

2025 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, modifying entry fees, non-equal payouts, poor course design, withholding information to WCA / WICX Committee, etc

Race Director Responsibilities

PRE-RACE REQUIREMENTS

- ☐ **WCA Race Application.** Apply by specified date and communicate with the WCA CX Committee afterwards to coordinate your Race Date
- ☐ **Race Director License** with USA Cycling
- ☐ **Current team registration** with Wisconsin Cycling Association
- ☐ **Attend the WCA Race Promoter's Meeting**
- ☐ **USA Cycling Race Permit** with 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.
- ☐ **Valid driver's license, registration and insurance** for all drivers who will transport the WCA equipment trailers. 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 (More info: <https://usacycling.org/resources/schedule-of-fees#officialsfees>)
 - ☐ Chief Referee
 - ☐ Chief Judge
 - ☐ Other Officials
 - ☐ Event Services
 - ☐ Announcer (if available)
- ☐ Prizes
- ☐ Any additional equipment and services not provided by the WCA

SUPPORT FROM THE WISCONSIN CX COMMITTEE:

- ☐ Seasonal race numbers
- ☐ 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

- ☐ Submitting/posting of race results to USA Cycling, CrossResults.com and the WCA website (handled by WICX results coordinator)
 - ☐ Posting of WCA CX Series Overall results on CrossResults.com website (handled by USAC officials)
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Pre-Race Preparation

READ: How to build a good cyclocross course

<https://resultsboy.medium.com/how-to-build-a-good-cyclocross-course-41b6fc1b2b6d>

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.
- ☐ **DESIGN AND 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 a course walk/ride-through by WCA CX Committee member at least 30 days prior to the event.
- ☐ **COMPLETE USAC ONLINE RACE PERMIT APPLICATION** after flyer is approved, minimum of 8 wks before race day. Submit your permit here: <https://permit.usacycling.org>
- ☐ **SET UP REGISTRATION PAGE** at [BikeReg.com](https://bikereg.com) and submit the link to wicxseries@gmail.com. (More info below.)
- ☐ **SEND USAC PERMIT NUMBER** of your race to the Wisconsin CX Committee
- ☐ **SUBMIT Promotional materials to the CX Committee's [shared google drive](#)** (or via email at wicxseries@gmail.com) at least 30 days prior to your race.
 - ☐ WICX Series website image (1600x1600)
 - ☐ Instagram images (1080x1080, 1080x1920 - Please keep the top and bottom 100px free of important text and information)
 - ☐ 2-3 lines of promotional text, which can accompany some posts
 - ☐ Facebook image (1600x1200)
 - ☐ Race flyer requirements:
 - ☐ 2025 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
- ☐ **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. You can also drop them into your respective [Google Drive repository folder](#).
- ☐ **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. (<https://www.facebook.com/wisconsinbikepatrol/>). They do a great job and ask for a small donation—consider starting at \$200 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 who are not racing to have fun while races take place
 - ☐ **POST A SCHEDULE** – post the schedule of events and schedule of podiums
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Race Registration – Entry Fees, Start Times, Duration, Prizes

Registration

- ☐ **SET-UP ONLINE PRE-REGISTRATION** at BikeReg.org.
 - ☐ Must close the first **Wednesday at 23:59 (11:59 pm) prior to the day of the race**.
 - ☐ Race registration may re-open the next Thursday at noon at the increased price, and may remain open through the end of the race day.
 - ☐ Gender selection must include Men, Women & Non-binary options
- ☐ **ENTRY FEES** shall include all USAC surcharges, WCA fees, and any other fees charged to event organizers by local entities.
 - ☐ **PRE-REG** Promoters must adhere to the maximum registration fees set forth by the WICX committee (excluding USAC one-day licenses and BikeReg service fees), but may offer discounts of any kind. Maximum pre-registration prices are as follows:

Cat 1/2/3 Elite Open Cat 1/2/3 Masters 35+ Cat 1/2/3 Masters 50+ Cat 1/2 Elite Women	All Junior races	All other races
\$33	\$10	\$28
All USAC and WCA Rider surcharge fees are included in registration fees. USAC One-day licenses and BikeReg fees are not included in the above and are paid for separately.		

- ☐ Participants competing in 2 races will have their lowest-priced race of the day (of equal or lesser value) discounted to \$10. (Elite and Masters 1/2 races are not eligible for the discount).
- ☐ 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.
- ☐ **STANDARD/DAY-OF REG** To promote early registration, there will be an additional \$10 registration fee after pre-reg closes for all categories (except Juniors).
- ☐ **REGISTRATION FORMS** – Race organizers are responsible for requesting *and printing* these forms from USA Cycling for those registering day-of-race. Plan for at least 40 registration forms. These paper waivers can be found here: <https://wicxseries.com/rules/>
- ☐ **CASH BANK** – provide cash to be used as change for day-of participants, ready as soon as on-site registration opens. Plan to have a lot of \$1-bills to make change!
- ☐ **ONLINE REGISTRATION** For convenient sign-up, you may re-open your BikeReg page during race day.

Podiums/Prizes

- ☐ **SET UP PODIUM BACKDROP** at each race 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 before the first race.
- ☐ Recommended to designate a photographer 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 (Podium timetables: <https://wicxseries.com/daily-timetables>).
- ☐ **REQUIRED PRIZES**- Cat 1/2/3 Open and Women Cat 1/2 will receive a cash payout at least equal to the amount set by the WICX Committee (above).
- ☐ **MINIMUM PAYOUTS FOR CAT 1/2/3 OPEN & WOMEN CAT 1/2:**
 - ☐ 1st - \$75
 - ☐ 2nd - \$50
 - ☐ 3rd - \$25
- ☐ **OPTIONAL PRIZES** - Prizes for any other category other than the above are **NOT** required, but this does not preclude any promoter from offering higher payouts or multiple prizes to any category they choose. However, any cash prizes **must be equal** between respective men's, women's, and non-binary races, and any merchandise should also be equal in value. See the **Podium equivalents** chart below for prize equivalents. **Non-adherence to this section WILL result in exclusion from the series.**
- ☐ **CAT 5 & JUNIOR CATEGORY PRIZES** - USA Cycling rules state that "in youth races and races exclusively for novice riders, no prizes of commercial value shall be awarded - only such things as medals, trophies, ribbons, and certificates." In order to promote swift upgrades out of Category 5, we discourage offering prizes for Category 5 competitions.

List of podiums

As mentioned above, prizes are not required for most podiums, and surveys have shown that the prospect of winning money or prizes is **NOT** an important driver of registrations, so we do not recommend spending undue effort trying to find prizes for every podium.

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|--------------------------------------|---|
| 1. Masters - Open - 4/5 - 35+ | 15. Junior - Non-Binary - 9-14 |
| 2. Masters - Open - 4/5 - 50+ | 16. Cat 1/2 - Women - All Ages (Required) |
| 3. Masters - Open - 4/5 - 60+ | 17. Cat 3/4 - Women - All Ages |
| 4. Masters - Open - 4/5 - 70+ | 18. Cat 1/2/3 - Open - All Ages (Required) |
| 5. Masters - Women - 1/2/3/4/5 - 35+ | 19. Masters 1/2/3 - Open - 35+ |
| 6. Cat 4/5 - Women - All Ages | 20. Singlespeed - Open - All Ages |
| 7. 1/2/3/4/5 - Non-Binary | 21. Singlespeed - Women - All Ages |
| 8. Cat 4 - Open - All Ages | 22. Masters 1/2/3 - Open - 50+ |
| 9. Cat 5 - Open - All Ages | 23. Masters 1/2/3 - Open - 60+ |
| 10. Junior - Boys - 15-18 | 24. Masters 1/2/3 - Open - 70+ |
| 11. Junior - Girls - 15-18 | 25. Cat 3/4 - Open - All Ages |
| 12. Junior - Non-Binary - 15-18 | 26. Cat 3/4 - Open - 40+ |
| 13. Junior - Boys - 9-14 | 27. Any Open bonus race (<i>Extra optional.</i>) |
| 14. Junior - Girls - 9-14 | 28. Any Women bonus race (<i>Extra optional.</i>) |

Podium equivalents				
If you provide prizes, cash and merchandise must be equivalent in value across these rows.				
Masters 35+ Cat 4/5 Open	=	No required equivalent	=	No required equivalent
Masters 50+ Cat 4/5 Open	=	No required equivalent	=	No required equivalent

Cat 4 Open	=	Women Cat 4	=	Non-Binary Cat 1/2/3/4
Junior Boys 15-18	=	Junior Girls 15-18	=	Non-Binary 15-18
Junior Boys 9-14	=	Junior Girls 9-14	=	Non-Binary 9-14
Cat 1/2/3 Open*	=	Women Cat 1/2*	=	<i>No required equivalent</i>
Masters 35+ Cat 1/2/3 Open	=	Masters Women Cat 1/2/3/4	=	<i>No required equivalent</i>
Masters 50+ Cat 1/2/3 Open	=	<i>No required equivalent</i>	=	<i>No required equivalent</i>
Cat 3/4 Open Masters 40+ 3/4 Open	=	Cat 3/4 Women	=	<i>No required equivalent</i>
Singlespeed Open	=	Women Singlespeed	=	<i>No required equivalent</i>
Bonus Race Open	=	Bonus Race Women	=	Bonus Race Non-binary
*Required prizes				

Course Set-Up

READ: How to build a good cyclocross course

<https://resultsboy.medium.com/how-to-build-a-good-cyclocross-course-41b6fc1b2b6d>

- ☐ **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 an 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.
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POST-RACE

- ☐ **WCA SURCHARGES** paid in full with cash or check at the conclusion of the event (mailed to WCA Treasurer) – 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!
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RESOURCES

- [USAC Cyclocross Rule/Policy Book](#)
- [USAC Event Organizers Info](#)
- [USAC Race Permits and Race Director Responsibilities](#)

- [USAC Schedule of Fees](#)
- [BikeReg.com](#)
- [CrossResults.com](#)

WICX Series on the web

- [WICX Series](#)
- [WICX Series on Instagram](#)
- [WICX Series on Facebook](#)