



#RaceForOrange

## D1 Team Summary

The primary goal for the 2018 USA CRITS Championship Series is to develop a more sustainable race model for the growth of American cycling. Specifically, the most American and spectator-friendly form of bike racing - criteriums. In discussion with teams, races, and other partners about previous Series years, a few things became clear:

- We must create new revenue streams that recognize the challenges our sport has of not having gate revenue or high cost and quantity of entries by participants to fund event production and rider incentives (prize and travel money).
- The sport needs a format that fans can follow from event to event in order to develop recognizable athletes and teams. That format must provide fans access to compelling content.
- A series needs quality races that reach across all U.S. markets to broaden the available fan base and serve as quality race destinations for teams.
- A series needs to have something to race for.

### Components of the 2018 USA CRITS Championship Series

#### *New Live Stream Membership Package*

- Provides access to fans and creates an ongoing revenue source to fund a significant purse
- Underwrites the streaming expense for the races
- Creates commissionable revenue sales opportunities for race teams while increasing team promotion

#### *Stronger Calendar*

- Reaches across broad U.S. markets to include the very best venues and ideal standards of American cycling
- Inclusion of more events surrounding USA CRITS events providing multiple days of racing

#### *Something to Race For*

- \$100,000 Champion's Purse that includes leader's jerseys
- Defined teams competing in the series
- Iconic season ending race

Each of the 11 (10+Final) USA CRITS Championship Series races will be locally originated races. Our goal is to work with each race to provide a standard racing format to include live streaming, athlete promotional and financial support, and support of the Series sponsors. These events have underwritten the costs of an overall prize list and live stream. Collectively, the goal is to recoup this investment through fan based subscription memberships and to create additional revenue for future years to increase individual and overall rider incentives and prize money.

**We are all in this together, and in order to be successful, we will need support from USA CRITS D1 Teams in participating and helping promote the Series and the stream subscription model.**

## THE BASICS

- Team registration will open on December 8th.
- USA CRITS D1 Teams will be limited to 10 women's and 10 men's teams on a first-come basis.
- Series and media partner promotion will be based around these D1 Teams.
- The buy-in to be a USA CRITS D1 Team in 2018 is \$3,500. An initial deposit of \$1,000 will be due to hold entry with the balance due by January 26th.
- Only squads signing on to be a USA CRITS D1 Team will be eligible to compete for the Series' Champion's Purse.
- Each USA CRITS Championship Series race will have a minimum \$10,000 USD purse for men and a \$10,000 purse for women - some will have more.
- Each USA CRITS D1 Team will receive 10 live stream subscription codes to share with fans and family - a \$550 USD value.
- \$10 USD of each annual paid subscription using the custom team code will be returned to the specific USA CRITS D1 Team.
- Teams will be provided four (4) entries into all 11 USA CRITS Championship Series races\* in 2018 - \$1,600 appx. value.
- Teams will be provided a travel reimbursement of \$300 after attending six (6) Series races with four (4) or more team riders starting (upon committing to 7th race). Teams will provided a second \$300 travel reimbursement after attending eight (8) or more races with two (2) or more riders starting. This does not include the Finals.
- Teams will receive one USA CRITS D1 Team Feature in the USA CRITS Series e-newsletter distributed post-race to our 30,000-member mailing list.
- #TeamTuesday on social media accounts will highlight each USA CRITS D1 Team throughout the 2018 Series.
- There will be a USA CRITS D1 Team paddock parking area at each USA CRITS event to allow media greater exposure and allow for pre-race live and recorded on camera interviews.
- One (1) Series promotional USA CRITS D1 Team video to be completed by USA CRITS, with preseason cooperation from each USA CRITS D1 Team, and used for social media platforms and prior to "go live" for live streams. We will be coordinating our video person to connect with your team preseason (camp, very early race, etc).
- USA CRITS D1 Team-specific video and content to be made available in the VOD section of the live stream page.
- A 20% commission will be paid back to USA CRITS D1 Teams on cash sponsors generated for the Series. Sponsor decks will be sent out to teams signing up.

\*Select events surrounding USA CRITS races (i.e. UCI, multi-day races) may have some additional requirements.

## HOUSING

Due to the complicated nature of event planning and the varying venue host cities, especially when it comes to the multi-day race events like WSCC and Gateway Cup, we have determined it is too far out of our reach to guarantee such a feature as part of the USA CRITS D1 Team package this year. In addition, not all teams are on the same travel schedule, and while one team spends multiple days surrounding race weekends, others come in just for day-of and leave soon after podiums. Our commitment has been and will continue to be to encourage our Series races to provide hotels or host housing for those who are USA CRITS D1 Teams, to work with them as much as we can on our end to further that possibility, and provide them a list of USA CRITS D1 Teams and race-specific riders committed to their events as early as possible with your help.

## **USA CRITS D1 TEAM OBLIGATIONS**

- Participate in Series' events.
- Promote the live stream membership package with your D1 Team code through team's and individual riders' social media, website, newsletter, and sponsor interactions.
- Promote each Series live stream broadcast.
- Coordinate pre-season engagement with Series' photographer/videographer (team camp, early season race, etc) in order to create team and individual rider sizzle videos.
- Maintain rider profiles on Bikereg.com and roadresults.com
- Provide communication lead contact able to give necessary content for team promotion (everything from rider names, birth dates, and favorite sandwich to team website, social media handles and best way to track someone down for an interview).
- Provide roster for events at least two weeks in advance of each event.
- Promote/repost USA CRITS social media posts.
- Use event designated D1 Team area for pre-event warm-up, bike prep and pre-event fan engagement.
- Wear leaders jerseys at Series events.
- Upload original team video content to the team section of the video platform.
- Create and share candid team content throughout the season tagging #USACRITS #racefororange #usacritstv #watchurace
- Attend all eligible podium ceremonies.

## **LIVE STREAM PACKAGE - NEW REVENUE**

The new live stream membership package will include all 11 USA CRITS Series races. The package will also include the non-USA CRITS days at some of those races. Currently, it will include all three days of OKC, all four days of Gateway Cup, and all three days of Natural States.

The package will include some races that are not USA CRITS Series events. Those are still being determined. Collectively, the package will contain over 20 days of racing.

Each of the USA CRITS Series races will have a dedicated professional announcer whose focus will be on covering the D1 Teams, our sponsors, and the Series events.

All races will remain as video-on-demand following the events.

The platform will also have content that is not behind the paywall. This will include pre and post race promotional/results video. In addition, the platform will contain team specific content (preseason video, custom team uploads, tagged video).

Memberships will be billed annual/monthly, as well as per event. Teams will each be given a team affiliate code. That code will be tracked and \$10 from each annual paid subscription sold will be paid back to teams. The annual membership is \$55 or \$5.99 if paid monthly. Individual race viewing is available for \$15, with \$3 returned to affiliate.

<b>2018 USA CRITS Series Champion's Purse</b>		
	<b>Men's Teams</b>	<b>Women's Teams</b>
<b>PLACE</b>	<b>\$44,500</b>	<b>\$44,500</b>
<b>1</b>	\$6,000	\$6,000
<b>2</b>	\$5,500	\$5,500
<b>3</b>	\$5,000	\$5,000
<b>4</b>	\$4,750	\$4,750
<b>5</b>	\$4,500	\$4,500
<b>6</b>	\$4,250	\$4,250
<b>7</b>	\$4,000	\$4,000
<b>8</b>	\$3,750	\$3,750
<b>9</b>	\$3,500	\$3,500
<b>10</b>	\$3,250	\$3,250
	<b>Individual Men</b>	<b>Individual Women</b>
<b>CyclingTips Lap Leader p/b BikeReg</b>	\$1,000	\$1,000
<b>JL Velo Best Young Rider</b>	\$1,000	\$1,000
<b>FSA Fastest Lap*</b>	\$1,000	\$1,000
<b>Bandit** Leader</b>	\$500	\$500
<b>Colavita Leader - 1st</b>	\$1,000	\$1,000
<b>2nd</b>	\$600	\$600
<b>3rd</b>	\$400	\$400
	<b>\$50,000</b>	<b>\$50,000</b>

- Only D1 teams are eligible for Champion's Purse, Colavita Leader, CyclingTips Lap Leader p/b BikeReg, and JL Velo Best Young Rider.
- Team overall will be based on the top four (4) finishers to include start, lap, sprint, and finish points.
- Teams may have a maximum of six (6) riders in any one Series race.
- Champion's Purse funds are made payable to the entity responsible for D1 buy-in unless otherwise approved.

\* All riders are eligible for FSA Fastest Lap overall prize money

\*\* Bandit is a non-USA CRITS D1 Team rider

# USA CRITS



#racefororange

RACE	DATE	LOCATION
Athens Orthopedic Clinic (AOC) Twilight Criterium	April 28th	Athens, GA
Winston Salem Cycling Classic	May 26th	Winston-Salem, NC
Oklahoma City Pro-Am Classic: Midtown	June 1st	Oklahoma City, OK
Harlem Skyscraper Cycling Classic	June 17th	New York, NY
Natural State Criterium Series: New American Town Criterium	July 6th	Bentonville, AR
Andersen Schwartzman Woodard Brailsford (ASWB) Twilight Criterium	July 14th	Boise, ID
San Rafael Sunset Criterium	July 28th	San Rafael, CA
Littleton Twilight Criterium	August 4th	Littleton, CO
Benchmark Twilight Cycling Classic	August 11th	West Chester, PA
Gateway Cup: Giro Della Montagna	September 2nd	St. Louis, MO
USA CRITS Series Finals: Atlantic City Resurgence Fest Criterium	September 15th	Atlantic City, NJ

## Overall Colavita Leaders' Jerseys and Awards

**Colavita Series Leader** - The D1 Team rider who is leading in the overall standings after each Series race. Orange Jersey is awarded after each Series race.

**CyclingTips Lap Leader p/b BikeReg** - The D1 rider who has led the most laps in the Series. Runs cumulatively throughout the Series. Blue Jersey is awarded after each Series race.

**JL Velo Best Young Rider** - The highest-placed D1 rider in the overall standings who is under 25 years of race age. Grey Jersey awarded after each Series race.

**FSA Fastest Lap** - Points are awarded for the five fastest laps in each race (5, 4, 3, 2, 1). Points are accumulated throughout the Series. These points are not factored into the Series overall standings.

**Bandit** - A little something set aside for individuals who are not D1 team members. Points from D1 Teams are not transferable to Bandits in season. Bandit points are also not transferable into D1 Team points. Bandit award goes to the highest placed rider in the overall points standings.

### **Clarifications and Rules Updates 12-5-17**

Cat 2 men's racers, typically not allowed at PRT designated events, will be granted a waiver upon request. This request should be made **at least two weeks prior to the event** and CANNOT be guaranteed after that.

Results will be emailed directly to D1 Teams after the results are made official following each USA CRITS Series event.

~~From a Series points scoring standpoint, riders are only allowed to race for one (1) team per Series calendar.~~

~~Should a non-D1 rider choose to join a D1 Team mid-season, points do not carry over.~~

Riders listed on D1 team roster at any point in the calendar season may transfer to another D1 (Series) team prior to the 2nd race of the Series calendar being completed and continue to accumulate new team and rider points while forfeiting prior earned Series points for individual categories. Team points shall remain with the original team. Transfers following the 2nd race of the season are allowed but no new team or rider points will be accumulated and all prior individual points will be forfeited. This rule assumes the transfer is not somehow otherwise prohibited by a governing body or existing contract. D1 Teams may add riders from non-D1 teams (guest riders) prior to the 8th race of the Series. From the 8th Series race forward, any added rider must have either already raced for that team in a Series race or come from another D1 team as described above. USA CRITS will begin promoting registered team names February 15th, unless otherwise instructed.

Partial reimbursement of D1 Team buy-in will be made should less than nine (9) events occur on the proposed schedule, as outlined in the D1 Team Contract Agreement.

A single representative from each collective group of men's D1 Teams and women's D1 Teams will be nominated on March 1st to serve as part of a USA CRITS Series Advisory Board.

### **Updates 2-26-18**

Added sponsors to awards and competitions

Updated logo and graphics

Adjusted live stream wording and pricing

### **Rules Update 5-10-18**

Rule updated related to rider transfers and guest riders.