

USA  BMX

 BMX CANADA

# POTENTIAL TRACK OPERATOR KIT



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# LETTER TO POTENTIAL TRACK OPERATOR

Since 1977, the American Bicycle Association has been providing countless people the opportunity to experience the world's greatest extreme sport, BMX! The American Bicycle Association is the parent organization for both USA BMX and BMX Canada. USA BMX and BMX Canada were created by track operators, for track operators, to provide centralized rules and regulations as well as insurance, with a focus on superior customer service and support. With over 350 tracks across the US and Canada and over 60,000 members, it's obvious that the American Bicycle Association is a huge success, and can soon be shared with your community.

As you may or may not know, the sport of bicycle motocross (BMX) racing provides people of all ages a positive activity, which promotes competition and good sportsmanship. BMX by its very nature is an individual sport that involves the entire family. In BMX, "No One Sits on the Bench"! riders compete not only by age but also by proficiency. This allows participants to race

others who are of similar age and skill level. Thousands of people throughout the world can attest to the positive effects of being involved in BMX racing.

The growth of USA BMX and BMX Canada has been phenomenal especially in the past several years. In fact, since 1996, the organization has doubled in the number of members and the number of sanctioned tracks across North America. This growth is due to the foundation that was set over 35 years ago. This foundation of programs and philosophies is still the same today with only a few modifications to meet the needs of a changing society.

Developing a BMX track in your area is simple. If you have any questions, please contact our team at 480-961-1903.

Good Luck!  
New Track Development Team



# THE WORLDS LARGEST BMX PROMOTER AND SANCTIONING BODY



- BMX was introduced as an Olympic Sport at the 2008 Olympic Summer Games in Beijing, China.
- The American Bicycle Association (ABA) was founded in 1977
- The National Bicycle League (NBL) was founded in 1975
- In 2011, the American Bicycle Association acquired the assets of the NBL and started operating in the United States as USA BMX and in Canada as BMX Canada
- BMX is recognized by USA Cycling as a “collegiate” sport and offers a collegiate national championship
- 70,000 members nationwide





- Over 320 local BMX racing facilities across the United States and Canada
- Annually sanction over 12,000 events
- USA BMX promotes and manages a national race series
- BMX Canada promotes and manages a national race series
- USA BMX and BMX Canada combine for a 70+ event regional schedule along with 6 Regional Championship events
- Various levels of racing: Local, District, State/Provincial, Regional and National
- Three classifications in each age class (Novice, Intermediate and Expert)
- \$5,000,000 liability insurance for local tracks
- Membership raises over \$250,000 annually for the Leukemia and Lymphoma Society
- Comprehensive web sites (usabmx.com and bmxcanada.org) which includes detailed local track information as well as rider information, history of the sport, and more
- Track operator only web site loaded with helpful content
- Full-color monthly membership publication, PULL magazine, going to over 40,000 households and 10,000 businesses, loaded with information about the local, regional, and national BMX scene.
- The sanction pays out over \$750,000 to Pro Racers annually
- The sanction awards over \$40,000 annually in college scholarships to members
- USA BMX and BMX Canada provides awards for State/Provincial, District, Regional, and National

### State/Provincial Series

- 2,400 Backpacks
- 4,500 Number Plates

### District

- 1,700 Jackets
- 1,200 Medallions

### Regional

- 600 Jackets
- 2,000 Number Plates

### National

- 620 Jackets
- 620 Number Plates
- 62 Helmets





# ABOUT BMX IN THE BEGINNING ...

Somewhere in California during the early 70's, a bunch of kids on modified 20" Schwinn Stingray bicycles went out to a vacant lot and created a sport of their very own... BMX. Those kids were probably not even the first. The same scene of youthful energy and American resourcefulness was probably going on in Nebraska and/or New Jersey. But, it was the California gathering of nameless pioneers who were recorded on film by Bruce Brown's cameras. The resulting motorcycle film, *On Any Sunday*, would spread the word like a wildfire. There was no stopping it now.

A new sport created by kids for kids was born. Bicycle Motocross was the name it was given. That name was quickly shortened to BMX. It grabbed the attention of thousands of kids in one short summer. Boys and girls on their modified bicycles were seen jamming through the dirt emulating their motorcycle motocross heroes.

The next step was organized racing. By 1977, pockets of loosely organized BMX races dotted the nation from coast to coast. It was time for a national sanctioning body and from out of this need; the American Bicycle Association was created. The American Bicycle Association not only filled that need, it completely changed and continues to shape the future of the sport it serves. The first step was to create a system of qualify-

ing participants that was not only fair, but one which enhanced the competitive nature of the very sport itself and still afforded each and every rider the chance to be a winner. This need for fairness led the way to the transfer system, in which the winner of each moto advances to the next round - be it quarter, semi or main event.

That first step led to a long and continuing list of firsts that spell out the very success of the sanction today. BMX racing is a sport of youthful achievement and family involvement. While the young boy or girl BMX racer develop skills at an individual pace, they are learning about winning, losing and trying again. The racer's family learns that time spent together in support of the racer and the individual achievement is quality time.

In June of 2011, the ABA purchased the assets of the only remaining sanctioning body in the United States, the National Bicycle League. At this time, while retaining the name the American Bicycle Association, a decision was made to operate as USA BMX in the United States and BMX Canada in Canada.

USA BMX and BMX Canada now boasts over 350 sanctioned tracks and 60,000 active racing members across the United States and Canada. As the largest BMX promoter





As a sanctioned track, you will have access to the very best tools available to ensure the success of your program. Your BMX track will also be included in our insurance program, which will provide \$5,000,000 general liability insurance for you, your staff, spectators, and riders. Our service begins with our philosophy regarding our grass roots program that is, "without the track operator and the local program, there would be no sport of BMX." The track operator is the key element to the success of the sport and, of course, the success of the American Bicycle Association.



and sanctioning body in the world, we are able to offer a complete fulfillment of services to both tracks and members. The home office in Gilbert, Arizona features an in-house creative design department, print shop, membership department, track support department and more. With these capabilities we can assure the expert production of track advertisements, quality member and track support and an exciting monthly membership publication. In addition, we have a sophisticated computer system to insure that all data, including membership, points, and track information is always timely and accurate.





**AMERICAN BICYCLE ASSOCIATION**

# FIRSTS ...

**WE HAVE CREATED ALMOST EVERY MAJOR INNOVATION  
IN THE SPORT OF BMX RACING!**



**Here is a list of the highlights:**

- First National Tour
- First Pro Purse
- First Cruiser Competition
- First Vet Pro Competition
- First BMX Hall of Fame
- First Sanction to call fouls as they happen
- First Starting Light System
- First Automatic Starting Gate System
- First Starting Gate Voice Command
- First Computerized membership and points system
- First Computerized Registration System for local tracks
- First credit card style membership cards with bar coding
- First Windows based registration system
- First interactive website
- First internet event registration
- First event radio broadcasting
- First live event audio web casting
- First live event video web casting

# WHY

## THE AMERICAN BICYCLE ASSOCIATION?



The sanction's system of operation is a comprehensive program, which has proven itself through over 35 years of successful use. The programs have been amended occasionally to keep up with changing situations but the basic construction has remained. We strive to cater to the local track program and its membership while offering national level competition for the more accomplished riders. Through the different levels of competition available, both rider and track operator benefit. As a rider becomes more skilled in ability and gains confidence, that rider will seek out other competition and begin traveling to other tracks. Cooperation among our tracks helps create a positive flow of new riders to each track while increasing the excitement level for the competitors. It's a win-win situation.

There are several different levels of competition that have been created and each serves as a possible stepping-stone to a riders continuing advancement in the sport. These levels include local, district, state/province, regional and national aspects of competition. A rider may choose to move up through these levels or may simply be satisfied with the level where he/she currently competes. The following describes each level:

**Local level:** Riders compete for trophies and the sheer excitement of BMX racing. Racing for the sake of racing and nothing more.

**District:** Riders start chasing points to earn a low district ranking. Traveling to other nearby tracks becomes necessary for these riders to maintain their point accumulation towards this goal. Every time a rider races,



points come back to their home district. Every year riders are awarded a new number based on their district ranking to be proudly displayed on their number plate the following year. In addition to the rider number, top district riders are awarded custom jackets and medallions.

**State/Provincial:** A rider's best qualifying SCR/PCR scores, plus the Final go towards their overall ranking. A rider must race in 6 single point races in order to be eligible for a state or provincial ranking. The State/Provincial Finals will offer double State/Provincial points for the Final. Riders will be earning numbers that they can run. Experts (along with Girls, Cruisers & Girl Cruisers) will be given a blue number plate. Novice and Intermediate riders (combined) will battle to win a number plate that sports a green background with a white number. All Champions will be awarded a FLY backpack for their efforts.





## WHY

**Regional:** The U.S. and Canada are divided into three regions - East, West and Central - with each hosting its own Redline Cup series. Riders must qualify for the Redline Cup final event in their respective region by competing in the required amount of Redline Cup qualifier races. This level sees riders crossing into other states and provinces to get qualified with riders from the entire region attending the Redline Cup finals event set in a predetermined location. At the Redline Cup finals, riders are competing for the coveted Redline Cup Champion Title; which includes Redline Cup plates that are awarded to the top 3 riders and a Redline Cup jacket to the winner in each age group and proficiency.

**National:** At this level, a rider is committed to the sport. This is the most competitive level and riders must be willing to devote time to training and preparation. Riders will travel nationwide, visiting different tracks regularly and racing the best the sport has



to offer in an attempt to get the ultimate recognition - a National #1 Title or National Age Group (NAG) title; which is awarded for each age group. Riders have the opportunity to earn a National Number as well as a NAG number, which are considered the most prestigious rankings in all of BMX.

In explaining these different tiers of competition, it is important to reemphasize the value of the local track - the grass roots aspect. Without these tracks, BMX would not exist - it all starts here. This is where a new rider has his/her first real BMX experience and as the sanctioning body, we want to make that a lasting impression. You, as a potential track operator, would become a part of the backbone and would be instrumental in launching the careers of countless BMX-ers who might not have that chance without your track. We appreciate the efforts of those who would create a BMX facility and support those efforts by any means necessary to see an additional opportunity for today's youth to get involved in the greatest youth sport on Earth - BMX.





# STAIRWAY TO SUCCESS

## HOW HIGH CAN YOU CLIMB?

Through a rider ranking system riders of all ages and proficiencies have a path to success to follow!

## NATIONAL

The highest ranking available in our sanction is earned through National Event participation. All National Age Groups are combined to find out who is the best in BMX!

## NATIONAL AGE GROUP (NAG)

The highest ranking a rider can earn in their age group. NAG points are earned at National Events throughout the year. Only the very best riders in each age group can earn a NAG number.

## DISTRICT #1

The District #1 plate is a very elusive ranking to earn. Riders must race and win often to take home #1. Every time riders race points are earned which go towards the District plate.

## REDLINE CUP

The Redline Cup plates are given to all main event 1st, 2nd & 3rd place winners in the regional Redline Cup Finals. If you earn this plate you are truly the best rider in your class in the region. This is a once a year, one time chance to earn a Redline Cup plate.

## RACE OF CHAMPIONS R.O.C.

The ROC #1 is awarded to all main event winners of the Race of Champions, which is the pre-race to the Grand Nationals. Riders

earning this plate have qualified through their State or Provincial series to attend.

## STATE/PROVINCIAL CHAMPIONSHIP

The second step in the Stairway to Success is the State/Provincial ranking. By earning a State/Provincial plate riders solidify their status in their age group within their State/Province.

## DISTRICT

The first step is to earn a new District ranking and number. Every year all riders earn a new District number based on their District ranking and in their first year replace their assigned plate number with their earned District number.

**STAIRWAY TO SUCCESS**

**NATIONAL**

**NAG National Age Group**

**DISTRICT**

**REDLINE CUP**

**ROC Race of Champions**

**STATE CHAMPION**



REDLINE

IRIDEFOR

INTENSE

REDLINE

INTENSE

SPEED

Red Bull  
100  
adidas  
odds  
TIGGA  
GARMIN  
SUN 300  
EV

PRONK  
PÖSC  
REDLINE

REDLINE

INTENSE 15



# SERVICES PROVIDED FOR TRACK OPERATORS

## **Full-time Professional Staff:**

We have a staff of more than 30 dedicated employees with first-hand BMX experience in both operations and racing. We have a full-time Track Director Department, which is available to provide the track operator with a personal contact as well as information and guidance. The Track Director Department is made up of former racers and track operators who know and love the sport of BMX. The track operator deals directly with this department at the main office.

## **24 Hour a Day Customer Service:**

Day or night the staff is here to help you. If you are in a bind and need an answer now, you can always reach one of our knowledgeable track directors for answers.

## **New Track Operator Workshop:**

We believe that the education of local track operators is instrumental. After receiving sanction approval, a new track operator will be given a 2-day workshop involving every aspect of track operation at NO cost to the track operator!

## **Track Operator Summit:**

The annual Summit is the place to interact and share ideas with fellow passionate track operators, officials, volunteers, and BMXers from tracks across North America. There are knowledgeable speakers on hand, the USA BMX staff, as well as special guest speakers that are sure to motivate all.

## **New Track Construction:**

Designing and constructing quality BMX tracks is paramount to our success. We work with you step-by-step to plan, design, and construct a top notch BMX facility that will serve the families of your community for years to come. In fact, we can provide an experienced track builder for track construction.

## **Accurate and Timely Points:**

A sophisticated computer system is utilized enabling us to offer District, State/Provincial Championship, National Age Group, and overall national points programs. We meticulously track each rider's points for all of these rankings, while the track operator simply runs races. These points are published online as well as in PULL Magazine.





# SERVICES

## Year End Awards:

At the conclusion of each race season, top finishers in all point's categories (district, state/provincial championship, national by age, and top overall national) receive recognition and awards, supplied by the Sanction, for their competitive efforts. These year-end awards improve rider retention by providing long-term goals.

## Track Liability Insurance:

The Sanction provides complete \$5 million liability coverage 24 hours a day, 365 days a year for the track operator, landowner, and any required additionally insured entity.

## Track Supplies:

The Sanction provides all necessary track administrative supplies and many promotional items at no charge to the track. All other equipment or materials with an expense attached will be made available at a wholesale cost basis.

## Double Points Events:

All tracks shall receive at least one double point race. That race shall be a designated State/Provincial Championship Race (SCR/PCR). The SCR/PCR leads the riders to the State/Provincial Championships Finals and then on to the Race of Champions. Some tracks may earn an additional "earned" double points race based on the total number of new and renewed members enrolled in a given year.

## Race for Life Events:

Each track runs a "Race for Life", which



may be a double point race. There is no sanction fee for this race and there is no membership required to participate. Awards are supplied to the track operator for this day of racing. Special awards are also given to riders based on the total amount of donations, which benefit the Leukemia Lymphoma Society of America. A special award is also given to the top track fundraiser. With no membership requirement, the Race for Life is one of the best promotional tools for tracks.

## Communications:

Numerous press releases are sent to members, track operators, and the sport's manufacturers keeping them updated on the latest developments in BMX. Most of these





services are free of charge to the track operator. Any mailing with a charge attached is available at a postage-only rate.

### **Affordable Sanction Fees:**

This fee pertains only to race and practice days and payment is made after each event is held. Included in this fee are all the aforementioned services that we provide.

### **Variable Membership Fees:**

Membership fees include a discount to families having multiple licensees. Also available is a trial membership, which is good for 30 days of racing and a 1-Day membership. The 1-Day membership is designed to give riders and parents the ability to try before they buy. All of these memberships include a secondary medical policy for the participant at no additional cost. This policy has a cash deductible. Members also receive a .30 mil credit card style membership card complete with bar coding, which allows tracks to utilize our exclusive "Rapid Registration System".

### **Qualifying System:**

We recommend that tracks operate under the transfer system. With the transfer system, there is a new winner with each moto, thus spreading rider moral while qualifying the winning riders to a main event. Using this system also promotes more efficient race operation, while making it easy for spectators to follow the event. Additionally, with the transfer system, any rider has the ability to miss a qualifying moto due to any unforeseen reason and still qualify to the main event through a remaining moto.

### **Race Registration Computer Software:**

We offer tracks a state of the art, user-friendly Windows based computer software package at no charge. This system allows the track operator to enter racers into the day's event with just a few keystrokes or the swipe of a membership card utilizing our exclusive "Rapid Registration System".

When registration is complete, the software will build and print the moto sheets for that day's event.



# MARKETING SUPPORT

## National Advertising and Promotions:

The Sanction has been instrumental in the development of articles and programs in such media outlets as FORBES magazine, SPORTS ILLUSTRATED, USA TODAY, BOYS LIFE, SI KIDS, OLYMPIC BEAT, RACING FOR KIDS, THE WALL STREET JOURNAL, THE CHILDREN'S TELEVISION WORKSHOP, ESPN, FOX, THE EXTREME SPORTS CHANNEL, NICKELODEON, VERSUS, NBC SPORTS, NBC, and PRIME SPORTS NETWORK as well as various other television programs and numerous local papers.

## Sponsors Benefit Local USA BMX and BMX Canada Tracks:

With any corporate sponsorship, one of the primary goals is to generate new customers for local tracks, which will ultimately increase participation. We have executed some promotions within the last few years to attract new riders and here are some great examples.

Targeting potential BMXers by working with the bicycle industry to place coupons for a free 30-day membership and free race entry with every new bicycle sold both by mass merchants and independent bike shops. This free 30-day membership is a value that the Sanction is investing in your local program. This promotion is reaching millions of kids purchasing popular brands and our Marketing Department is constantly working on deals with various BMX manufacturers.

BMX Plus! is one of the industry's longest running and most successful BMX publications which is distributed at major retailers,



book stores, and online. We place monthly ads, which offer various promotions to attract brand-new riders and to drive members to your track!!!

## PULL Magazine:

10 times a year, every sanctioned track is featured in PULL, our national publication, which is distributed to over 40,000 households and over 10,000 businesses. PULL also features a Multi-Points page, which promotes each multi-point event at each track. PULL offers each track operator substantial discounts on advertising space. With PULL, advertising will reach thousands of riders.

## usabmx.com and bmxcanada.org:

Sanctioned tracks are also featured on our website, usabmx.com, which is the number one BMX racing website in the world receiv-



ing more than 60,000 unique visits per month. For our Canadian members, we also offer bmxcanada.org. Both websites include special sections and links to highlight each track's multi-point events. Each track also has their own page on the website, which is a micro-site that is populated by our office and editable and managed by you.

**Social Media (Facebook, Twitter, YouTube):** With over 30,000 fans on Facebook, thousands of followers on Twitter, and over a million views on YouTube, we understand social media. This assists you in promoting and growing your track in today's high-tech and social media friendly society.

**Track Websites:** All sanctioned tracks are given a special track website that is created and hosted just for them. These unique websites are editable, include space for sponsors and advertisers, have schedules, results, and more. This is just one more service provided to our sanctioned tracks.

**Major Media Promotions:** Our Track Directors have a wealth of tried and true promotional ideas gathered from tracks across the U.S. and Canada. All of this is just a phone call or e-mail away. Additionally, these are some great examples of tools available for local track promotions through the Sanction.

UNITED STATES OLYMPIC COMMITTEE

OLYMPIC DAY 2013

RACE YOUR BMX BIKE FOR FREE! JUNE 23<sup>RD</sup>\*\*

AT PARTICIPATING LOCATIONS

"To promote fitness and celebrate the Olympic ideals of fair play, perseverance, respect and sportsmanship."

WHY BMX?

DISCIPLINE

SELF ESTEEM

PHYSICAL FITNESS

TRY OUT THE OLYMPIC SPORT OF BMX!

FREE 1-DAY MEMBERSHIP

WHAT IS BMX?

LOW COST FAMILY ENTERTAINMENT...

BICYCLE MOTOCROSS?

TRY OUT THE OLYMPIC SPORT OF BMX!

FREE 1-DAY MEMBERSHIP

Come Out and Try this Great Olympic Sport. First Time Riders Race Free! 7:00pm

**\$1,500 Ad Match Program:** We are very dedicated to assisting tracks in reaching the masses, in fact, we match each track dollar-for-dollar (up to \$1,500 annually) for major media advertising (TV, radio, magazines, newspapers, billboards). This is a great opportunity for tracks to reach thousands, if not millions of people at half the cost.

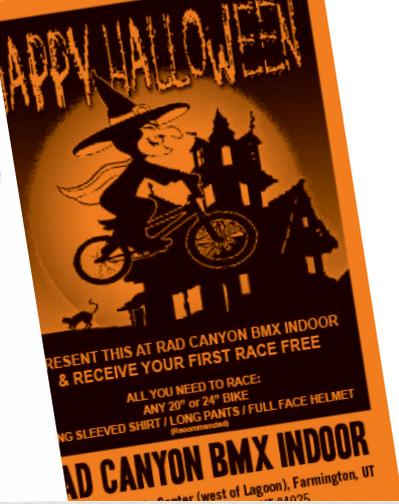
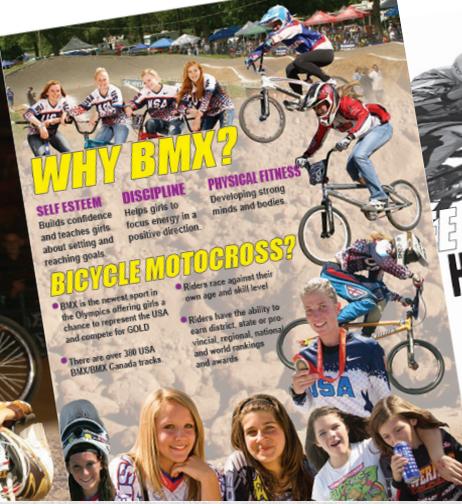
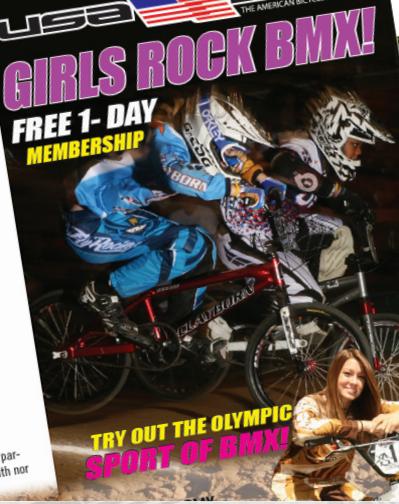
**Television Promotions:** In addition to our national media campaign, we also assist in producing TV commercials each year for local track use. These commercials are ideal for local TV stations and are available in various formats.

**FREE Design and Print Shop:** One of your best tools as a future track operator will be the services provided to you by our in house design and print shop. We will provide your track with limitless amounts of professionally designed promotional items. Each printed piece will feature your track's information and here are some examples:

### FREE PRINTING

**Hang Tags** - These are great to put in bike shops or to use as door hangers. They come preprinted with an offer for a FREE RACE with the purchase of a brand-new membership.

**BMX Q&A Flyers (large)** - Probably the most impressive promotional piece in your arsenal. These full-color flyers point out all of the positive things that BMX gives to kids:



self-esteem, physical fitness and discipline. It features pics of newbies with blue jeans and entry-level bikes to show that ANYONE can start racing BMX.

**BMX Q&A Flyers (Girls)** - A variation of the flyer above that is targeted specifically to girls. These flyers work great for Brownies, Girl Scouts, and other organizations that are female specific. They are also great to have at women's specialty shops and other areas that attract females.

**BMX Q&A Flyers (Spanish)** - An exact replica of the BMX Q & A flyer, translated into Spanish. These flyers are helpful in Spanish speaking communities. Parents can understand the information better when written in their own language.

**BMX Q&A Flyers (small, b & w)** - A little brother of the full- color Q&A flyers, these smaller versions feature the same great information in a smaller, black & white version. Large orders of beginner flyers (usually headed into the schools) are printed on this version of the Q&A flyer. It works out well for schools, because we are dealing with little hands & little pockets.

**Custom 11" by 17" Posters** - These posters can be preprinted with your track information (race days, times, directions, phone number, etc). The full color design is sure to get attention!!! These are great items to hang in store windows or on bulletin boards at grocery stores...

**Custom Postcards** - Getting ready for the first race of the season? Do you have a special event that you want to promote? We can design, print, address and mail your custom postcards for only the cost of postage. This is much easier than trying to tackle the job yourself and cheaper than a first-class stamp!

**New Rider's Manual** - New rider education is one of the most important aspects of any BMX program. We provide sanctioned tracks with New Riders Manuals for every new member. This manual teaches new riders everything from one-footed starts to how to read a moto sheet. The New Rider's Manual gives riders a much better understanding of how to race BMX, while making your local races run smoother. This is a great tool for brand-new kids and we will provide these manuals to sanctioned tracks FREE OF CHARGE.

**One-day memberships** - As a track operator, the key to success is signing up new participants. We just made your job easy. Now any rider can try BMX for one day in a practice or race. Utilizing a One-Day Membership is one of the best tools available for marketing your BMX track.



# AMERICAN BICYCLE ASSOCIATION INSURANCE

All of our sanctioned tracks are provided liability insurance upon approval of sanctioning. The insurance coverage includes \$5 million dollar spectator and participant liability, as well as public liability. The landowner, and whoever else is involved with the property, can also be listed as an additional insured on the certificate of insurance. Coverage is provided 24 hours a day, 365 days a year. This means coverage exists for those times when the track is not being used for a race. Organized practice sessions are included in the 24-hour coverage and require a \$20 insurance fee. In conjunction with this coverage, each participant is covered with secondary medical insurance. All riders on the track, whether racing or just practicing, MUST be licensed members for insurance purposes.

## PART 1 LIABILITY INSURANCE

This portion of the policy covers the track owners, operators, staff, and additional insured during race activities, practices and during times that the insured may be held responsible for the premises. It is liability coverage, not medical coverage. Any accidents or injuries that might result in a lawsuit, or where the insured might be held liable, should be reported. The coverage includes injury to spectators and participants.

### LIABILITY COVERAGE

\$5,000,000 per occurrence limit covering premises - No deductible. Spectator and participant coverage for losses where insured is legally liable.



## PART 2 MEDICAL INSURANCE

This portion of the policy is only for licensed members that are participating in races or official practice activities on the track premises. The coverage is secondary and should only be utilized when the member either has no other medical coverage or if the injury is severe enough that their primary medical coverage won't cover the medical bills. For coverage to be valid, a notification of an accident must be sent to the sanction office within 48 hours after the accident. This insurance comes with Full and Temporary memberships alike.

### ACCIDENT COVERAGE

\$3,000 limit secondary coverage only.  
\$1,000 cash deductible applies to members only.





Set up your company (Profit or Non-profit Corp.)

Start looking for land (Secure with lease or land usage agreement approved by the sanction)

Prepare a business plan

Apply for USA BMX or BMX Canada Sanctioning

Acquire dirt and equipment for the building of the track\* Construct BMX Track

Procure starting gate system (We can provide construction plans.)\*

Install utilities, fencing and PA system.\*

Attend New Track Operator Seminar

\*Many of these items can be obtained through donations from local community businesses. Check out your possibilities.



Can be added after racing has started:

- Sign up building
- Announcing tower
- Snack bar building
- Bleachers
- Landscaping

**NOW YOU'RE READY TO RUN RACES**





# IT'S YOUR CHOICE PROFIT OR NON PROFIT

The sanction allows you to set up your business however you choose. Whether you choose to operate your track as a non-profit or a for-profit enterprise, you should realize that it must be on a sound financial basis. Non-profit doesn't mean loss. No organization can survive if the expenses exceed the revenues.

Profit or non-profit, the track should be incorporated under the laws of your state. This is a good way to limit the personal liability of the operators and landowners. Generally, an attorney is needed to incorporate. It can be done by using volunteer help, with you doing the footwork, for a reasonable amount. Incorporation of your track will give you a lot of long-term advantages and will be worth the investment. A good financial advisor, CPA or accountant, and an attorney are important in any business.

Going non-profit is also a good way to get donations to get started. You can become non-profit by filling out the proper paper-



work through your city or town. There are several types of non-profit set ups with forms to go with them. The most widely used is the 501c3. These forms are available through the Internal Revenue Service. We recognize the importance of operating a BMX track in a professional and responsible manner. Upon your request, examples of 501c3 forms are available for personal consulting.





# LAND FOR BMX TRACKS

Location is a key factor to the success of any BMX track. The best easy access route: ex. roadways, sports complexes, or parks. If people can see where you are, they will be more likely to visit your track.

## How Much Property is Necessary?

2-3 acres will support a full-scale BMX track which is located in an existing park or complex which already includes parking.

3-5 acres will be required for a facility which will need to incorporate the parking and additional amenities.

## Track Size!

Perimeter 150' x 350'- Based on the shape of the land the track can be designed within this area. To include spectators you will need an area approximately 400' x 500'.

While searching for a location, keep in mind that an IDEAL track facility requires 2-5 acres of land for parking, camping, and of course, the track itself. However, many successful tracks have been built on smaller parcels, so don't give up if you can't find the amount of land you desire.

An excellent place to look for a potential track site is at the city or county park and recreation department. Many parks have areas that are not completely utilized by the community and a BMX track would fill that vacancy nicely. Unfortunately, as with all government agencies, the process of approv-

al and construction can be very slow. However, if yours is a non-profit organization, it becomes much easier to get approvals for this type of property.

If a park or other government property is not available, another place to get land is through civic organizations such as the Lions, Jaycees, VFW, etc. Normally these groups are looking for youth oriented projects to sponsor. A well run BMX track will not only provide a chance for civic involvement but also a source of much needed revenue for the service group. You may even drum up volunteer help in construction of the track and develop prospective BMX families from the memberships of these groups.

Another possible BMX track site is privately owned land. Every community has land that someone owns as investment property. These investors will usually jump at the chance to generate revenue on their





bare land while they are waiting for the land values to go up. In securing this type of property, your best rent value would be to offer a percentage (or dollar amount) based on your rider count at each race. This way your obligation is limited to only what you generate and not a flat fee that you have over your head every month. This will also help identify your overhead on a per-rider basis, helping you to more accurately control your overhead costs. Of course, any agreement should be prepared by an attorney and should provide you with protection from sudden eviction after you have invested your time and money in improvements. Before any contract is signed, you must ensure that the zoning for

this property is compatible with BMX racing. Check with your zoning board and code enforcement department to see if you can use the land for a BMX track. Don't commit any of your hard-earned money in construction or rent before you make sure the zoning is okay. Zoning problems can be worked out in some cases. The sanctioning body personnel is available for professional consulting and assistance if you need it.

We can help with promotional materials and videos to help with your presentation.





# GETTING LAND

Securing a piece of property is the first, and most crucial, aspect of any potential track. When looking for your land, this letter can be very helpful to you. Use the information included as a tool in dealing with those who make the decisions about property allotment. Many times, the appeal to these

people is not how grand the facility can be, but what it can do for the kids it will potentially affect.





## An open letter to Parks and Recreation Departments

by Bob Osborn

as published in the February/ March issue of BMX Action Magazine in 1977

There is a park down the street from my house. Like most parks in most metropolitan cities, it has trees, grass, sidewalks, swings and a sandbox. Nice park. But, very few young people around here use it.

Being basically a curious fellow, I did some checking to find out why. I discovered that there are any number of local ordinances which apply to parks in my city. One prohibits climbing in the trees. Another states that you cannot dig in the grass or do anything that will tear it up. Still another forbids riding skateboards on the sidewalk and there's one that outlaws bicycles from the park entirely. That leaves the swings and sandbox. Terrific... with super-attractions like these, the young people around here get down to this park about once a year for maybe ten minutes. This park cost \$750,000 of you-know-who's money.

So, where do these kids go instead? To the vacant lots, of course. There they can ride bicycles, build jumps and motocross tracks, dig in the dirt, climb trees, holler and yell whatever. Young people are active and energetic. They are learning, growing and testing themselves and their environment. They are changing in mind and body from children into adults. During this cataclysmic process, they need to, and will, blow off a bunch of steam. But where and how? And, will their outlets be physically and mentally healthy or unhealthy?

When the last vacant lot is gone, where do these young people go to spend their vast energies? And, when they have nowhere to go that offers a challenge, how many of them will become involved in vandalism, drinking, stealing or drugs for excitement.

That park down the street from my house is not an example of all the city parks in the United States. Some city governments create parks that truly reflect the needs and desires of the local residents. All too many city governments, however, are building parks that are sterile environments. The Parks and Recreation departments in these cities are missing their obligations by a mile.

To this latter group I would suggest considering the primary potential users of most city parks; our young people. If they were asked what they would most like included in park designs, bicycle motocross tracks, skateboard areas and mini-bikes trails would top the list. Isn't it about time that at least a percentage of city park land include facilities that these young people want and really will use?

I cannot speak for skateboarders or mini-bikers, but I can for the BMXers. BMX was invented by young people. It adapts extremely well to park environments, with a minimum outlay of money. It is non-polluting. It builds health, coordination and character. It can be as competitive or non-competitive as the individual wants to make it. It is an individual (as opposed to team) sport that offers many lessons which can be applied directly to adult life in our competitive society. It is also a sport that the entire family can, and usually will, become involved in.

In response to this I would expect the Parks and Recreation people to say, "All this is fine, but bicycle motocross racing is dangerous and would invite lawsuits. Besides, it's probably just a fad." It is true that bicycle motocross racing contains an element of danger. But, so does driving a car, yet cities are building new streets all the time. What I think is really dangerous is that as our young people have fewer places to go where they can test themselves and blow off steam, such pastimes as vandalism, drugs, gangs, etc. will become just that much more tempting to them.

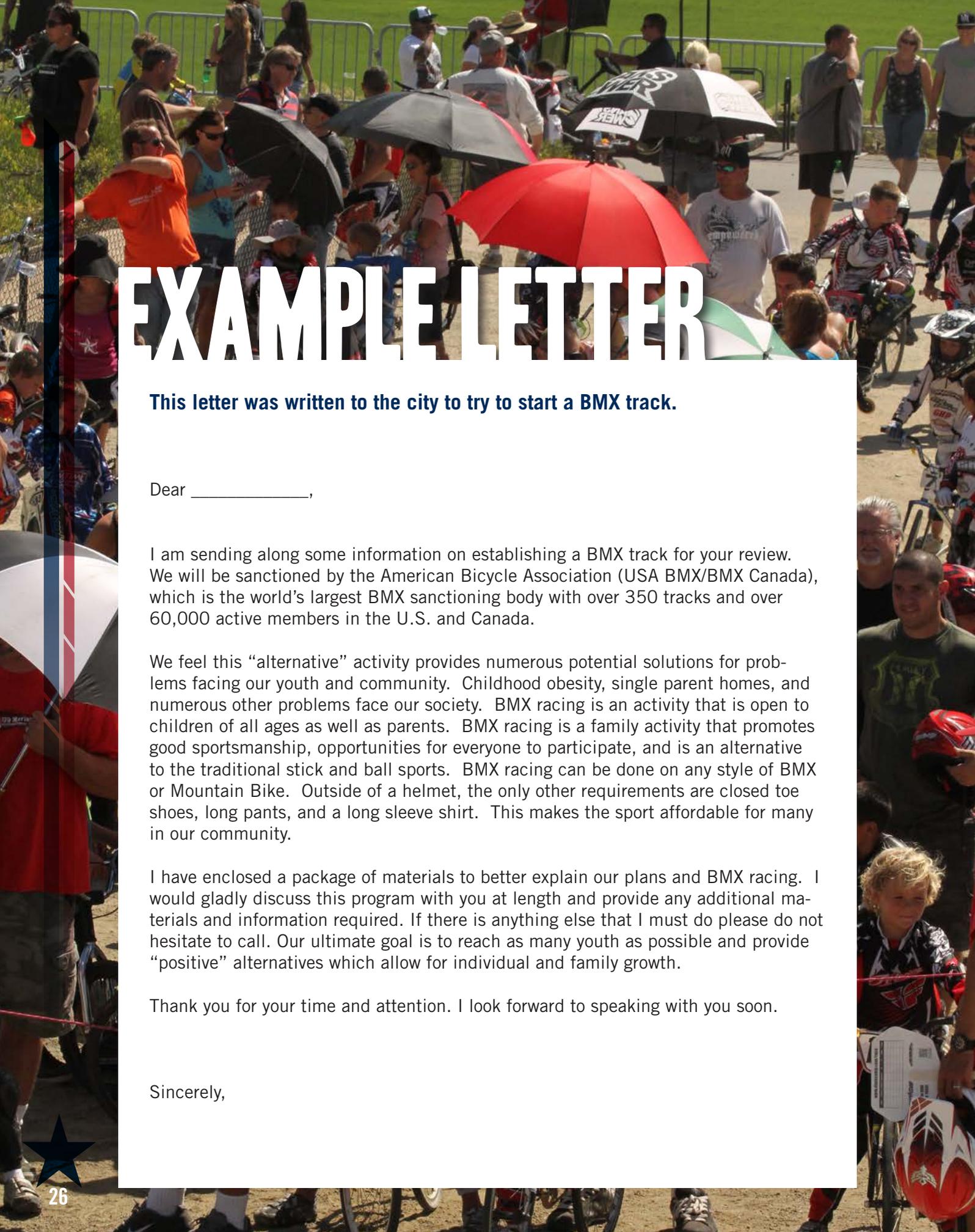
Possible lawsuits are definitely a factor to consider when planning a BMX track, but they are not sufficient reason for abandoning the project before it has even begun. Standard procedure at races is to require the promoter of a race to carry liability and often medical insurance.

If you think bicycle motocross may be just a fad, well Park and Rec people, I have news. A recent count puts BMX tracks in the United States well over the three hundred mark, with new ones being built every week. BMX has already spread to Canada, Mexico, Australia, Japan and parts of Europe. Some of these tracks operate as many as two or three times a week. If you figure three hundred actively involved racers at each track, and this figure is low, that puts the number of BMXers in the U.S. up to around 90,000. If we were to count the kids who have the equipment and the desire to race but have no tracks in their area, this figure would become astronomical.

There are at least three national publications devoted entirely to the sport or bicycle motocross, with many newsstand magazines carrying occasional articles. A whole new industry has grown out of BMX. Many companies have been created or have expanded to meet the demand for top quality BMX equipment. Their biggest problem is expanding fast enough to fill their ever increasing orders. Virtually every major bicycle manufacturer is now building motocross bicycle and related equipment.

BMX races have been held in the Los Angeles Coliseum, the Astro Dome in Texas and many state and county fairs. BMX has been on television and in the movies. BMX races have been sponsored by Coca Cola, RC Cola, Schwinn, Yamaha, Suzuki and Kawasaki, Magnavox, and many more large, national and international companies.

I could go on, but I think I've made my point. If you still think BMX is a fad, go down to your local bicycle shop and ask them what kind of bikes and equipment are selling to the youth market these days. Well, Parks and Recreation people, that's it. Wouldn't you say it's about time to start talking to the young people, and listening to what they have to say?

A large crowd of people is gathered outdoors, many holding umbrellas to shade themselves from the sun. In the foreground, a prominent red umbrella is visible. People are wearing casual summer clothing, and some are on bicycles. The scene suggests a sunny day at a public event, likely a BMX race.

# EXAMPLE LETTER

**This letter was written to the city to try to start a BMX track.**

Dear \_\_\_\_\_,

I am sending along some information on establishing a BMX track for your review. We will be sanctioned by the American Bicycle Association (USA BMX/BMX Canada), which is the world's largest BMX sanctioning body with over 350 tracks and over 60,000 active members in the U.S. and Canada.

We feel this "alternative" activity provides numerous potential solutions for problems facing our youth and community. Childhood obesity, single parent homes, and numerous other problems face our society. BMX racing is an activity that is open to children of all ages as well as parents. BMX racing is a family activity that promotes good sportsmanship, opportunities for everyone to participate, and is an alternative to the traditional stick and ball sports. BMX racing can be done on any style of BMX or Mountain Bike. Outside of a helmet, the only other requirements are closed toe shoes, long pants, and a long sleeve shirt. This makes the sport affordable for many in our community.

I have enclosed a package of materials to better explain our plans and BMX racing. I would gladly discuss this program with you at length and provide any additional materials and information required. If there is anything else that I must do please do not hesitate to call. Our ultimate goal is to reach as many youth as possible and provide "positive" alternatives which allow for individual and family growth.

Thank you for your time and attention. I look forward to speaking with you soon.

Sincerely,



# TRACK CONSTRUCTION

## BASIC TRACK SPECIFICATIONS

Starting gate: 24ft or wider to fit 8 riders (plans on how to build are available)  
1st straightaway: 25-35 ft wide.  
Width of track after 1st turn: 15- 20ft.  
Total length of track: 900-1200 ft.  
Dirt 3,000-6,000 cubic yards of dirt (200-500 dump truck loads depending on the size of the truck)

In track building, the number of jumps and berms, along with their size, determine how much dirt will be needed. 2,000 yards of dirt will get you started, however, an ideal track uses over 3,000 yards. Dirt can be purchased through vendors or the cheap alternative is to look for construction sites and tell them you will take any excess off their hands. They might even offer to dump it for you.

Building a BMX track is as individual as picking a set of clothes to wear for the day. Certain things are similar, but at the same time very different. Before you start to build your track there are many factors to consider: climate, drainage, what kind of dirt, type of layout (how many berms, jumps and other obstacles). We can provide designs of successful tracks.

The dimensions listed above leave a lot of flexibility in the construction of your BMX track. Keep these in mind when designing your track. The track should fit your property and environment. Ex: Wet climates need good drainage, while desert climates should



have lights for night racing to avoid the summer heat. Scoring and announcing should be from the same structure. Enough tower elevation is required for a good perspective of the track for the announcer and should be in close proximity to the finish line for the scoring.

## PLANNING, DESIGN & ENGINEERING

Public track development often requires several technical drawings for grading, drainage, layout, earthwork calculations, construction details, electrical engineering, structural engineering for start hills, parking, etc. Design drawings for permitting, submittals and construction bidding typically range 8-12% of the construction value of the project and varies depending upon the overall complexity. Contact the office for more information or contact [www.ActionSportDesign.com](http://www.ActionSportDesign.com), 1-877-434-2284, [info@actionsportdesign.com](mailto:info@actionsportdesign.com) who is licensed in most states and can provide Metric layout for International projects.





# DIRT COMPOSITION!

The best soil for a BMX track is a clay based dirt. An ideal mix is 70% clay and 30% sand with no rocks or stones. The sand allows the dirt to be easily worked for construction, while the clay allows the track surface to compact. Dirt varies from town to town. There are many variations of clay, which can greatly increase or decrease the amount of sand content. Loam, river silt, and other soil mixes may also suffice.

When analyzing dirt, simply grab a handful and compact in your hands. If the dirt will make a nice ball and is easily shaped, it's good. However, if the dirt feels like modeling clay, the clay content is too high. If it will not hold its shape it's bad and probably too sandy.

## SUGGESTED EQUIPMENT FOR TRACK CONSTRUCTION

**Front End Loader:** 2 ½-4 yard bucket no teeth  
**Example:** Case 621, Cat 938, John Deere 644.

**Skid-Loader:** with rubber tracks for detail work  
**Example:** Bobcat T250, Cat 277, John Deere 270

**Smooth drum roller:** double drum drive 36"-48"  
**Example:** Bomag BW 100AD, Ingersol-Rand DD24 or DD22

(The track should be rolled after everything has been raked and smoothed.)

**4-Wheel ATV:** with smooth (turf) tires

**DRAG MAT-** Chain fence section 4'x4' with tires for weight on top and a chain to attach it to the 4-wheeler for dragging the track smooth. Professional drag mats can be purchased from BSN Sports [www.bsnsports.com](http://www.bsnsports.com) 1-800-527-7510 3' x 5' all steel drag mat (BBMAT35X)

Wheelbarrows, rakes, shovels. Water (water truck or outlets and standard hoses) and lots of volunteer help to rake and shovel.





# TRACK AMENITIES

After you've completed the basic track construction, there are other building prospects to consider. The following items are important, but not vital, to the actual racing. Each track organization must decide what priorities will be placed on which amenities.

## **FENCING:**

Two fences are recommended: The first would serve as a security barrier around the perimeter of the property, keeping riders and other people off the track during unsupervised periods. This is a key element in preventing your exposure to any type of liability. It also helps to reduce unnecessary maintenance and vandalism on the track facility. The other fence is utilized as a spectator control fence. It should not be more than four feet tall and should be designed to keep spectators off of the track and infield.

## **REGISTRATION, SCORING AND ANNOUNCING TOWER:**

A simple wood, two-story structure located at the finish line can provide multiple uses. Downstairs could be used for registration (race sign-ups) and trophy storage and distribution. Upstairs could be used for race scoring and announcing. When the scoring person and announcer are in different locations, communications between them to identify the qualifiers and finishers is difficult.

## **RESTROOMS:**

If you are in a city park, restrooms are normally provided as a park facility. If you are



located on private land a good alternative to an expensive installation is portable toilets. Remember that the racers and their families are the supporters and customers of your track and a good program includes clean restroom facilities.

## **WATER SYSTEMS:**

A system of hoses or underground plumbing is necessary for track maintenance. The faucets should be strategically located to allow access to the entire track.





## AMENITIES

### SOUND SYSTEM:

An inexpensive PA system can be purchased at a discount electronics store and the speakers can be mounted on top of the scoring and announcing tower. Some sort of PA system is really a must for a successful program.

### BLEACHERS:

If bleachers are not in the budget, perhaps grassy, landscaped areas in strategic locations can be developed. If you can afford bleachers, try and design the track in the space available to allow for them.

### LIGHTS:

A must for night racing. However, lights can be the single largest expense in the construction of a track. Make sure your night racing schedule will cover the cost of lights before you install them.

### SNACK BAR:

Your local soft drink bottler will often put up a small building in exchange for your selling their product. Before you invest in a structure, you should investigate the availability and terms of such an agreement. Food items can be very successful, such as hot dogs, sandwiches, candy, chips, etc. Do not sell alcoholic beverages. Many organizations might be willing to contract with you to operate a snack bar at your track with them doing all of the work and you receiving a percentage of the sales. Don't sell a snack bar short. It can be one of the best sources of revenue at your track.



### STARTING GATE:

An 8 man starting gate is a requirement for sanctioning. We do not recommend starting gates or manufactures, however, prefer the crescent gate system.

### OTHER SUGGESTED FACILITIES:

- Starters platform.
- Staging lanes and lane assignment device.
- Signs and landscaping.
- Stagers building with PA system.





# COST TRACK CONSTRUCTION

(Remember prices vary from town to town.)

**DIRT:** 3000 to 6000 cubic yards. Ideally the track should be built above ground level. Is there existing dirt at the site or does it need to be purchased outright? The dirt should have a clay content. Typically the trucking of the dirt is the primary expense. (Check with local vendors)

**PREFERRED EQUIPMENT:** 3 yd wheel loader and 2-5 ton roller. Or, whatever is available to you. (\$3000)

**LUMBER:** Enough to construct a registration/snack bar building about 10' x 20'. Also, a scoring platform or 2 story tower (10' x 10'). These buildings should be finished on the inside. (\$5,000 - Registration building. \$5,000 - Tower. NOT MANDATORY.)

**ELECTRICITY:** Is it available on the property or will it have to be brought in from the nearest access? You will probably need a 200 Amp power pole. A generator is an option. (\$300-\$500 for pole 7Amp box only.)

**WATER:** Again, is it available on the property or does it have to be brought in from the nearest access? (\$500)

## STARTING GATE SYSTEM:

**GATE:** We do not recommend starting gates or manufactures, however, prefer the crescent gate system

**STARTING GATE CONTROL:** Electronic system with a built in voice ca-dence, controls the raising and lowering of the starting gate. Available from Cartessa Corp. (513) 738-4477 / [cartessa.com](http://cartessa.com) or ProStuff LLC at (815) 226-1241 / [progate.net](http://progate.net)

## STARTING LIGHTS:

Four light system with one red light, two yellow lights, and one green light which are activated by the TARA AGC-4 ABA. Can be purchased from Cartessa Corp. (\$465) or for an alternative 4-light system for the Random Gate, check out [www.bmxtracksupply.com](http://www.bmxtracksupply.com) for a quality kit at an affordable price (\$250).

## RELEASE MECAHNISM:

Pneumatic lift and drop unit, which controls the start of the race. (\$850 - \$1,300)





## CONSTRUCTION COST

### **SPEAKERS:**

Two 8 Ohms speakers 10W non-ground Radio Shack part #40-1236. (\$25 each)

### **AIR COMPRESSOR:**

Minimum of a 2 hp air compressor and 10 gallon tank combination is needed. (5 horsepower air compressor with 20-gallon tank is ideal) (\$300)

\*Again, these are all estimated costs and not every track will use all the items listed. Many of these items can be attained through donations from local merchants, so be sure to exhaust all avenues in this regard before making any retail purchases.

### **P.A. SYSTEM:**

For announcing the races. The most popular basic set is the Realistic (Radio Shack) 20 Amp with microphone and at least 4 speakers. A great portable system is the Fender Passport 300 Pro Portable PA System. (\$200-\$700)

### **FENCING:**

- 1). A spectator fence; between the track and the spectators. We recommend it be 4' high. Chain link or more decorative fence such as a split rail or even a "homemade" version using PVC pipe as posts with nylon rope run through it. Whatever the preference, some sort of barrier should be erected.
- 2). A property fence around the perimeter of the facility. At least 6' chain link will do. Should enclose the track and spectator area as well as any track buildings. Not entirely necessary for parking areas.
- 3). Some tracks exist in public parks with no fencing. It can, of course, help with



limiting liability. Our insurance will cover any sanctioned track regardless of the fencing issue. Fencing can be purchased either new or used. Another consideration is rental fence which is the type used most often at construction sites. (\$1600 - \$8000)

### **SOIL TREATMENTS:**

USA BMX has used two different companies for soil treatments: Envirotac and SoilTac. Envirotac is applied to the track with a rate of 1 part Envirotac to 4 parts water. You can contact Envirotac at 888-674-9174 or visit them at: [www.envirotac.com](http://www.envirotac.com). SoilTac is applied to the track with a rate of 1 part SoilTac to 8 parts water. You can contact SoilTac at 800-545-5420 or visit them at: [www.soiltac.com](http://www.soiltac.com)

### **TRACK LIGHTING:**

Obviously, lights are mandatory for night racing. Night racing allows a track to escape the heat of day in warm weather and makes weekday racing or practice possible. You should, at least, have some type of night



security light, mounted on either a building or pole. Used lighting can be found at economical prices. Check with school districts, parks and rec departments, or salvage yards. (\$5000 & Up)

### **BLEACHERS:**

Although not mandatory, they help complete a BMX facility. Bleachers can be aluminum or steel framed with wood seating. 2 - 10 sets would be sufficient depending on the usual size of your crowds in attendance. Each set should seat at least 50 people and should not exceed 5 rows in height, which eliminates the need for railings and stairways. (\$1,000 - \$3,000 set)

### **RESTROOMS:**

If no onsite restrooms are available, rental of 2 (1 men's & 1 women's) Port-A-Johns is usually sufficient. Keep in mind, however, that for larger crowds there will be a greater need for these facilities. (Check for monthly rental cost.)

\*Again, these are all estimated costs and not every track will use all the items listed. Many of these items can be attained through donations from local merchants, so be sure to exhaust all avenues in this regard before making any retail purchases.





# MULTI-POINT RACES

Upon opening day, your track would have the ability to promote up to 3 multipoint events in that year. These races would include a double point State/Provincial Championship Race (SCR), a double point Race For Life (RFL) and a double point Bob Warnicke Race. Additional multipoint races are available to all tracks for the current or following year when certain criteria have been met.

The term “multi-point” refers to the amount of points available for finishes in each race. In comparison, a “local”, or regular, race offers single points, whereas a “double” offers twice the points for the same finish. These points accumulate directly into a rider’s district standing towards a year-end ranking. These multipoint races are valuable to your track in that they can be tremendous revenue generators for the track. Riders will travel far and wide to attend these more prestigious races, exposing your track to a vast number of diverse riders. The awards at these races are increased in terms of size and value corresponding to the type of race, which becomes an additional incentive for riders to compete.

Multi-point races available to the tracks, along with a brief explanation, are as follows:

### **Earned double:**

A double point race available after meeting specific criteria.

### **Race For Life double:**

A double point race benefiting the Leukemia Society.

**Bob Warnicke Scholarship race:** The Bob Warnicke Memorial Scholarship Fund was created to assist students and their families in meeting the costs of undergraduate college education, trade school, etc. USA BMX/BMX Canada members who have





a current USA BMX/BMX Canada license or track operators/officials who participate in BMX racing events sanctioned by USA BMX/ BMX Canada are eligible to apply. Races are held by each track to help raise funds for the scholarships awarded.

**State/Provincial Championship Race:**

A double point race used as part of the state/provincial championship series in each state, (the #2 track receives a triple point State/Provincial Championship Race). Riders must attend a designated number of races plus the finals to be eligible to win the championship title.

**State/Provincial Championship Final:**

A triple point race determining the champions of each class in each state/province. Any rider can compete in this race, yet only those that have met the necessary number of races can win the title. This event is awarded to the track within each state/province that recruits the most new and renewed members during a specified period of time. (An additional double point race also accompanies this event.)

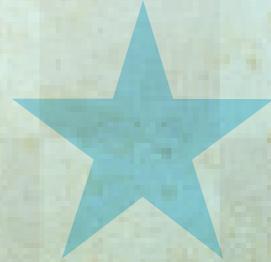
**Redline Cup Qualifier:**

A triple point race used to qualify riders within one of three U.S. regions (East, West and Central) to compete in the Redline Cup final event at a specified regional location. Interested tracks must apply to be eligible to receive a qualifier race. The competition committee makes all application approvals.



As you can see, there are many different types of multipoint races with different significance. The points available at these races are an important factor to rider participation but included is the heightened excitement level for both the riders and spectators involved. In addition, any event of this stature will have a positive effect on your track and personnel.





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fighting blood cancers

# RACE FOR LIFE SERIES

**RACE FOR LIFE SERIES** It was the summer of 1980, in the State of Michigan; the current leader in district points was an 11-year-old BMX enthusiast named Todd Kingsbury. Like many kids his age Todd lived and breathed BMX 24 hours a day. However, during this summer Todd went from winning his mains to barely making it out of his motos. Something was wrong.

It wasn't until a Michigan State Championship race in July, that Todd crashed and had to get his arm checked out. Like most BMX accidents everything checked out fine but his arm kept hurting the following week. After getting bumped at school his arm swelled up to the size of a grapefruit. The Kingsbury's became real concerned and decided it was time for a thorough examination. Todd would spend the next nine days in and out of the hospital, enduring many tests and exams while at the same time dreaming of someday becoming a BMX Pro.

Finally, the diagnosis was complete. The doctor explained the disease to Todd and his parents. Todd had Leukemia.

Todd was now faced with the biggest race of his life; his race for life.

In July of 1981, when the American Bicycle Association staff learned of Todd Kingsbury's diagnosis of leukemia, the "family like" sport of BMX decided to pitch in and help. 1981 would mark the first year that we would manage the, now traditional, "Race

For Life" series, with all the proceeds going to the Leukemia & Lymphoma Society to help find a cure for the kids such as Todd.

BMX showed that it really cared that year with 130 tracks putting on Race For Life's raising an amazing \$223,000. Although weakened by the disease Todd continued to ride and worked harder than anyone for Michigan's "Race For Life" at the Waterford Oaks BMX track. Todd was to be the honorary Race Director for that race and told a reporter, "This might help other people from getting it."

Todd passed away September 13, 1981 and was laid to rest in his Powerlite race uniform, taking with him a part of the sport he loved. In his twelve years, Todd touched many parents and racers. He is remembered in the hearts of all BMXers each year, as every sanctioned BMX track holds a "Race For Life" in hopes of someday, there will be a cure for leukemia and a deserving boy such as Todd can live a full life.

Leukemia & Lymphoma Society  
"RACE FOR LIFE" Fund Raising AWARDS

- \$5-\$19.99      Official "Race For Life" Certificate
- \$20-\$49.99    Official "Race For Life" Patch
- \$50-\$249.99   Official "Race For Life" T-shirt
- \$250-\$499.99 Official "Race For Life" Jacket
- \$500 and over    Entry fees to the Grands "FREE"



# SAVER STAMP PROGRAM

We have established a proven program designed to not only save track operators money on awards, but also increase participation at the track. It's called the BMX Saver Stamp Program and it can become a vital ingredient to a track's success. Here is how it works along with the benefits.

The Saver Stamp Program is based on the premise that some veteran, and non-veteran, racers would like more of an award incentive than trophies. With this in mind, we created an alternative award to offer riders the possibility of attaining a wide variety of merchandise for their racing efforts. This award is in the form of a BMX saver stamp similar to the memorable S&H Greenstamp and is redeemable several different ways.

As racers compete, they can accept saver stamps in lieu of a trophy. The stamps would be collected and placed on a saver card. Each stamp has a cash value of .75 and a completed card of 20 stamps equals \$15.00. Stamps can be redeemed at any participating redemption center, generally a bike shop, or through the Bicycle Merchandise X-change. With this, you can see the incentive for riders to continue competing as they are not limited to the same award (trophy) every time.

What are the benefits to you as a potential track operator? First, it would reduce your current trophy cost to \$8.30 a class. (We recommend 10 stamps per class be distributed with 5 stamps going to first, 3 to 2nd

and 2 for 3rd.) Along with the monetary savings is the added convenience of NOT having to order, transport or repair trophies. Also, with this program, you will see a maintained and possibly increased number of riders at your track as they can now receive the stamps towards awards of their choice instead of getting burned out on trophies.

One more aspect, which would be of vast interest to your potential track, is that as you begin giving out the stamps, the riders will want to redeem them at the bike shops for BMX parts. As these shops get involved by becoming redemption centers, odds are that they will see the potential for future customers here and will become more approachable for you to work with in terms of track and team sponsorship. After all, your track would, at this point, be supporting your local bike shop, which would create a positive snowball effect.





# USA BMX / BMX CANADA MEMBERSHIP NEW MEMBER KIT

## WHAT RIDERS GET

- Membership Card (Plastic Credit Card Style)
- Official Rulebook
- 10 Issues of PULL Magazine
- Name & Points on the website
- Ability to race at any USA BMX or BMX Canada sanctioned BMX event nationwide

### Awards for all sanctioned events:

- Trophies, Plaques or Ribbons
- Saver Stamps - cash redemption value for merchandise or scholarships.

### EARNED AWARDS

**Year-End** (District Number Plates, Jackets, Medallions)

**State/Provincial Championship** (Number Plates, Backpacks)

**Race for Life Awards** (Patch, T-Shirt, Jacket, Entry Fee) based on donations

**Divisional Champ** (Jersey)

**Redline Cup** (Number Plate, Jacket)

**Race of Champions** (Number Plate)

**National Age Group** (Number Plate, Jacket, Helmet)

**National** (Number Plate, and other awards)

### ALTERNATIVE AWARDS

**20,000 Point Club Jackets**

**Top Gun Jackets**

**Open Jackets**





<b>Membership One-Day</b>	Membership Description One-day membership, no points awarded, valid at single point races only.	Free
<b>Temporary</b>	30-day trial membership, no points awarded, valid at single point races only.	\$30
<b>Temporary Conversion</b>	Second payment will convert temporary membership into full membership, at which point the rider will receive a PULL Magazine subscription and a membership card.	\$35
<b>Gold</b>	Premier membership that includes many benefits such as priority line at nationals, first class delivery of PULL Magazine, vouchers for free national opens, and more...	\$100
<b>Full</b>	One year membership, PULL subscription and membership card. Membership is good for 20" or 24" bike.	\$60
<b>2nd Family Member</b>	One year discounted full membership, membership card, and no magazine subscription. Membership is good for 20" or 24" bike.	\$55
<b>3rd/more Family Members</b>	One year discounted full membership, membership card, and no magazine subscription. Membership is good for 20" or 24" bike.	\$50
<b>Pro</b>	Professional membership, PULL subscription, and a membership card.	\$70
<b>Associate</b>	PULL magazine subscription only.	\$26





# EVENT PRICING USA BMX

EVENT	SANCTION FEE	INSURANCE	SANCTION FEE SURCHARGE
<b>Single Point</b>	\$20	\$1 per rider (\$30 minimum/\$60 maximum)	\$0
<b>Earned Double Point</b>	\$50	Flat Fee of \$60	\$0
<b>Race For Life Double Point</b>	Flat Fee \$60	\$0	\$0
<b>State Championship Race-Double Point</b>	\$0	Flat Fee of \$60	\$1 per Rider (including open classes)
<b>State Championship Final-Triple Point</b>	\$250	Flat Fee of \$60	\$3 per Rider (including open classes)
<b>Redline Cup Qualifier Triple Point</b>	\$250	Flat Fee of \$60	\$3 per Rider (including open classes)
<b>Practice or Clinic</b>	\$0	\$20	\$0

**NOTE:** Fees to be included with moto sheets. Moto sheets are to be mailed within 48 hours of events.





# EVENT PRICING BMX CANADA

EVENT	SANCTION FEE	INSURANCE	SANCTION FEE SURCHARGE
<b>Single Point</b>	\$25	\$1per rider (\$30 minimum)	\$0
<b>Double Point</b>	\$50	\$1per rider (\$30 minimum)	\$0
<b>Race For Life</b>	\$0	\$1per rider (\$30 minimum)	\$0
<b>Provincial Championship Race-Double Point</b>	\$250	\$1per rider (\$30 minimum)	\$0
<b>Provincial Championship Final-Triple Point</b>	\$250	\$1per rider (\$30 minimum)	\$3 per rider (including open classes)
<b>Redline Cup Qualifier Final-Triple Point</b>	\$0	\$1per rider (\$30 minimum)	\$3 per rider (including open classes)
<b>Practice or Clinic</b>	\$0	\$20	\$0



**NOTE:** Fees to be included with moto sheets. Moto sheets are to be mailed within 48 hours of events.



# SANCTION POLICY

Though the years, we have provided sanctioning for more BMX tracks than all other organizations combined. The reason for our success is very simple; the benefits available far exceed those offered by any other sanctioning body. This service begins with our philosophy regarding our grass roots program that is, without the track operator and the local program, there would be no sport of BMX. The track operator is the key element to the success of the sport and, of course, our success.

We will sanction those tracks that meet the safety and competition guidelines. No sanction will be considered until all required forms and applications are presented and received in our offices.

## These should include:

- The sanction application filled out completely.
- The sanction agreement signed by the track operator or president of association or group.
- A copy of the property lease-agreement or land deed. Proposed racing days with specific times.
- Pictures or video of immediate track and surrounding areas.

- A rough sketch of proposed track or pictures of existing track. (Contact our new track development department for the necessary forms)

In many ways, the American Bicycle Association is a family or association of like entities. Our program is designed to insure success of the individual track operator and his/her facility. However, this success cannot be of a selfish motivation and should be a shared cooperation with other sanctioned facilities. Each sanctioned track operator should strive to promote USA BMX / BMX Canada and all other sanctioned tracks in its area, as their respective track will, in turn, benefit from that commitment. Each operator must agree to promote only sanctioned events and activities. By committing to and following these policies, track facilities and the membership each caters to will be united in their efforts toward any and all goals.

Thank you for reviewing this Track Operator Kit. We hope it has been instrumental in getting you started in the wonderful world of BMX. Please do not hesitate to contact us with any questions you may have.

**480-961-1903** voice  
**480-961-1842** fax





# SPACE & TRACK LAYOUTS



**BMX Tracks can be built in an area no larger than a standard football or soccer field.**



**BMX Tracks can be made in many shapes to accommodate available land space. We have built tracks in many parks to fit into the natural terrain and available space.**





**USA  BMX**

 **BMX  
Canada**

**USA BMX / BMX Canada**

P.O. Box 718  
Chandler, AZ 85244

480-961-1903 voice  
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