

3CV WORLD SPORTS FEDERATION

EVENT BUILDING PLAN 2005



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Introduction

This event building plan can be used as a guideline for the 3CV World Sports Organisation event your organising. To make sure you cover all aspects of a race organisation we have made you this plan.

The easiest way to plan an event is to do it step by step and to make a good plan in advance. A good preparation is half the work.

The best way to use this event builder is to read it through and to make a plan of your event with the same layout. The text in this event builder will help you to cover all aspects. First make the plan and than go over to actions. In this order you will be able to answer all question from all sides.

Good luck

**Step 1:****Choose the type of event****Slalom**

Slalom uses cones or gates spaced between 2,5 and 3,5 meters apart. Two riders compete parallel. Time registration starts simultaneously. The winner of the competition is the one who covers the slalom the fastest.: Course length: 70 meters *

Endurance**DISTANCE**

Racers compete with each other to cover the distance the fastest. The racers start simultaneously.

Course length: 500 metres, 1000 meters, 3000meters, 10.000 meters, half a marathon and marathon. *

UPHILL

Uphill Racers compete with each other to cover the distance the fastest. The racers start simultaneously.

Course length: depending on location

Extreme

DOWNHILL: Racers compete with each other to cover the distance the fastest. The racers start simultaneously. Course length: depending on location.

DOWNHILL individual: Racers starts individual on time registration Course length: depending on location.

FREESTYLE: 3CV riders have 3 minutes time to show tricks to a jury. They will score each individually on a 10 point scale. The jury consists out of the competition officials.

The Freestyle competition will preferably take place in a 'skateboard' park.

In this park different ramps are present that allow the 3CV rider to perform tricks. The ramps are, if possible made out of wood.

** The steepness of the Slalom(A) and Distance(B) course should average between 0% and 15% grade for all disciplines except freestyle. There should be no uphill sections, unless the entry speed is adequate for racers to maintain reasonable speeds without pushing. The start can both be flat and on an incline.*

Snow

DOWNHILL: Racers compete with each other to cover the distance the fastest. The racers start simultaneously with a maximum of 5 riders. Course length: depending on location.

DOWNHILL individual: Racers starts individual on time registration Course length: depending on location.

PARALEL SLALOM: 2 identical courses next to each other. The racers go down simultaneously each in it's own course. The race will be decided by a two run knock-out system. Course length depends on location.

Step 2:**Choose a location**

Make sure the responsible person gets official authorization for using the race location. Think of the local authorities and governmental institutes.

Try to make the location owner a sponsor, this will attach him to the event and he will most likely do more for you, then when you would rent the location.

Try to find near by services you can use. Restaurant, bars, hotels and other nearby facilities can support you and you them. Try to create a win-win situation so that the local bars and restaurants sent spectators to you and you send the spectators back to them.

**Step 3:****Sponsors****Sponsoring the 3CV WORLD SPORTS FEDERATION**

We strive to return you the following to our sponsors:

A vast communication campaign which ensures sufficient attention both INTERNATIONALLY, NATIONAL, REGIONAL and Locally

This Communication campaign consists of:

- Printed paper/directly mail
- Internet site
- PR
- Media partners
- TV Coverage: (in the future)
 - Euro sport
 - Extreme Channel
 - Local News and Sports programs

The Target group we will reach (at the minimum):

Participants:

- Mix of men and women & different age groups
- Sporty people
- Innovative people

Visitors:

- Mix men and women & different age groups
- Sporty

Benefits as a sponsor:

- Better image
 - As a healthy and sporty product
 - Innovative
 - New
 - Unique manner of movement
 - High Tech
 - In motion
 - Young and old
- Competitive advantage
 - Exclusivity
(*Emerging sport therefore first as a sponsor*)
- High brand recognition trough:
 - Media attention (TV, newspapers, magazine, Internet etc.)
 - Banners at the race course



Sponsoring A: Head Title Sponsor (only to be arranged with 3CV WSF headquarters)

Use of rights of the races counting for the championship:

Title sponsor, for example Gillette 3CV World Championship “for a *smooth ride*”

Exclusive use of:

- Title sponsor, picture materials
- Event logo
- VIP Packages

Communication campaign:

- Minimum guaranteed media value
- Influence on design and layout of printed paper, component and event logo's
- Outstanding presence on all printed paper
- Outstanding presence on the Internet site
 - Link
 - Editorial page

Exposure during event:

- Stand at the expo area (depends on event)
- Banners and flags on start/finish location
- Inflatable structures on start/finish location
- Logo on Start/finish Arc
- Logo, name or other publicity expression on clothing of participants
- Logo on course setting materials

Investment as from € 80.000 (this year)

Sponsoring B: Visual and media

Visual publicity around and on the course *:

- boarding at the start and the finish location
- boarding around the course on TV and Photo sensitive places

Banners or logo on promotional media **:

- press binders
- flyers
- programme books
- right to placing banners on our internet site

Depending on the exact interpretation of this Sponsorship package prices starting at euro 2,500, - up to euro 25,000, - excl. VAT and possible production costs.

** Banners to be delivered to the organization*

*** Send in digitally by means of e-mail*

Sponsoring C: Visual

Visual publicity on the course *:

- Banner at start and finish :€ 500.00 (p.p.) (maximum of 2 permitted)
- Banner Around the course:€ 150.00 (p.p.)

Advertisement in programme book ***:

1/1 page: € 100
 ½ page: € 50

*** Send in digitally by means of e-mail*

**Step 4:****Staff**

Get a staff team involved in an early stage. You can't do it on your own! By doing this in an early stage the staff will be more involved. Assign staff member with responsibilities. Let them think about the best way of setting the cones or planning the riders in the heats.

The amount of staff will depend on the size of the event itself. Make sure you have at least:

1. Two referees for start and finish
2. Course staff (if necessary), to reset cones, fix and prepare the course surface (for off-road and snow races)
3. Staff at the welcome desk
4. Staff in charge of PR
5. Staff and cars to transport athletes (if necessary)

From		To
Airports	→	Hotels
Hotel	→	Event site
Event site	→	Hotel
Hotel	→	Airport

Assign team leaders to each number. Make the team leader responsible to make him/her more involved and get the load of your shoulders.

Step 5:**Equipment**

Good equipment makes the job very easy, but don't forget that most equipment need resources to work so check whether there is electricity and water on the site.

You have to think in 3 groups of equipment:

- The stuff you need to have to do your job
- The stuff that the riders need
- The stuff that Press and Spectators need to view the race

Organisation

Communication Equipment

Laptop or computer to register riders and keep track of times and race results

Riders

Arrange medical services who can respond immediately.

Arrange insurance

Translate the Waiver form and let all riders sign it

The riders need protective gear such as kneecaps, helmets, gloves etc.

Food & Beverages

Etc.

Press & Spectators

Food & Beverages

Signs

Seats or standing places with a good view

Press table

VIP lounge

Etc.

**Step 6:****Program**

Make a program book. This will give you another possibility to raise money. Think of advertisements and sponsors page.

Cover at least:

Time schedule (races, heats, finals, price ceremony)

Sponsors

Contact information

Others:

Riders information

World records(see 3CV website, Results)

Information about the 3CV, the organization and the races

Make all information visible to the spectators. (signs, screens, booklets, information-board, speaker)

Step 7:**Prices**

Ask sponsors to give prices, Trikkes for example. Sponsors are more willing to give away goods than money.

Make Trophy's or medals

Do something for the spectators, a raffle for example! This will keep them at the race site from start till finish.



What can 3CV WSF offer to the events:

Start and finish arc

Communication devices

Timekeeping instruments (only stopwatch at the moment)

Protective gear

And of course our help!