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Specialized Cactus Cup event guide

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SPECIALIZED CACTUS CUP EVENT GUIDE

A Project Report

Presented to

The Office of Graduate Studies

San Jose State University

In Partial Fulfillment

of the Requirements for the Degree

Masters of Arts

By

Thomas D. Bradley

December 1996

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A handwritten signature in cursive script, appearing to read "Dick Montgomery", written over a horizontal line.

Dr. Dick Montgomery

A handwritten signature in cursive script, appearing to read "Kate Sullivan", written over a horizontal line.

Dr. Kate Sullivan

A handwritten signature in cursive script, appearing to read "Ron Wayne", written over a horizontal line.

Mr. Ron Wayne, Mizuno Corporation

APPROVED FOR THE UNIVERSITY

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ABSTRACT
SPECIALIZED CACTUS CUP EVENT GUIDE

by Thomas D. Bradley

This project was created to aid in the expansion of the Specialized Cactus Cup mountain bike race event into new global markets. The Specialized Cactus Cup Event Guide is a tool provided to a licensee that wants to produce a Specialized Cactus Cup event outside of the United States. The event guide is the link between the Specialized corporate office and the licensee.

The Specialized Cactus Cup Event Guide defines the Specialized Cactus Cup event. It describes “how to” produce a Specialized Cactus Cup event. It provides detailed description and examples of every element of the event production process. Most importantly, it defines the relationship between Specialized and the licensee. The event guide proved extremely valuable in its first use at the Specialized Cactus Cup, Canada.

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Chapter 1

INTRODUCTION

The Birth of Mountain Biking

The sport of mountain biking began in the early 70's on Mt. Tamalpais (Mt. Tam) in Marin County (Stephen, 1993). Members of the Velo Club Tamalpais banded together for the challenge and exhilaration of piloting their machines down Mt. Tam's twisting fire roads. The pioneers of the sport began riding their balloon tire cruiser bikes, known as "ballooners," down these steep dirt trails of the great mountain. They would push these fifty pound one speed monsters up the mountain just for the rush of the downhill. Word soon spread about this new cycling experience that offered an exhilarating challenge away from the traffic and congestion of city streets. More and more people began taking bikes of all styles "off-road." As the popularity of this new sport increased, bike designers began "tinkering" with the design of the balloonner to make it more efficient on the steep mountain trails. Men such as Tom Ritchey and Gary Fisher, both Mt. Tam pioneers, began designing bikes specifically for off-road use. In 1974, the first bike was built with a derailleur, five speed freewheel, thumb shifters, triple crank, motor cycle brake levers and seat post quick release (Stephen, 1993) . The term "mountain bike" was coined and a new sport had begun.

The Creation of Specialized

Around that same time period, Mike Sinyard was busy building a business, importing hard-to-find bicycle components from Europe to the United States. His

company, Specialized Bicycle Components Incorporated, experienced early growth selling bicycle components, and gained significant capital with the introduction of a tire line. As his company grew, Sinyard looked to expand his business to produce complete bikes (Sinyard, 1995). In 1981, Specialized's first bike, the original Stumpjumper, was introduced. The Stumpjumper was the first commercially available mountain bike on the market, and it is credited by industry experts as inspiring the beginning of today's mountain bike boom (Frothingham, 1993). The popularity of mountain biking increased dramatically after the introduction of the Stumpjumper. People were fascinated by this new opportunity to explore more easily the trails around which they lived. The bike also propelled Specialized's strength in the marketplace. Today, Specialized mountain bike sales exceed \$200 million (Sinyard, 1995). The original Specialized Stumpjumper can be seen in the Smithsonian Institute National Museum of American History.

The Birth of Mountain Bike Racing

As more and more people became skilled in the use of mountain bikes, mountain bike races soon followed. Specialized was also a pioneer in the racing arena, as the first manufacturer to sponsor a professional mountain bike team. In addition, Specialized was the first to offer race day technical support to racers (Frothingham, 1993). Mountain bike technology quickly became more sophisticated. With the introduction of lighter frame materials and suspension forks, racing became more and more prevalent (Stephen, 1993). Manufacturers throughout the industry began sponsoring individual athletes and teams. The governing body of mountain biking, the National Offroad Bicycle Association

(NORBA) developed a national mountain bike race series, the NORBA Nationals. Soon after, a World Cup Series began. In 1991, in an effort to remain the leader of the industry, Specialized produced its own mountain bike race in Scottsdale, Arizona, the Specialized Cactus Cup (Sinyard, 1995).

The Birth of the Specialized Cactus Cup

The Specialized Cactus Cup was created to promote the Specialized brand and to attract more participants into the sport of mountain biking (Sinyard, 1995). The first Specialized Cactus Cup event took place in Scottsdale, Arizona. This event, targeted at the beginner rider, was produced in coordination with Team Aware, a regional team sponsored by Specialized (Sinyard, 1995). The Arizona course was known for its variety of roller coaster style terrain that was fun for all ability levels. The event date, in mid-March, made the Cactus Cup the perfect pre-season tune-up event for professional riders. Spring temperatures in the “Valley of the Sun” were pleasant in March. In just three short years, the Arizona Specialized Cactus Cup transformed from a regional race for Arizona mountain bikers, into an internationally recognized event. Participation grew from 300 to over 3,000 riders, making it the largest mountain bike event in the United States (Sinyard, 1995).

In 1993, Specialized expanded the Specialized Cactus Cup *event* into the Specialized Cactus Cup *Series*, to further promote the sport of mountain biking and the Specialized brand (Burchard, 1995). The Specialized Cactus Cup Series had stops in

Illinois, Ohio, and Georgia. True to its roots, each of these Specialized Cactus Cup events offered a mountain bike stage race format and plenty of festivities. As the Specialized Cactus Cup Series grew in popularity throughout the United States, the series began receiving international press recognition.

Riders from around the world were competing in the Specialized Cactus Cup event in Arizona. The international press were following the series events closely. In 1995, the decision was made to expand the series globally.

Global Expansion

The Specialized brand is distributed throughout many world markets. Specialized maintains offices in Germany and Canada. Under Specialized direction, distributors in countries from all parts of the world distribute Specialized products globally (Burchard, 1995). Each year, Specialized invites representatives from its distributors and offices abroad to an international meeting to discuss future business strategy (Burchard, 1995). At the 1995 Specialized international meeting, office representatives from Germany, Canada, Japan, and Brazil requested that the Specialized produce a Specialized Cactus Cup event in their country (Burchard, 1995).

The global expansion of the Specialized Cactus Cup Series creates unique challenges not yet explored by other promoters of mountain biking. Specialized, a manufacturer of bicycles, owns the Specialized Cactus Cup property. No other cycling manufacturer has entered into the event business. The Specialized Cactus Cup name and

logo are registered trademarks. Use of the name and logo is closely managed by Specialized.

The Specialized Cactus Cup events have unique characteristics. The unique stage race format includes an offroad Time Trial, the Fatboy Criterium, the Dirt Criterium and the Cross Country. The Specialized Cactus Cup events are staged with a festival type atmosphere offering something for everyone. There are adult races for all ages and ability levels, and kids races. The event venue is decorated with items such as wooden cacti, inflatable cacti, cactus signage and printed fencing and banners. The look and format of a Specialized Cactus Cup event is unique. No other mountain bike event is similar. A McDonalds hamburger looks and tastes the same in California as it does anywhere else in the world. Like McDonalds, Specialized's mission is to expand the Specialized Cactus Cup events into new global markets while maintaining its unique properties (Burchard, 1995).

The international representatives were very enthusiastic about hosting a Specialized Cactus Cup event, yet few understood the magnitude of the undertaking (Burchard, 1995). None of the representatives had direct experience producing a mountain bike event. All lacked the personnel and infrastructure necessary to support the many details associated with Specialized Cactus Cup event production. A system would need to be devised to provide guidance and support for the production of Specialized Cactus Cup events abroad.

The Licensee

By 1995, the Specialized Cactus Cup events were turning a significant profit (Murphy, 1995). The Specialized Cactus Cup property had become very valuable. First time events could be expected to attract significant cash sponsorship and draw large fields of competitors (Murphy, 1995). A licensee that effectively produces a Specialized Cactus Cup event, stands to make a large financial profit. The Specialized Cactus Cup property is owned by Specialized. Expanding its property globally using U.S. staff and resources was not realistic. Instead, Specialized would “license” the event to approved parties abroad. A license fee of \$10,000 would be charged for the opportunity to produce a Specialized Cactus Cup event (Murphy, 1995). In this agreement, the licensee assumes all financial risks associated with the event. The licensee maintains the event budget and enjoys the profits or suffers the losses of the event. The licensee is responsible for the ultimate success or failure of the event. With these considerations in mind, representatives from Canada, Germany, Japan and Brazil paid the licensee fee and chose to produce Specialized Cactus Cup events in their countries.

Geographic distance and cultural differences limit the hands-on activity that the Specialized Global Promotions staff (SGP) can provide. The SGP staff will act as consultants to the licensees, guiding them throughout the event process. The Specialized Events Coordinator will act as liaison between the licensee and Specialized. The first step in the global expansion of the Specialized Cactus Cup Series is the creation of the *Specialized Cactus Cup Event Guide*.

The Specialized Cactus Cup Event Guide

The *Specialized Cactus Cup Event Guide* will define the working relationship between the Specialized Promotions Staff and the licensee. It will act as a reference to the licensee concerning the items they are to receive for their fee. It will describe the Specialized Cactus Cup event. The guide will provide the “how to” of all the aspects of event production. It will provide the graphic tools necessary to effectively promote the event. Most importantly, it will act as a set of rules to which each licensee must adhere.

Chapter 2

REVIEW OF LITERATURE

Event guides help provide structure to growing sports (Watt, 1992). Organizers of large and small events look to these publications for guidance. The sport of mountain biking has experienced extremely fast growth. The members of the Velo Club who rode Mt Tam in the early 70's could not imagine the sport would develop to the magnitude it has become, in only twenty short years. Recently, the growth of mountain biking reached its pinnacle as it was recognized as a full medal sport in the 1996 Olympic Games. The use of event guides has provided the groundwork to enable the sport to quickly mature.

Research to support the use of event guides is virtually non-existent. There are however, many examples of event guides that are used in the sport of mountain biking. There are guides that describe "how to" put on a mountain bike race, guides developed by event sanctioning bodies and guides produced by governing bodies. Each of these guides has a unique purpose that provides structure for the continued growth of the sport.

The "How To" Guide

The most basic event guide describes the "how to" approach to mountain bike event production. These guides offer a step by step approach to producing a mountain bike event. These guides are most often used by first time race directors for community events (Hillard, 1990). A mountain bike race can be a great way to fundraise for a non-profit cause. Special event production is an effective vehicle to advertise and improve sponsor image (Catherwood & Kirk, 1992). The "how to" style guide provides the basic information to successfully produce a mountain bike event.

Specialized produces an event guide entitled, “How to Run a Mountain Bike Event” (Hillard, 1990). This “how to” style event guide has a grass roots focus.

Specialized distributes this guide to its retail dealers in hopes that they will produce a mountain bike event in their community. This “how to” style event guide provides the basics concerning types of events, obtaining facilities, budgeting, insurance, publicity, equipment needs, staffing and event day logistics. It provides race directors answers to the basic questions of event production. If followed correctly, promoters will create events that are profitable, safe and enjoyable.

Competition Guides

The “competition guide” style of event guides is targeted at race directors who promote events that are part of a larger series. Competition guides speak to a larger audience than the “how to” guide. In mountain biking, these guides are produced by the sports sanctioning bodies. Sanctioning bodies are primarily responsible for the insurance coverage of mountain bike events (Stickel, 1996). They also provide structure to the national framework of mountain bike competition. They provide memberships, scheduling assistance, race officials, monthly national publications, and other materials to mountain bike clubs and organized mountain bike events. Sanctioning bodies are responsible for the organization and production of national and regional competition series (Stickel, 1996). These series events offers significant prize money through a point ranking system. The competition guides created by these sanctioning bodies define specific rules and requirements of the event promoters and participants. There are two

primary sanctioning bodies in the sport of mountain biking, the National Offroad Bicycle Association (NORBA) and the American Mountain Bike Association (AMBA). These sanctioning bodies approach racing in different ways and therefore produce slightly different competition guides.

The National Off-Road Bicycle Association (NORBA) is considered the governing body for the sport of mountain biking. The first competition guide produced in the mid-1980's by NORBA provided the standardization and structure to competitive mountain bike racing. Today's competition guide (Stickel, 1996) is a testament to how far the sport has advanced. Event directors across the country must adhere to the competition guide while they plan their event. The NORBA national series is an eight event series across the United States. A sophisticated point ranking system has been developed to score professional and amateur riders over the eight events (Stickel, 1996). Professional and amateur riders alike travel the country competing in this series, collecting points along the way. At the end of the series, the athlete with the most points in his/her class and category is the winner. The NORBA competition guide defines categories and classifications, rules, promoter requirements and national philanthropic programs. The competition guide is much more than a "how to" book. It is the bible of national mountain bike competition. Although it differs in scope from the more grass roots "how to" guides, one of its missions remains similar, "to help promote the growth of mountain biking."

The American Mountain Bike Association (AMBA) produces a race director guide book (John, 1996) which acts as a competition guide. AMBA is a sanctioning organization that provides event guides to specific geographic regions within the United States.

The AMBA race director guide is regional in scope. AMBA divides the nation into nine regions, using population balance and geographic alignment as the primary criteria. A regional ranking system is developed for each region. Unlike NORBA, the AMBA system offers a *regional* point ranking system. Athletes aren't expected to travel across the country to be scored in a point ranking system. They collect points by competing in regional events located in the state in which they reside. By taking a more regional approach, the AMBA organization attempts to increase the number of mountain bike events in the U.S. as a whole and ultimately attract more participants into the sport (John, 1996).

The AMBA competition guide provides rules, and regulations for promoters and participants. Like the NORBA competition guide, there are specific guidelines that the promoter and athlete must follow. The AMBA competition guide provides the "how to" of putting on a successful mountain bike race. In addition, it attempts to cover every aspect of pre-race planning, race day activities and post race wrap-up. Promotional considerations are discussed in the AMBA competition guide. Competition guides can't possibly cover all of the specific circumstance that promoters may encounter. AMBA

relies heavily upon the common sense and good judgment of the Race Director to resolve unique situations (John, 1996).

The AMBA organization focuses heavily on the youth racer (age 5-18) so that promising young athletes can be identified and they can be encouraged to develop their potential (John, 1996). The AMBA competition guide provides information concerning materials, clinics, events and development programs targeted at the youth participant.

Organization Guide

The “organization guide” style of event guides sets the international standards for the sport of mountain biking. The organization guide is a publication produced by the International Cycling Union (UCI). The UCI is a non-governmental international association with a non profit making purpose. The UCI mission is to direct, develop, regulate, control and discipline cycling under all forms worldwide (Verbruggen, 1994). It actively participates in the raising of standards at all international cycling events. It is the largest and most encompassing cycling organization, aimed at promoting mountain biking worldwide. The UCI recently celebrated its success as it defended cycling interests within the Olympic movement and was successful at procuring mountain biking as a full medal sport in the 1996 games.

The UCI is a bureaucratic organization made up of twenty commissions. The organization guide produced by the UCI provides much more than rules and regulations. The guide defines the federation voting structure and the global communication process. It defines the decision making process.

The UCI organization guide is an aid to improve the promotion standards of the Grundig/UCI Mountain Bike World Cup events. The guide defines the guidelines of promotional considerations and sponsorship management. The guide provides detailed description of the event design parameters. The UCI World Cup events are the most professionally promoted events (Verbruggen, 1994). The organization guide provides promoters the information they require to maintain this level of excellence.

The UCI event guide is also the source for rules and regulations. The guide acts as the rulebook for promoter and athlete. The standards set forth in this guide are followed at all world cup events.

Significance of Event Guides

In the review of literature, a variety of mountain bike event guides were discussed. Regardless of the size of the event or magnitude of its purpose, some consistencies are evident.

Event guides provide a standardization to mountain bike event production. Each of the event guides discussed defined rules and regulations. Some are suggested, others are mandatory. These rules create consistency within the sport of mountain biking which adds to the over-all development of the sport. An athlete can expect a similar experience whether he/she competes in a local, regional, national or international competition.

Event guides offer promotional suggestions and standards. Event guides describe the marketing channels associated with event production. The future growth of mountain biking is dependent on the attraction of financial funding. This funding is found through

sponsors and participants. A professionally promoted and managed event will succeed on both of these fronts.

The event guide is a valuable source of information to guide the event promoter through pre-event and race day logistics. Event guides explain and provide examples for each step of the planning process. The event guide describes important specifics such as site plans, budgeting, manpower, course design, the race schedule, timing and scoring, refreshments and much more (Stickel, 1996). The event guide is a valuable tool for both first time and seasoned race directors.

The event guide acts as a yardstick with which to judge mountain bike events. Every event and event promoter can be measured against the standards set forth in the event guide. Continued evaluation can only improve events and elevate the level of competition. Evaluation can aid in identifying weak or unidentified elements within the event production process. The event guide is the essential tool to build better events.

Ultimately, the event guide is the key component to the growth and success of mountain bike racing. Each guide has a specific audience and purpose, but all achieve the same result in defining the sport of mountain biking.

Chapter 3

METHODS

The purpose of creating the *Specialized Cactus Cup Event Guide* was to effectively expand the Specialized Cactus Cup event property into new global markets. The guide defined the relationship between Specialized and the licensee. It acted as a reference guide to direct the licensee through the event production process.

The event guide was written with input from the Specialized staff and future licensees. Specialized planning sessions revealed the key objectives to consider while expanding the Specialized Cactus Cup Series globally. Understanding licensee considerations was critical to insure that the finished product met their needs.

The “how to” explanations and examples of event production were written from first hand experiences of the Events Coordinator. These experiences were supplemented with references from similar mountain bike event guides. Once complete, the guide was provided to the Specialized Canada office for use in the first Specialized Cactus Cup event scheduled outside of the United States at Blackcomb Resort in Whistler, B.C. Canada. Effectiveness of the guide was measured by a questionnaire completed by the licensee event staff and an interview with the Specialized Promotions Manager. A qualitative review of the event planning process and the events ultimate success or failure revealed the effectiveness of the guide.

Uniqueness of *The Specialized Cactus Cup Event Guide*

The Specialized Cactus Cup event guide incorporated many of the best elements from the previously discussed mountain bike event guides. Like the others, the

Specialized event guide discussed event descriptions, promotion, sponsorship, logistics, staffing and other important event elements. Unlike the others, the guide focused on the relationship between two parties, Specialized and the licensee.

The event guide was developed with the goals of Specialized and the licensee in mind. The guide became the link that bound the two parties. The event guide was a working document, referred to many times by both parties throughout the event process. The guide acted as the link that defined, directed and suggested actions.

The Specialized Cactus Cup Event Guide provides future organizations a tool to expand an event internationally. No guide to date provides the necessary content to achieve this expansion of an event property.

Specialized Planning Sessions

A key objective in the 1996 Specialized marketing plan was to expand the Specialized Cactus Cup Series into new global markets to further promote the Specialized brand and promote the sport of mountain biking. Specifically, first year events were targeted to take place in Canada, Germany, Japan and Brazil. Creation of the *Specialized Cactus Cup Event Guide* was the first step toward achieving this objective.

Specialized identified four areas with which all Specialized Cactus Cup events must remain consistent: 1) general theme, 2) race format, 3) dealer participation, and 4) merchandising. The guide was prepared as to maintain the consistency of these four main elements. Planning sessions with the Specialized marketing staff provided valuable feedback for the content of the guide.

Licensee Considerations

Licensee considerations were made throughout the development of the *Specialized Cactus Cup Event Guide*. Marketing considerations include language, culture, popularity of mountain biking and popularity of the Specialized brand. The Specialized Cactus Cup formula had a proven track record of success in the United States. Producing this event exactly the same in very different world markets was challenging. Each country had its own interpretation of what a mountain bike race should be. The Specialized Cactus Cup stage race format began on a Friday with a downtown street criterium. Will road closures be acceptable in these countries? The Specialized Cactus Cup courses are relatively flat and fast. Can terrain be found close to city centers to host the event? These are just a few examples of questions that were taken into account during the creation of the guide.

Event Descriptions and “How To” Instructions

The Specialized Events Coordinator was responsible for all elements of Specilized Cactus Cup event production. Tasks for this position included every aspect of the event production, including collateral design and production, venue search, sponsorship sales, team building and race day management. The Events Coordinator became intimately involved with *every* detail of Specialized Cactus Cup event production. Much of the event description and “how to” instruction of the guide was drawn from experiences of the Events Coordinator. In addition, inspiration were drawn

from national and international manuals produced by the sanctioning bodies of mountain biking. These manuals provided standards that make the sport safe, consistent and fun.

Process descriptions and examples were added throughout the event guide. Since every sponsorship negotiation, city alliance and venue design are unique, the licensee was able to choose examples which most closely fit their circumstance. Samples of collateral materials were included.

Instrument

The Specialized Cactus Cup at Blackcomb Resort in Whistler, B.C. Canada was the first time the *Specialized Cactus Cup Event Guide* was used. This event marked the first time the Specialized Cactus Cup was produced outside the United States. Specialized maintains an office on the east coast of Canada, in Quebec. The Canadian staff chose Blackcomb Resort as the destination for the first Specialized Cactus Cup event held outside the United States. Blackcomb Resort offered ease of access, predominately English speaking residents and world renowned mountain biking trails and scenery. It was the ideal location to test the licensee arrangement and the event guide.

A copy of the *Specialized Cactus Cup Event Guide* was provided to the Specialized Canada office. A race director was identified at the Specialized Canada office. This individual worked closely with the Specialized Global Promotions (SGP) staff throughout the event planning process and interpretation of the event guide. The Canadian race director hired a site director who, in turn, built a local race committee. The SGP staff acted as consultants to the Specialized Canada staff. Collectively, the team

worked together to produce a successful event. The event guide was the link that tied all of the event personnel together. It became an invaluable resource to the Canadian staff, who ultimately were responsible for the financial success of the event.

Analysis

The effectiveness of the *Specialized Cactus Cup Event Guide* was measured by two means. A questionnaire (Appendix I) was completed by the Specialized Canada race director and the local site director. This five point Likert scale questionnaire asked questions concerning five key areas of the event guides use and its over-all effectiveness. The five key areas included: 1) description of licensee relationship to Specialized; 2) description of licensee benefits; 3) use as event promotion resource; 4) use as event process resource; 5) Use as event production resource.

These findings were formulated into a discussion to describe the effectiveness of the event guide. Analysis focused on areas that the event guide was ineffective. Areas of ineffectiveness were discussed with the Canada race director and site director to best determine why the guide failed to meet their needs. Recommendations were made based on this discussion for future use of the guide at the Japan, Germany and Brazil events.

Following the event, the Specialized Promotions Manager was interviewed (Appendix II) to determine the degree to which the promotions guide helped achieve the Specialized Cactus Cup global expansion goals. Discussion focused on compliance

to the four areas Specialized desired to remain consistent. Recommendations were made based on this discussion for future use of the guide at the Japan and Brazil events.

Event Guide Modifications

Findings from the questionnaire and interview revealed the strengths and weaknesses of the *Specialized Cactus Cup Event Guide*. Areas of weakness were modified with additional information or clarity to improve its effectiveness.

All statements within the Event Guide Questionnaire that received “somewhat agree” or “disagree” ratings were scrutinized. Discussion with the Canada race director and site director explained why these statements received low marks.

All answers from the Event Guide Interview that were inconsistent with the guidelines set forth by Specialized were scrutinized. Discussion with the Specialized Promotions Manager explained why the questions revealed inconsistencies.

Based on these findings, the event guide was modified. After modifications were complete, altered sections were redistributed to the Canada race director, local site director and Specialized promotions manager for review. A meeting was set, via conference call, between the Canada race director, Canada site director and Specialized Promotions Manager to discuss the modifications. Additional changes were made to the event guide sections during this meeting.

Once the modification process was complete, the *Specialized Cactus Cup Event Guide* was re-bound for use in Japan, Germany and Brazil. In future years, the event guide will be modified annually to insure that its content is current.

Chapter 4

RESULTS

The first Specialized Cactus Cup held outside the United States took place on July 27, 1996 at Blackcomb Resort in Whistler, British Columbia, Canada. The Specialized Cactus Cup Event Guide was used extensively throughout the planning process leading up to this event. The event guide proved extremely effective for both the Canadian the SGP staff. The event itself was very successful, exceeding all of the first year goals established by Specialized.

The Specialized Cactus Cup Canada Event

The Specialized Cactus Cup Canada event was a tremendous success. More than 500 athletes and approximately 10,000 spectators turned out for this first year event. The racing was very competitive, from beginner through professional. The four event, stage race format was well received. The weekend highlight was the Fatboy™ Criterium, held in Whistler Village. Team Specialized went head-to-head with Canada's strongest professionals as they raced on the streets through the center of Whistler Resort. This was just one of the many successes at the international debut of the Specialized Cactus Cup.

The Specialized Canada staff proved very capable throughout the planning process. The site director, hired by Specialized Canada, was very experienced in event production. Two copies of the event guide were sent to the Specialized Canada office, one for the race director and one for the site director. Both individuals reviewed the guide carefully. There was extensive dialog between the Specialized Events Coordinator and the Canada staff throughout the planning process. Each element of the event was

discussed during the months, weeks and days leading up to the event. The event guide was the primary source of information throughout this planning process.

The Specialized Cactus Cup Canada looked and felt exactly like Cactus Cup events held in the United States. The collateral templates, provided by Specialized to the licensee, were used effectively. The venue design was consistent with Specialized Cactus Cup standards. The schedule of events mirrored that of other Specialized Cactus Cup events. The post event celebrations were very successful. The Canadians promoted the Specialized brand efficiently through pre-event and race day radio and television promotions. Race day merchandising was well managed by dealer participation at the event expo. The festival atmosphere was achieved with plenty of activities for all. The kids race drew nearly one hundred young riders. The Canada event was one of the most successful first time Specialized Cactus Cup events.

Event Guide Questionnaire

The event guide questionnaire was completed by the Canada race director and site director following the events completion. The questionnaire was designed to measure the over-all effectiveness of the event guide. Results from this questionnaire indicated a high degree of satisfaction for the event guide as a planning tool. Twenty one of the twenty five questions in the survey resulted in an “agree” or “strongly agree” responses. Three of the four remaining questions were answered “neutral” and one “somewhat agree.”

Two of the “neutral” responses can be attributed to Specialized weaknesses rather than flaws in the event guide. Questions number 10 and 13, of the event guide questionnaire, both received “neutral” responses. The questions refer to the use of Team Specialized and the media. Specialized, as defined in the event guide, is obligated to furnish two Team Specialized members to the licensee. These athletes will be available for pre-event and race day promotions such as clinics or media interviews. Discussion with the Canadian directors revealed confusion about exactly which Specialized athlete will be attending. Some Team Specialized members are more popular than others. Ned Overend is the most celebrated mountain biker of all time. The Canadians wanted Ned! Specialized was not specific about which athletes they would send, making it very difficult for the Canadians to arrange their promotions campaign. A lead time provision concerning Team Specialized athletes will be added to the event guide to solve this problem.

There are many sponsorship opportunities associated with a Specialized Cactus Cup event. As defined in the event guide, some sponsorships may be sold by the licensee. Question 18 of the event guide questionnaire received a “neutral” response. The Canadian directors were frustrated by their limited opportunity to seek sponsorship. Many of the opportunities associated with local sponsorships do not offer large cash contributions. The license fee payment, coupled with the financial risk of a first time event makes the licensee fiscally vulnerable. Specialized will need to offer licensees more flexibility to seek local sponsorships.

Race terrain varies throughout the world. Riders in one part of the world are used to riding in very different conditions than riders in other regions. Question 23 of the event guide questionnaire relates to course design. This question received a “somewhat agree” response from the Canadian directors. The event guide defines the Specialized Cactus Cup as “an event for all ages and ability levels.” This statement proved to be vague and was not sufficient in guiding the licensee to create an appropriate course. The Specialized Cactus Cup Canada course was too difficult by Specialized standards. The Canadians were used to their terrain and assumed the course they designed was suitable. In the end, the combination of the challenging course and an unexpectedly hot day proved to much for many of the beginner athletes. A large number of athletes were forced to drop out. More clearly defined course requirements should be written into the event guide.

Specialized Response

The Specialized Promotions Manager was interviewed to determine if the event guide was an effective tool in maintaining compliance of Specialized Cactus Cup standards. Responses proved consistent with the findings from the Canadian directors. Aside from a few minor problems, the event was considered a complete success. Use of the event guide seemed to facilitate this process effectively.

The Specialized Cactus Cup Canada event was consistent with previously produced events in the United States. The promotions manager felt that the four most important elements; theme, race format, dealer participation and merchandising were all well maintained. As a whole, the event guide was considered extremely effective.

Areas of ineffectiveness were consistent with findings from the Canadian directors. The promotions manager felt the course was far too difficult. Not only did the event become less enjoyable, but it also increased Specialized's insurance liability. A negative response was also made concerning the confusion surrounding Team Specialized participation. The promotions manager felt that poor management by Specialized was to blame and not the ineffectiveness of the event guide.

Changes to Event Guide

Based on the findings from the event guide questionnaire and the interview with the Specialized Promotions Manager, few changes to the event guide are necessary. The over-all effectiveness of the event guide was very high. The first Specialized Cactus Cup event outside of the United States was a complete success.

A change was made to the event guide concerning the availability of Team Specialized members to licensee events. Specialized must now provide the licensee with the names of participating Team Specialized athletes at least two months prior to the event date. No provision can be made to insure specific athletes will attend. Athletes will be chosen based on their availability as it relates to their racing schedule and season goals as defined by Specialized.

A statement was added to the sponsorship chapter of the event guide, allowing licensees broader sponsorship selling opportunities. Because each market is unique, it is impossible to identify each specific opportunity that may arise. The licensee will be given

freedom to explore sponsorships that in no way impact the global sponsorship partners or are inconsistent with Specialized standards. Final approval will still remain with Specialized.

It is imperative that all Specialized Cactus Cup courses are friendly to the beginner rider. A change to the Cross Country description will help define the course requirements. The Specialized Events Coordinator will ride the course during a pre-event planning session. This mandatory course inspection will take place at least three months before the race date.

Ongoing evaluation and improvements to the event guide will continue to increase its effectiveness. These changes must be made while considering the needs of both Specialized and the licensee. The event guide is an effective tool to aid in the production of successful Specialized Cactus Cup events worldwide.

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Appendix I

Interview Questions Specialized Cactus Cup Event Guide

The following interview questions are designed to determine if the Specialized Cactus Cup Event Guide was an effective tool in maintaining compliance of the general guidelines set forth by Specialized. The questions are specific to the Specialized Cactus Cup event at Blackcomb Resort in Whistler, B.C. Canada where the event guide was first used.

As defined in the event guide:

Event Theme

1. Did the event look like a Specialized Cactus Cup event?
2. Was the Southwestern “Cactus” theme evident at the event?
3. Was there a festival type atmosphere?
4. Was the course designed with all racers in mind?

Event Format

1. Did the event follow the Specialized Cactus Cup race format?
2. Did the event offer the same post event celebrations?
3. Was there a manufacturer expo?
4. Were kids events highlighted?

Dealer Participation

1. Were Specialized dealers involved in promoting the event?
2. Was the promotional campaign effective in selling Specialized products?
3. Were dealers prominently displayed at the event exposition?
4. Was there athlete tech clinics at dealer locations?

Merchandising

1. Were graphic guidelines followed?
2. Did the merchandise order process work effectively?
3. Did licensee maximize all channels of merchandise distribution?
4. Was the licensee effective at selling Cactus Cup merchandise at the event?

Appendix II

Specialized Cactus Cup Event Guide Questionnaire

This questionnaire is designed to obtain information on the effectiveness of the Specialized Cactus Cup Event Guide as a resource in the planning of the Specialized Cactus Cup event held at Blackcomb Resort. To indicate the level of agreement with the following statements, please circle the appropriate number to the right. Thank you.

<u>Rating Scale</u>				
1=Disagree	2=Somewhat Agree	3=Neutral		
	4= Agree	5=Strongly Agree		

The event guide:

1. provided me a clear concept of the event.	1	2	3	4	5
2. clearly defined the Specialized Cactus Cup objectives.	1	2	3	4	5
3. explained clearly the responsibilities of the Licensee.	1	2	3	4	5
4. explained clearly the responsibilities of Specialized.	1	2	3	4	5
5. clearly defined the financial commitment by Licensee.	1	2	3	4	5
6. clearly defined the staff support provided by Specialized as part of my license fee.	1	2	3	4	5
7. clearly defined the event collateral items I receive as part of my license fee.	1	2	3	4	5
8. clearly defined the participant items I receive as part of my license fee.	1	2	3	4	5
9. clearly defined the event materials I receive as part of my license fee.	1	2	3	4	5
10. clearly defined the use of Team Specialized I receive as part of my license fee.	1	2	3	4	5
11. provided me the tools to effectively promote the event.	1	2	3	4	5
12. provided clear examples of promotional channels available to me.	1	2	3	4	5
13. provided clear information concerning pre-event and event day media relations.	1	2	3	4	5
14. provided clear graphic standards.	1	2	3	4	5
15. provided clear examples of event sponsorship campaigns.	1	2	3	4	5
16. clearly explained the event timeline.	1	2	3	4	5
17. clearly explained dealer involvement.	1	2	3	4	5
18. clearly explained the role of sponsors.	1	2	3	4	5
19. clearly explained the event staff duties.	1	2	3	4	5
20. clearly explained the schedule of events.	1	2	3	4	5
21. clearly explained the registration process.	1	2	3	4	5
22. clearly explained competitor classes and categories.	1	2	3	4	5
23. clearly explained venue and course design.	1	2	3	4	5
24. clearly explained the role of hired event staff (officials, timing, announcers, etc.).	1	2	3	4	5
25. clearly explained the post event evaluation process.	1	2	3	4	5

Appendix III

November 12, 1996

To whom it may concern,

Tom Bradley has the permission of Specialized Bicycles to use the Specialized Cactus Cup Event Guide for his Masters project at San Jose State University. This includes information concerning the history and current state of the Specialized Cactus Cup event series. In addition, he is granted permission to include examples of the Specialized Cactus Cup promotional items throughout the thesis project.

Specialized understands that this document will be bound and available for public review.

Sincerely,

SPECIALIZED BICYCLE

Kris Burchard
Manager, Promotions

SPECIALIZED CACTUS CUP®

*1996 Specialized Cactus Cup®
Event Guide*

Specialized Cactus Cup Concept

The Specialized Cactus Cup mountain bike race series was created to promote the Specialized brand in key markets. Creating and producing all elements of the Cactus Cup enables Specialized to control all promotions surrounding each event. The Cactus Cup is an effective marketing tool to reach active consumers participating in the sport they enjoy.

The Specialized Cactus Cup events target the beginner participant. The race courses are created to be challenging, yet fun. This insures that the beginner participant has a quality mountain bike experience and remains enthusiastic toward the sport. In addition, the Cactus Cup event offers a "1st timer" category and kid's racing. These beginner offerings have proven to be extremely popular. The Cactus Cup events draw new participants into the sport of mountain biking while exposing them to the Specialized brand.

The unique Stage Race format of the Cactus Cup attracts strong fields of pros and local experts. The general classification (GC) competition includes a Time Trial, Fatboy Criterium (street Criterium), Dirt Criterium and Cross Country. The Cactus Cup boasts a history of close finishes.

The Specialized Cactus Cup is marketed as a destination weekend that includes "something for everyone." There is racing for all levels of mountain bike riders, from 1st timers to pros. Each venue is created with a festival type atmosphere. The race site includes a consumer expo, a kid's bicycle safety rodeo and a decorated venue great for spectating. The "Cactus" theme is brought to each venue by erecting more than 30 wooden cacti, two 20' inflatable cacti and plenty of creative Cactus Cup signage. This festival atmosphere is augmented with plenty of Specialized tents, inflatables and signage. Each participant is exposed to numerous Specialized impressions.

The Cactus Cup event is packaged to offer a value to sponsors. The events include national television coverage, strong bicycle industry advertising and cross promotional opportunities. In addition, the events garner numerous impressions from local television, radio, magazines and newspapers.

The Specialized Cactus Cup is the most effective event sponsorship opportunity to promote the image of Specialized and its many products.

History of the Specialized Cactus Cup

The Cactus Cup began in 1991 as a regional event held in the desert of Arizona. The March climate in this territory offers the perfect environment for a host of outdoor training activities. Specialized, recognizing the benefits this climate had to offer for both pre-season training camps and "tune up" racing, took over the events production in 1992. That year was a tremendous success, drawing over 500 racers from the beginner, sport and expert categories as well as a full field of professionals looking for a little pre-season, low stress and high fun racing. The 1992 event set the stage for what has now become an annual migration for mountain bike racers across the country and around the world to Scottsdale, Arizona in the month of March.

In 1993 the event almost tripled in size with nearly 1,500 participants. Category riders were drawn by the message of mild temperatures, professional organization and extreme competition along a dangerously tight course lined with saguaro "biting cactus." The event was a who's who in mountain biking. It is the first opportunity for industry reporters to find out who signed with which team. In 1993 these professionals were wearing more than just new jerseys, they were also wearing their most competitive game faces. Cactus Cup was no longer a season warm-up, it was a bonefied opportunity to become the first winner of the season and get all the publicity this title garners. It is also a time for manufacturers to roll out the latest and greatest in bike technology. Along with these competitors came 10,000 spectators to take in the three day festival that offers 'something for everyone.'

From its inception, the philosophy of the Specialized Cactus Cup was to draw as many new riders into the sport of mountain biking as possible. With a great foundation created by the Arizona event, Specialized expanded the '93 Cactus Cup into a three race series. First time events took place in both Mansfield, Ohio and Athens, Georgia. Both events drew nearly 600 riders each and were very well received. As with all the Cactus events, the weekend included a kid's bicycle safety rodeo and children's racing. Also, the downtown "Fatboy Criterium" was added to the '93 race line up to take mountain biking- to the people. Staged as a criterium on the downtown streets, this exciting racing raised more than a few eyebrows and drew even more spectators to the weekends race sites.

History (cont.)

In 1994, the Specialized Cactus Cup Series expanded to four events, one of which was held outside the United States. The season was once again "kicked off" in style with the Cactus Cup in Arizona. The entire industry rolled out to participate and entries were closed at 2,000 competitors. Always a highlight, the Arizona kid's event drew 300 participants. Both the midwest and southern stops were moved to larger media markets in 1994. The Mansfield, Ohio event was shifted to Illinois and the Athens event moved to Atlanta.

The Specialized Cactus Cup series was a tremendous success in 1995. In its fifth successful season, the Cactus Cup events have become the most popular stops on the mountain biking circuit after the World Cup and NORBA National series. The 1995 Cactus Cup event in Arizona was host to nearly 3000 competitors, making it the second largest mountain bike event that season. Athletes were not the only ones making the journey to the 'land of sun,' more than 150 exposition booths were rented by industry manufacturers. The Arizona event was nicknamed the "Spring Tradeshow" due to the roll out of the latest cycling products by manufacturers. Over 30,000 spectators participated in the weekends activities. Following the successful Arizona "kick-off" event, the Cactus Cup series moved on to Illinois, Whistler B.C. Canada and Georgia. All in their second year, each of these events doubled in size attracting 1,000 participants each. The Specialized Cactus Cup series had become the most talked about series in mountain biking and now had a firm foundation.

The goal of the 1996 Specialized Cactus Cup series will be to expand the series internationally while maintaining its current success. The '96 season will include returning events in Arizona, Illinois and Georgia. First time events are scheduled for Canada, France, Japan and Brazil.

In its short history, the Specialized Cactus Cup Series has gained global attention. The series offers a bright future for mountain bike competition, the events sponsors and the growth of mountain biking in general.

Entitlements/Terminology

Formal terminology

To be used in *all* cases when referring to the event. Examples: press releases, event print materials, local sponsorship proposals, advertising, etc.

Specialized Cactus Cup®

Type face

When Specialized Cactus Cup is used in logo, type style is Helvetica Black.

Trademark

The Specialized Cactus Cup is federally registered in the United States. The proper notice to designate this is ®. This notice should occur with the first or most prominent use of the mark on event materials.

Sponsorship

Global Sponsors

Sponsors at title, presenting, associate and official product levels that have purchased sponsorship of the global series. These sponsors will be referred to at all Cactus Cup events in the same manner. Logo usage of global sponsors will be consistent in size and placement throughout the 1996 Specialized Cactus Cup season. **All global sponsorship opportunities are negotiated by Specialized USA promotions.**

Title Sponsor:

Benefits to Title Sponsor include:

1. Title Sponsor company name/brand and logo will be incorporated into the title of the series. All reference to the series will include the sponsor's name.
2. Title Sponsor television package includes:
(Confirmed television as of 10/95: Scottsdale, Arizona)
 - Sponsor feature - a special feature/interview showcasing the race facts of the Specialized Series.
 - Sponsor representative interview - an interview highlighting sponsor's involvement in event.
 - Opportunity to purchase commercial spots.
 - Opening and closing billboards on broadcast.
3. Title sponsor radio package includes:
 - Name inclusion in promotional spots beginning three weeks prior to the event. This includes 30-45 60 sec. spots broadcasting the 2-3 weeks prior to event, and an increased frequency to 60 spots the week of the event.
4. Title Sponsor's logo to appear prominently in all print advertising.
5. Title Sponsor's logo will be positioned most prominently in all public relations efforts. Our goal is to obtain 3 television, 2 radio and 2 print placement per event.
6. Title Sponsor's logo will appear on all Leader and Winner jerseys. This will identify the sponsor brand with the champions at each event.

Sponsorship (cont.)

(Title Sponsor Benefits - Cont.)

7. Title Sponsor's logo will appear on all Cactus Cup event T-shirts sold globally in Specialized's distribution channels. Approximately 10,000 units globally.
8. Title Sponsor's logo to appear on Cactus Cup after-market jerseys sold globally in Specialized's distribution channels. Approximately 10,000 units globally.
9. Specialized will work with the sponsor to customize promotional tie-in opportunities through its dealer network and to maximize product sales, sampling and exposure. Specialized has over 3,000 dealers nationally.
10. Title Sponsor's name & logo to appear on all race numbers, Start/Finish banner, snow fencing, event staff clothing, all official vehicles, and scoring and announcing stage at all events.
11. Title sponsor will receive name and logo on race bags, waterbottles, cups and other event related items as permitted by ordering deadline.
12. Twenty (20) on-site banners displayed most prominently on race course and at all race functions including press conference.
13. Full page advertisement in race program. Approximately 2,000 per event.
14. 30' X 30' expo space in prime location at race exposition. (More if necessary)
15. Product exclusivity throughout event.
16. On-site sales promotion and promotional sampling opportunities.
17. Special accommodations for corporate employees/guests, with a private area to entertain.
18. Complimentary event passes for ten guests to all event functions.
19. Complimentary race entries for five people in the class of their choice (1st timer, beginner, sport, expert, pro).

Sponsorship (cont.)

Presenting Sponsor:

Benefits to Presenting Sponsor include:

1. Presenting sponsor will mean; The Specialized Cactus Cup™.
Presented by Sponsor Name
2. Presenting sponsor television package includes:
(Confirmed television as of 10/95: Scottsdale, Arizona)
 - Sponsor representative interview - an interview highlighting sponsor's involvement in event.
 - Opportunity to purchase commercial spots.
 - One (1) closing billboard on broadcast.
3. Presenting sponsor radio package includes:
 - Name inclusion in promotional spots beginning three weeks prior to the event. This includes 15-20 60 sec. spots broadcasting the 2-3 weeks prior to event, and an increased frequency to 60 spots the week of the event.
4. Presenting Sponsor's logo will appear on all Cactus Cup event T-shirts sold globally in Specialized's distribution channels. Approximately 10,000 units globally.
5. Corporate identity participation in all print advertising.
6. Specialized will work with sponsor to customize promotional tie-in opportunities and maximize product sales and exposure.
7. Ten (10) on-site banners displayed on race course (including start/finish).
8. Half page ad in race program. Approximately 2,000 per event.
9. 20' X 20' exhibit space at race expo.
8. Product exclusivity throughout the event (opportunity to be official program).
9. Race bag insert (distributed to each competitor at registration).

Sponsorship (cont.)

(Presenting Sponsorship Benefits - Cont.)

10. On-site sales or promotional sampling opportunities available.
11. On-site race announcements throughout the three days of racing.
12. Complimentary race entries for four people in the class of their choice (1st timer, beginner, sport, expert, pro).
13. Corporate entertaining opportunities available.

Associate Sponsor:

Benefits to Associate Sponsor include:

1. May "present" different races or activities within the Cactus Cup Series. (Kid's race, Kid's Safety Rodeo, Fatboy Criterium, Dirt Criterium, Cross-Country, Meet the Pro's Party, etc)
2. Opportunity to feature product for race prizes.
3. Corporate identity participation in all print advertising.
4. Six (6) on-site banners displayed on race course (including start/finish area).
5. 1/2 page ad in race program. Approximately 2,000 per event.
6. 20' X 10' exhibit space at race expo.
7. Product exclusivity throughout the event.
8. On-site sales or promotional sampling opportunities available.
9. Opportunity to purchase existing television commercial spots.
10. Race bag insert (distributed to each competitor at registration).
11. On-site announcements throughout the three days of racing.
12. Complimentary race entries for three people in the class of their choice (1st timer, beginner, sport, expert, pro).

Sponsorship (cont.)

Official Product Sponsor:

Benefits to Official Product Sponsor include:

1. Corporate identity in all print advertising as “official supplier” in sponsor’s particular category.
2. Product exclusivity throughout the event.
3. Opportunity to feature product for race prizes.
4. Opportunity to feature product during race weekend. (VIP, Aid Stations, Celebrity party, etc)
5. Four (4) on-site banners on the race course (including start/finish area).
6. 1/4 page ad in race program. Approximately 2,000 per event.
7. 10' X 10' exhibit space at race expo.
8. Name and logo included in print materials as appropriate.
9. Race bag insert (distributed to each competitor at registration).
10. On-site sales or promotional sampling opportunities available.
11. Opportunity to purchase existing television commercial spots.
12. On-site race announcements throughout the three days of racing.

Sponsorship (cont.)

Local Sponsors

Sponsorship attained by the licensee in their local market. Examples of local sponsorship include land use, radio & print advertising, hotel, and restaurant/catering. Local sponsorships come in the form of cash, use or trade. Each situation is unique and is **negotiated by the licensee** to meet their event needs. Licensee may sell any local sponsorship package that does not infringe on global sponsor benefits. Local sponsors must be pre-approved by Specialized.

Land Use

The most important local relationship of all. Negotiations over land use take place for a variety of reasons. The most obvious land need is the course itself. Whether this land is owned by a private party, resort, park organization or city government, very few will offer the use for nothing. Other land considerations include parking and exposition space. It is often necessary in the property contract to outline a summary of event details and responsibilities. This can include staff responsibilities, equipment needs and specific timelines. In most cases, it is desirable to negotiate an extended contract to insure return in future years.

Land Use sponsorship agreement examples:

Example # 1: A resort very enthusiastic to host event, seeking high involvement, that has bought into Presenting Sponsorship package.

Resort to provide:

- \$16,500 cash for presenting Sponsor package.
- \$4,000 credit for site director.
- Property and surrounding land for race course, expo, Fatboy™ Criterium and start/finish area.
- Complimentary lodging for media, race staff and Team Specialized riders.
- Opportunity to control all on-site concessions. Profits retained by land owner.
- Secure and organize 80 volunteers.
- Provide 4x4 vehicles for use.
- Secure local permits for usage and altering local agencies of week-end activities.
- Hard fencing, stage for announcer; public address system and stereo.
- Resort staff dedicated to work with Specialized staff during race week.
- Supply course maps, venue diagrams and maps for collateral materials.
- Collaboration with Specialized on local public relations opportunities.
- Local celebrity to help race announcer for event week-end.
- Complimentary chair lift passes for downhill racers included in entry.

Sponsorship (cont.)

(Local Sponsorship Benefits - Cont.)

- Complimentary Media, VIP and Staff passes for chair lift.
- Resort could receive commission for securing sponsors for the race with Specialized approval at a sponsorship commission of 20% of net cash agreement.
- Resort could receive commission for securing expo and technical space rentals in conjunction with the race with Specialized approval at a rate of 15% of net cash agreement.

Specialized to provide a turn key race operation which includes the following:

- Race to be referred to as The Specialized Cactus Cup® at Resort name.
- Responsibilities for income and expenses related to the Cactus Cup.
- Timing and scoring company.
- Race Officials.
- One race announcer and music.
- Prizes, prize money and volunteer gifts.
- Start/Finish banners, snow fencing, decorative signage and banners.
- Technical course set-up and materials.
- Direction of all races by Specialized.
- Kid's rodeo set-up and materials.
- Design, layout and flow of Expo and technical area.
- Participant race bag, registration materials and prizes.
- Total race management from Specialized.
- Design of print collateral including:
 - *National Ads, local ads, posters, schedules, program, VIP and press packages and materials.
- 2-5 Team Specialized racers for week-end.
- Sanctioning of race by Specialized.
- Public relations to cycling industry and non-industry magazines with P.R. agency.
- Local media coverage using Team Specialized members.
- One million dollar special event insurance.

Example #2: A resort moderately enthusiastic to host event, seeking cash contribution for use of land and limited involvement.

Resort to provide:

- Property and surrounding land for race course, expo, and start/finish area.
- Parking and parking control personnel and signage.
- Opportunity to control all on-site concessions. Profits retained by resort.
- 4x4 Vehicles (truck/quads) to be used during event weekend.

Sponsorship (cont.)

(Local Sponsorship Benefits - Cont.)

- Opportunity to plan in conjunction with our race week-end, an activity such as pasta party or similar activity for Saturday.

Specialized to provide a turn key race operation which includes the following:

- Race to be referred to as The Specialized Cactus Cup® at Resort name.
- Income and expenses related to the Cactus Cup.
- Race promoter(s) to work for Specialized as site manager. This person(s) will act as liaison to local community. This person(s) will be paid by Specialized.
- Timing and scoring company.
- Race Officials.
- Two race announcers and music.
- Prizes, prize money and volunteer gifts.
- Start/Finish banners, snow fencing, decorative signage and banners.
- Technical course set-up and materials.
- Direction of all races by Specialized.
- Kid's rodeo set-up and materials.
- Design, layout and flow of Expo and technical area.
- Participant race bag, registration materials and prizes.
- Total race management from Specialized.
- Design of print collateral including:
 - *National Ads, local ads, posters, schedules, program, VIP and press packages and materials.
- 2-5 Team Specialized racers for week-end.
- Sanctioning of race by Specialized.
- Public relations to cycling industry and non-industry magazines with P.R. agency.
- One million dollar special event insurance.

Radio

Used for pre-event promotion and event weekend highlights, radio can be one of the most important forms of media to promote your event. It is most effective to promote the event through one "Official" station in the market where the event takes place. Depending on the event location and number and size of surrounding markets, additional radio purchases may make sense.

Sponsorship (cont.)

(Local Sponsor Benefits - Cont.)

Radio sponsorship agreement example:

Radio station to provide:

- One free sixty second spot for every sixty second spot purchased.
- Public Service Announcements (PSA's); 6-12 times daily, 1 week.
- On-site race announcement. (Fatboy Criterium preferred)
- Interview opportunity with member of Team Specialized.

Licensee to provide:

- Right to use the designation of "Official Radio Station" of event.
- 10 x 10 expo booth.
- Two banners in competition area. (Outside start finish area)
- Logo printed in materials as permitted. Poster, program
- Race site announcements.

Print Advertising

Used for pre-event entry form advertising and dealer coupon ads featuring Specialized products. Numerous publications may be used to effectively promote the event. There is typically one athletic publication that best reaches potential participants. Often these publications have promotional packages with event rates.

Print sponsorship agreement example:

Publication to provide:

- 50% off magazine advertising rates.
- Cover shot on magazine. Month prior to event.
- Feature in "coming attraction" section of publication.
- Inclusion in event hotline prior to event.
- Post race story and results.
- Highlighted calendar listing.

Licensee to provide:

- Logo on print materials. Poster, program.
- 10 x 10 expo booth - or magazine distributed in race bags.
- Two banners in competition area. (Outside start finish area)

Sponsorship (cont.)

(Local Sponsor Benefits - Cont.)

Hotel

Developing a promotional relationship with a hotel in the race site community is essential. Sponsorship packages with host hotels can save both promoter and participant considerable dollars. For "Official Hotel" status, hotels are willing to offer special rates to race staff and participants.

Hotel sponsorship agreement example:

Hotel to provide:

- Complimentary rooms to race staff. Based on rooms sold to event participants. Example #1: Complimentary staff room(for length of stay) per 20 rooms booked by event participants. Example #2: Flat 40 room nights.
- Adjusted room rate for rooms billed to promotions staff.
- Special "Cactus Cup" discounted room rate for event participants.
- Storage of event materials as necessary.
- Opportunity to post daily results in lobby.

Licensee to provide:

- Right to use the designation of "Official Hotel" of event.
- Logo on print materials. Poster, program.
- Hotel registration information in entry form and on event hotline.

Restaurant/Catering

There are many opportunities for local food industries to become involved with the event. The cost of food and food services is significant. Negotiating trade sponsorships can greatly enhance the events financial bottom line. Some opportunities include: VIP catering, race staff & volunteer lunches, race site catering (for participants) and catering parties.

Catering sponsorship agreement (VIP tent) example:

Restaurant to provide:

- Catering for 50 persons for VIP tent. Combination of hot and cold foods. (ex. chicken wings, fajittas, cold cuts, salads, etc) All necessary plates, utensils and condiments.
- Delivery and pick-up.

Sponsorship (cont.)

(Local Sponsor Benefits - Cont.)

Licensee to provide:

Example #1: Opportunity to set up concessions during event weekend.

Example #2: Opportunity to host the "Meet the Pro's" party.

In addition-

- One banner at event site (near VIP tent).
- Announcement during event weekend.
- Opportunity to insert promotional flyer into race bag.

Staff/Volunteer food sponsorship agreement example:

Restaurant to provide:

- 100 Box lunches (sandwich, chips, fruit, soda); quantities distributed between event days.
- Delivery to event site.

Licensee to provide:

- One banner at event site (Outside start/finish area)
- Opportunity to insert promotional flyer into race bags.
- Announcements during event weekend.

There will be additional sponsorship opportunities to negotiate with local companies. Bottled water, items for prizes, etc., can be traded out for promotional exchange. Take advantage of these opportunities and improve the events financial bottom line.

Graphics Standards

Logo Requirements

A. Cactus Cup Logo:

Cactus Cup Logo colors:

PMS 286

PMS 116

PMS 185

PMS 361

Parameters:

1. When printed as 4 color, logo must appear in designated PMS colors.
2. When printed as a single color, any color may be used.
3. Register must appear with logo

B. Specialized Corporate Logo:

Specialized Corporate Logo colors:

PMS 485

Black

Parameters:

1. Logo must print in one of the following combinations:
 - Red 485/black
 - Black
 - White
2. Graphic portion "S" and text "Specialized" must remain in same proportion when reducing and enlarging.
3. Register must appear with logo.

Graphics Standards (cont.)

C. Specialized Logo:

SPECIALIZED®

Specialized colors:

Any color

Parameters:

1. Register must appear with logo

Size / Position

No other logo shall neither sizewise nor by position dominate over the exposure of the Specialized or Cactus Cup logos.

Sponsor logos must be featured in proportion based on sponsorship level. Following is the guideline of size proportions:

Specialized / Cactus Cup: 100%

Title Sponsor: 85%

Presenting Sponsor: 75%

Associate Sponsor: 65%

Logos shall be positioned on documents based on sponsorship level. Highest level appearing first.

Logos must be used on all documents: press releases, credentials, parking passes, posters, programs, advertisements, invitations, etc according to specifications provided.

Logos from host resorts may constitute special requirements based on negotiated commitments. Prior approval by SGP is necessary.

Local companies that contribute only product and minimal cash should not receive logo placement on event poster and program.

No other designs, logos or artwork may be used for any purpose, unless previously approved by SGP.

Graphics Standards (cont.)

Approvals

SGP must approve drafts, including but not limited to:

- Entry forms
- Posters
- Programs
- Advertisements
- Venue Diagrams
- Course Maps
- Promotional materials
- Other public documents

Approval Process:

1. Submit item in “close to final” draft form.
2. Any corrections, additions, deletions, suggestions will be noted and returned within three (3) days.
3. If this time should lapse before a response has been received from SGP, it is the licensee's responsibility to contact Specialized to inquire about the status. Such a lapse does not intend or suggest approval of submission.
4. Submit revised item.
5. Final approval will be noted and initialed by SGP.

Promotional Print Materials

Entry Form

Each licensee is responsible for the printing of entry forms. Example entry forms from the 1994 season are enclosed. The templet for the entry form will be sent to you on disk. You are required to use this format supplied. All entry form and materials must be approved by SGP.

Each entry form must contain the following information:

- Race date & location
- Registration form
- Contact number for event information
- Contact number for lodging information
- Description of race categories.
- Description of events.
- Tentative event timeline
- Description of awards
- Registration deadlines and entry fees
- License information
- Mailing address
- Detailed map to event site & lodging
- Sponsor logos

Entry form ads

Specialized will provide a master ad templet on disk that can be customized for each location. This ad is designed for use in vertical publications, newspapers, etc. You are required to use this format. Example entry ads from the 1995 season are enclosed. It may be necessary to alter the ads size and shape due to changing ad spec requirements. It is imperative that all of the necessary event information remains in the ad. All entry ads must be approved by Specialized Global Promotions.

Poster

Specialized will provide a poster template on disk that can be customized for each location. An example of the 1995 poster is enclosed. The poster should be distributed throughout the local market and any additional markets you anticipate drawing participants from. Generally, for a national Cactus Cup event, posters are distributed to bike dealers in a five state region surrounding the event. Full distribution within the event market can be achieved by providing posters to the local site director, local sales reps and city agencies. The poster must be approved by Specialized Global Promotions.

AT

WESTWORLD

Scottsdale, Arizona March 15, 16, 17 1996
for event information, call 1-800-245-3462x2310

SPECIALIZED CACTUS CUP® ARIZONA

March 15, 16, 17, 1996

CATEGORIES

First Timers - This category is meant for people who haven't raced mountain bikes before. The course will be shortened a bit.

Beginners - This category is meant for people who have only raced a couple of times. The course will be shortened a bit.

Sport - This category is for riders with intermediate ability level. You should be experienced in racing and have good fitness to complete a longer course.

Expert - This category is for the advanced competitor. You should have solid bike handling skills, extensive racing experience and excellent fitness to complete a longer course.

Elite - A new NORBA category. Will compete with the Pro category.

Pro - This category is for top-level competitors. You should possess the highest degree of skills, experience and fitness to complete the longest course. Requires upgrade through sanctioning office.

EVENT OPTIONS BY CATEGORY

PRO/ELITE & EXPERT CATEGORIES - MOUNTAIN BIKE STAGE RACE

Friday Morning Stage = Prologue Time Trial

Friday Night Stage = Fatboy™ Critérium

Saturday Stage = Dirt Critérium

Sunday Stage = Cross Country

1ST TIMER, BEGINNER & SPORT CATEGORIES - INDIVIDUAL RACES

Saturday = Time Trial (limited to first 1,000 entries!)

Sunday = Cross Country

EVENT DESCRIPTIONS

Time Trial - This event will start in Wendell arena at WestWorld. Pre-registered riders' start times will be posted on the information board at WestWorld and at the Fairfield Inn the afternoon before your race day. Start times will be updated throughout race day for late registered riders. Pro and Expert categories will compete in the prologue time trial Friday morning. All other classes compete in an individual time trial on Saturday.

Fatboy™ Critérium - This will be a miss-and-out type critérium on mountain bikes. The race will take place on the city streets of downtown Scottsdale. Racers will be allowed to change their tires to "slick" type tires. Specialized slick is called a Fatboy™. Tires may be no smaller than 1.25" in width. The course is a 1/4 mile loop with lots of turns. The top 50 riders in each class after the Friday morning time trial will qualify to compete in the Fatboy™. Classes are Pro/Elite men, Pro/Elite women, Expert men 19-26/27-34 and Expert women 19-34.

Dirt Critérium - This event will start in Wendell arena at WestWorld. A multi-lap race on approximately a 1-mile course. This race is open to Pro and Expert riders only.

Cross Country - The course is famous for being extremely technical with lots of single track and great ups and downs along an approximately 9-mile loop. You will be racing in the desert - please carry plenty of water and a spare tube! This race is open to all classes.

Dual Slalom - In the Equidome at WestWorld. Fastest times after 2 qualifying runs make finals. Combined Beginner/Sport & Expert/Pro/Elite categories. This event is not part of the Stage Race.

REGISTRATION

Registration will take place under the Specialized tent at WestWorld. Registration will be open from 12-5pm on Thursday, March 14 and 6:30am - 4pm Friday, March 15. Race day registration opens at 6:30am.

Race day registration will close one hour before the first class of your race category. You will pick up your race number, event packet and race bible at the registration tent. Read your race Bible!

NORBA License Information

First timers and beginner categories can purchase a one-day NORBA licenses on-site (\$3 per day). Sport category riders must purchase a full year license (\$30.00) or a 30-day trial license (\$15.00). Full year licenses must be purchased by Expert and Pro categories (\$30).

PRIZES

First Timer, Beginner & Sport - Awarded daily. Prizes to 5 places in all classes and categories. Specialized products totaling \$5,000 distributed between all classes.

Expert & Pro - Awarded at stage race completion to over all GC leaders. Individual stage prizes awarded daily to top three Pro & Expert riders. Pro division purse \$10,000. Cash awards will be distributed 10 deep. Specialized products for Expert riders distributed 5 deep. Leader jersey awarded after each stage. Dual slalom purse \$1,600.

KIDS RODEO

Open Saturday and Sunday 10:00a.m. - 3:00p.m.

Loaner bikes and helmets available from Specialized. Bring your little hombres for a lesson in bike safety!

KIDS RACE

Sunday, March 17 at 10:30a.m. at WestWorld.

For all children ages 13 and under.

Parents are allowed to push, run along or whatever is necessary to help their mini-pros participate. All participants will receive a medal, race number, race bag and lots of encouragement. Helmets are required. A small number of loaner helmets will be available for free. Race fee: FREE!

CACTUS CUP EXPO

Saturday & Sunday, 8am-5pm.

PARTY TIME!

Friday night "Meet the Pros Party":

At Civic Center Square, adjacent to the race course. Immediately following the completion of the Fatboy Critérium. Come hang out with all of the pros! Information available at the registration desk at the race site.

Saturday night "Barn Bash": In Bretts Barn at WestWorld - Immediately following the Dual Slalom. Specialized knows how to party! Be there! Drink, eat & get swag!

EVENT SITE

WestWorld of Scottsdale, 16601 N. Pima Road, Scottsdale, AZ 85260

CAMPING/RV PARKING

Available at WestWorld. RV parking \$15.00 (daily rate), tent camping \$7.00 (daily rate) Please call 602/585-4392 for reservations.

800-245-3462 x 2310

Event Hotline

OFFICIAL HOTEL

When calling, ask for the special Cactus Cup rate.

13440 N. Scottsdale Rd., Scottsdale, AZ 85254

Call: 602-483-0042 for reservations. Rooms are limited. Call NOW!

• Cactus Cup Headquarters • Official results posted daily in lobby.

ADDITIONAL HOTELS

Marriott's Mountain Shadows - 602/948-7111

Scottsdale Marriott's Suites - 602/945-1550

OFFICIAL SPECIALIZED CACTUS CUP DEALERS

Stop by one of the "Official Cactus Cup" dealers for a free bike inspection and great savings on featured Specialized products.

Bicycle Showcase

Landis Cyclery

Valley Cyclery

7229 Shea Blvd.

712 W. Indian School Rd.

751 E. Bell Road

Scottsdale, AZ 85260

Phoenix, AZ 85013

Phoenix, AZ 85022

602/998-2776

602/264-5681

602/494-2999

CONCESSIONS

There will be food and beverage on site all day Saturday and Sunday provided by WestWorld. Please support our sponsors.

WANT TO VOLUNTEER?

Please call Stephanie Gravill at 520-472-7029 (evenings only)

SPECIAL THANKS

To Newhall for the use of the McDowell Mountain Ranch property. For information about McDowell Mountain Ranch call (602) 585-7600.

HELMETS REQUIRED - ANSI/SNELL APPROVED

Limited amount of Specialized loaner helmets available at registration.

SPECIALIZED CACTUS CUP RACE SCHEDULE

All times and course distances are subject to change. Please check race board at the Start/Finish area for your particular start time. These are approximate start times only!

FRIDAY TIME TRIAL

Pros/Experts

START TIME
8:00am

DURATION
5 miles

FRIDAY FATBOY CRITERIUM

Pros/Experts

START TIME
6:00pm

DURATION
1/4 mile loop

SATURDAY TIME TRIAL

1st Timer, Beginner, Sport

START TIME
8:00am

DURATION
5 miles

SATURDAY DIRT CRITERIUM

Expert

START TIME
1:00pm

DURATION
20 minutes

Pro

3:00pm

30 minutes

SATURDAY DUAL SLALOM

All classes

QUALIFYING
9:00am - 11:30am

FINALS
7:00pm

SUNDAY CROSS COUNTRY

Sport

START TIME
8:00am

DURATION
2 laps

Expert

10:00am

3 laps

Pro

12:00pm

3 laps

Beginner

3:00pm

1 lap

1st Timer

3:30pm

1 lap

RACE ENTRY FEES (YOUR ENTRY FEE IS NON-REFUNDABLE) Please make check or money order payable to Specialized Cactus Cup

EARLY REGISTRATION FEE - postmarked by March 1, 1996:

PRO/ELITE & EXPERT MEN/WOMEN

Stage race \$60 or \$25 each stage. Dual Slalom \$20 extra.

FIRST TIMER, BEGINNER & SPORT CLASSES

2 events \$45 or \$25 each stage. Dual Slalom \$20 extra.

LATE REGISTRATION FEE:

PRO/ELITE & EXPERT MEN/WOMEN

Stage race \$70 or \$35 each stage. Dual Slalom \$25 extra.

FIRST TIMER, BEGINNER & SPORT CLASSES

2 events \$55 or \$35 each stage. Dual Slalom \$25 extra.

PLEASE PRINT AND COMPLETE ENTIRE FORM

Today's Date Racing Age (as of 12/31/96) M ☐ F ☐

Name LAST FIRST M.I.

Address Apt #

City State Zip

Home Telephone # - NORBA License #

Notify in case of emergency: Enter TEMP if 1-Day License

Payment enclosed: ☐ Check ☐ Visa ☐ Mastercard Credit Card #

Expiration Date Signature

CATEGORY/CLASS ENTERED

1st TIMER
☐ Men 14-26
☐ Sr Men 27+
☐ Women 14-26
☐ Sr Women 27+

BEGINNER
☐ Jr Men 14-18
☐ Sr Men 19-26
☐ Sr Men 27-34
☐ Vet Men 35-44
☐ Master Men 45+
☐ Jr Women 14-18
☐ Sr Women 19-26
☐ Sr Women 27-34
☐ Vet Women 35-44
☐ Master Women

SPORT
☐ Jr Men 14-18
☐ Sr Men 19-26
☐ Sr Men 27-34
☐ Vet Men 35-44
☐ Master Men 45+
☐ Jr Women 14-18
☐ Sr Women 19-26
☐ Sr Women 27-34
☐ Vet Women 35-44
☐ Master Women

TEAM/CLUB NAME

EXPERT
☐ Jr Men 14-18
☐ Sr Men 19-26
☐ Sr Men 27-34
☐ Vet Men 35-44
☐ Master Men 45+
☐ Jr Women 14-18
☐ Sr Women 19-26
☐ Sr Women 27-34
☐ Vet Women 35-44
☐ Master Women

PRO
☐ Pro Men
☐ Pro Women

ELITE
☐ Elite Men
☐ Elite Women

PLEASE NOTE: Your race number is issued for the entire series. If you don't have it with you at each race, you will be charged \$5 for a new one.

PLEASE MARK EVENTS YOU ARE ENTERING:

Pro/Elite & Expert

☐ All Stages

☐ Time Trial

☐ Dirt Criterium

☐ Cross Country

☐ Dual Slalom

1st Timer, Beginner, Sport

☐ Time Trial

☐ Cross Country

☐ Dual Slalom

ALL ENTRANTS MUST READ AND SIGN WAIVER ON RACE DAY WHEN YOU PICK UP YOUR RACE PACKET

NOT part of Stage Race

TO REGISTER: Send entry form and payment (check or Visa/Mastercard) to Specialized Bicycles/Cactus Cup, 15130 Concord Circle, Morgan Hill, CA 95037 or fax with credit card info: (408) 779.7661

15130 Concord Circle
Morgan Hill
California 95037

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MAVIC

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MAGAZINE

WESTWORLD

Scottsdale, Arizona March 15, 16, 17 1996
for event information, call 1-800-245-3422x2310

Scottsdale
Hotel Community

FAIRFIELD
Marriott INN.

SPECIALIZED CACTUS CUP®

GALENA, ILLINOIS
JUNE 2,3,4 1995

FOR EVENT INFORMATION: CALL 1-800-688-3883 x 2310

PLEASE PRINT AND COMPLETE ENTIRE FORM

Today's Date Racing Age (as of 12/31/95) M ☐ F ☐

Name

Address

City State Zip

Home Telephone # NORBA License #

Notify in case of emergency:

CATEGORY/CLASS ENTERED

FIRST TIMER
Men 14-18
Sr Men 19-26
Women 14-18
Sr Women 19-26

BEGINNER
Jr Men 14-18
Sr Men 19-26
Sr Men 27-34
Vet Men 35-44
Master Men 45+
Jr Women 14-18
Sr Women 19-26
Sr Women 27-34
Vet Women 35-44
Master Women

SPORT
Jr Men 14-18
Sr Men 19-26
Sr Men 27-34
Vet Men 35-44
Master Men 45+
Jr Women 14-18
Sr Women 19-26
Sr Women 27-34
Vet Women 35-44
Master Women

EXPERT
Jr Men 14-18
Sr Men 19-26
Sr Men 27-34
Vet Men 35-44
Master Men 45+
Jr Women 14-18
Sr Women 19-26
Sr Women 27-34
Vet Women 35-44
Master Women

PRO-ELITE
☐ Pro Men
☐ Pro Women

PLEASE NOTE: Your race number is issued for the entire series. If you don't have it with you at each race, you will be charged \$5 for a new one.

ALL ENTRANTS MUST
READ AND SIGN WAIVER
ON RACE DAY WHEN THEY
PICK UP THEIR RACE PACKETS

EARLY REGISTRATION:

Postmarked by May 15, 1995:

PRO & EXPERT UP TO 34 YEARS

3 stages (Fatboy™ Critterium, Time Trial, Cross Country) \$60 or \$25 each stage.

FIRST TIMER, BEGINNER, SPORT & EXPERT

2 events (Time Trial, Cross Country)

\$45 or \$25 each stage.

DUAL SLALOM (All Classes) \$10.

LATE REGISTRATION FEE:

FIRST TIMER, BEGINNER, SPORT & EXPERT

3 stages (Fatboy™ Critterium, Time Trial, Cross Country) \$70 or \$35 each stage.

FIRST TIMER, BEGINNER & SPORT CLASSES

2 events \$55 or \$35 each stage.

PLEASE MARK EVENTS YOU ARE ENTERING:

PLEASE NOTE:

Oversize maps and charts are filmed in sections in the following manner:

LEFT TO RIGHT, TOP TO BOTTOM, WITH SMALL OVERLAPS

The following map or chart has been refilmed in its entirety at the end of this dissertation (not available on microfiche). A xerographic reproduction has been provided for paper copies and is inserted into the inside of the back cover.

Black and white photographic prints (17" x 23") are available for an additional charge.

UMI

BLACKCOM

AT WHI

Whistler, B.C. July 26, 2
for event information, call 1-800-4

CKCOMB

AT WHISTLER

July 26, 27, 28, 1996
on, call 1-800-465-8887 X228

BLACKCOM

AT WHI

Whistler, B.C. July 26, 2
for event information, call 1-800-

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Welcome to the *Specialized* **CACTUS CUP**

From Mike Sinyard

Hello, mountain biking enthusiasts! The Specialized Cactus Cup mountain bike race series was created to promote the growth of mountain biking and make it more accessible to you. The Specialized Cactus Cup events are created to offer a "unique mountain bike experience" to the first-time and current mountain bike competitor. The Cactus Cup philosophy can best be defined with just three letters: F-U-N!

Specialized has and continues to be a pioneer in the support of mountain bike racing. Specialized was the first manufacturer to provide neutral technical support at race sites and the first to have a full-time professional mountain bike team. Specialized now continues its pioneer commitment with the Specialized Cactus Cup. No other manufacturer produces such a race series in the US. By doing so, Specialized can offer a unique race format that speaks to the masses.

The Specialized Cactus Cup events target the beginner-participant. The race courses are created to be challenging yet fun. This insures that the beginner participant has a quality mountain bike experience and remains enthusiastic toward the sport. In addition, the Cactus Cup event offers a "First Timer" category and kid's racing. These beginner offerings have proved to be extremely popular, helping draw new participants into the sport.

The unique stage race format of the Cactus Cup attracts strong fields of pros and local experts. The general classification (GC) competition includes a Time Trial, Fatboy Critérium (Street Critérium), Dirt Critérium and Cross Country. In this format, the rider with lowest accumulated time for finishing is the winner, and the Cactus Cup boasts a history of nail-biting finishes.

The Specialized Cactus Cup is a destination weekend that really does include something for everyone. There is racing for all levels of mountain bike riders, from first timers to pros. Each venue is also created with a festival atmosphere to enhance the experience. The race sites also includes a consumer expo, a kids' bicycle safety rodeo, and an open venue great for spectating. The "Cactus" theme is brought to each location by erecting more than 30 wooden cacti, two 20' inflatable cacti and plenty of creative Cactus Cup signage. Cactus in Canada, Japan and Brazil?! — you bet!

The Specialized Cactus Cup events promote the sport of mountain biking with national television coverage and strong bicycle industry and non-industry advertising. In addition, the events garner numerous impressions from local television, radio, magazines and newspapers. All of these efforts are made to help nurture the sport.

Specialized is proud to bring you the Specialized Cactus Cup Series. We are committed to bringing you a high quality event loaded with good times. Remember, while participating in any or all of the Specialized Cactus Cup events, wear your helmet, bring your sunscreen, and most of all, have fun!

1996 SPECIALIZED CACTUS CUP

MUNSTER, FRANCE May 10-12

The second stop of the 1996 Specialized Cactus Cup Series in Munster, France, will mark the first time the Cactus Cup enters Europe. Specialized is proud and excited to continue the global expansion of the series. The Munster, France, location offers the perfect setting for a successful Cactus Cup event.

The village of Munster is the center of 16 other villages that make up the Alsace region of France. The region offers a variety of outdoor activities but is best known for its hiking, climbing, snow skiing and mountain biking. It is also the home of Munster cheese (do you smell something?) and the "stork" that delivers babies.

The village of Munster is no stranger to mountain biking (VTT). The site of this year's Cactus Cup played host to a past French Cup championship. In addition, over 8000 miles of marked paths weave throughout the region. Mountain bike racing and tours have a long and illustrious history in Munster.

The Specialized Cactus Cup race format will remain the same, within this distinctly European venue. The Fatboy Criterium will be held in the village square passing across cobblestone streets and through ancient arch ways. The off-road courses will take racers through wooded hills and past wonderful vistas overlooking the region. As with all Cactus Cup events, there will be racing for all ability levels.

More than 2000 riders are expected to turn out for this first year event. The greatest percentage of racers are expected from France, Germany, Switzerland and Italy.

GALENA, ILLINOIS May 31-June 2

The third stop of the Specialized Cactus Cup Series returns to the heartland of the US at Galena, Illinois. This will mark the third year Galena's Chestnut Mountain Resort will host the event.

Located in beautiful Jo Davies County along the Mississippi River, Galena is rich with history. First founded as a fur trading post, Galena experienced a re-birth in the '60s as its historic buildings were rediscovered by Chicago-area artists. Today, Galena has a population of 3600 with another 9000 in the surrounding county. Downtown Galena boasts an array of popular galleries,

(continued on page 10)

Cactus in France You Bet!

We do. Literally. And as the official clothing sponsor for the 1996 Cactus Cup we'll be showing off our revolutionary new fabric we like to call Bioderm. ♣ Sure, it may not be rocket science, but it's unique enough that we had to patent it. That should tell you enough right there. But if it doesn't, feel free to read on. Or, better yet, visit our booth at the Cactus Cup, March 15-17, and get a free feel.

at THE Cactus Cup who's got the coolest jerseys

How's it work? We started with the newest, softest man made fabric, but that wasn't quite enough. So we added just a touch of cotton. Remember cotton? ♣ And there's another reason for cotton. It's cooler. ♣ For many years we've all been amazed at the way certain man-made fabrics can wick moisture away from our skin and make it disappear into the air. ♣ This is pretty neat. It has made many clothing manufacturers make everything out of those polyester fabrics. They keep you warmer when dogsledding. ♣ But last time we checked, not all days are cold. In fact, even cold days can feel like the Sahara in August when you've been riding for five minutes. ♣ Then your body sweats to cool off and your jerseys sucks it away and on and on until you shrivel up and die and look like King Tut. Well, maybe not. Our new jersey keeps a thin layer of sweat against your body so you can stay cooler. ♣ Thus you'll feel re-freshed. Thus you'll be more comfortable. Thus you'll not only ride longer and harder, but you'll thrill to the single greatest man-made invention since the Veg-o-matic. Well, maybe.

The Specialized Cactus Cup format offers racing for all ages and ability levels. The philosophy of the Cactus Cup is to offer courses that are fun. Each rider should be challenged but not discouraged. The ultimate goal is to provide a positive experience.

Racing DIRECTORY

What's in a Race?

TIME TRIAL

The prologue time trial is the first of a four-event stage race that makes up the general classification (GC) competition. The prologue time trial is for the Pro and Expert classes only. First Timer, beginner and sport categories compete on the same prologue course on Saturday. This is an individual time trial, each rider against the clock. The course is roughly 5 miles in length. The fastest times are roughly 20 minutes. The courses offer a variety of terrain including climbs and descents to challenge the riders.

FATBOY™ CRITERIUM

The second stage of the race is for all Pros and Experts 19 to 34 only, due to time constraints. This event is a miss-and-out criterium held on city streets and riders are allowed to put "slick" tires on their bikes to go faster. After the race begins, officials start pulling riders off the back of the pack. The number of riders pulled on each lap is determined by the chief official. It may be necessary to pull larger numbers of riders at the beginning of the race for safety purposes. Once the field is decreased to five riders, the chief official will determine laps remaining. Laps will be counted down until the last lap and sprint finish. Time bonuses are awarded to the top five finishers in each category.

DIRT CRITERIUM

The third stage of the GC stage race is also for Pros and Experts only. The race course is approximately one mile in length. The racing is quick and furious with the riders coming through the start/finish area each lap. The course terrain is always rolling or flat, to keep the speed high. Near the start/finish area are bumps and "berms" for riders to show off their skills. Riders that are lapped will be pulled.

CROSS-COUNTRY

The fourth stage of the GC stage race is open for all categories. Approximate distances are: 10 miles (1st Timer & Beginner); 15 miles (Sport); and 25 miles (Experts and Pros). The course will offer a variety of terrain, including plenty of single track. Many of the cross-country courses in the Cactus Cup series offer challenging climbs and descents. The course is always accessible for spectators.

DOWNHILL

Some of the 1996 Specialized Cactus Cup venues will offer a downhill event. These are individual time trials against the clock and the mountainside. The course is designed such that there is passing allowed for most, if not all the way down. There is a minimal amount of uphill on the course.

DUAL SLALOM

Some of the 1996 Specialized Cactus Cup venues will offer a dual slalom event. The dual slalom has high spectator appeal, because riders come down two at a time in head-to-head racing. The course includes jumps, drop-offs, banked turns, and other assorted challenges. The entire course is visible from top to bottom. The dual slalom is fast paced head-to-head competition.

1996 CACTUS CUP SCHEDULE

The Specialized Fatboy Criterium at Blackcomb is unmatched by location. The course takes races on a small loop within the Blackcomb village. Spectators arrive as early as six hours before the start to save a seat at their favorite restaurant along the course. More than 5000 spectators cheer during the final sprints.

The Blackcomb Cactus Cup is also host to all of the other Cactus Cup activities. A dual slalom, kids race, exhibitor expo and much more keep everyone entertained throughout the weekend.

Nearly 1000 competitors are expected to turn out for the Specialized Cactus Cup at Blackcomb. The greatest percentage stems from Vancouver and Washington. If you make one trip to a mountain bike event this year, this is the one!

Pass With Flying Colors

Ringle

Specialized Components, Inc. • 101 Watson Avenue • Boulder, CO 80501 • (303) 440-7300 • Fax: (303) 440-7301

JAPAN October 4-6

The fourth stop of the Specialized Cactus Cup Series is traveling to the far reaches of the racing world. Japan. Specialized is excited to bring the Specialized Cactus Cup to a country with tremendous enthusiasm for the sport. The event is scheduled to take place on a course near Tokyo.

Specialized has participated in mountain bike racing in Japan for the past five years. The Specialized distributor in Japan, Daiwa, has been producing the Specialized Cup for the past five years. Specialized Cups currently take place in four locations around Japan and draw nearly 2000 competitors each. The 1996 Specialized Cactus Cup will be staged as the championship event of this series.

Racing in Japan has been compared to East Coast racing in the US. The courses are typically slippery with exposed roots. There will be racing for all ages and ability levels.

The Specialized Cactus Cup event in Japan will follow the same stage race format and other Cactus Cup offering. In fact, more than 100 kids participated in the final Specialized Cup kids race in 1995!

Cactus and Sake...it's gotta be fun!

Specialized CACTUS CUP

BRAZIL November 8-10

The global tour of the 1996 Specialized Cactus Cup Series will wrap up with a bang in the South American country of Brazil. When the winter clouds roll in, Specialized rolls out to the moderate November temperatures of Brazil.

Racing in the tropics of Brazil is very popular. The distributor of Specialized products in Brazil, Caloi, helped produce a number of events each year. The employees at Caloi, the largest manufacturer of bicycles in South America, have an obvious passion for cycling.

Racing in Brazil can be hot and humid. Acclimation and plenty of fluids are the key to success. The courses offer a variety of terrain with a reputation for being challenging.

The event is scheduled to take place in the tropical forests near San Palo. Don't let the winter get you down...

Plan a trip for the Specialized Cactus Cup in Brazil.

I DON'T GET FLATS

Neither Should
YOU!

GET SLIME

Access Mktg & Mfg
P.O. Box 3109 • Shell Beach, CA 93448 • 805-489-0490 • Fax 805-489-1920

Specialized **CACTUS CUP**

Quarz

A New Generation From Sachs

Extreme Shifter

Dual diameter grip for normal or an extra 62% shifting leverage. Cable port allows cable replacement without disassembly (shown open). Tune To Terrain button adjusts for easy or firm shifting. Two versions are available, one calibrated for Sachs systems, one for Shimano 8-speed systems. The new Sachs Plus Shifter incorporates the same design features but without the Tune To Terrain adjustment control.

A Fresh Start with New Beginnings.

Sachs proudly introduces a completely new and re-engineered line of off road components for 1996. The top of the line Quarz, the performance Neos group and a popular priced Centera group. Look for Sachs components on the Volvo-Cannondale Team bikes, the Chevrolet-L.A. Sheriffs team bikes and at your local bicycle dealer. Send \$2.00 for a complete 1996 product catalog and sticker.

Sachs Silent Chain

Sachs chains are used and trusted by more riders than any other brand. The SC-40 for general derailleur use, the M-55 for off road use, the R-80 for road racing and the new premium off road M-90 chain.

Quarz Rear Derailleur

Cold forged alloy. Extra strong cage and body return springs. Cartridge bearings in the lower pulley and cage pivot. Floating upper pulley with Delta Hardened bushing. Debris releasing cage design to prevent mud build-up. Available with a short (32V28t) or mid (32V34t) cage.

Infinity Design Hubs

Infinity design hubs provide greater strength and rigidity. Quarz and Neos feature cartridge bearings and optional alloy quick release.

Quarz Front Derailleur

Available in compact and normal drive, top pull or down pull as well as a new Inverse Pull design. This improves front shift under load by allowing you to pull the chain onto smaller sprockets rather than relying on internal spring tension. All Sachs front derailleurs are a universal braze-on style adapting to Sachs Modular 1 1/8", 1 1/4" and 1 3/8" frame clamps.

Sachs 3 x 7 Hub

The revolutionary hub that produces 21 speed by combining a 3 speed internal system with 7-speed cassette. The new Quarz model (shown) is CNC machined for the Sachs Hydraulic Power Disc brake system.

SACHS

⊗ A Mannesman Technology Company

Sachs Bicycle Components 22445 E. La Palma Ave., Ste. J., Yorba Linda, CA 92687

In Canada contact: Kempter Marketing Inc. 1271 St. Louis, St. Lazare, Quebec J0P 1V0

HOW IT ALL BEGAN

The Cactus Cup began in 1991 as a regional event held in the desert of Arizona. The March climate in this territory offers the perfect environment for a host of outdoor training activities. Specialized, recognizing the benefits this climate had to offer for both pre-season training camps and "tune-up" racing, took over the event's production in '92. That year was a tremendous success, drawing over 500 racers from the beginner, sport and expert categories as well as a full field of professionals looking for a little pre-season, low stress and high fun racing. The '92 event set the stage for what has now become an annual migration for mountain bike racers across the country and around the world to Scottsdale, Arizona in the month of March.

In 1993 the event almost tripled in size with nearly 1500 participants. Category riders were drawn by the message of mild temperatures, professional organization and extreme competition along a dangerously tight course lined with saguaro biting cactus. The event was a who's who in mountain biking. It became the first opportunity for industry reporters to find out who signed with which team.

In '93 these pros were wearing more than just new jerseys; they were also wearing their most competitive game faces. The Cactus Cup was no longer a season warm-up — it was now a bonafide opportunity to become the first winner of the season and get all the publicity. It also became a time for manufacturers to roll out the latest and greatest in bike technology. Along with

these competitors came over 10,000 spectators to take in the three-day festival that offers "something for everyone."

From its inception, the philosophy of the Specialized Cactus Cup was to draw as many new riders into the sport of mountain biking as possible. With a great foundation created by the Arizona event, Specialized expanded the '93 Cactus Cup into a three-race series.

First time events took place in both Mansfield, Ohio and Athens, Georgia. Both events drew nearly 600 riders each and were very well received. As with all the Cactus events, the weekend included a kids bicycle safety rodeo and children's racing. Also, the downtown "Fatboy Centrum" was added to the '93 race lineup to take mountain biking closer to the spectators. Staged as a short course race on downtown

of the
Specialized
Cactus
Cup

streets, this extreme racing raised more than a few eyebrows and drew even more spectators to the weekend's races.

In 1994, the Specialized Cactus Cup Series expanded to four events, one of which was held outside the United States. The season was once again "kicked off" in style with the Cactus Cup in Arizona. The entire industry rolled out to participate and entries were closed at 2000 competitors. Always a highlight, the Arizona event drew 300 participants! Both the Midwest and southern stops were moved to larger media markets. In 1994, The Mansfield, Ohio, event was shifted to Illinois and the Athens event moved to Atlanta. The series left the U.S. for the first time with an event held in Whistler, British Columbia, Canada. The overwhelming success of this event was pivotal in the decision to go "global" with the series in future years.

The 1995 series mountain bike season kicked off with a bang at the Specialized Cactus Cup in Arizona. More than 2500 athletes turned out including 150 professionals. The expo was expanded to accommodate the more than 150 vendors that attended.

The Cactus Cup has been a success story.

The Spring Triathlon Series

The Cactus Cup will be held in

Illinois, Georgia, and Canada.

The Specialized Cactus Cup

will be held in Arizona, Illinois, and Canada.

The Cactus Cup will be held in

Illinois, Georgia, and Canada.

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THE FIRST RULE OF BICYCLE REPAIR:
DON'T FORCE IT.

BETTER YET, GET THE RIGHT TOOL FOR THE JOB FROM PARK TOOL. FOR A FREE BROCHURE OF SPECIALTY BICYCLE TOOLS,
SEND A POSTCARD TO: PARK TOOL BROCHURE, 3535 INTERNATIONAL DRIVE, ST. PAUL, MN 55110.

MEET THE RACERS

NED OVEREND

is the Team Captain of the Mountain Dew/Specialized Team and a six-time National Champion. He was the first official World Champion in 1990, when the championships were held in his adopted home of Durango, Colorado. He is also one of the top contenders for the US Olympic Team.

SILVIA FURST

is a six-time Swiss National Champion, as well as the 1992 World Champion, bronze medalist at the 1991 World Championships, and the silver medalist at the 1995 World Championships. She is also a four-time European Champion.

MARCEL GERRITSEN

is the bronze medalist from the 1993 World Championships and was third overall in the 1995 Specialized Cactus Cup in Arizona. His most recent accomplishment was fourth at the World Cup finals, Rome, Italy.

JOHN TOMAC

of Giant is the 1991 World Champion and winner of numerous professional events, including the NORBA pro cross-country and downhill events, the only male rider to have done so.

ALISON SYDOR

is the two-time defending World Champion and the 1995 Arizona Cactus Cup champion. The Canadian is considered to be one of the top Olympic contenders and best all-around riders in the world.

BRUCE SPICER

also of Canada, is an Olympic hopeful for his country and is the 1993 Cactus Cup champion.

JULI FURTADO

is the most successful rider in women's professional mountain biking. She is the 1990 World Champion, defending NORBA and World Cup champion, and is the 1991 Downhill World Champion. Like John Tomac, she is a threat to win in any event she enters.

HENRIK DJERNIS

is a three-time World Champion and an amateur Cyclocross World Champion, as well as a winner of World Cup events. The Dane is one of the strongest contenders for his country's Olympic team.

RISHI GREWAL

is the defending Arizona Cactus Cup champion and a great all-around rider, having been a National Champion in road racing and a NORBA event winner in his career.

Specialized CACTUS CUP

If Bo knows baseball...
Specialized knows parties.
There are some pretty serious moments in the racing at the Specialized Cactus Cup.

Yet, Specialized never loses sight of its main focus to have fun! Each Specialized Cactus Cup event hosts a variety of extracurricular events, including:

IMBA IS For You!

Know The Rules Of The Trail

THE "MEET THE PROS" PARTY

Everyone has a favorite professional mountain biker, or at least one they like cheering for that day! Specialized gives spectators the opportunity to come up close and personal with their favorite pros. Be it autograph signing, conversation over a meal or jamming on the dance floor, this event helps everyone kick off the Cactus Weekend. The party is Friday, immediately following the Specialized Fatboy Criterium.

SATURDAY ATHLETE FEED/BASH

Athletes are supposed to carbo-load before the big event, right? Well, some get their carbos from pasta and others from beer. Specialized serves it up both ways. The Saturday night party changes across the circuit, but Cactus

Cup veterans can tell you that it's always a good time!

EXPO

Wanna buy a bike? Each stop of the Specialized Cactus Cup Series hosts a manufacturer expo. Racers and spectators are introduced to the latest in cycling technology. The Arizona Cactus Cup event has been dubbed the "Spring Trade Show" due to its March timing and the more than 200 manufacturers in attendance. The Arizona event offers the industry the first look at many 1996 products, and some for 1997! In between racing, stroll through the expo and check out the latest goods and gadgets.

KID'S STUFF

Every Cactus Cup event has FREE kids events. On both Saturday and Sunday, there is a kids rodeo that teaches kids bicycle safety. Children are shown the importance of bike fit, helmet safety and signs that they may see as they ride their bikes. This is accomplished as the kids navigate a small rodeo course. There is also a kids race on Sunday. The race is for all kids ages 13 and under. Children complete a course specially designed for their own age category. Every child receives a medal, race number, race bag and lots of encouragement!

ARIZONA TRAIL PROGRAM

Specialized, in coordination with the Newhall Development Company and the City of Scottsdale, are creating a new trail for the Specialized Cactus Cup course and Scottsdale residents. The Newhall organization is donated 70 acres of property back to the City of Scottsdale. This property is being used for a trail access location and multi-use trail system for Scottsdale residents. Specialized is lending its expertise in trail design and providing signage for this trail. Ultimately, the trail will be available to those persons living in the McDowell Mountain Ranch community, Scottsdale residents and for the Specialized Cactus Cup use.

The International Mountain Bike Association is dedicated to improving trail access and rider awareness the world over. Its focus on trail advocacy makes it an important resource and invaluable friend to our sport.

IMBA publishes a newsletter charting its troubles and triumphs in the sport, and to help make members aware that their contributions really do make a difference. IMBA's sole purpose is to "promote environmentally sound and socially responsible mountain bicycling."

To be involved, contact IMBA at P.O. Box 7578, Boulder, Colorado, USA, 80306, or call them 303/545-9011

IMBA Rules Of The Trail

1. Ride on open trails only.
2. Leave no trace.
3. Control your bicycle.
4. Always yield trail.
5. Never spook animals.
6. Plan ahead.

Steve Larsen (Scott USA)-UCI MTB World Cup - Mammoth Mountain, 3rd Place • Pavel Tonkov (Lampre)-Tour of Switzerland, Overall Winner, 1st Place Stage 8 • Giovanni Lombardi (Polti)-Giro d'Italia, 1st Place Stage 22 •

TRUE TRACKING • SHOCK EATING

WE GET YOU THERE

FASTER!

again & again & again & again & again & again & again...

Bart Brentjens, World Champion

Bart and the rest of the American Eagle Team will be Winning on SpinerGY in '96

All Races - All Stages - All the Time the no compromise wheel

Test ride them at your nearest **X**-rated SpinerGY dealer. Call:

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Giovanni Lombardi (Polti)-Tour of Switzerland, 1st Place Stage 7, 2nd Place Stage 5 • Nate Reits (Montgomery/Bell)-US National Road Championships, 1st Place • Sergei Quchakov (Polti)-Giro d'Italia, 1st Place Stage 20 • Jan Wiegak (GS Mengoni/Scott)-US National Cyclocross Championships, 1st Place

Clark Sheehan (Montgomery/Bell)-US National Road Championships, 2nd Place • Gianluca Bortolami (Mape-GB)-Tour DuPont Prologue Time Trial, 1st Place • Jonathon Page-US Junior Cyclocross National Championships, 1st Place •

Promotional Print Materials (cont.)

Program

Specialized will provide an event program on disk that can be customized for each location. An example of the 1995 program is enclosed. The program can be utilized as a pre-event promotional item and should be provided to every race participant in their race bag. The program will consist of eight pages. Four pages will be general event information that remains constant throughout the year. The inner four pages are meant for customization. A format will be supplied for these inner pages. Location specific pictures and information will simply need to be dropped in. There will be space set aside for logos from local sponsors as well as ad space. Specialized will aid in any design or copy needs as necessary. The program must be approved by SGP.

Merchandising

Existing Merchandise

Specialized will provide Cactus Cup items that will be available for purchase through normal distribution channels of Specialized Europe and Specialized USA. Scheduled availability dates for these items is February 1. The promotional items are:

- Cactus Cup Jersey
- Cactus Cup T-shirt
- Cactus Cup Waterbottle
- Cactus Cup Cap

There are additional non-inventoried promotional items that will be made available to purchase from Specialized. These items include:

- Cactus Cup Lapel Pin
- Cactus Cup Stickers
- Event Staff Shirts

Specialized will place orders for these items for the entire event season to receive a quantity discount. These items will be available for purchase from Specialized.

Forecasts for event materials are due to Specialized by January 1 each year.

Licensing Rights

Additional Cactus Cup merchandise may be created. All additional Cactus Cup merchandise must be approved by SGP.

Media

The Specialized Cactus Cup events have garnered a great deal of national and international attention. The media plays a very important role in the promotion and information distribution of event details. A comprehensive marketing plan will insure that information is distributed in a timely, accurate fashion.

Event Site Media Relations

Each race venue must have a media/press area. This area is designated for media kit distribution, press check-in and credential pick-up. Media credentials enable press course access and access to the VIP tent. We recommend that one media liaison be designated to handle all press needs.

Public Relations

SGP will distribute press releases for each event. Specialized Public Relations Coordinator, Peter Berkowitz, can be reached at 1/800 245-3462 x2346; fax 408/779-7661. Peter, in coordination with SGP, will work with each licensee to distribute pre and post event press releases.

The licensee shall initiate pre-event calls to local media. Licensee will work with Specialized Public Relations to make a master media database.

SGP will mail and/or fax complete results to the cycling press.

SGP will be distributing media kits that will include series information, sponsors and rider BIO's. Licensees can add event specific information to these kits.

Licensee may consider offering housing to certain media staff if deemed necessary.

Television

SGP will negotiate all television contracts for national and international programming. It is the licensees responsibility to work with local television. Licensees should work with regional stations to do pre-event features, event day coverage and post event summaries.

Dealer Participation

A main objective of the Cactus Cup Event is to involve the local Specialized dealers. Ultimately, it is the dealers that will benefit from a Specialized promotion near their business. The Specialized Cactus Cup Event offers the dealer a variety of promotional opportunities.

Dealer Promotional Package

Specialized offers the local dealers an opportunity to link their shop to the Cactus Cup. The promotional package includes print/radio advertising and on-site sales opportunities. The price for this package is determined by summing the price of local advertising and dividing by the number of dealers involved. Ultimately, the cost of the advertising is covered by the dealers. Specialized offers the dealer packages at half cash and half co-op. This is an attractive opportunity for the dealer to put their co-op dollars to effective use with limited out of pocket expenses.

Example #1: Illinois Dealer Package: Includes radio, print & expo.

Print Advertising: Listing as "Official Dealer" of the Specialized Cactus Cup event. Shop information listed on group ad, featuring gear up for Cactus Cup coupon. Print advertising includes:

- Silent Sports Magazine: August- Full page
- Windy City Sports: August- Full page
- Chicago Reader: 1 week- Jr page; 1st week of August

Radio Advertising: Shop will be mentioned on radio advertising as an "Official Dealer" of the Specialized Cactus Cup event. Shop information will be tagged on gear up for Cactus Cup spots.

Radio advertising includes:

- 93 XRT radio, approx. 42:60 spots: 3 dealers mentioned in spot.

Radio will be placed two weeks prior to event.

Expo: A total of 2 dealers will have the opportunity to expo on-site. Product display and sales can be made from booth. Tent supplied by Specialized.

Dealer Investment:

Print/Radio/Expo:	\$ 1,500 (\$750 cash, \$750 co-op)
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Dealer Participation (cont.)

Example #2: Dealer Promotional Package: Includes radio, and print.

Print Advertising: Listing as "Official Dealer" of the Specialized Cactus Cup event. Shop information listed on group ad, featuring gear up for Cactus Cup coupon. Print advertising includes:

- Silent Sports Magazine: August- Full page
- Windy City Sports: August- Full page
- Chicago Reader: 1 week- Jr. page; 1st week of August

Radio Advertising: Shop will be mentioned on radio advertising as an "Official Dealer" of the Specialized Cactus Cup event. Shop information will be tagged on gear up for Cactus Cup spots.

Radio advertising includes:

- 93 XRT radio, approx. 42:60 spots: 3 dealers mentioned in spot.

Radio will be placed two weeks prior to event.

Dealer Investment

Print/Radio:	\$700
	(\$350 cash, \$350 co-op)

Dealer Participation (cont.)

Dealer Advertisements

Dealer advertisements are placed the month previous to the event. The ad lists the name, address and phone number of the "Official Cactus Cup Dealers." Featured within the ad is general event information, and a gear up for Cactus Cup Coupon featuring Specialized products. An example of the dealer ad is enclosed. All event ads are negotiated and purchased up front by the licensee. It is the responsibility of the licensee to bill and collect all monies from participating dealers.

Dealer Radio Spots

Dealer radio spots begin approximately two weeks prior to the event. The radio spots feature the addresses of the "Official Cactus Cup Dealers." Each spot gives general event information, and features the same Specialized products as found in the print ads. All radio advertisements are negotiated and purchased by the licensee. It is the responsibility of the licensee to bill and collect all monies from participating dealers.

Example of 60 second radio spot:

If you're into mountain biking, it's time to get race ready for the Specialized Cactus Cup Mountain Bike Stage Race August 12,13 & 14 at Chestnut Mountain Resort in Galena, Illinois. The Official Specialized Cactus Cup dealers have great savings right now on Specialized products, including the Sub 6 Pro Helmet, Airwave Helmet, Team Gloves, Future Shock Forks, Airlock Tubes and great savings on Specialized tires like the More Extreme and Pro Control. Stop by Rice St. Bicycle at 2950 Rice St in St. Paul; Valley Creek Bicycle on Weir St. in Woodburg or Flanders Brothers Cycle at 2707 Lyndale Dr. in Minneapolis. Check out Specialized Cactus Cup products and enter to participate. The event is open to all classes from First Timers to Pro's...men and women...all ages 14 and up. Parents, sign your children up for the exciting kid's race taking place Sunday the 14th at 12 noon. All events are free to spectators. For more details or an official entry form, stop by Rice St Bicycle in St. Paul, Valley Creek Bicycle in Woodburg or Flanders Brothers Cycle in Minneapolis. Call the race hotline at 1-800-688-3883 that's 1-800-688-3883. Don't miss the Specialized Cactus Cup Mountain Bike Stage Race August 12 Through the 14th at Chestnut Mountain Resort in Galena, Illinois.

Dealer Participation (cont.)

Dealer Expo

As part of the promotional package, two dealers should be extended the opportunity to expo on site. More than two dealers confuses consumers and limits the dealer profits. Dealers are expected to bring Specialized products, especially those featured in the print and radio advertising. In addition, they may bring some items produced by other manufacturers that are not in direct competition with Specialized products. The dealer expo charge is built into the dealer promotions package. It is the responsibility of the licensee to bill and collect all monies from participating dealers.

Management

The management of each Cactus Cup event will be the responsibility of three main parties: the Licensee, the Site Director and SGP. Other essential personnel for event weekend include the Local Race Committee and Volunteers.

Licensee Staff

Each Licensee has purchased the opportunity to produce a Specialized Cactus Cup event. The licensee is responsible for *all* aspects of the events production. Specialized Promotions will work closely with licensee as a consultant to insure consistency within the series.

Responsibilities of Licensee staff:

- Managing all aspects of event logistics in coordination with SGP.
- Ultimate responsibility for maintaining Cactus Cup standards.
- Negotiate and Insure all contracts are between Specialized and second party.
- Negotiate and Contract all local event staff.
- Work at Cactus Cup during event week.

Specialized Global Promotions

Specialized promotions will work closely with each licensee to develop and produce each Cactus Cup event. Specialized promotions will provide the necessary tools to effectively produce each event. Specialized promotions will act as the hub of all Cactus Cup activity.

Responsibilities of Specialized Promotions:

- Act as consultants, working closely with licensee to maintain Cactus Cup standards.
- Supply on mac disk all graphics templates.
- Supply event materials (merchandise, site materials etc.) as defined in this booklet.
- Supply a minimum of one (1) SGP staff member during event week.
- Supply one (1) course technician to aid in set-up and design of course.
- Supply one (1) bike technician.

Management (cont.)

Site Director

The site director is the hands on component of each Cactus Cup that makes the event happen. The Site Director handles many of the local details and acts as liaison to local concerns.

Responsibilities of Site Directors:

- Organization and solicitation of local race committee. Committee to include: Volunteer Captain, Expo Captain, Registration Captain, Kid's Events Captain, Course Captain, Fatboy™ Criterium Captain, Parking Captain, VIP Captain and Awards Captain. (Captain's responsibilities explained in Local Race Committee section).
- Solicit the minimum number of event volunteers (needs list explained in Volunteer section).
- Pre-event course design & trail work months prior to event. Work with Course Technical Director, the week prior and during event to make sure the course is set up and ready to go.
- Creation of course maps, layout of expo and any other directional maps needed for pre-race materials.
- Handle all aspects of registration, including packet preparation and same day registration.
- Act as liaison to land owners and city governments to plan event details.
- Arrange for local rental equipment such as tents, toilets, paramedics, generators etc.
- Help with all set-up and tear down of event materials before during and after event.
- Solicit and pass on all local sponsorship opportunities to Licensee/Specialized Promotions.
- Commitment to stay in close contact with Licensee/Specialized Promotions concerning event details.

Local Race Committee:

The Local Race Committee is the team that handles the many elements of race production. A volunteer staff, the local race committee manages a group of volunteers to complete a specific portion of the race weekend.

Management (cont.)

(Local Race Committee - cont.)

Local Race Committee Titles and Responsibilities:

Volunteer Captain

Pre-Race

- Solicit a minimum of 100 volunteers for event.
- Create and distribute volunteer recruitment flyers to local schools, bike shops, etc. (Flyer to be approved by Specialized)
- Maintain a volunteer listing by name address phone number and assignment.
- Assign duties to volunteers based on their availability. (Volunteer needs attached)
- Attend all local Race Committee meetings. (Send a representative or call regarding missed meetings)
- Provide other captains with an updated volunteer listing at each event meeting.
- Submit written progress reports at each meeting.
- Submit equipment requests on time.
- Distribute final volunteer list to race staff before set-up begins.

Race Days

- Arrive earlier than your volunteer crew.
- Designate a volunteer check-in location for arriving volunteers and race day recruitment.
- Assign new volunteers and distribute towards duty needs.
- Manage food distribution to volunteers.
- Distribute volunteer awards upon their task completion.

Post Race

- Provide updated volunteer roster for "thank you" letters.
- Complete written evaluation and submit other pertinent records.
- Participate in over-all group evaluation.
- Be available for an interview with next year's volunteer coordinator.

Management (cont.)

(Local Race Committee - cont.)

Expo Captain

Pre-Race

- Work closely with Licensee and Specialized Promotions in design of event expo.
- Aid in search of local vendors for expo equipment needs.
- Pick-up equipment materials as necessary.
- Work with Volunteer Captain to assign volunteer duties.
- Attend all local Race Committee meetings. (Send a representative or call regarding missed meetings)
- Submit written progress reports at each meeting.
- Submit equipment needs requests on time.
- Assist in the recruitment of volunteers.

Set-Up

- Be available one week prior to event to help manage set-up and tear down.
- Help manage the set-up of expo area, including; staking out tent locations, setting tents, start/finish fencing, signage, inflatable locations, etc.
- Help manage the set-up and tear down of sponsor banners.

Race Days

- Arrive earlier than your volunteer crew.
- Stay in contact with race director and parking captain as to who enters expo area.
- Aid in the placement of arriving expo manufacturers and tech support vans.
- Maintain close contact with vendors. Communicate any needs to race director.

Post-Race

- Help manage tear down of expo area.
- Return any rented items as necessary.
- Complete written evaluation and submit other pertinent records.
- Participate in over-all group evaluation.
- Be available for an interview with next year's volunteer coordinator.

Management (cont.)

(Local Race Committee - cont.)

Registration Captain

Pre-Race

- Work closely with Licensee and Specialized Promotions in design of registration area.
- Work with volunteer captain to assign volunteer duties.
- Attend all local Race Committee meetings. (Send a representative or call regarding missed meetings)
- Submit written progress reports at each meeting.
- Submit equipment needs requests on time.
- Coordinate the arrival of all necessary registration materials.
(i.e. entry forms, waivers, etc)
- Work with race director to coordinate the arrival of race bag items.
- Assist in the recruitment of volunteers.

Set-up

- Be available one week prior to event to help manage registration, including set-up and tear down.
- Help manage the set-up of the registration area.
- Set-up and conduct a training session for registration volunteers.
- Coordinate the "stuffing" of race bags.
- Organization of race numbers.

Race Days

- Arrive first (approx. 5:30 am) to manage the set-up of registration area.
- Work with local race director in the management of registration.
- Troubleshoot problems as necessary. (Communicate with race director as necessary).
- Work closely with timing company in handling race-day registration.
- Responsible for the handling of monies collected. (Transferred to race director daily).

Post-Race

- Help manage tear down of registration area.
- Complete written evaluation and submit other pertinent records.
- Participate in over-all group evaluation.
- Be available for an interview with next year's volunteer coordinator.

Management (cont.)

(Local Race Committee - cont.)

Kid's Event Captain

Pre-Race

- Work closely with Licensee and Specialized Promotions in design of kid's rodeo and kid's race course.
- Distribute all kid's events promotional pieces as necessary.
- Work with Volunteer Captain to assign volunteer duties.
- Attend all local Race Committee meetings. (Send a representative or call regarding missed meetings)
- Submit written progress reports at each meeting.
- Submit equipment needs requests on time.
- Assist in the recruitment of volunteers.

Set-Up

- Be available week prior to event to help manage the kid's events, including set-up and tear down.
- Help manage the set-up of the kid's rodeo and race course.
- Determine area for kid's registration and awards distribution.

Race Days

Rodeo

- Train and manage the volunteers used at kid's rodeo.
- Manage the distribution of loaner bicycles and helmets.
- Manage the distribution of materials to children upon completion of rodeo.

Race

- Set-up and manage registration of kid's race.
- Help manage the set up of the kid's race course.
- Help manage the placement of volunteers prior to race start.
- Help manage the distribution of kid's prizes.

Post-Race

- Help manage tear down of kid's rodeo and race course.
- Complete written evaluation and submit other pertinent records.
- Participate in over-all group evaluation.
- Be available for an interview with next year's volunteer coordinator.

Management (cont.)

(Local Race Committee - cont.)

Course Captain

Pre-Race

- Work closely with Licensee and Specialized Promotions to design all race courses.
- Work with local race director to create maps of course. (Including a large map to be posted on information board).
- Help manage the completion of any necessary trail work.
- Determine access and placement of EMT's.
- Work with Volunteer Captain to assign volunteer duties and placement.
- Attend all local Race Committee meetings. (Send a representative or call regarding missed meetings)
- Submit written progress reports at each meeting.
- Submit equipment needs requests on time.
- Assist in the recruitment of volunteers.

Set-Up

- Be available week prior to event to help manage the course layout, including set-up and tear down.
- Work with local race director and Tom Hillard to mark course.
- Work with Expo Captain to determine placement of start/finish & staging areas.
- Determine and set-up feeding areas.

Race Days

- Distribute volunteers onto course.
- Aid with filming needs (set-up volunteers).
- Manage fluid stations.

Post-Race

- Help manage tear down of course materials.
- Help manage general course clean-up on event property.
- Help manage any post-race trail improvements.
- Complete written evaluation and submit other pertinent records.
- Participate in over-all group evaluation.
- Be available for an interview with next year's volunteer coordinator.

Management (cont.)

(Local Race Committee - cont.)

Fatboy™ Criterium Captain

Pre-Race

- Work closely with Licensee and Specialized Promotions with the design of the Fatboy course.
- Assist in the ordering of race materials (i.e. staging, hay bails, hard fencing, lights, porta-jons, generators etc)
- Work with Volunteer Captain to assign volunteer duties and placement.
- Attend all local Race Committee meetings. (Send a representative or call regarding missed meetings)
- Submit written progress reports at each meeting.
- Submit equipment needs requests on time.
- Assist in the recruitment of volunteers.

Set-Up

- Be available to help manage the Fatboy Criterium, including set-up and tear down.
- Help manage the set-up of the Fatboy Criterium.
- Help manage the placement of signage delivered from main race site.

Race Day

- Help manage event as it is taking place.
- Stage and distribute any "primes" given away.
- Help manage the distribution of bicycles and helmets to VIP's for the VIP race.

Post-Race

- Help manage the tear down of the Fatboy Criterium.
- Assist in the return of any rented items.
- Complete written evaluation and submit other pertinent records.
- Participate in over-all group evaluation.
- Be available for an interview with next year's volunteer coordinator.

Management (cont.)

(Local Race Committee - cont.)

Parking Captain

Pre-Race

- Work closely with Licensee and Specialized Promotions to determine the parking area.
- Work with Volunteer Captain to assign volunteer duties and placement.
- Attend all local Race Committee meetings. (Send a representative or call regarding missed meetings)
- Submit written progress reports at each meeting.
- Submit equipment needs requests on time.
- Assist in the recruitment of volunteers.

Set-Up

- Be available prior to event to help manage parking, including set-up and tear down.
- Manage the set up of all necessary signage.

Race Days

- First one to race site (approx. 5:30 am) to manage parking.
- Manage the entry of vehicles into expo area. (Working off list provided to you and communication with race director)
- Distribute parking passes.

Post-Race

- Help manage the tear down of the parking area.
- Help manage the general clean up of the parking area.
- Complete written evaluation and submit other pertinent records.
- Participate in over-all group evaluation.
- Be available for an interview with next year's volunteer coordinator.

Management (cont.)

(Local Race Committee - cont.)

VIP Captain

Pre-Race

- Work closely with Licensee and Specialized Promotions to determine VIP needs.
- Assist with the creation of VIP list.
- Work with Expo Captain to determine VIP tent location.
- Help solicit a food sponsor for the VIP tent. (Pass leads to Specialized Event Coordinator)
- Assist in the rental of any items for the VIP tent. (i.e. coffee pot, flowers etc.)
- Work with Volunteer Captain to assign volunteer duties and placement.
- Attend all local Race Committee meetings. (Send a representative or call regarding missed meetings)
- Submit written progress reports at each meeting.
- Submit equipment needs requests on time.
- Assist in the recruitment of volunteers.

Set-Up

- Be available prior to event to help manage the VIP needs, including set-up and tear down.
- Help manage the set-up of the VIP tent.
- Put together "gift baskets" for VIP hotel rooms.

Race Days

- Arrive approx. 6:30 am to manage set-up of VIP tent.
- Purchase and/or coordinate food and beverages for VIP tent.
- Manage the entry of persons into the VIP tent. (a list will be provided).
- Manage the distribution of VIP passes.
- Work closely with race director to see that VIP needs are met.

Post-Race

- Help manage the tear down of the VIP area.
- Complete written evaluation and submit other pertinent records.
- Participate in over-all group evaluation.
- Be available for an interview with next year's volunteer coordinator.

Management (cont.)

(Local Race Committee - cont.)

Awards Captain

Pre-Race

- Work closely with Licensee and Specialized Promotions to determine awards procedures.
- Coordinate the arrival of all prizes.
- Work with Volunteer Captain to assign volunteer duties and placement.
- Attend all local Race Committee meetings. (Send a representative or call regarding missed meetings)
- Submit written progress reports at each meeting.
- Submit equipment needs requests on time.
- Assist in the recruitment of volunteers.

Set-Up

- Be available prior to event to help manage the awards ceremonies, including set-up and tear down.
- Help manage the set-up of the awards area.
- Stage and label all awards.
- Create awards display for registration area.

Race Days

- Help distribute race leader jerseys.
- Set-up of awards table for prize distribution.
- Act as liaison between timing and announcer to facilitate awards process.
- Pick up flowers at local florist to be awarded to over-all GC finishers.
- Assist the Kid's Captain with kid's prize distribution.

Post-Race

- Help manage the tear down of the awards area.
- Complete written evaluation and submit other pertinent records.
- Participate in over-all group evaluation.
- Be available for an interview with next year's volunteer coordinator.

Management (cont.)

Volunteers

Volunteers are the heart and sole of the event production. **The event can never have enough volunteers!** The more volunteers are trained and informed, the better. Each volunteer will be given a bib to designate them as race support. Each volunteer receives a gift upon completion of their scheduled time (Specialized product works well).

Example Volunteer Gifts:

Day 1

Race bag & T-Shirt

Day 2

Choice between Cactus Cup Jersey *or* Sweatshirt.

Day 3

Choice between Specialized Helmet *or* Team Bag.

Volunteers are given items based on the number of days worked. If they work more than one day, they receive the item for that day *plus* the items from the previous days.

Example of number of Volunteers needed:

TUESDAY

General Preparation	5
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WEDNESDAY

General Preparation	5
Race Bag Stuff (afternoon)	10

THURSDAY

General Preparation (morning)	6
General Preparation (afternoon)	6
Registration (noon-5pm)	6

FRIDAY

Banner Patrol (6-7:30am)	5
Parking Lot Attendant (5:30am-noon)	3
Course Monitors for Time Trial	5
Registration (morning)	6
Registration (afternoon)	6
Criterium Help (evening)	10

		Management (cont.)
(Volunteers - cont.)		
FRIDAY (cont.)		
Timing Assistant	4	
VIP & Press Attendant	2	
SATURDAY		
Course Monitors for Dirt Criterium	8	
Registration (morning)	6	
Registration (afternoon)	4	
Parking lot attendant(5:30am-noon)	3	
Kids Rodeo (9:30am-noon)	3	
Kid's Rodeo (12:30pm-3:00pm)	3	
Filming assistant	3	
Timing assistant	4	
VIP & Press attendant	2	
Number Plate removal	4	
SUNDAY		
Parking Lot Attendant (5:30am-noon)	3	
Course Monitors for Cross-country	8	
Registration (morning)	6	
Kid's Race & Rodeo (9:30am-3:00pm)	8	
Filming Assistant	3	
Timing Assistant	4	
VIP & Press Attendant	2	
Number Plate Removal	4	
Clean Up & Break Down	10	

*Numbers based on event size of 600 competitors. Adjust accordingly.

Management (cont.)**Event Checklist**

Event production requires attention to details. Task checklists help to keep details from falling through the cracks. No detail is too big or small to list. The task checklist is a tool to delegate responsibilities. The checklist is also a timeline that keeps event preparation on track. The event checklist should be referred to daily and updated as deemed necessary.

Example Checklist:

Item	Person	Due Date	Priority	Status
Start-Up Plans				
Establish event locations	TB/KB		H	7
Hire timing company	TB		H	9
Pinnacle Peak meeting	TB/KB		H	DONE
Contract with Team Aware	TB/KB		H	DONE
Establish event budget	TB		H	DONE
Hire sponsor search agency	TB/KB		H	DONE
Order event pix	TB		H	DONE
Company Insurance	TB		L	DONE
Hire Newlin Co: PR	TB/KB		L	DONE
Hire Announcer	TB		M	DONE
Permits: NORBA, City, Site	TB		M	DONE
Pre-event plan meetings	TB/KB		M	5
Meet with City of Scottsdale	TB/KB		M	DONE
Event Plans				
Results board	TB		L	1
Set-up timeline	TB		L	1
Registration guidelines	TB		L	1
Volunteer needs	TB		L	5
Sponsorship				
TV package	TB/KB		H	8
Collect sponsor logos	TB		H	5
Sign Contracts	TB		H	5
Create proposals	TB		L	DONE
Mail proposals	TB		M	ONGOING
Local in-kind sponsors				
VIP food	TB/DB		M	8
Volunteer food	TB/DB		M	1
Water	TB/DB		M	1
Sport drinks	TB		M	1

Management (cont.)

(Checklist - cont.)

Bike Shops				
Create contracts	TB		H	DONE
Sell sponsorship	TB/SP		H	5
Create product coupon	TB		M	5
Advertising/Media				
Create Entry Ad	TB/PN		H	DONE
Choose print advertisers	TB		L	DONE
Choose radio advertisers	TB		L	DONE
Deadlines, sizing etc	TB		L	DONE
Pro athlete solicitation	TB		L	1
Press release	TB		L	DONE
Create Coupon Ad	TB/PN		M	1
Media kits	TB/KB		M	1
Collateral				
Create entry form	TB/PN		H	DONE
Create Poster	TB/PN		H	DONE
Vehicle Passes	TB/DB		L	1
Race Bible	TB/PN		L	1
Event timeline piece	TB/PN		L	1
Welcome table cards	TB/PN		L	1
Event Program	TB		M	2
Mail entry form	TB		M	DONE
Distribute poster	TB/DB		M	5
Interactive				
Order product for sale	TB		L	1
Location	TB		M	1
Site Promo Materials				
Order inflatable	TB		H	DONE
Order sponsor banners	TB		M	1
Event Materials				
Order tents	TB/DB		L	DONE
Hard fencing	TB/DB		L	1
Hay bails	TB/DB		L	1
Staging	TB/DB		L	1
Tables & Chairs	TB/DB		L	1
Order walkie talkies	TB		L	1
Notify Hospital/Fire	TB/DB		L	1
ATV vehicles	TB/DB		L	1
Toilets	TB/DB		L	1

Management (cont.)

(Checklist - cont.)

Generators	TB/DB	L	1
Release forms	TB	L	1
Hardware store items	TB/DB	L	1
Medical-EMT	TB/DB	M	8
Participant Items			
Create new Jersey	TB/RH	H	DONE
Event T-shirt	TB/PN	H	DONE
Race bag	TB/LC	H	5
Tool	TB/LC	H	1
Cowboy hats	TB	L	1
Bandannas	TB	L	1
Order race #'s	TB	L	1
Kid's Souvenir	TB	L	1
Kid's numbers	TB	L	1
Prizes			
Winner/leader jerseys	TB/LC	H	DONE
Kid's prizes	TB	L	1
Establish prize list	TB	L	1
Order prizes	TB	L	1
Awards location	TB	L	1
Ceremony timeline/plan	TB	L	1
Create prize board	TB/DB	L	1
Order Flowers	TB/DB	L	1
VIP Needs			
VIP List	TB/KB	L	1
VIP Invitations	TB	L	1
Decorations	TB	L	1
Confirm food/beverage	TB	L	1
VIP/Press credentials	TB/SG	L	1
Company List	TB	M	1
Maps			
Race Site	TB/DB	H	8
Criterion Site	TB	H	8
Parking	TB	H	8
Mark course	DB/TH	L	1
Expo location	TB/DB	M	4
Tech support location	TB/DB	M	4
Team pit location	TB/DB	M	4
Photo on site	TB	M	DONE
Course marshal locations	TB/DB	M	4

Management (cont.)

(Checklist - cont.)

Feed zones	TB/DB		M	4
Hotel Needs				
Rooming list	TB/KB		L	1
Decorate Lobby	TB/KB		L	1
Distribute VIP baskets	TB/KB		L	1
Negotiate rooms	TB/KB		M	DONE
Party Needs				
Meet the Pro's Flyer	TB/PN		L	1
Signature Items	PB		L	1
Friday Party Location	TB/KB		M	4
Entertainment: Band	TB/KB		M	1
Pasta nite	TB		M	DONE
Post event				
Create Questionnaire	TB/KP		L	1
Occurrence report	TB		L	1
Media summary to Sponsors	TB		L	1
Results to media	TB		L	1
Company event review	TB		L	1
Mail results	TB		L	1

Race Site

Venue Design

A properly designed venue will facilitate good crowd control, and provide a vehicle for sponsors to effectively market to participants and spectators in a festival style atmosphere. It must also be safe for competitors and spectators. The Cactus Cup venue is made up of the following:

- Registration area: Should be placed in high traffic area leading into the event venue. This area should be large enough to support lines of competitors (most will also have their bikes). This area should be covered by a tent or inside a building in case of bad weather. This area should be designed to take each competitor through a logical flow. Tables can be set out front for athletes to complete all necessary forms such as waivers and license information. Signage is very important to insure a smooth athlete flow.
- Expo Area: Should be a large area next to *or* leading into the start/finish area. It should be a high traffic area that is easily accessible. The expo area should be designed to create a traffic flow by each vendor booth. The aisles between booths should be large enough for vehicle access in and out if necessary. If possible, this area should be near electrical outlets. The expo area should be designed with markings (chalk, paint, ribbon, etc) before vendors arrive.
- Technical Support Area: Should be near start/finish area and expo. Athletes may need pre and post technical support that should be in a short walking distance to the race site. This area should be large and flat with good vehicle access (concrete surface preferred). The aisles between tech support booths should be large enough for vehicle access. If possible, this area should be near electrical outlets. The tech support area should be designed with markings (chalk, paint, ribbon, etc) before vendors arrive.
- VIP Area: Should be placed next to start/finish of the race course. This area should be enclosed by a large tent depending on the number of VIP's expected (20x30 works well). The tent should be enclosed on three sides for privacy. VIP's should have a clear view of the start/finish area. The VIP tent should be strategically placed so that it does not interfere with spectator viewing of the event.
- Start/Finish Area: This area is the heart of the event. All of the other venue areas are designed around this area. The ground in this area should be in good condition. Avoid areas that are slanted or may become muddy if there is rain. The start/finish chute should be large enough to support competitor

Race Site (cont.)

(Start/Finish Area - cont.)

finish and passing lanes. The entrance into and exit from the start/finish chute should be protected. Hard fencing works best in the construction of the start/finish chute. Bleachers are ideal next to this area for spectator viewing. A start/finish banner will be provided by Specialized. No other banner may be used without prior approval by Specialized Promotions. The bottom of the banner must be no less than 8' from the ground at its lowest point.

- **Staging Area:** Should be beyond the start finish area leading onto the course. This area should not be part of the race course if at all possible. The riders should not have to cross the race course to get to the staging area. The staging area should be broken into pre-staging, staging and start areas. The staging area should be constructed to funnel riders as they moved toward the start area. Signage is very important for organized flow through the staging area.
- **Announcer Stage:** Should be placed next to the start/finish of the race course. The stage should be placed on the opposite side of spectator viewing if possible. The announcer(s) should have clear view of the riders entering and exiting the start/finish shoot. The audio system should be set on the stage so that announcement reach all areas of the venue. Additional speakers set in other areas of the venue may be necessary.
- **First Aid:** Should be placed near start/finish area. If the venue does not have first aid facilities, a 10x10 tent with red top works well to provide the shade necessary. This area should have unobstructed access for emergency vehicles. There must be an ambulance on-site during event days.

Each licensee must submit their venue design to SGP for approval.

Maps

The design of event maps will benefit event staff, volunteers, spectators and participants. Following are the maps required for each event:

- **Venue:** This map displays the entire venue including start/finish, registration, expo, tech support, parking, first aid, restrooms etc. This map is used to describe the flow throughout the event weekend. This map should be in booklet form.

Race Site (cont.)

- **Course map (Staff):** This map displays the course and its terrain features. It provides directional information, changes in elevation and changes in terrain. This map also shows monitor locations, access roads for first aid and feed zone locations. A separate map should be created for each event (Time Trial, Cross Country, Fatboy Crit, etc). This map should be in booklet form.
- **Course Map (Competitor):** This map displays the course and its terrain features. It provides directional information, changes in elevation and changes in terrain. It also provides feed zone locations. This map should be 36" square, designed in color and prepared for outside use. This map will be attached to the information board. Copies in smaller form should be made to post in other areas (host hotel, etc).
- **Expo/Tech Support Maps:** This map should be designed and distributed as part of the expo/tech support sponsorship package. This map displays the available areas and locations. The licensee can use this map to fill in corporate names as they sign up. This map should incorporate parking locations for expo vehicles.

Event Materials

Specialized promotions will supply the following venue materials to each licensee:

- One (1) Start/Finish banner.
- 2,000 feet of Cactus Cup fencing.
- One (1) 30'x30' star tent.
- Two (2) Specialized 10x10 tents.
- Thirty (30) wooden cacti.
- Wooden signage: Registration, information, VIP, kid's rodeo, first aid, and restroom.
- One (1) inflatable tire (15' height x 30' width)
- Two (2) inflatable Cacti (15' tall).
- Three (3) rolls (1,000' each) of Specialized course ribbon.
- Ten (10) bundles (40' each) of Specialized pennant flagging
- Three hundred (300) directional arrows.
- Kid's rodeo directional signs.
- One (1) awards banner & awards blocks.

All other tools and miscellaneous event materials will be provided by licensee.

Event Descriptions

The Specialized Cactus Cup format offers racing for all ages and ability levels. Experts and Pro's compete in a four event stage race including a Prologue Time Trial, Fatboy Criterium, Dirt Criterium and Cross Country. All other classes compete in the Dirt Criterium and Cross Country. The philosophy of the Cactus Cup is to offer courses that are fun. Each rider should be challenged but not discouraged. The ultimate goal is to provide a positive experience.

Time Trial

The prologue time trial is the first of a four event stage race that makes up the general classification (GC) competition. The stage race is for the Pro and Expert classes only. This is an individual time trial, each rider against the clock. The course should be roughly 5 miles in length. The fastest rider should complete the course in roughly 20 minutes. The course can offer a variety of terrain including climbs and descents. The time trial course can be one lap or a portion of the cross county lap, depending on its length. Riders should be sent onto the course in one minute intervals.

Fatboy Criterium

The second stage of the GC stage race. Due to time constraints, this event is for all Pro's and Expert's 19 to 34 only. This event is a miss-and-out criterium held on city streets. Riders are allowed to put "slick" tires on their bikes. Tires can be no smaller than 1.25" in width. Tires must be measured before racing begins. Every rider is required to complete ten laps before officials start pulling riders off the back of the pack. The number of riders pulled on each lap is determined by the chief official. It may be necessary to pull larger numbers of riders at the beginning of the race for safety purposes. Once the field is decreased to five riders, the chief official will determined laps remaining. Laps will be counted down until the last lap and sprint finish. Time bonuses are awarded to the top five finishers in each category.

Dirt Criterium

The third stage of the GC stage race for Pro's and Expert's. This race is also open to all other categories. The race course should be approximately two miles in length. This will ensure a quick and fast race with the riders coming through the start/finish area a number of times. The course terrain works best if it is fast; rolling or flat. Riders that are lapped will be pulled. The start finish chute must have a lap lane and finish lane.

Event Descriptions (cont.)

Cross Country

The cross country is the fourth stage of the GC stage race for Pro's and Expert's. This race is also open to all other categories. The race course lap should be no less than 5 miles in length. Approximate distances should be: 10 miles (1st Timer & Beginner); 15 miles (Sport); and 25 miles (Experts and Pros). The Expert and Pro race should last no less than 2 hours. Ideally, the course will offer a variety of terrain. If there are long single track sections, passing areas need to be provided. Long steep climbs and steep descents are not a problem for pro and expert riders but should not be part of the 1st timer and beginner courses. The course must be easy enough for beginner riders to complete. Two courses may be necessary. The course should be accessible to spectators. A mandatory course inspection, by a Specialized representative, will take place at least three months prior to the event date.

Feed Zones: Feed zones should be provided during the cross country. Feed zones must be clearly marked at the start with a large sign reading "Start Feed Zone" and at the end of the feed zone marked "End Feed Zone." On courses roughly 5 miles in length, only one feed zone is necessary. Courses between 5 and 12 miles should provide two feed zones. There should be a feed zone area designated for professional use. There should be a neutral feed zone for all other competitors. It is the promoters responsibility to provide neutral water (bottles preferred) and staff to distribute the water.

Downhill

Downhill events are individual time trials. The course should be designed such that there is passing allowed most if not all the way down. There should be a minimal amount of uphill on the course. A rider should be able to maintain a fair speed the entire course. Dangerous areas should be padded and protected. The course should have a run out of no less than 50 yards from the finish line.

Dual Slalom

The dual slalom is a spectator oriented event. The course can include jumps, drop offs, banked turns, and other assorted challenges. The entire course should be visible from top to bottom. The course should be completely fenced. Single or double pole gates may be used.

Kid's Events

The Specialized Cactus Cup event is marketed as a destination weekend, "offering something for everyone" including kid's. In fact, the kid's events have proven to be one the highlights of the weekend.

Kid's Safety Rodeo

The kid's safety rodeo is offered to children ages 13 and under. It is open throughout the day on Saturday and Sunday during expo hours. The rodeo is an opportunity for children to learn about bicycle safety. Kid's negotiate a quarter mile course learning how to react to street signs and trail signs that they may encounter while riding near their home. They are taught the importance of wearing a helmet and bicycle fit. Each child receives a prize upon completion of the rodeo. The rodeo should be set up near the event expo. Specialized flagging works well to enclose its perimeter. Inside the rodeo, is a course designed from wooden stakes and Specialized ribbon. Signs are displayed at intersections throughout the rodeo for the children to encounter. A volunteer should escort each child through the rodeo, explaining the proper action to take for each sign. A limited number of loaner bicycles and helmets must be made available.

Kid's Race

One of the highlight events of the weekend! The Kid's Race is offered FREE to children 13 and under. The course distances are divided by age: 5 & under make a straight line through the start/finish area; 6 to 8 year olds make two to three laps over a mostly flat course with a few bumps; 9 to 13 year olds ride a 1-2 mile distance on part of the actual race course (they may have to push portions). Parents are encouraged to participate by running along side or pushing their child. Each child receives a medal at the completion of the event. The event takes place at noon on Sunday just before the Pro's are introduced for the Cross Country. There have been as few as 50 and more than 300 kid's participating in this event. Clear instructions and organized staging are key elements to the events success. Good signage and a blow horn to offer instructions through are necessary. DO NOT under-estimate this event; it can be a fantastic experience for all if produced efficiently. It is also one of the best public relations opportunities.

Team Specialized

The dates for the 1996 Specialized Cactus Cup events were chosen to logically fit into the professional race calendar. Whenever possible, Team Specialized riders will participate in Cactus Cup events including public relation efforts.

Event Participation

A minimum of two (2) riders from Team Specialized will attend each Cactus Cup event. Specialized will provide the names of participating Team Specialized riders at least two months prior to the event date.

Promotional Appearances

Team Specialized riders are available for public relations efforts as their schedule permits. All uses of Team Specialized riders outside of racing must be arranged with SGP. Following are some of the promotional opportunities Team Specialized riders may be utilized for:

- *Radio/Television Interviews:* Team Specialized riders can provide interviews on the race, cycling technology or cycling safety.
- *Autograph Signing:* Team Specialized riders will sign autographs at the event. This session should occur after the athletes have competed. All autograph sessions must be properly publicized.
- *Dealer Visits:* Schedule permitted, Team Specialized riders may be available for Specialized dealer visits. All dealer visits must be properly publicized via radio and print advertising. A Specialized sales representative **must** be involved in the coordination and be in attendance at any dealer visit.

Meet the Pro's Party

The "Meet the Pro's Party" is an event that takes place immediately following the Fatboy Criterium on Friday evening. This party is most effective if it is scheduled at a restaurant that is in walking distance from the criterium. This enables the "captive" crowd of athletes and spectators to make their way immediately to the party. A full menu should be available as many attendees will be hungry for dinner. Music, dancing, drink specials and product giveaways help keep the party exciting. Tricycle races have been a hit at past parties.

After the athletes have had dinner, Team Specialized riders will be available to sign autographs and interact with their fans. Other pro team riders should also be invited to participate in this signing session. Team Specialized riders are available to participate in other activities such as prize giveaways or tricycle races. These activities should be scheduled early as the riders need to get sleep in preparation of Saturday's competition.

Registration

Rider registration is one of the most critical parts of timing and scoring. Riders that register in the wrong class will not receive proper results and will slow down the results process for others.

Registration Process

Example:

1. The entry form is included in the event flyer supplied to you. Minor alteration can be made if necessary (adding boxes for postal codes etc.) otherwise it should remain consistent.
2. Early registration fees are noted on entry form. There will be a late charge of \$10 for entries postmarked later than 10 days from the first event date.
3. When an entry form is received, it will be filed in a folder by class. It will be noted how much was paid on the entry form.
4. If there is a problem with the entry, (no event marked, unknown sex, etc) it will be filed in a folder marked problems.
5. Pre-registrations should be sent to the timing company to enter. A timing company representative will arrive 2 days before the event to accept any late entries. They will also meet with the timing captain to organize the registration process. The timing company is responsible for assigning numbers with Specialized direction.
6. Registration packets will be assembled before the event by the local organizing committee.
7. Pre-registered riders can receive a race number and have their information packed into a 10x13 envelope. The number within the envelope will be written on the outside of the envelope in big black letters.
8. The packets will then be placed in a pre-assigned box in numeric order for easy access.
9. The day before registration opens, packet labels or an assigned number sheet will be printed by the timing company for all pre-registered riders in alpha order.
10. On the alpha roster, the remaining number will be printed in sequential order, double spaced to allow for walk in registrations to be added to the list.
11. When registration opens, a pre-registered rider needs to do the following:
 - Show or purchase a sanction license.
 - Show proper identification.
 - Sign the waiver release.
 - Confirm that correct number are in packet.
12. A person who has not pre-registered and wishes to do so on-site may do so only until one hour before their race start.

Registration (cont.)

(Registration Process - cont.)

13. To register on-site a rider must do the following:
 - Fill out registration form.
 - Sign the waiver release.
 - Show or purchase a sanctioned license.
 - Pay the proper amount, including late fee.
14. The registration person will look on the registration sheet for the correct class/category and assign that person the next available number on the sheet. The registration person will write in the persons name, team, license number on the registration sheet. After complete, they will give the rider the proper number and rider packet. The entry form than is put into a folder marked TO BE ENTERED for the data entry person to collect.
15. When the data entry person collects the forms and after they enter them into the computer, they file them numerically in the proper class/category folder.
16. All entry forms will stay with the data entry person until the conclusion of the event.
17. The registration captain must remain at registration at all times during the running of the events and on registration days.

Entry Fees

Recommended entry fees will be made by Specialized Promotions. Fees will be altered internationally based on exchange rates. Recommended entry fees are as follows:

Early Registration: Based on U.S. dollars
PRO MEN/WOMEN & EXPERT MEN/WOMEN (19-34)
4 stages \$60 or \$25 each stage
1ST TIMER, BEGINNER & SPORT
2 events \$45 or \$25 per event

A \$10 late charge will be added if not postmarked 10 days before the first event.

The licensee is at liberty to charge what they feel is appropriate. Specialized encourages that entries fees are kept reasonable. **SGP must approve entry fees.**

Insurance

Every Specialized Cactus Cup event must be covered by event insurance. To date, there has yet to be a legal suit made due to an occurrence at a Cactus Cup event. Accidents are common and the event must be covered.

Registration (cont.)

(Insurance - cont.)

Corporate Insurance

Licensee is required to carry a minimum of \$1 million event insurance. This policy is typically covered under the Specialized corporate policy.

Sanctioning License and sales:

The event should be sanctioned with the governing body in your country (ex: National Offroad Bicycle Association - NORBA in the U.S.).

Riders are covered by the policy when they join the NORBA organization. NORBA participants can sign up for an international license to be used abroad. International licenses from other countries are accepted in the U.S. Riders can join for one year or pay a single event fee.

In the U.S. a per-rider charge of \$3 each is paid to the sanctioning body for event insurance.

Example License Process at registration:

1. One official will be responsible for the sale of licenses. This person may need an assistant.
2. The license table will be set up at the entrance to registration.
3. Once the license has been checked and confirmed, the rider may proceed to registration.
4. If the person does not have a license, they will need to purchase one.
5. All persons purchasing an annual license will receive a receipt.
6. At the end of the event, the official will complete a report detailing the number of annual, one day, two day and three day licenses sold and the revenues derived from those. The official will submit this report to the sanctioning body along with revenues collected.

Waiver

Each participant must read and sign a release of liability waiver. A sample waiver is enclosed. If the participant is under 18 years of age, a parent or legal guardian must be present to sign the waiver. **Under no circumstances may an athlete compete without completing this waiver.**

Competitor Materials

Competitors rate the success of an event by the race course/race management, the speed/accuracy of their time and most importantly, the “goodies” they receive. Specialized Cactus Cup events have a history of rating high on the “goodies” scale. All of the competitor materials will be ordered by SGP to receive quantity discounts. All competitor materials will be billed back to the licensee. A forecast of event needs must be supplied to SGP by January 1.

Race Numbers

Race numbers will be supplied by SGP. A sample race number is enclosed. The range of numbers will be based on the licensee forecast. Race numbers can be ordered in 500 allotments.

Rules concerning race numbers:

- Cutting, folding, mutilating or applying stickers to the race number plate may result in disqualification.
- Numbers will be assigned to pro riders based on past event standings. Number assignment can be made at licensees discretion.

Race Bags

Race bags will be designed and supplied by SGP (1994 sample enclosed). Race bag items (waterbottles, pins, etc.) will also be produced by SGP. Forecasts for these items must be to SGP by January 1.

Prize List

Prizes are awarded to each category (as broken out on entry form) five places deep. A prize list breakdown must be approved by SGP. An example of a prize breakdown sheet is enclosed. The prizes must be posted at the registration area so the athletes know what they are competing for.

Medals

Medals are given to the top three competitors. Medals will be ordered by SGP. Each licensee must forecast their medal needs.

Prizes

Merchandise prizes work well. Specialized products make wonderful prizes. Additional prizes may be available by local sponsors. The prizes should be broken down by retail value, with first receiving the most expensive prize.

Pro riders receive prizes made up of cash and merchandise. Cash prizes are at each licensee's discretion. Cash prizes must not be less than \$2,100 U.S. It's a professional touch to offer flowers to the Pro riders.

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Competitor Materials (cont.)

Winner / Leader Jerseys

Winner & Leader jerseys are designed and provided by SGP. Each licensee must forecast their jersey needs. Forecasts must be to SGP by January 1.

Leader Jersey

Leader Jerseys are provided to the General Classification leader in each category after each stage. These jerseys are for the Pro and Expert fields only as they are competing in the stage race. The leader jersey must be given to the rider or team manager before the next stage. There will be an area on the jerseys for the rider's sponsor logo. Riders can not cover or alter existing logos on the jersey. The leader jersey must be worn during the next stage.

Winner Jerseys

Winner Jerseys are awarded to the 1st place finisher in each category from 1st Timer to Pro.

Awards

The awards area must be set up prior to the first day of competition and must be accessible to riders, media and spectators without interfering with any race in progress. An awards backdrop will be available to each licensee. The awards banner may not be altered.

The top five riders in each race will be called to the podium to receive awards. Awards blocks will be available for the top three riders to stand on.

Set times and professional presentations add to the excitement of the event. Once a time table is set for the awards, it should be adhered to. This will insure that the athletes are present during the awards ceremony. If the time changes (timing delays, etc) announcement must be made. It is necessary to give awards out throughout the day as riders may have to leave shortly after their event. Do not schedule awards during the professional events as most of the athletes and spectators are out on the course.

The Awards Captain should organize a sample of all of the awards for display at awards podium. A second area (secure area) will be organized for awards distribution. After the awards presentation, athletes can get the correct awards and sizes at the distribution area. A list must be maintained to keep track of those athletes receiving awards. Awards will not be mailed.

Event Production

Classes/Categories

The classes and categories of the Specialized Cactus Cup are basically standard with one exception, the 1st Timer category. This category was added to attract those people that truly have not tried a mountain bike event ever. This category has proved to be very popular.

Category Descriptions:

Category descriptions may vary by name in different countries. Category descriptions for the Cactus Cup events are as follows:

1st Timer - This category is meant for people who haven't raced mountain bikes before.

Beginner - This category is meant for people who have raced only a couple of times.

Sport - This category is meant for more experienced riders.

Expert - This category is meant for the most experienced riders.

Pro - This category is meant for the best most experienced riders in mountain biking.

Riders are classified according to their age on December 31, 1996, in the following classes:

1st Timer

Men/Women 14-26

Men/Women 27+

Beginner

Junior Men/Women 14-18

Senior Men/Women 19-26

Senior Men/Women 27-34

Veteran Men/Women 35-44

Master Men/Women 45+

Sport

Junior Men/Women 14-18

Senior Men/Women 19-26

Senior Men/Women 27-34

Veteran Men/Women 35-44

Master Men/Women 45+

Event Production (cont.)

(Category Descriptions - cont.)

Expert

Junior Men/Women 14-18

Senior Men/Women 19-26

Senior Men/Women 27-34

Veteran Men/Women 35-44

Master Men/Women 45+

Pro

Pro Men

Pro Women

Scheduling

The Cactus Cup events generally take a weeks time to completely produce from set-up to tear down. Typically, the first four days involve venue/course construction and event preparation. All Cactus Cup events will consist of a minimum of three days of competition.

Example Set-up Schedule:

Monday

- Event Staff arrives.
- Meet with city officials.
- Meet with host hotel.

Tuesday

- Fully mark course
- Mark camping area
- Course maintenance
- Hardware store list
- Mark / stake expo area
- Deliver any photo copy jobs
- Meet with Friday Night Party restaurant.

Wednesday

- Complete hard fencing, stages etc
- Put up start finish area.
- Put up kid's rodeo.
- Race bag stuffing begins at 1:00
- Sort and organize race #'s.
- Put up prize display
- Decorate host hotel
- Put together VIP baskets

Event Production (cont.)

(Set-up - cont.)

- Design kid's race course
- Meet with timing company

Thursday

- Registration opens: 12 noon
- Porta toilets arrive
- Tents to arrive
- Distribute race staff clothing
- Finishing touches
- Pick up arriving team members

Example Event Schedule:

Friday

Pro/Elite and Expert only - 9:00 am start time for the Individual Time Trial, 5 mile course. Riders will start in one minute intervals. Start times will be posted Thursday after 6:00 pm at host hotel on the Information Board. Late registrants will be added at the end of each class.

CLASS	START	DURATION
Pro/Elite and Expert	9:00 a.m.	5 Miles

Friday (Evening)

Pro/Elite and Expert 19-34 Men & Women - 6:00 pm start time for the Specialized Fatboy Criterium. Quarter mile course.

CLASS	START
Pro/Elite & Expert 19-34 Women	6:00 p.m.
Celebrity Race	6:30 p.m.
Pro/Elite and Expert Men	6:45 p.m.

Saturday

Criterium 1 mile lap. Late registration closes one hour before your start time. Each race lasts for the time listed below plus one lap.

CLASS	START	DURATION
Beginner Men 14-26	8:00 a.m.	20 minutes
Beginner Men 27-34	8:30 a.m.	20 minutes
Women (all ages) Vets & Masters	9:00 a.m.	20 minutes

1996 Specialized Cactus Cup® Series

Event Production (cont.)

(Event Schedule - cont.)

1st Timer Men 14-26	9:30 a.m.	20 minutes
1st Timer Men 27-34	10:00 a.m.	20 minutes
1st Timer Women (all ages) & Vet & Master	10:30 a.m.	20 minutes
Sport Men 14-26	11:00 a.m.	30 minutes
Sport Men 27-34	11:40	30 minutes
Sport Vet & Master Men	12:15	25 minutes
Sport Women (all ages)	12:40	25 minutes

CLASS

Expert & Pro/Elite Women	1:10 p.m.	30 minutes
Expert & Pro/Elite Men	1:40 p.m.	40 minutes

Sunday

Circuit Race 11 miles (1st Timer, Beginner), 15 miles (Sport), 25 miles (Experts & Pros). Late registration closes one hour before your class start time. This course will be marked and will have course marshals at key intersections. We may combine some age groups that are small. Please report to the start line warmed up and ready to race at least 10 minutes before your start time and listen to the officials. 1st Timer and Beginner riders will race a slightly shorter course that will not include the long down and up hill. It will however include all of the really fun stuff, so don't worry - have fun and race hard.

CLASS	START	DURATION
Beginner (11 miles on top of course)		
Men 19-26	8:00 a.m.	3 laps
Men 27-34	8:02 a.m.	3 laps
Veterans Men	8:04 a.m.	3 laps
Juniors Men 14-18	8:06 a.m.	3 laps
Masters Men	8:08 a.m.	3 laps
Women (all ages)	8:10 a.m.	3 laps
1st Timer (11 miles on top of course)		
Men 19-26	9:15 a.m.	3 laps
Men 27-34	9:17 a.m.	3 laps
Veterans Men	9:19 a.m.	3 laps
Juniors Men 14-18	9:21 a.m.	3 laps
Masters Men	9:23 a.m.	3 laps
Women (all ages)	9:25 a.m.	3 laps

Event Production (cont.)

(Event Schedule - cont.)

Sport (15 miles, full circuit)

Men 19-26	10:30 a.m.	3 laps
Men 27-34	10:32 a.m.	3 laps
Veterans Men	10:34 a.m.	3 laps
Juniors Men 14-18	10:36 a.m.	3 laps
Masters Men	10:38 a.m.	3 laps
Women (all ages)	10:40 a.m.	3 laps

Youth Mountain Bike Race

Ages 5 and under	12:15 p.m.
Ages 6-8	12:25 p.m.
Ages 9-11	12:45 p.m.
Ages 11-13	1:00 p.m.

PRO/ELITE & EXPERT (25 miles, full circuit)

Men 14-34 Vets	1:15 p.m.	5 laps
Women (all) & Masters Men	1:20 p.m.	5 laps

Officials

One Chief Official will be contracted by SGP. Specialized will work with the licensee in association with the chief official to locate additional officials. All additional officials will be contracted by the licensee. At least one additional official will be necessary. The duties of the chief official include:

1. To serve as a representative of governing sanction body.
2. To assist with scoring and timing of the race.
3. Assist with sale of trial and annual licenses.
4. Assist with registration problems involving licenses, classes and categories.
5. Manage, in coordination with promoter, staging, course explanation and start of athletes.
6. Rule interpretation as necessary.
7. Deal with protests.
8. Submit a race evaluation to governing sanction body.

Event Production (cont.)

Race Bible

The race bible contains the official rules and times of the event. Every rider must be handed a race bible at registration. **Each rider should be told to read their race bible before the competition.** It is the riders responsibility to adhere to the rules as stated in the bible. Officials will refer to the race bible for start times. These start times supersede any other published times. **The athletes must read the race bible!** A sample race bible is enclosed.

Timing/Scoring

Each licensee will be responsible for hiring a timing company. SGP will contract with a timing company to provide timing and scoring services for the three national events. SGP will work with each international licensee to secure a timing company. The timing company that SGP contracts with may provide services internationally.

The timing company will work closely with registration and do all data entry. They will be responsible for all start lists, rosters, packet labels and mailing labels. They are responsible for scoring and timing all registrants for each event and producing accurate results in a timely manner. They are responsible for providing results for awards presentations as needed. They are responsible for providing the promoter with one complete set of results at upon completion of all events.

Announcing

SGP will contract with one announcer for the 1996 season. One additional announcer must be contracted by each licensee. SGP will work with each licensee to find this second announcer.

The primary responsibilities of the race announcers is to inform and entertain the crowd, media and participants by announcing the race details and action. Another key responsibility is to give sponsors required exposure.

SGP will produce a sponsor script for all global sponsors. Each licensee should do the same to include local sponsors. Announcers are not permitted to make any promotional announcements not authorized by SGP.

The announcers must deliver event information in a professional manner. Announcers should be intimately familiar with the following information:

Event Schedule: The announcers should be provided with a race bible so that they have a complete schedule of events. Additional format information such as party times and locations etc should be provided to announcers.

Event Production (cont.)

(Announcing - cont.)

Riders and Participants: Announcers should be familiar with all of the top Pro riders. It is helpful if the second announcer is from the region. He/she will be able to provide knowledge of local riders. The announcers should be provided complete start lists that contain the riders name, bib number, age, team and hometown.

Sponsors: Announcers should be provided all sponsors names and messages. They should receive instructions as to the number of times each should be mentioned. It may be necessary to teach the announcers the correct pronunciations of sponsor names.

Area: Detailed information needs to be obtained for the local area such as history, uniqueness, race history and number of riders in area.

Announcers will work closely with the timing staff and chief official to announce protest periods and results postings. It is imperative that announcers have a full understanding of NORBA and UCI rules and regulations.

Lunch and drink must be provided for announcers throughout each day.

Results Posting

Results, announcements, start lists and rosters will be posted on the information board. These same items will be posted daily at the official hotel.

There needs to be one person from the local organizing committee designated to posting results. Information distribution is very critical to a well run event. This person can be responsible for making the necessary numbers of result copies.

There is a fifteen minute protest period after results have been posted. This announcement needs to be made over the PA. All protest must be made to the chief official. If results change, they will be re-posted and require a new protest period. All results must be signed off by the chief official before they are made final.

Event Follow-Up

The event doesn't end after the last award is delivered or the last stake pulled. There are plenty of details to complete. Immediately following the event the distribution of post-event information to the media and athletes begins. There is a small window of time available to distribute this information effectively. Lastly, event evaluations should be completed to measure the successes and areas that need improvement.

Results Distribution

Results will be distributed to the media and competitors.

Media: Upon the completion of the final event, the timing company should supply licensee with a complete set of results. It may be necessary to fax results to local media to meet deadlines for the evenings news and the next day newspaper editions. Additional copies of results will be distributed to industry publications. A complete press release of event details should accompany these results. Race staff should remain available for at least one week following the event to receive event inquiries by phone.

Athletes: Result booklets should be mailed on or before 10 days of the completed event. An example results booklet is included. Mailing labels will be provided by the timing company.

Post Event Evaluation

The post-event evaluation process can be extremely valuable. SGP, each licensee and the site director should write a complete post-event summary. The summary should be completed as soon as possible while the memories are fresh. A meeting will be scheduled to discuss the event. Promoters should also keep a phone list of event comments (everyone is a critic). Volunteers and local race committee provide valuable feedback. An evaluation sheet can be mailed to the local race committee members and all volunteers along with a Thank You note.

Post Event Follow-Up (cont.)

Volunteer evaluation example:

Name: _____ Committee: _____

1996 Specialized Cactus Cup Evaluation

1. In your area of responsibility:

A. What improvements or changes would you make? _____

B. What was particularly successful? _____

2. What suggestions do you have for other areas of the Local Race Committee and Race Director?

3. Any other observations? (positive or negative) _____

4. In your opinion, what was the best and worst part of the event?

Best: _____

Worst: _____

Post Event Follow-Up (cont.)

(Volunteer evaluation - cont.)

5. Any comments on your interaction with Specialized staff? _____

6. Volunteers

A. Was recruitment effective? _____

B. Did you have enough volunteers? _____ How many? _____

C. Did you call them prior to race day? _____

D. Did you have a meeting or training with them? _____

E. Was it helpful? _____

(For additional comments use back or attach a sheet)

Conclusion

Producing a Specialized Cactus Cup event is an exceptional opportunity. The series has experienced fantastic success and has tremendous momentum leading into the 1996 season. This manual is a guide to aid in the success of your event. Specialized is committed to working closely with each licensee to produce the best events possible.

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