

2023 Race Promoter Guide

Any intentional non-adherence to any of these promoter guidelines could result in exclusion from the WICX series. This includes, but is not limited to, trailer pick-up, changing entry fees, non-equal payouts, poor course design, not submitting information to WCA / WICX Committee, etc

Race Director Responsibilities

PRE-RACE REQUIREMENTS

- WCA Race Application by specified date and communication to agree upon Race Date
- Race Director License with USA Cycling (included with team registration or can be purchased separately)
- Current Team registration with Wisconsin Cycling Association
- Attend the WCA Race Promoter's Meeting and work with the WCA CX Committee to obtain a race date.
- USA Cycling Race Permit and Insurance (at least 8 weeks prior to race day)
- Venue permit (as required), with a venue back-up plan submitted in writing if there is any chance of the venue canceling due to inclement weather/conditions.
- All drivers who will transport the WCA equipment trailers must have valid driver's license, registration and insurance. Confirming your personal insurance coverage extends to the trailer is highly recommended

ADDITIONAL COSTS

- WCA Rider Fees (per racer per day per event)
- Payment of USAC Officials-organizer shall pay licensed officials a daily fee based on the race category. Fees based on highest race category for that day, plus the cost of reasonable & necessary travel
 - Chief Referee
 - Chief Judge
 - Other Officials
- Prizes
- Any additional equipment not provided by the WCA

SUPPORT FROM THE WISCONSIN CX COMMITTEE:

- Technical support to assist with course design and logistics
- Use of cyclocross-specific equipment trailer (barriers, stakes, signage, course tape) owned by the WCA
- Advertising through WCA Instagram, Facebook and website
- Posting of race results on the WCA website (handled by USAC officials)
- Posting of WCA CX Series Overall results on the WCA website (handled by USAC officials)

Pre-Race Preparation

RACE PLANNING

- SECURE A VENUE with the necessary features for a cyclocross course as well as appropriate facilities for registration, restrooms, adequate parking, and a water source. If possible, an enclosed and heated building for registration is preferred.
- SUBMIT COURSE MAP, including parking and restroom facilities to the Wisconsin CX Committee (wicxseries@gmail.com) 30 days prior to your race. The Committee will either approve or return to the Promoter for corrections and / or physical examination of the race site.
 - New venues, or significant course changes to an existing venue, require course walk/ride-through by WCA CX Committee Member at least 30 days prior to the event.

- ❑ SUBMIT RACE FLYER to CX Committee wicxseries@gmail.com at least 60 days prior to your race.
 - ❑ Race flyer requirements:
 - ❑ 2023 WCA topper, with race series sponsor, provided by CX Committee
 - ❑ Event / promoter contact information
 - ❑ Race location
 - ❑ Entry fees
 - ❑ Prize list (include total amount, number of places and pay out for each, overall prize amount per category, cash and or merchandise)
 - ❑ Schedule of events (include categories, field limits, race times, podium schedule)
 - ❑ Sound permit information (If required by your country parks)
 - ❑ Entree fees/Late fees
 - ❑ Registration time and last day of early registration
 - ❑ USAC logo and MUST include the statement “Held under USA Cycling event permit”
 - ❑ Race flyer suggestions:
 - ❑ Website link/QR code
 - ❑ Sponsor logos
 - ❑ Unique race features
 - ❑ Food options, entertainment and non-race activities to draw racers/fans to the event
- ❑ COMPLETE USAC ONLINE RACE PERMIT APPLICATION after flyer is approved, minimum of 8 wks before race day
- ❑ SEND USAC PERMIT NUMBER of your race to the Wisconsin CX Committee
- ❑ CREATE FACEBOOK EVENT including flyer, course map, photos, pertinent details and other information to draw people to the event.
 - ❑ At least ten days before your event; post a map showing parking, registration, start line, finish line, and pit. Also include which side to pin number on jersey, food options on site, and other relevant event information.
- ❑ IMPLEMENT MARKETING using Instagram and / or other marketing avenues (posting printed flyers locally, reaching out to local race teams, offering out-of-state discounts, etc) is STRONGLY suggested
 - ❑ We will communicate any information provided to us in advance of your event (FB, IG & Web)
- ❑ SUBMIT COURSE INFORMATION including pre-ride video, photos, course information, venue information, prizes, special elements to wicxseries@gmail.com so we can help hype up your event.
- ❑ CREATE MEDICAL PLAN, which may be as simple as calling 911 for emergencies. WCA strongly recommends having first-aid supplies on site (wound-cleaning, bandages) and someone with at least basic first-aid certification. Please consider using the Wisconsin Bike Patrol emergency/medical services. They do a great job and don't ask for anything (although a donation is sort of important - consider giving them \$100 for a race). A promoter must have some form of emergency/medical services available per the USAC race permit requirements.

Strong Event Recommendations – Create an AWESOME experience for racers:

- ❑ PRE-RACE COURSE MAP & VIDEO – posted on your Facebook event page
- ❑ AMPLIFIED MUSIC – played in a central area for racers/fans
- ❑ EMCEE/DJ – hire an Emcee to provide racer instructions and race updates to those in attendance
- ❑ FOOD TRUCK/STAND – provide options for racers/spectators to eat and stick around
- ❑ TOILETS – have toilets in an easy to get to location – either portable or permanent
- ❑ KIDS/FAMILY EVENTS – provide entertainment for families to have fun while races take place
- ❑ POST A SCHEDULE – post the schedule of events and schedule of podiums

Race Registration – Entry Fees, Start Times, Duration, Prizes

Registration

- ❑ SET-UP ONLINE PRE-REGISTRATION
 - ❑ Must close the first **Wednesday at 23:59 (11:59 pm) prior to the day of the race.**
- ❑ ENTRY FEES shall include all USAC surcharges, WCA fees, and any other fees charged to event organizers by local entities.
 - ❑ Promoters must adhere to the registration fees set forth by the WICX committee, but may offer discounts of any kind. Online Registration is as follows:
 - ❑ \$33 for Open 1/2/3 Elite (All Ages), Open 1/2/3 35+ and Women 1/2 Elite (All Ages) categories
 - ❑ \$10 for Junior categories
 - ❑ \$25 for Category 5 (novice) racers
 - ❑ \$28 for all other categories
 - ❑ All USAC and WCA Rider surcharge fees are included in registration fees. BikeReg fees not included.
 - ❑ Participants competing in 2 races will have their second race of the day (of equal or lesser value) discounted to \$10. Cat 1/2/3 Elite races will be discounted to \$15.
 - ❑ Participants competing in more than 2 races may race the 3rd event for free! **NOTE:** Participants must still consult registration on race day to ensure they're signed up.
 - ❑ There will be an additional \$10 day-of-registration fee for all categories, (except Juniors) to promote early registration.
- ❑ REGISTRATION FORMS – request from USA Cycling and print for those registering day-of-race
- ❑ CASH BANK – provide cash to be used as change for day-of participants, ready as soon as on-site registration opens

Podiums/Prizes

- ❑ SET UP PODIUM BACKDROP as required by sponsorship agreements, along with podium steps for the ceremony
 - ❑ Be sure to connect with RICH WEISS to be sure that the podium backdrop is set up / assembled early
 - ❑ Recommended to take and post podium photos after your race
- ❑ HOLD PODIUM CEREMONY after each race in accordance with the Podium Schedule with payouts and awards ready/available.
- ❑ MINIMUM PAYOUTS FOR 1/2/3 ELITE MEN & 1/2 ELITE WOMEN:
 - ❑ 1st - \$75
 - ❑ 2nd - \$50
 - ❑ 3rd - \$25
- ❑ PRIZE REQUIREMENTS: *Pro Men 1/2/3 Elite and Pro Women 1/2 categories will receive a cash payout at least equal to the amount set by the WICX Committee (above). Prizes for any other category are not required, but this does not preclude any promoter from offering higher or multiple prizes to any category they choose provided that any cash prizes **must be equal** between respective men's and women's races, and merchandise should be equal in value. **Non-adherence to this section WILL result in exclusion from the series.***

List of podiums

If you want to provide prizes for some or all non-required podiums, expect to include:

1. Masters - Open - 4/5 - 35+
2. Masters - Open - 4/5 - 50+
3. Masters - Women - 1/2/3/4/5 - 35+ (*Must be equal to Masters Open 4/5 prizes*)
4. Cat 4/5 - Women - All Ages (*Must be equal to Cat 4/5 Open prizes*)
5. Cat 4 - Open - All Ages
6. Cat 5 - Open - All Ages
7. Junior - Boys - 15-18
8. Junior - Girls - 15-18 (*Must be equal to Junior Boys 15-18 prizes*)
9. Junior - Boys - 9-14
10. Junior - Girls - 9-14 (*Must be equal to Junior Boys 9-14 prizes*)
- 11. Cat 1/2 - Women - All Ages (Required. Must be equal to Cat 1/2/3 Open prizes)**
12. Cat 3/4 - Women - All Ages (*Must be equal to Cat 3/4 Open prizes*)
- 13. Cat 1/2/3 - Open - All Ages (Required.)**
14. Masters 1/2/3 - Open - 35+
15. Cat 3/4 - Open - All Ages
16. Single Speed 4/5 - Men - All Ages
17. Single Speed 4/5 - Women - All Ages (*Must be equal to Single Speed Men 4/5*)
18. Single Speed 1/2/3 - Men - All Ages
19. Single Speed 1/2/3 - Women - All Ages (*Must be equal to Single Speed Men 1/2/3*)
20. Masters 1/2/3 - Open - 50+
21. Any Open bonus race (*Extra optional.*)
22. Any Women bonus race (*Extra optional. Must be equal to Open bonus race*)

Course Set-Up

- TRAILER - Refer to Trailer Schedule document for pickup dates and information.
- TIMING - Course must be staked and taped and ready for pre-ride a minimum of 30 minutes before the first race start
- START GRID – Indicate rows of 8
- START STRETCH – should be a minimum of 5m wide, flat to slightly uphill, straight
 - Minimum of 200 meters in length to allow the field to string out properly
 - The first narrowing or obstacle after the starting stretch must not be abrupt but shall allow all the riders to pass easily.
- FINISH STRETCH - must be a straight line – a minimum length of 100 meters and a minimum width of 6 meters (~20 ft); It shall be flat or uphill.
- FINISH FLAGS - Required use of the Trek branded shark fin style flags (provided in the trailer) along the start / finish straight.
- COURSE DISTANCE should be 2.5 to 3.5 kilometers long (1.55 - 2.17 miles).
- COURSE WIDTH should be a minimum of three meters wide (10 feet), with a minimum of 5m wide in start and finish areas. Permission from WCA official is required if any point of the course is less than 3m wide.
- LAP OBSTACLES - laps may contain a maximum of six man-made barriers (with a maximum of 3 in any one set); barriers must be between 4m and 6m apart.
 - It is recommended to make courses as balanced as possible, with obstacles/barriers spaced throughout the course (i.e. space out obstacles between start/Pit 1, Pit 1/Pit 2 and Pit 2/Finish), so the more challenging sections aren't all grouped together.

- ❑ Dangerous objects should be avoided. Any potentially dangerous objects that cannot be avoided must be marked with orange spray chalk, for instance, or course tape or other visually obvious designation.
- ❑ Course features added for advanced categories (steep hills, off-camber turns, sand pits, etc) may include re-routes around these features for other races. Post tape/signs at these course splits to direct riders to the correct course
- ❑ LAPPED RIDERS - The 80% rule may be enforced, especially in the Men Cat 1/2/3 race; pull over, slow down and allow lapping racers to pass quickly and safely. The intent is that all out of contention riders should be pulled before the start of the lap on which they will be caught by the race leader(s), so that the leader of the race should not have to pass any out of contention riders.
- ❑ SPECTATORS – It is recommended to make popular spectator hang-out areas (with music, announcer, etc) around features/dismounts to slow the race near the crowd
 - ❑ Have the course pass near the same central area multiple times per lap for better spectating and better racer experience
- ❑ NEUTRAL RACE PIT should be visibly marked on straight sections of the course with easy to access entrance / exit on both sides.
- ❑ KIDS AREA – recommended to have a separate kids course or activity area for young riders & spectators to play on.
- ❑ Utilize CX Committee members for course design advice and suggestions.
- ❑ See [USAC Cyclocross Rulebook](#) for more details.

POST-RACE

- ❑ WCA SURCHARGES paid in full at the conclusion of the event – failure to do so will incur a \$250 fine and possible exclusion in subsequent Wisconsin CX Series schedules.
- ❑ COURSE TEAR-DOWN at the conclusion of your event, removing stakes and all course tape from stakes
- ❑ RETURN SUPPLIES and equipment to the WCA trailer in as good or better condition than received.
- ❑ TRANSFER TRAILER to the promoter of the next race in accordance with the published Trailer Schedule
- ❑ HIGH FIVES and cold beverages all around!

Resources:

[USAC Cyclocross Rule/Policy Book](#)

[USAC Race Director Certification Program](#)

[USAC Event Organizers Info](#)

[USAC Race Permits and Race Director Responsibilities](#)

[Wisconsin Cycling Association](#)

[USAC Schedule of Fees](#)