



2019 New-Race Grant Application
Application Deadline: September 1st, 2019

Purpose

The Bicycle Racing Association of Colorado (BRAC) budgets a certain amount annually to support clubs and/or race directors that take the financial risk of putting on an event on a new venue. Frequently the first year of a new event comes with increased costs and the potential for insufficient racer support while the new event becomes established.

Application Procedure

The BRAC Board of Directors (BOD) will accept applications beginning January 1st of a given year and going through August 31st of the same year in order to establish how many new events potentially qualify for a grant. Applicants are asked to provide the information delineated below as part of their applications.

Decision-making Process

The BRAC BOD will begin evaluating applications as they come in, but cannot render final decisions on total support to be given until September 1st and will then decide which events, if any, will receive a grant and for how much. The decision will be communicated to the applicants by the end of September along with a rationale for the decision. The total amount in the BRAC budget line item for new race support may not be distributed in full in any given year based on the number of events requesting, the nature of the events requesting, and the current financial performance of BRAC to its established overall budget.

While grants to offset specific line items are preferable, operational support is also allowable.

Criteria for awarding grants may include, but are not restricted to the following (in no particular order):

- Unique nature (coolness factor) of the race course or event
- Specific risk of the event
- Financial need of the race organization pertaining to the event
- Specific line items in the event budget for which the organization needs assistance
- Logistical challenges presented to the race organization

When submitting your application please be sure to include:

- ❖ The general information on the form on the following page
- ❖ Separate narrative explaining the following:
 1. Concept of your event
 2. Event/Program Detail (how it will be implemented and where)
 3. Benefit and Impact to BRAC community
 4. Race groups to benefit from the event
 5. Metrics (How will success be measured at your event?)
 6. Plans for future years (if the event is successful, what are your long-term goals?)
- ❖ Advertising/Marketing Plan (How will people learn about your event? What help would you like from BRAC with marketing your event?)
- ❖ Proposed budget for the event

We look forward to receiving your application. Please return your completed application to:

ExecDir@coloradocycling.org



GENERAL INFORMATION

Name of Event _____ Date(s) of Event _____

Race Organization _____

Location of Event _____

Race Director or Contact Person(s)

Is this Date Firm? Yes _____ No _____

Number of expected participants/attendees? _____

Phone Number(s) Day _____

Will this be an annual event? Yes _____ No _____

Cell _____

E-Mail Address _____

Mailing Address _____

Amount Requested

\$