



# 2011 HOST SITE PROPOSAL

# 2011 APBA WATERCROSS NATIONAL TOUR



## I. Introduction

Americans love music, hot summer days, extreme sports, racing and competition! How do you reach these consumers? You start with the secret ingredient: Water. How do you get their attention? Use one of the world's most exciting watersports: Personal Watercraft Racing! How do you make this work for you? Host a Tour stop on the nation's largest and most prestigious watercraft racing circuit: the 2011 APBA Watercross National Tour!

The 2011 APBA Watercross National Tour features a six event series that will determine the U.S. National Champions in ten Pro-Am and Expert racing classes. As the United States premier watercraft racing series, the APBA National Tour features the finest watercraft riders in the United States. Utilizing the most advanced equipment to help their watercraft reach speeds of over 80 miles-per-hour, these teams and riders will engage in a fierce battle of skill, technology and innovation on and off the water each week. The Series finale is the APBA Watercross Nationals that attracts more than 250 racers from all across the United States and Canada.

From some of the hottest beaches and waterways in the United States, the APBA National Tour is guaranteed to provide the most exciting and competitive Watercross racing action to be seen anywhere in the country. Competitors from all over the United States and Canada will participate on this year's tour. Each racer will be vying for a portion of more than \$100,000 in cash, prizes, and contingency awards that will be up for grabs, while en-route to the prestigious APBA National Tour championship titles and awards. Each round of the National Tour will be filmed and air nationally on several cable television network for airing in the United States.

Thousands of racing enthusiasts will be on hand to catch the excitement of the 2011 APBA Watercross National Tour. In addition to those spectators on site, millions of others will read about the events in watercraft magazines and local newspapers, hear about it on the radio, and see it on national television and wish that they had been there to participate. The APBA Watercross National Tour is a multiple-stop personal watercraft (PWC) competition and entertainment event that provides an opportunity to showcase the positive aspects of PWC as a lifestyle sport for consumers and spectators.

## APBA Racing Events

APBA Personal Watercraft Racing events will feature two different racing disciplines: Closed Course Racing and Freestyle at each event.

### Closed Course Race

Similar to motocross on the water, closed course racing is handle bar-to-handle bar competition that pits rider and machine in a personal watercraft battlefield. Reaching top speeds of over 75mph, closed course racing features a buoy-marked, 1/2- to 3/4-mile track that is designed to



keep the competition tight and fans close to the action. Each race begins with one of the most gut-wrenching experiences in motorsports – the side-by-side gated start. Similar to horse racing, a PWC racing start features 20 riders exploding off the line, each thinking to themselves “I’m going to be the first one to that buoy.” Surviving the first-turn is just the beginning. Speed, technique and racing ability will all come into play over the next 20 minutes, as the riders begin to negotiate a series of left- and right-hand turns – and oh yeah, one must not forget the man-made log jumps.



### Freestyle

Each event features a Freestyle segment that highlights the acrobatical abilities of these highly specialized athletes and their watercraft. One of the truly “extreme sports,” freestyle features some of the most gifted athletes on the beach, performing two-minute routines in an Olympic-style format for a panel of judges. Competitors’ routines are made-up from a series of choreographed tricks that are performed to music. Freestyle is *the* crowd favorite, as spectators get a chance to interact with the competitors before, during and after the competition. Some of the more popular tricks and catch phrases include: Aerial Barrel Roll; Yellow Submarine; Hollywood Corkscrew; Kilowatt Flop; Ride ‘Em Cowboy; Bull Doggin’; and many other eye catching tricks.

## II. Promotion & Publicity

From both a spectator and participant standpoint, the local, regional and national levels of advertising and promotion will be covered extensively.

### National Advertising and Publicity

The APBA Watercross National Tour will employ a national advertising program utilizing a variety of media including industry print advertising, dealer promotions, direct mail, flyers and event posters to publicize the Tour. All industry watercraft magazines and watercraft related web sites would receive press releases, preview stories and photos to publish to promote the APBA Watercross National Tour. All industry watercraft magazines and major PWC websites have been solicited to become media sponsors to provide round-by-round coverage of the Tour.

### Local Advertising and Publicity

At each stop of the Tour a comprehensive localized advertising program utilizing a variety of media including radio, print advertising, direct mail, flyers and event posters to promote each event. The advertising will be targeted to active consumers and designed to generate awareness, enhance sponsorships and drive attendance. Press releases announcing the event will also be sent to all major newspapers, television stations and radio stations within 60 miles of each race site. Event partners that may include Tour sponsors, the host sites, local watercraft dealers, radio stations and others will provide advertising for the event that will generate a significant amount of advertising and publicity for each event.

### Professional "On-Site" Presentation



The APBA Watercross National Tour will incorporate several unique and exciting staging features into its aquatic arena. The National Tour's large custom-built tower, scoring stands, shoreline banners, inflatables and more will provide excellent signage locations to enhance sponsors image and create brand awareness. The combination of advanced promotion and advertising, professional on-site appearance, world-class racing and great spectator crowds will create a spectacular event experience. A professional stage tower and large custom stage banners will be all each of the National Tour events.

These custom banners will include LOCAL site sponsors logos and go to all events.

During competition, the public address announcers will guide spectators through the waves and around the buoys, giving insight into the personalities and technology of professional watercraft racing. In between the races, the focus changes to the athletes, sponsors and local partners. Spectators are encouraged to visit the food and vendor and meet the riders in the pits. The stage manager will ensure delivery of public address announcements and keep the crowd entertained with the hottest music and on-site giveaways.

## **Participants**

As the premier PWC racing circuit in the United States, the APBA Watercross National Tour is guaranteed to provide a large number of talented watercraft racers at each event. The National Tour has averaged more than 125 riders per week over the last three years. To attract participants, the local, regional and national levels will be covered extensively. Direct mail will be used to reach past and present personal watercraft racing members, announcements and advertisements will be placed in nationally distributed watercraft magazines as well as on the Internet.

## **Internet Publicity**

The APBA Watercross National Tour and APBA Watercross Nationals will be promoted and featured extensively on the Internet on many individual PWC websites, as well as on the APBA's own website (apbaracing.com). This website will be used to promote the Tour, the Tour sponsors, attract spectators to the events, and give event participants all the important information on the Tour and each event. In addition to important information, participants will be able to register for the events on the website. Event-by-event coverage and results will be included on the website, with results being posted within 24 hours of each event.

## **American Power Boat Association**

The American Power Boat Association (APBA) will serve as the sanctioning body for the tour, provide the event insurance package, and provide event continuity in the form of structured classes and rules for the events. APBA is the oldest motorsports racing association in the United States that has recently celebrated its 100-year anniversary in 2004. Whatever your need for speed, APBA is sure to have a place just for you. Competition, thrills, victory and honor can be found in all 13 of APBA's racing categories, comprising a broad selection of inboard and outboard engines and countless hull configurations. From Offshore and Unlimited powerboats to Personal Watercraft, APBA is the place to be.

## **Officiating Team**

In total, there will be more than fifteen key officials who will travel the circuit. These officials are responsible for assuring that each event runs smoothly and fairly, according to the letter of the rulebook, as well as assist with pre-race set-up, registration, promotions, and other related tasks.



### III. Television Production

Each event from the 2011 APBA Watercross National Tour will be filmed and air nationally on twelve separate half-hour shows (two from each event) produced for the MavTV and Untamed Sports television networks. The shows will include highlight coverage and lifestyle coverage from the events concentrating of the lifestyle coverage of PWC racing events. With guaranteed event coverage, open and close billboards, buoys, on-water inflatables and signage pans we will be able to dramatically increase the amount and value of exposure that your company will receive from the television productions. These are the current networks that we are working with. There are many new networks being introduced and new networks may be added or replaced that will provide the best exposure for the APBA National Tour.



MAVTV broadcasts in both SD and HD. The network features programming themes targeting men 18 to 54 including sports, gaming, comedy, health and fitness, gadgets and more in a destination channel dedicated to reaching men in an irreverent, humorous and opinionated manner. The network is now available in over 35 million homes and carried on most major cable,

telco, and satellite providers, as well as, mobile television platforms. MavTV Coverage: MavTV is available on Dish Network, channel 361 nationwide.



Launched in 2008, Untamed Sports TV is a new outdoor adventure sports channel offering a multitude of risk-taking sports to those daring enough to explore a superb voyage in the great outdoors. Whether you seek an adrenaline charged encounter with a Cape Buffalo on the plains of Africa, a thrilling Baja encounter with a school or hammerhead sharks, or exciting motorsports like the APBA Watercross National Tour Untamed

Sports TV is poised to deliver the top outdoor lifestyle and exotic adventure travel programs – all on one single network. Untamed Sports TV is nationally distributed in over 15 million homes with

### IV. Host Site Benefits and Requirements

The following outlines the exposure and benefits available to the host site in association with an APBA national racing event. In our search for support for these events, we prepare and position our hosting sites within the exposure avenues created by these events. We would like to stress our willingness to provide the host site with all the necessary requirements and provisions as outlined in your permits, applications and city/park guidelines.

#### Goals

- To generate valuable exposure for personal watercraft racing event sponsors and your city through a multi-level marketing format.
- To create a fun, exciting and unique event experience for spectators and event participants.
- To attract people to an exciting PWC event and to your city to spend a fun filled weekend enjoying personal watercraft racing and all that your city has to offer.

#### Economic Impact

APBA national racing events have a huge impact of the local economy. Participants, their families and support crew spend money on fuel, meals, lodging, miscellaneous expenditures, etc., and this has a direct impact on the revenue for the city and local merchants. The average national Tour event will bring in hundreds of thousands of dollars to the local community.

### **Host Site Requirements**

The following are the basic site requirements that we look for in a site to host an APBA regional event.

- 1) 600-1000 feet of beach or clean shoreline (i.e. grass/sand) or large boat launch with easy access to the water;
- 2) Water with sand or hard pan bottom with easy slope;
- 3) On site parking by parking lot or grass;
- 4) Overnight camping on or near site;
- 5) Adequate restrooms (permanent or port-o-pots) on site;
- 6) Hotels within 10 miles of site;
- 7) ATV use on beach to haul boats to water;
- 8) The beach or land area will need to be closed to swimming from Thursday to Sunday.

### **Insurance**

The host site, city and park, its employees and agents, will be held harmless for any and all claims, etc., as well as named as an additional insured on a minimum \$1,000,000 Combined Single Limit spectator liability insurance policy. The host site may name as many as five companies as additional insured on the policy.

## **V. Services Provided For Event**

- 1) Provide a two-day, on-the-water racing event professionally run and specifically designed to entertain an audience for five to six hours each day;
- 2) Provide all necessary equipment for race: computer, printer, buoys, public address system, flags, stop watches, tents; tables, chairs; air compressor, pit passes, rope, supplies, etc.;
- 3) Provide \$15,000 minimum in cash and prizes for prize purse and oversee the distribution of the purse to event participants;
- 4) Provide a minimum of 15 qualified officials to run each event from the pit area to the race course from Thursday afternoon's on-site set-up through the end of Sunday's racing;
- 5) Produce two television shows (one from each day) that will air on select national cable networks in the United States.
- 6) Provide safety patrol boats for official's use and pre-race promotions;
- 7) Supply gasoline and oil for officials' watercraft;
- 8) Provide the scaffolding and stage equipment;
- 9) Prepare all the necessary insurance and official paperwork;
- 10) Provide all rules and regulations for event and the administering of those rules and enforce adherence to safety and insurance requirements;
- 11) Provide press releases and photos for local and national media;
- 12) Provide consultation on writing sponsor proposals and soliciting local sponsors.

## VI. Cost To Host Site For Event

**Fee to be paid to the APBA to host National Tour event: \$20,000**

The cost to produce an APBA Watercross National Tour event is over \$40,000. The production of an APBA National Tour event is a partnership between the host city and the APBA. To host site is required to pay a host site fee of \$20,000 toward the production of a National Tour. This fee is to go toward the production of the event and to help fund the television production and awards for the participants. The APBA provides opportunities to reduce the host site fee so the actual cost to host the event could be much less.

The fee breaks down as follows:

<b>Event Production and Staff</b>	<b>\$10,000</b>
<b>TV Production</b>	<b>\$ 5,000</b>
<b>Cash Purse and Awards</b>	<b>\$ 5,000</b>
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<b>Total Host Site Fee</b>	<b>\$20,000</b>

### **Opportunities to Reduce the Fee:**

The following are things that the site can do to reduce the host site fee.

- Provide Ambulance Service for event for Saturday and Sunday (reduce fee by \$1,000);
- Provide hotel rooms for officials at approved hotel (need 3 rooms Thursday, 8 rooms Friday, Saturday and Sunday) will reduce the fee by \$1,500.
- Provide food & beverages for officials lunches for Saturday and Sunday (reduce fee \$300);
- Provide approximately 80 cinder blocks for anchoring buoys (reduce fee by \$100).

### **Other requirements by the Host Site:**

- Provide restrooms facilities if needed.
- Pay any permit fees if required.
- Provide trash cans and trash removal if needed.

## VII. Sponsorship/Promotions

To fund the APBA Watercross National Tour the APBA and the host site work as partners on the event. The APBA solicits national sponsors and watercraft industry companies to help support and fund the Tour. The host site normally solicits local sponsors to help support the event and help pay for the host site fee. The APBA will provide sample proposals, DVD's and other promotional items to help the host site raise funds. The APBA will produce posters for each event and include all local sponsors on the poster for each event. The Tour backdrops will incorporate both the National Tour and local sponsors and provide great exposure for local sponsors.

The event host will be entitled to all promotional, sponsorship, and merchandising dollars it raises pertaining to the personal watercraft event, as well as all spectator and ancillary event gate fees, if applicable. The APBA is entitled to all series promotional, sponsorship, and merchandising dollars it raises, as well as the rider entry fees.

The APBA agrees to honor all event sponsorship commitments regarding signage, booth space, etc., that the host site makes pertaining to the watercraft race, while the host site agrees to honor all commitments regarding booth space, signage, etc., made by the APBA. Local sponsor's names will also be mentioned in all press releases and other print media promotions related to the event.

The rights to the sale of soft goods merchandise pertaining specifically to the event is retained by the APBA and the APBA reserves the right to have the series' soft goods area at the event. It is understood that a copy of the insurance policy is available, upon request, and that also, upon request, the host site can name up to five additional insured on said policy.

The host site will receive one commercial spot on the television shows as well as one open and close bumper that the site may use for its own use or a local event sponsor.

## VIII. End Result

APBA Personal Watercraft Racing events offers an enthusiast city, park or Chamber of Commerce the opportunity to bring an exciting and entertaining event to the community. APBA events generate a tremendous amount of publicity, exposure for the host location/event and bring in a tremendous amount of money to the local community. The event can be a great stand alone event or a spectacular addition to an already established event.

The appeal of personal watercraft racing will send out a message to the other lifestyle enthusiasts that something is happening in your area. Prior to the event, posters, a full-scale public relations campaign and promotions throughout the county will keep the area buzzing about the event. On race weekend, racers from across the United States will descend on the city, fill hotels, and spend money in the local community. The added publicity will build traffic that will in turn generate more revenue for the city and the entire area.

Our mutual goal should be to establish a relationship between the event and the city that is a win-win for all those involved. The APBA would like to establish a long-term relationship with the host sites. Thank you for your consideration to host an APBA Personal Watercraft Racing event. If you have any questions or need additional information, please call Patrick Mell at (586) 598-2856.

