - Road races: \$35/rider
 - Criteriums: \$35/rider
 - Team TT: \$30/team
 - Individual TT, Hill Climb: \$20/rider
 - Intro Races & Beginners Clinics: \$30 (includes cost of 1-day license)
 - USAC Races: market pricing

Promoters are free to charge less than the limits, e.g., for hill climbs. All venue access charges, excluding shuttle ticket fees, must be included in the registration fee.

- *Registration process and deadlines, including potential late fees.* In particular, online pre-registration should be linked to, and any procedural concession for big teams (emailing spreadsheets, etc) clearly outlined. Promoters that have submitted a flyer for posting to the ECCC website earlier than 2 weeks before their event may charge a \$5 day-of registration late fee, which must be noted on the flyer.
- *If online pre-registration is used, the flyer must note that service surcharges might apply.* This is a requirement imposed by USA Cycling.
- *No limits may be placed on collegiate pre-registration or registration!* If fields become overly large, promoters, officials, and the conference road coordinator must simply determine how to best manage the situation. Data from previous years is available to help estimate attendance. Flyer schedules and pre-registration listings should make clear which categories are for collegiate riders and which are open, as well as include the note above about the Beginners Clinics and races.
- *Promoter is not required to refund pre-registration in an event of an unforeseen cancellation.* This will allow promoters to be able to cover their fixed costs in case of a race cancellation, while being able to issue partial refunds if they wish.

Schedule

- *Schedule of events.* Standard schedules must be used unless granted exception by the ECCC Road Coordinator. Off-course Intro clinics must be included in the schedule at the designated times/schedule location. Flyers should note where clinic participants will meet for these (registration, start line, etc.).
- *All events must include all categories as set by the ECCC for the discipline.* In addition, all events must adhere to the following standardized schedules to foster consistency, awareness, and improved logistics.
 - Criteriums must follow this order of events:
 - Men D - minimum 40 minutes
 - Women C/D - minimum 40 minutes
 - Beginner's Clinic – 30 minutes long
 - Men Intro - minimum 30 min
 - Women Intro - minimum 30 minutes
 - Men B/C - minimum 50 minutes
 - Women A/B - minimum 50 minutes
 - Men A - minimum 60 minutes
 - Road and Circuit Courses require and are granted more flexibility in schedule and structure, due to the length and nature of the course and its terrain. The first thing to determine is how many fields can be put on the course to race at one time, based on the length of the course: Here's a general guideline to determine this:
 - 3-5 miles – 2 fields

- 5-10 miles – 3 fields
- 10-15 miles – 4 fields
- 15-25 miles – 5 fields
- 25+ miles - all

The next thing to determine is which fields to put out at once. To optimize the number and size of the fields on the course at once, it is best to put fields that are the closest in terms of average speed so the chance of one group catching another is minimized. A general philosophy is this: the Men C and Intro can be grouped together, the Women's fields can be grouped together, and the Men A and B can be grouped together. The ECCC Road Coordinator will work with you to put this best together based on the fields and size of the course.

- Road Team and Individual Time Trials, as well as Hill Climbs, must follow this order of events:
 - Men D
 - Women C/D
 - Men Intro
 - Women Intro
 - 5—10 minute gap (or as appropriate for course)
 - Men A
 - Men B/C
 - Women A/B

These schedules have been set to meet a variety of factors: amount of rest between races for days with 2 events, reduce pressure on Intro riders to skip or upgrade, and provide maximum exposure to the women's races. Any logistical or other issues following these schedules should be addressed in advance with the ECCC Road Coordinator.

Medical Services

- *Notification of available ambulance or other emergency medical services.* All races must have available medical support, and road races must have an ambulance on site.

Lodging

- *Pointers to nearby hotels, camping options, etc.*
- *“Contact the ECCC Host Housing Coordinator for information on available host housing.”*

Directions

- *How to get to the basic area from several directions (north and south ends of conference, etc).*
- *How to get to and from each event, where applicable.* This is particularly important and must be done well when races switch venues between events or move between days. Most racers assume flyers will provide adequate guidance to navigate between events, so direction must be provided. Simply

including a link to a mapping service or online directions is not sufficient! The printed flyer must include adequate directions to reasonably guide riders unfamiliar with the venues to each event.

Conclusion

Remember that the race flyer is riders' primary interface to and advertisement about each race, and has critical impact on their perception of the event and desire to attend. Make sure the flyer is completed early, professionally, and with all relevant information to make clear how fantastic the event will be and help convince the entire conference to participate. Contact the conference road coordinator(s) with any questions or issues resulting from these requirements and guidelines or any other concerns. There is a flyer template available in Appendix E to guide how the race flyer should be formatted. Design is up to you; make it look cool!!

Registration

Encourage riders to register on-line, which save lots of time and work for everyone (www.bikereg.com is the main site that is used by ECCC). If schools cannot use an on-line service, or if they have a ECCC Debit Account, they can utilize the ECCC team spreadsheet (Appendix G) so teams can make a single payment for everyone on race day. Since teams will be traveling and staying near your race, try and arrange to have a pre-registration site set up the evening before the race (somewhere inside and convenient like the lobby or conference room of your host hotel).

Make sure that registration and parking are in the same area so riders can get signed up quickly and without a lot of hassle (put this near the start line, too).

If you can have your start at a school or other similar venue, this has a lot of advantages: indoors in case of bad weather, running water, and changing / restroom facilities. Racers really appreciate having showers available if you can make this happen (locker rooms). Just make sure that you assign someone to make sure the facilities are clean when the race is over - if the place is filthy afterward, you can guarantee that you won't be using it next year. If registration must be outdoors, you will need to have a tent available in case of rain (10 ft. x 10 ft. minimum). Also get a sufficient number of port-a-potties (make sure at least one is located conveniently for registration workers and officials).

Volunteers

You will need:

- Corner marshals for all races (10-30 for a criterium, 20 or more for a road race)
- Lead and follow vehicle drivers (official vehicle drivers not required but recommended)
- Registration workers

- Volunteers to go out and sweep the course the evening before the race
- A cleanup crew to make sure all facilities are left in good order after the race (trash collection, sign removal)
- Nice touch: concession stand run by student group or team parents

Have a meeting for marshals and other workers a day or two before the race. Tell the marshals what they need to do (and what not to do), since most will have never worked at a race before. See Appendix F for a useful guide to give to marshals and the expectations of them. USA Cycling has an insurance coverage form that volunteers should fill out.

Ways to get course workers:

- Have your teammates work marshalling shifts when they aren't racing
- Have teammates ask their friends
- If you have been getting help from a local cycling club, ask their members to volunteer
- Ask campus service organizations, or service fraternities/sororities. They will need a lot of advance notice, but are often looking for things like this to do.
- Talk to the local civic organizations; making a donation to the organization can help in gathering any number of volunteers from a group.

Officials

You will need officials for your race; the ECCC Road Coordinator will work with the USA Cycling Local Association representatives to have them assigned. A race will have anywhere from 4 to 7 officials based on the schedule of events. The standards are a minimum of 4 officials for a criterium and a time trial, and 1 official per field plus the Chief Referee and Chief Judge for road races.

Section 2: Race Day

Race Day Supplies & Suggestions

Establishing a relationship with a local racing club is incredibly valuable. They can be a source of volunteers, and if they hold a race of their own during the summer they probably have brooms, signs, vests, flags, and other equipment you may be able to borrow. Many of these clubs host races every year and get quite good at it, so you can learn a lot from asking them for tips and assistance.

Things you will need to have at the race (see the section on Supplies for more details on some items):

- Marshals (lots of them, in shifts)
- 2-way radios
- Vests and flags for course workers
- Tables and chairs for registration
- Port-a-potties (if you don't have indoor facilities)
- Duct tape to mark finish line on road
- 1 K and 200 meter signs for road or circuit races
- Brooms (for last minute corner sweeping)
- Truck or scaffolding to elevate officials for good visibility of rider numbers
- Tent or some similar shelter for officials and registration in case of poor weather
- Lead car/moto for criterium (both lead and follow cars for road and circuit races)
- Hay bales and lots of string
- Cones, barricades, snow fencing, rope, etc. for course marking and crowd control
- Lap cards, bell
- Large bulletin board for posting results
- Food for marshals, workers, and officials (very important!)

A few other things which are good to have at the race, but optional:

- Finish line banner (nice touch, but only works if you've got something to hang it from)
- Announcer and sound system
- Food and beverage services - a campus or community group might like to do this if they keep proceeds

Below are some tips on things you will/should need for your race and how/where to get them ahead of time:

Medical Support

You should have qualified EMTs at the course for any criterium, and at least have an ambulance on call during road/circuit races. Commercial ambulance services are very expensive (expect over \$900/day), but cheaper options exist if planned well in advance. The local Red Cross can provide these services for under \$100, the local fire department could provide medical support at a lower cost, or you might try contacting your school's ROTC department as well. When considering any budgetary constraints, please consider the "cost" of a

preventable serious injury or death. You may discover the cost of having an ambulance on-site seems rather small.

Mechanical Support

One can make arrangements with a local bike shop to have one of their mechanics on site to assist with participants' mechanical needs such as adjusting brakes or gearing. A nice touch (although not required) is to have a separate vehicle for each field in the road race to act as a spare wheel vehicle; the spare wheels would be donated to the vehicle and handed out on a "wheels-in, wheels-out" basis (meaning that only riders that contribute to the wheel van can get one in case of failure).

Directions and Signs

Make it easy to find your race. Nobody ever has time to get lost, so check your directions carefully, and put up big colorful signs that help direct drivers to parking and registration. Put up the signs at dawn so that teams who want to arrive early (to pre-ride the course for example) can find the course. Some courses cannot be found on GPS units, so better to be safe and have directional signs out there for riders to assure they get to the venue on time.

Also put up lots of signs around the course at intersections alerting drivers to the race. Make them yourself (stencils and spray paint), or talk to a local USA Cycling club that puts on a race and see if you can borrow theirs. You'll need arrows, "Caution - Bike Race", 1K and 200m signs for a road course.

Marshals

You will need a lot of marshals, and they will get bored and need to be relieved. You should plan on at least two shifts. For road races, you'll need to have a vehicle to drop them off, pick them up, make the shift change, and deliver lunches and drinks.

Marshal Vests & Flags, Lap Cards, Bell, Cones, Brooms

Talk to a local USA Cycling racing club and see if you can borrow their equipment, or ask your school's club sports office or another sports club. Brooms for corner sweeping should be the biggest, sturdiest push brooms you can get (you'll be moving a lot of sand and dirt with them - even getting a small shovel or two can't hurt). Brooms might be available from the school Physical Plant or Buildings and Grounds. Cones may be available by asking your campus or local police or highway department.

Vehicles

For criteriums, motorcycles work great if you can find a rider (more maneuverable). You might also see if you can find a local motorcycle club that would be willing to help out.

For road courses, you will want to have lead cars which can carry a driver and navigator. Pickup trucks and vans make the best follow / wheel cars, but station wagons work, too. If you have the resources, getting a 3rd

car for each field to hold the official is a nice touch and the official working the race will appreciate it. A 3rd vehicle can also help cover the field in case of a long breakaway at the head of the race.

It is also very useful to employ a van or truck on course as a sweep vehicle; this way riders that are stranded can be picked up (instead of walking back to the start/registration area) and also can mark the last rider on course.

Be sure that you inform any pace car drivers to act responsibly as they speed around the course.

Hay Bales

These are a safety item, and you'll need a lot of them for a criterium (100 isn't too many). Look up "hay bales" online, or ask for some contacts at a local feed and grain store. You may want to try to rent the bales, and have them dropped off and picked up. This will probably cost you \$300. As long as it doesn't rain this should work, but realize that if the bales get wet, you may own them (ask about this, and put it in your budget).

Staging For Finish Area

You'll need some way to provide a good view for the officials to get results and a high place to put the camera (if you have one). A flatbed truck (or big pickup) works in a pinch, but isn't as good as a stage.

Finish Line Banner

If you have a place to hang a banner at or close to the finish line (i.e. your staging/scaffolding), you can ask a local shop if they have a banner to display.

Radios

Get good radios or don't bother. Don't bother asking the police or campus facilities. Try a school or local radio club (they might have volunteer radio operators, too), or rent them. Don't rely on any radios to be able to reach all points on a road course - realistically, they won't have more than a mile range. Get them for the cars on the course as well as the crew at registration & start/finish (it's good to have communication between the organizer, the officials, and registration at all times). Most of the USA Cycling officials in the area have some radios for their use; you can ask the Chief Referee if the officials can use their own radios, especially for a road race.

A note about radios: don't lose them! Make each person sign each radio out by number.

Port-a-Johns

For those venues that do not have access to indoor bathroom facilities, port-a-johns are a must have for a bicycle race. The number of them and their placement varies depending on the venue and the number of participants: A good rule of thumb is 1 port-a-john for every 100 participants you are expecting to attend the event (minimum of 3). The majority of them should be placed where the riders will be parking for ease of use;

but if possible plan on having 1 by the finish area (for the officials and staff) and 1 by the rider staging area if a distance away from the parking area.

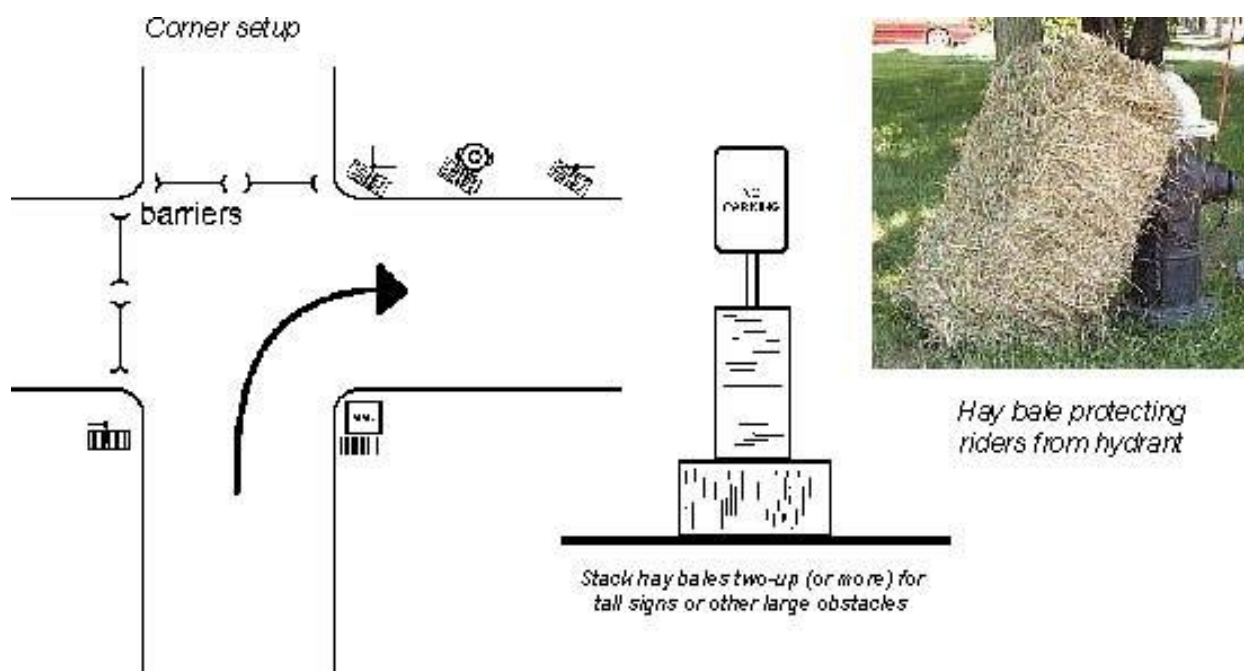
Course Preparation

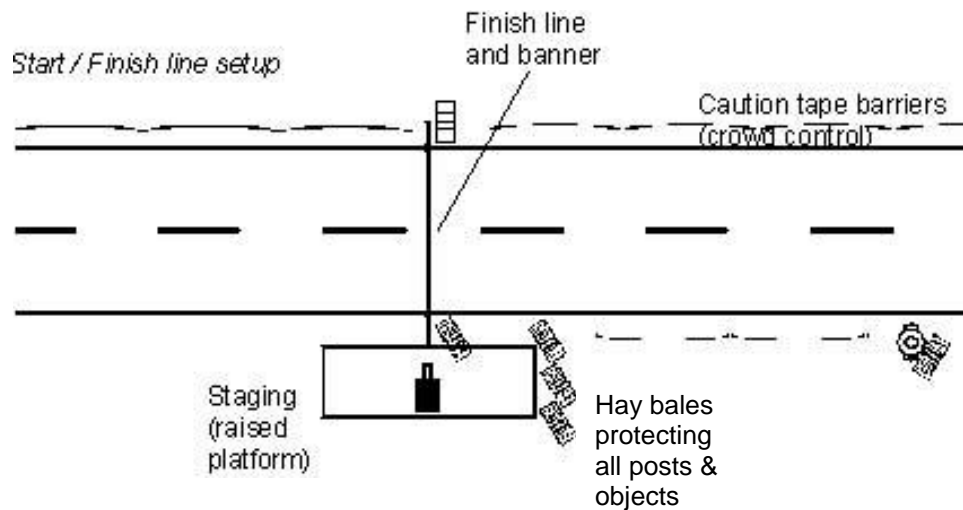
Sweep Corners

Every corner of a criterium course must be thoroughly cleaned before the race. Use judgment on road courses - sweep as much as possible, paying attention to sharp corners or dirty spots. Sweep criteriums the morning of the race. Since it takes longer, do this the day before on a long road course, but make sure that someone drives the course with a broom the morning of the race to double-check (especially if it rained overnight).

Place Hay Bales

Use hay bales as padding to protect racers from crashing into sign posts, light poles, mail boxes, fire hydrants, parking meters, and any other dangerous objects along the course. They can be stacked and tied to poles to keep them in place on taller objects (make sure you get lots of sturdy string or twine for this).



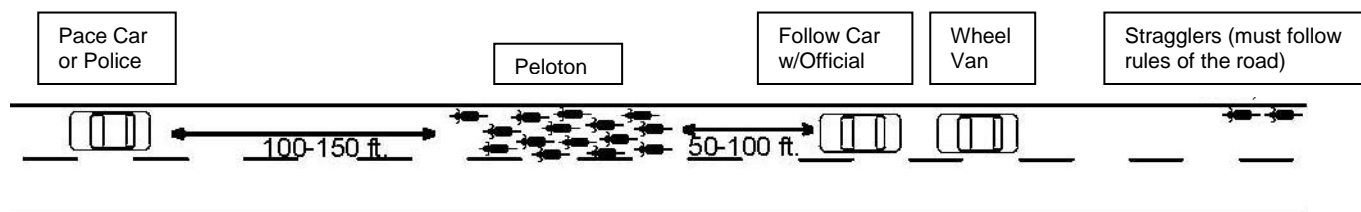


Race Caravan

The Race Vehicle Coordinator must ensure that all of the necessary vehicles for the race caravan are provided, and that their drivers & passengers are instructed on what to do. Every field must have a pace car and follow car. The pace car clears the road ahead of the race (the driver may wave oncoming cars to the side to warn them of the race), and the follow car prevents traffic from getting too close to the racers. An official will ride along in the follow car to monitor the race, warn about the yellow line rule, and keep track of dropped/lapped riders. A wheel van should bring up the back of the caravan to provide support for mechanical problems or assistance at crashes. Any stragglers who drop more than a few hundred feet off the back of the pack will be passed by the follow car and wheel van, and then must obey the rules of the road (stay to the right, don't interfere with traffic, etc.).

The pace car leads the field around the course, and **MUST NEVER BE PASSED**. If the pace car must stop (for a train, policeman, traffic accident, etc.) the racers must too (this is rare, and only happens when it is unsafe for the race to continue - the pace car driver should understand this). The pace car must stay close to the pack to protect them from traffic, but should be far enough ahead so that the leading riders do not gain an advantage from drafting the car. When available, a police car makes the most effective pace vehicle (large races use both a lead police car and a pace car). On courses where following traffic may be a concern, placing a police car behind the race can also be helpful.

Follow vehicles and wheel vans should maintain a safe distance behind the main field (leave enough room to stop in case of a crash). Do not allow traffic to get between the follow cars and the field (if cars must pass the race, they should pass the entire caravan and field at once, and only be allowed to do so on a safe open section of the course). If riders drop off the back of the pack, stay behind them until the gap is a few hundred feet, then pass and regain position behind the pack.



Appendices

Appendix A: Sample Budgets

Weekend Budget Broken Down Amongst Multiple Teams (*Courtesy of UVM/Dartmouth 2016*)

2017 L'Enfer du Nord - Estimate													
	Dartmouth					UVM					Weekend		
	2016 Final	Sat Overall	ITT	Crit	Total	2016 Final	Sun Overall	TTT	Road Race	Total	2016 Final	Overall	GRAND TOTAL
Income													
Registration ECCC	\$8,560		\$2,750	\$6,500	\$9,250	\$9,125		\$1,500	\$8,125	\$9,625			\$18,875
Day-Of Surcharge	\$120		\$100	\$100	\$200	\$85		\$100	\$100	\$200			\$400
Sponsorship	\$0				\$0	\$0				\$0			\$0
Fundraising	\$0				\$0	\$0				\$0			\$0
TOTAL INCOME	\$8,680				\$9,450	\$9,210				\$9,825	\$0		\$19,275
Expenses - Fixed													
USAC Race Permit	\$0				\$0	\$0	\$135			\$135	\$125	\$125	\$260
USAC Additional Insured	\$0				\$0	\$0				\$0		\$10	\$10
Officials	\$956				\$0	\$1,210				\$0		\$2,403	\$2,403
Local Venue Permit Fees	\$0	\$195			\$195	\$0				\$0			\$195
Medical	\$450	\$450			\$450	\$638	\$800			\$800			\$1,250
Police Details	\$3,069	\$3,250			\$3,250	\$3,372	\$1,236			\$1,236			\$4,486
Port-a-Potties	\$750	\$750			\$750	\$392	\$392			\$392			\$1,142
Food & Beverage	\$114	\$100			\$100	\$49				\$0			\$100
Motor Referee Insurance	\$0				\$0	\$0				\$0	\$0		\$0
Course Supplies	\$90				\$0	\$0				\$0			\$0
Hotels	\$237	\$291			\$291	\$223	\$299			\$299			\$590
TOTAL EXPENSES - FIXED	\$5,666				\$5,036	\$5,884				\$2,862	\$125		\$10,436
Expenses - Variable													
Rider Insurance (\$3.75/rider/day)	\$1,091	\$1,219			\$1,219	\$1,039	\$1,219			\$1,219			\$2,438
Race Results	\$1,218	\$1,305			\$1,305	\$1,025	\$1,073			\$1,073			\$2,378
ECCC Surcharge (\$3/rider/day)	\$921	\$975			\$975	\$936	\$975			\$975			\$1,950
TOTAL EXPENSES - VARIABLE	\$3,230				\$3,499	\$3,000				\$3,266	\$0		\$6,765
Bottom Line													\$2,074

Weekend Race Budget (*Courtesy of USMA 2017*)

2017 Army Spring Classic Race Budget	2016 Final	2017 Proj	2017 Final	Rmbrsd	Paid By	Notes
Income						
Registration						
Collegiate						
Team Time Trial	\$1,300	\$1,375	\$1,325			
Road Race	\$8,075	\$8,125	\$8,570			
Criterium	\$5,820	\$6,500	\$5,620			
USAC						
Road Race	\$2,800	\$2,800	\$3,535			
Day-of-Reg Surcharge	\$270	\$275				
Supporters						

Supporter 1			
Supporter 2			
Supporter 3			
Fundraising			
Proceeds from MTB race		\$2,033	\$2,033
NYSBRA Grant		\$640	\$0
Total Income	\$18,265	\$21,748	\$21,083

Per-Rider Expenses

Permitting/Insurance				
USAC Rider Insurance	\$2,393	\$2,700	\$2,621	ECCC
ECCC Surcharge	\$1,956	\$2,160	\$2,316	
Race Production				
Results Technician	\$1,937	\$2,125	\$2,157	ECCC
Total Per-Rider Expenses	\$6,286	\$6,985	\$7,094	

Fixed Expenses

Permitting/Insurance				ECCC
				(\$2288)/DJ
Local Venue Permit	\$1,708	\$2,308	\$2,688	(\$400)
USAC Permit	\$100	\$125	\$100	DJ 1/25
USAC Venue Inspection				
USAC Additional Entity				
Insurance	\$10	\$10	\$20	DJ 1/25
USAC Vehicle Insurance				
Pre Production				
Promotional Materials				
Course Flyers				
Office Supplies				
Race Production Critical				
Police Services	\$4,850	\$5,200	\$5,125	ECCC
Medical Services	\$1,100	\$1,350	\$1,160	ECCC
USAC Officials	\$1,620	\$1,863	\$1,600	ECCC
Port-a-Johns	\$500	\$500	\$500	ECCC
Course Supplies				
Signage				
Hay Bales				
Misc				

Bib #'s for USAC Races	\$75	\$42
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Event Supplies		
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Food & Beverage		\$140
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A Atwood

paid for via per-diem
from officials

Caravan Vehicle Stipends		
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Facility Rentals		
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Vehicle Rentals		
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Equipment Rentals		
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Staff Accomodations		
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Officials	\$560	\$600	\$286
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A Atwood

Race Staff	\$196	\$211	\$191
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A Atwood

Other Expenses	\$414		
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Race Production Discretionary			
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Neutral Support			
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USAC Prizes			
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Total Fixed Expenses	\$11,057	\$12,242	\$11,852
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Gross Income	\$18,265	\$21,748	\$21,083
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Total Expenses	\$17,343	\$19,227	\$18,946
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Net Income	\$922	\$2,522	\$2,137
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Appendix B: A Typical Sponsorship Request Letter

Below is a sample form letter that can be customized for your event and sent with your sponsorship request packet. Include your race flier and any recent press clippings that you have - the goal is to generate interest in the race, convince the sponsor that your club deserves support, and show them how they can benefit. Mention if the race will be held on campus, as this guarantees lots of attention. Be as specific as possible about the type of attention you can generate (display banners, mention by race announcer, media coverage, etc.). Make sure you follow up this letter with a phone call in a week or two.

Dear Potential Sponsor:

Collegiate road cycling is a popular and rapidly growing competitive sport in colleges throughout the Northeast and the United States. This spring the racing season extends from (dates), with many different schools hosting events. This spring, (your team) is promoting a race on (day and date). This promises to be an exciting and popular event, but will not be possible without both the commitment of our team members and outside financial support.

Our team has already begun planning and organizing, and all members are dedicated to making the event a success. The expenses involved with staging an event of this caliber are unfortunately high, which provides an opportunity for sponsors to join the effort. In exchange for your generous financial support, we can provide (what type of attention they will get).

If you are wondering how your company will benefit from helping our school host this race, the answer is exposure. A collegiate race draws around 20 competing colleges from all over the East Coast, with 200 racers and many more friends, family members, and local spectators. The race will be publicized on campus and in the local media, providing name and logo recognition for your company on flyers, our web site, and banners displayed around the course.

Enclosed is our race flyer. If you have questions please contact (info). (Your team) looks forward to working with you to make this event a success this year and in the future.

Sincerely,

(Your name and team)

Appendix C: Race Proposal Document

A version of the following letter should be sent to all town and campus offices. It's a good idea to mention whether the race has been held on the same course as in previous years, since if it has this makes it much easier to get approval again. Make sure to include a good course map with the locations of start/finish, facilities, police, marshals, etc. well marked.

To: All Concerned Parties

From: (Your name and team)

Race Description:

(Your team) would like to host a collegiate bicycle race on (date). Each spring universities throughout the Northeast host collegiate cycling events during March and April, and we would like to hold one of these events this year.

Course Description:

The race start and finish will be located at (location). The course uses the following route (see also attached map):
(Description / list of each road used by the course)

Road Closures:

The entire course will need to be completely closed to traffic (*applies to criteriums and circuit races only*). We will have barriers closing the course at all intersections as well as having traffic marshals and/or police officers stationed at each corner (as applicable). No parking will be allowed along the course on race day, but residents will be allowed to enter and exit the course in order to minimize inconvenience to them. Cars left parked on the course on race day will need to be moved, either by their owners or other methods.

Race Schedule:

(List category, field size, and start / finish times as on your flier)

Police Details:

To ensure the safety of all involved, the race course and any traffic will be supervised by police officers. Officers from (town and/or campus) police departments will be stationed at (locations).

Parking:

Parking for participants, workers, and volunteers will be provided at (location).

Sanitary Facilities: (list applicable option)

Portable toilets will be available on site. Sanitary facilities and water will be available in (location).

Medical Support:

Medical support will be provided by (name service).

Insurance:

Insurance will be provided by USA Cycling for all sanctioned races. The race, all participants, spectators, and third parties (school and towns) will be insured with an aggregate of \$3 Million of liability coverage. This insurance is paid for through a race permit fee and a surcharge on entry fees.

Contact:

(Your name and contact info)

Appendix D: Flyer for Local Residents

A version of the following letter, course description, and map should be given to all residents and businesses along your course that may be inconvenienced by your race. Do this a month before the race to give everyone plenty of warning, then again the week of the race and the day before. For a road race, this letter should simply be a notice that a race will be traveling on the course and for residents to use caution when driving on race day (and to keep pets on leashes for their own protection). For a criterium the roads will be closed, so the letter must indicate that no parking will be allowed on the course on race day.

To: All Residents of (listing of course streets)

Regarding: Parking on (race date)

(Your team) will be hosting a bicycle race in (town or campus) on (race date). With the permission of campus and town police, we will be closing several roads for the duration of the race (hours that roads will be closed). The roads described below and shown on the attached map will be closed and no parking will be permitted along these roads. This is for the safety of both the racers and your cars. We must request that **no cars** be parked along either side of the roads as indicated. Cars left on the indicated roads as of (time and date of road closure) will unfortunately have to be **towed**. (Your team) apologizes for this inconvenience. For more information, please contact (name and contact information).

(Listing of roads traveled by race)

(Course map with route highlighted)

Appendix E: USAC Race Flyer Template

Race Name here

Race Location here

Race Dates here

Held under USAC Cycling Event

Permit

Schedule of Events



Time Trial			Road Race			Criterium		
Field	Start	Distance	Field	Start	Distance	Field	Start	Distance
Men D	start time	x miles	Men D	start time	c miles	Men D	start time	40 min
Women C/D	to follow	x miles	Women C/D	start time	c miles	Women C/D	start time	40 min
Men Intro	to follow	x miles	Men A	start time	a miles	Beginners Clinic ¹	start time	N/A
Women Intro	to follow	x miles	Men B/C	start time	b miles	Men Intro ¹	start time	30 min
5 minute break			Women A/B	start time	b miles	Women Intro ¹	start time	30 min
Men A	to follow	x miles				Men B/C	start time	50 min
Men B/C	to follow	x miles				Women A/B	start time	50 min
Women A/B	to follow	x miles				Men A	start time	60 min

(1) USA Cycling Category 5 riders are welcome to attend clinic, and will be able to take part in the race portion upon completion of clinic participation.

Contact Info: {insert promoter name, promoter phone, promoter e-mail, race website url here}

Collegiate fields are open only to full time collegiate students with valid USAC Collegiate licenses and full time high school students with valid USAC Junior licenses. Jerseys and bibs for all such riders must feature school names and/or logo, or be generic blank kits; non-scholastic club and trade team kits are not permitted. USA Cycling licenses available for sale on-site. Consult the ECCC website at <http://www.eccc-cycling.com> for more information on categories, eligibility, licensing, and other general questions..

Registration Fees: Individual Time Trial - \$20, Team Time Trial - \$30/team, Criterium - \$35, Road/Circuit Race - \$35, Intro/Beginners Clinic - \$30 (includes 1-day license).

Pre-Registration is available on-line at BikeReg.com, where service charges might apply. Registrations not received before 5pm on {pre-reg close date} will incur a \$5 per rider per event late fee. Large ECCC Teams may submit a spreadsheet with the following information: Rider Name, USAC License Number, Race Category and Races being entered for each rider. This spreadsheet must be sent to eccc.road@gmail.com and received by {pre-reg close date} at 5pm in order to avoid a \$5 late registration fee per rider per event.

Registration is located at {insert registration location here}. It opens 1 hour before the start of the first scheduled race and ends 15 minutes before the start of each race.

Promoter is not required to refund pre-registration in an event of an unforeseen cancellation.

Medical: {Describe medical assistance that will be available (ambulance/EMT)}. The nearest hospital is {insert hospital name here}, {insert hospital address here}, {insert hospital phone number here}.

ECCC Host Housing: Sign up as a host housing guest or provider via forms on the calendar at <https://eccc-cycling.com/current-calendar>. Contact the host housing coordinator at ECCC.Host.Housing@gmail.com with any questions. All host housing recipients are required to marshal during the weekend's races.

Lodging: Nearby hotels and motels that are available close to the race venue are the following:

- *{list hotel name, address, phone number, and website here}*
- *{list hotel name, address, phone number, and website here}*
- *{list hotel name, address, phone number, and website here}*

ITT/TTT Course Description and Map: *{insert course description here}*

{insert course map here}

{insert elevation chart here if ITT is a hill climb}

Criterium Course Description and Map: *{insert course description here}*

{insert course map here}

Road Course Description and Maps: *{insert course description here}*

{insert course map here}

{insert elevation chart here}

{insert sponsor logos here}

Appendix F: Volunteer Guide

COURSE MARSHALL DUTIES

Securing the race course is only a small part of the overall responsibilities. From pre-race to post-race each marshal will be involved in a wide a range of tasks that lead to the building of the best possible event.

Be Prepared

Don't be fooled, a marshal's job is a HARD one. Get a good night's rest, and be prepared for the long day ahead. Other than clean clothes, here are a few more things that marshals should have with them at all times.

- Sunscreen and lip guard
- Sunglasses
- Rain gear
- Water bottle full of water
- Healthy snacks
- Cool weather clothing
- Course maps
- Comfortable footwear (no sandals)
- Pen and paper
- Current race information
- Fanny pack
- Watch - make sure you're on time!
- An orange or yellow vest, orange flag, and/or whistle (supplied by the organizer of the race)

Before The Race

A marshal may be asked to assist other crews in setting up race equipment in preparation for each day's events. Use this time effectively to train your eye to look for safety hazards and for the upcoming needs of racers or spectators. Eliminate potentially dangerous situations by pointing out hidden hazards such as potholes, gravel and loose equipment to the stage crew beforehand.

Defining spectator areas can provide racing fans with great places to view the race and safe, easy ways to get to them. You should consider the amount of foot traffic and the visibility of the race when securing these areas.

Course set-up duties include the following:

- Courses must be swept clean of all debris - the smallest sharp object can cause a participant to get a flat.

- Cones and hay bales should be strategically placed, taking into account the sweeping arc of a high-speed turn and the need to protect racers should they go down. Work with the construction crew on their placement. Look for anything that could be dangerous if a racer slams into it at 30mph.
- Make sure there are garbage cans/bags nearby. It will make your clean up job a lot easier.
- Work with the construction crew on securing the road surface. Potholes, manhole covers and all grates should be covered.

When the completed your course set-up duties be sure to stow the equipment (brooms, shovels~ extra trash bags, etc.) in a safe place so that they're not a safety hazard and are not stolen. (Please remember to pick them up before you leave.)

Back Course and Road Races

While working the back course or a remote section of a road race remembers this - even though there aren't as many, the people there are probably twice as dangerous. It's easy to contain a crowd at a start finish area with fence. It's much harder to contain a curious child in a remote area of a road race. With no fencing to help you, marshals working in these areas must be constantly alert for hazards. Talk with the people you see, inform them of what's about to happen. Ask the adults about children playing and loose animals that might be in the area. The dog that is snoozing on the porch 5 minutes before the pack arrives will be screaming past you when it sees all the activity.

Your interaction with spectators will be more one-on-one away from the S/F line. Again, a smile will go a long way. It will be tough to pacify an angry motorist. You've been delayed before it can be really aggravating, no matter what the reason. Be sympathetic, polite, but firm, and encourage them to enjoy the race.

Help the spectators have a great experience at the race. Answer their questions to the best of your ability with a smile, no matter how silly they may seem.

Special Attention to Animals

Enough cannot be said about the dangers of loose animals such as dogs at a bicycle race. A loose dog running onto the racecourse can take down an entire pack of racers. While a person can listen to reason, an animal's only reaction is fear.

ALWAYS be alert to dogs or other animals like cats. It is not good enough when a person says "But he always obeys me!" All dogs must be on a tight leash, with their owners told of the dangers. If a dog does get on the racecourse DO NOT PANIC! The dog may be very scared. Gentle but swift movements to grab them are most effective in trying to catch them. If there is soft fencing, encourage the spectators to lift it and clear a passage for them while you "corral" it in that direction. If you are near a crossing gate, have your partner clear the gate while again trying to corral" the dog through it.

Rural and back course areas are always potential dog and cat problems. In rural areas, ask the locals about loose animals. They will probably be more than willing to help you.

After the Race

Once the race is completed or has passed your post your next task is to clean up the area and leave the site the way we found it. This job can range from the pickup and disposal of trash to assisting the construction crew with striking the start/finish area.

The most important consideration is to remember that the race is a guest to the state and if we don't clean up after ourselves we may not be invited back. The only memories we want to leave are those of fun and exciting racing - not garbage!

If you were issued any equipment to use during the event (safety vest, flag, stop sign, radio, etc..), please make sure to return it to a senior race staff member or the start/finish line before you leave.

MARSHAL RULES

1. "BACK TO THE COURSE - EYES ON THE CROWD"

The first and foremost duty of a marshal is to separate the racers and racecourse activities from the activities and actions of the general public. Potential dangers to racers and spectators will most likely come from the crowd, not from the course. Although the action may be exciting and you may have "the best seat in the house", it is not your job to watch the race, or photograph it, but to protect the participants and fans.

2. YOU ARE A MARSHAL, NOT A POLICEMAN

Reread that section of this handbook if you have any questions.

3. ALWAYS BE ALERT

It only takes seconds to turn a potential problem into a disaster, and your job is to avert the problem before it occurs.

4. KNOW YOUR SCHEDULE AND BE ON TIME!

It is crucial for every marshal to be on time. Whether it is for a meeting, transportation, or arriving on-site, you should always be prompt. Other people are depending on you to be there.

5. KNOW DAILY RACE INFORMATION

Spectators will want to know whom the race leaders are, where the next day's stage is, when the racers are arriving/leaving, and other general race information. Take a little time each morning to catch up on all the new information if you can and make notes.

6. KNOW WHERE THE TOILETS ARE

Port-o-lets will be at every race start and finish. While it may be one of the most boring questions you will be asked, the people doing the asking will very grateful for the information.

7. KNOW KEY PERSONNEL AND LOCATIONS

Lost VIP's and Media Guests are a fact of life at a bike race. They will be trying to get credentials so they may enter their appropriate place at the S/F area. Knowing the names of key personnel and the location of all event offices will help steer them in the right direction.

SUPPORT VEHICLES DUTIES

Make sure your car is in working order, and you have a full tank of gas when you arrive. Once the race starts, you cannot leave your post at any time; much less for filling your tank or fixing a mechanical problem with your vehicle.

Know the course ahead of time; get a map and directions and bring it with you while you are on the road. If you don't know the local area, come early and do a lap before your duties begin so you are familiar with the racecourse.

Drive with flashers and lights on. Someone will mark your front & rear windshields with white shoe polish or a pre-made sign to indicate which field you are supporting. Use a provided flashing amber beacon to indicate to other drivers/pedestrians that some type of special activity is going on.

Lead Car Responsibilities

Maintain a distance of approx. 100 yards in front of the first rider of the race. Always stay in front of the lead rider from your race; never let a lead rider pass you. If you catch up to riders from early races simply pass them quickly, the important role is to lead your race. Move even further ahead before downhill sections and before turns, a bicycle can handle these sections faster than you can, so you must increase your distance in these areas to avoid the cyclists running into the back of you. Likewise, on uphill sections slow down and decrease distance to 50-75 yards so oncoming traffic & pedestrians see you and the race within a matter of a few seconds.

Honk the horn while approaching each turn to warn the marshals you are coming. Don't rely on race radios to tell course marshals that the race is coming.

Drive toward the center of the roadway, aiming your left side tires on the yellow line, or the center of the road if one doesn't exist. Wave or motion oncoming cars to the side of the road or signal them to stop, especially on fast downhill sections.

At the finish of the race, speed up when you pass the “1k To Go” sign and drive past the finish to the parking lot. Riders will be sprinting and need as much room as possible before and after the finish.

Official Car Responsibilities

You will have the road cycling official riding in the car with you observing the race. They will be able to give you clear instructions on how to follow the riders. Your main responsibility is to ensure the safety of the riders. You do this by following the pack so cars cannot pass from behind. You should maintain a gap no more than 50 feet from the field, so the official can observe what is going on and you can protect the riders from traffic behind you. Increase this distance when the field is going downhill, so you may be able to avoid a crash that might happen in front of you. If someone falls off the pace give him or her a chance to close the gap. Pass the rider only when it becomes apparent they are not going to catch up. The race official will instruct you. You will generally stay behind the largest group of riders as the race begins to split up.

If there is a large gap (over 1 minute) between the leaders of the race and the main field, you will pass the field and assume a pace car position in front of them. If the gap closes to 20 seconds or less, pull over and allow the field to pass and then retake your original position behind the field.

You will stay with the field for the entire race, except when a crash occurs. In this special case, you will stop and help any riders who may be injured. Engage emergency protocols if a rider is in need of medical attention, or travel to the nearest home to call 911. Do not rely on cellular phones! The race official can stay with the fallen rider if you need to go get help. You do not stop for a rider who has a mechanical problem; that is the function of the service vehicle.

Service Car Responsibilities

As a service vehicle, or wheel van as they are commonly called, your role is to help any rider if they have a flat tire or any other mechanical problem. If any rider stops you need to stop. If you don’t know how to fix the problem, let the riders do it as they do know how; but be there to support them and to get them something they might need.

The wheel policy is wheels in/wheels out, which means that only a rider who puts a wheel in the car can take a wheel out of the car. All wheels in the vehicle should be clearly marked with the rider’s number or team name (teammates can share spare wheels). If you have to give out a wheel to a rider, it doesn’t have to be his or her own wheel, but you’ll want to make sure that the replacement wheel is appropriate for the bicycle (i.e. don’t give an 8-speed rear wheel to someone riding 9-speed). Before you start the race you should make a list of the teams and/or riders that have given wheels to you. If you give out a wheel, you can use that list to record the rider number that needed the wheel next to the number/team that the wheel belongs to.

The service car shall ride behind the official car for the start of the event. If there is a large gap (over 1 minute) between the leaders of the race and the main field, the official ahead of you will instruct you to pass the field and assume a position behind the breakaway riders. If the gap closes to 20 seconds or less, pull over and allow the field to pass and then retake your original position behind the field and the official car.

If there is a crash in front of you, you are to stop and assist the riders with any mechanical problems and any potential health problems. If a rider is badly hurt, the official will stay with them and you can head back to the race and communicate with course marshals that medical assistance is needed at the crash site. If there is no official around, stay with the rider until you can determine that they are OK. If you need to get help, do so quickly and then return to the scene until medical personnel arrive.

When Fields Meet

It does happen on occasions that 2 fields will come together during the race. It is vital that the overtaking field gets the right of way and passes the overtaken field quickly and without incident.

When one field is coming up on another, the officials will direct you on what you need to do. In general this is what takes place:

- When the pace car of the overtaking field makes contact with the other peloton, the official of the overtaken field will neutralize their race and slow them down so that the pass can be done quickly.
- The pace car of the overtaking field will pass the other field as quickly and safely as possible and take position in front of the other pace car while maintaining the 100m distance necessary. Use as little of the left side as possible, remember that the roads are still open and oncoming traffic could still be coming towards you. Once you have taken position in front of the two groups, make sure to straddle the yellow line and signal oncoming traffic to pull over until the fields are separated.
- At the same time, the pace car of the overtaken field will slow to 10mph (depending on terrain) and allow the riders to come up to your rear bumper. This is the indication that their race is neutralized, and they must slow down accordingly (passing the pace car is a disqualification offense). Move as far to the right as possible so the other field & vehicles can pass.
- Once the neutralization occurs, the overtaking field, official, and service vehicles will pass the other field on the left but as close to the center/yellow line as possible. Again, oncoming traffic could be an issue.
- The official and service vehicles of the overtaken field should move as far to the right as possible and hold position behind the field they are with.
- Once the overtaking field and vehicles have passed, the pace car of the overtaken field should continue to neutralize their race until the other field has an approx. 200m gap. Once this happens, you are to retake your 100m distance and allow the race to restart.

If anyone has any questions on this, consult with the chief official or any senior staff member who can give you further guidance.

After The Race

Check in with the start/finish line to see if any further assistance is needed for the race. You may be asked to return to the road to help with another field, as sometimes races can materialize into several packs, most of which may not have any protection from the open road. If you are no longer needed, please be sure to turn in any race equipment you were given (radios, beacons, flags, etc) to a senior race staff member or the start/finish line before you leave.

REGISTRATION DUTIES

The following represents the steps, tasks, and responsibilities of registrars at ECCC races. Please distribute this document to everyone that is working at registration and to race staff, so everyone knows what to do during the course of this process.

ECCC Races

The conference has a unique registration structure that is designed specifically for the conference and the needs of its riders and promoting schools. Please follow these steps at every race:

- **Pre-Registered Riders**
 - At the riders' first race of the current season, they will report directly to the ECCC Registration Coordinator to confirm completion of the online waivers and get their season number. At this point their licenses will be verified so they are active collegiate racers for the current year.
 - For every other race after the first one, since the riders' licenses have previously been checked, they have paid the race fees through the pre-registration process, and have already signed a waiver form, riders do not need to report to registration.
- **Day-of-Reg Riders**
 - At the riders' first race of the current season, they will report directly to the ECCC Registration Coordinator to confirm completion of the online waivers and get their season number. At this point their licenses will be verified so they are active collegiate racers for the current year.
 - The riders will come to registration to pay for the race. The registrars will determine what races the rider is looking to enter and collect the appropriate fees from the rider. Note that the conference allots for a \$5 day-of-entry surcharge per race (not per weekend) for those that choose not to pre-register.
- **Day-of-Reg Riders Needing 1-Day License**
 - The riders will also need to purchase a collegiate 1-day license from the registrars. This application can be used for the entire weekend of racing. The cost of the license is \$10 per day of racing (so if they are racing both days of a race weekend the cost is \$20). The registrars need

to make sure that the form is filled out completely and that all information that is requested is noted on the form.

- **Team Spreadsheets**

- The ECCC allows larger teams and teams with ECCC Debit Accounts to e-mail promoters with a list of riders and what races they will be participating in. Sheets received from teams by the pre-registration deadline should be considered as pre-registration and is not subject to the \$5 day-of registration fee. A ECCC Team Spreadsheet has been created and is available for all promoters to use: It will automatically calculate fees due based on pre-registration rates.
- A representative from the team must report to registration before the first event of the weekend to submit the amount due before the racers can participate.
- Once paid in full, the riders will follow the above mentioned protocols for pre-registered riders.

USA Cycling Races

For those schools that choose to host non-collegiate USAC races, standard rules and regulations apply for registration and its' registrars. Please follow these steps at every race:

- **ALL RIDERS MUST REPORT TO REGISTRATION, REGARDLESS OF WHETHER THEY PRE-REGISTERED OR NOT.**
- The registrars will be provided with a list of pre-registered riders by category/class in order of last name from the ECCC. Bib numbers will be assigned to each rider on the list per category/class and noted on the list.
- In addition, a second list of day-of registrants needs to be maintained by the registrars. Every rider signing up the day-of for the race must be logged into this sheet. All the info requested on the sheet must be filled in for each rider, with a bib number assigned by the registrar added on.
 - **TIP:** From the pile of 100 bib numbers per category/class, the ones that are not assigned to pre-registration are open for day-of riders. The registrar should retrieve the next number available in the group of numbers assigned to the category/class of the rider registering.
- All riders must sign a USA Cycling Standard Entry Form. For pre-registered riders, waivers are collected online through BikeReg. For day-of registrants, a blank entry form must be completely filled out and signed by the rider.
 - The entry form must have a wet signature and be of the rider. Coaches, parents, etc. CANNOT sign a waiver form for a rider.
 - Any participants that are under the age of 18 (real age, not racing age) must have the form signed by their parent or legal guardian. Coaches, friends, and other parents cannot substitute as a legal guardian.
- For day-of registrations, the registrar will collect the assigned fees for entry into the race. Promoters can charge regular market value for these races, and assign a day-of entry fee as they wish. Registrars

can use the same cash box that is used for the collegiate one-day/annual license purchases for this process.

- Registrars must ask the rider for their racing license and it must be presented to them by the rider. The registrars must verify the rider category and/or age to determine if they are eligible for the race they have signed up for. The license should have the current year on it and be in legible condition.
 - If the rider does not own a racing license, they may purchase a USA Cycling One-Day license for \$10 for each day of competition (**NOTE: they can only race in an event eligible to cat 5 men or women riders with a one-day license**). If they wish, they can also purchase an annual license using the legal size application that comes with your USAC promoter's packet. The white copy of either the one-day or annual application must be given to the Chief Referee before the conclusion of the weekend's activities.
 - If the rider has forgotten their license, they must fill out a USA Cycling Annual License Application and pay for the annual license. If they pay for this via a credit card, the application will be terminated and the credit card will not be processed if the rider does have a current USA Cycling license.
- Once the above processes have been completed, the registrar may give the rider the assigned bib number and they are sent on their way to race.

Appendix G: ECCC Team Entry Spreadsheet

ECCC Team Registration Worksheet

Team Name: _____

	Name	License #	Category	ITT	RR	CR	Amount Due
1							\$ -
2							\$ -
3							\$ -
4							\$ -
5							\$ -
6							\$ -
7							\$ -
8							\$ -
9							\$ -
10							\$ -
11							\$ -
12							\$ -
13							\$ -
14							\$ -
15							\$ -
16							\$ -
17							\$ -
18							\$ -
19							\$ -
20							\$ -
21							\$ -
22							\$ -
23							\$ -
24							\$ -
25							\$ -

**Note: if rider's license is pending,
please put "pending" in the license field**

Total Due

\$ 0

Check payable to:

Eastern Collegiate Cycling Conference

For Team Time Trial	Y	N	Amount Due
Men A			\$ -
Men B			\$ -
Men C			\$ -
Men D			\$ -
Men Intro			\$ -
Women A			\$ -
Women B			\$ -
Women C			\$ -
Women D			\$ -
Women Intro			\$ -