

2017-2018 Gold Wheel Cup of AZ

Website: www.GoldWheelCup.com (under construction)

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A. Description of the Gold Wheel Cup of AZ

A.1. Missions

During his daily professional activities as a neurobiologist at a local University, SWSportsReg.com's manager, Dr. Boris Decourt, is studying age-related disorders. In addition, statistics show that obesity has increased from 10 to 29% in the past 25 years in the State of AZ alone, with 20% of the 10-17 years old being obese to date (<https://stateofobesity.org/states/az>). Many experts agree that encouraging healthy aging is probably the best prevention process to avoid age-related diseases such as cardio-vascular diseases, diabetes, neurological disorders, dementia, and more. Dr. Decourt wants to use the full resources of his company, and his extensive experience in officiating top-level races to help improving the healthy aging of the members of our local communities by encouraging them to participate in regular sporting activities at an affordable cost year after year.

For this, we are launching the Gold Wheel Cup of AZ, and have several missions in mind:

1. present to all potential participants a full calendar listing all events available under the Cup of AZ umbrella in one location (see section A.3. below);
2. coordinate and score sporting series to keep the Cup of AZ organized;
3. provide preferential financial support to Junior (athletes age 0-18), collegiate, and disabled athletes (e.g. injured veterans) to motivate them to attend sporting events and develop a healthy future;
4. encourage participants of all ages and abilities to enter sporting events at a reasonable cost, and give them awards when performing well. It is well known that having goals motivates athletes to follow a regular training schedule, which has the potential to improve health;
5. inform our athletes that our selected sponsors are very supportive of their long term health (details in section B. below);
6. continue assisting event organizers the best we can to keep production costs as low as possible while offering safe and high quality events.

A.2. Organization

SWSportsReg.com / La Roue d'Or, LLC is the sole administrative entity in charge of the Gold Wheel Cup of AZ. Because of its unique position in the industry, and thanks to its interactions with numerous event organizers and athletes, SWSportsReg.com has decided to organize the Gold Wheel Cup of AZ in order to unite different disciplines in the sports of cycling, running, and triathlon in AZ while expanding its support of the community.

To adjust for the weather conditions in the State of AZ, the Gold Wheel Cup of AZ is spanning between August 1, 2017 and July 31, 2018. Numerous Series and Events make up the Gold Wheel Cup of AZ (see section A.3. below), and covering various disciplines and many geographical areas to encourage as many AZ residents as possible to get and remain physically active.

Each of the Series listed in section A.3. below is managed and scored separately. What SWSportsReg.com does is to collect money from sponsors (see section B. below), organizers (see section D. below; note that each series collect its own money, i.e. there is no sharing of money between series), and use some of its own profits to fund purses for each series that are distributed to athletes in the form of Gold Wheel Cup Dollars deposited on SWSportsReg.com athlete's accounts. Thus, the money awarded to athletes can be used for registration for any future event.

Gold Wheel Cup Contact:

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A.3. Golden Wheel Cup Organizer Credentials

Our company, La Roue d'Or, LLC / SWSportsReg.com, specializes in the promotion and management of cycling events in Arizona since 2009 (50+ events in 2017). In parallel, Dr. Decourt serves as a high level referee for the sport of cycling since 1998, and has worked numerous local, regional, national, and international events for road, track, cyclo-cross, and MTB disciplines. In the past years, we have developed and scored the AZ Fun Ride Series, which was used successfully as a test for the Gold Wheel Cup of AZ concept.

A.4. Series and Calendar of Events

For the inaugural, 2017-2018 Gold Wheel Cup of AZ, organizers can contact us until September 15th, 2017 to request to add their event to the Cup of AZ umbrella. Below are the confirmed Series and Events that will provide awards to participants and support the community efforts of our sponsors:

+ **AZ Trail Run Fall Series** (organized and scored by SWSportsReg.com) -

www.AZFallSeries.com

- Sat. 09/30/17 = AZ Trail Run Fall Series #1 - San Tan Park, Queen Creek, AZ
- Sat. 10/14/17 = AZ Trail Run Fall Series #2 - McDowell Horse Park, Fountain Hills AZ
- Sat. 10/28/17 = AZ Trail Run Fall Series #3 - Estrella Horse Park, Goodyear, AZ
- Sat. 12/02/17 = AZ Trail Run Fall Series #4 - White Tank Park, Waddell, AZ

+ **AZ MTB Fall Series p/b Bicycle Ranch Bike Shop** (organized and scored by SWSportsReg.com) - www.AZFallSeries.com

- Sat. 09/30/17 = AZ MTB Fall Series #1 - San Tan Park, Queen Creek, AZ
- Sat. 10/14/17 = AZ State MTB Championships / AZ MTB Fall Series #2 - McDowell Horse Park, Fountain Hills AZ
- Sat. 10/28/17 = AZ MTB Fall Series #3 - Estrella Horse Park, Goodyear, AZ
- Sat. 12/02/17 = AZ MTB Fall Series #4 - White Tank Park, Waddell, AZ

+ **Desert Cyclo-Cross Cup** (organized by Cranky Cross and scored by SWSportsReg.com) - <http://www.americanbunnyhop.com/desert-cross-cup.html>

- Sat. 10/21/17 = Flat Tire Cross (Cranky Cross) - Globe, AZ
- Sun. 11/12/17 = Superfarm Cross (Cranky Cross) - Gilbert, AZ
- Sat. 12/02/17 = Himmel Cross #1 (Univ. of AZ Cycling) - Tucson, AZ
- Sun. 12/03/17 = Himmel Cross #2 (Univ. of AZ Cycling) - Tucson, AZ
- Sun. 12/10/17 = ASU West Cross (ASU Cycling) - Glendale, AZ
- Sat. 12/16/17 = Oracle Cross #1 (American Bunnyhop) - Oracle, AZ
- Sun. 12/17/17 = Oracle Cross #2 (American Bunnyhop) - Oracle, AZ
- Sun. 12/31/17 = West Cross NYE Gala, Goodyear, AZ

+ **AZ Cross Series** (organized by AZ Cross and scored by SWSportsReg.com) -

<http://azcross.com/>

- Sat. 10/28/17 = Sedona CX p/b Absolute Bikes Day #1 - Sedona, AZ
- Sun. 10/29/17 = Sedona CX p/b Absolute Bikes Day #2 - Sedona, AZ
- Sat. 11/25/17 = Horse Lovers Cross #1 p/b North Valley Bicycles Phoenix - Phoenix, AZ
- Sun. 11/26/17 = Horse Lovers Cross #2 p/b North Valley Bicycles Phoenix - Phoenix, AZ
- Sat. 12/09/17 = AZ Series Championships p/b Bicycle Ranch Bike Shop - Gilbert, AZ

- + **AZ Fun Ride Series** (managed and scored by SWSportsReg.com) - www.AZFunRideSeries.com
 - Sun. 11/05/17 = Coyotes Cycling and 5K Breakaway Challenge (SWSportsReg.com/AZ Coyotes Ice Hockey Team) - Glendale, AZ
 - TBD = Lettuce Ride - Yuma, AZ
 - TBD = Centennial Ride - Yuma, AZ
 - Sat. 03/24/18 = Nogales Bicycle Classic (Circles of Peace) - Nogales, AZ
 - Sat. 04/14/18 = Javelina Chase Gran Fondo (Gila Javelina Bike Club) - Duncan, AZ

- + **AZ MTB Spring Series** (managed and scored by SWSportsReg.com)
 - Sat. 01/20/18 = Prickly Pedal (Maricopa Trail Foundation) - Cave Creek to Lake Pleasant, AZ
 - Sat. 03/31/18 = AZ State MTB Championships (American Bunnyhop/SWSportsReg.com) - Oracle, AZ
 - Sat. 05/05/18 = Javelina Stampede #1 (Chain Events) - Prescott, AZ
 - Sun. 05/06/18 = Javelina Stampede #2 (Chain Events) - Prescott, AZ

- + **AZ Road Race Series** (NEW in 2018; managed and scored by SWSportsReg.com)
Provisional calendar only; final version available in September 2015
 - Sat. 01/13/18 = Verrado Velo Criterium (Bluewolf Events) - Buckeye, AZ
 - Sat. 01/20/18 = Picacho Peak Road Race (ASU Cycling/SWSportsReg.com) - Eloy, AZ
 - Sun. 01/21/18 = Sun Devil Criterium (ASU Cycling) - Tempe, AZ
 - Sat. 01/27/18 = Univ. of AZ Criterium (Univ. of AZ) - Tucson, AZ
 - Sun. 01/28/18 = Oracle Road Race (Univ. of AZ) - Oracle, AZ
 - Sun. 02/04/18 = Avondale Criterium #1 (Procon Cycling) - Avondale, AZ
 - Sun. 02/11/18 = Avondale Criterium #2 (Procon Cycling) - Avondale, AZ
 - Sat. 02/10/18 = San Tan Criterium (San Tan Racing) - Mesa, AZ
 - Sat. 02/24/18 = AZ State Criterium Championships for categories / North End Classic Criterium (Yuma Bike Club) - Yuma, AZ
 - Sun. 02/25/18 = North End Classic Road Race (Yuma Bike Club) - Yuma, AZ
 - Sat. 04/14/18 = AZ State Road Race Championships for age groups / Javelina Chase Road Race (Gila Javelina Bike Club) - Duncan, AZ
 - Sun. 04/15/18 = Javelina Chase Criterium (Gila Javelina Bike Club) – Lordsburg, NM

Additional events not part of the Gold Wheel Cup of AZ are organized in the State. Many of them use SWSportsReg.com for registration. Feel free to contact us for questions about any event. If we don't know the answer, we'll direct you to a more knowledgeable source.

B. Sponsors Information

B.1. Why Support the Gold Wing Cup of AZ?

The main reason to support the Gold Wheel Cup of AZ is because your company's mission aligns with one of our missions listed in section A.1. above, which is principally to improve the healthy aging of AZ residents.

In addition, for many years our company has supported local businesses to the best of its abilities. For example, our main online platform (SWSportsReg.com) was created and is maintained by Web-Op, Inc, located in Mesa, AZ. Most of our marketing materials are fabricated by Stowebridge Promotion in Gilbert, AZ. Also, most of our bike parts and services are contracted to local bike shops and manufacturers.

B.2. Where Does Your Company's Money Go?

The guarantee we offer is that all sponsor money we receive is entirely used to support the Gold Wheel Cup of AZ, not to enrich ourselves. The main lines of expenses are:

1. awards to athletes who perform well in the different series listed in section A.3. above. How the sponsor money is distributed to athletes is explained in section C.3. below;
2. 5% of the money collected (except from Bike Shops, see section B.3. below) will go to a fund that will support the purchase of handcycles or custom-adapted bicycles for disabled athletes;
3. to assist with marketing expenses. Those include the printing of banners, brochures, and other materials used to promote the Gold Wheel Cup of AZ; email marketing costs (i.e. Constant Contact fees); websites fees; Facebook advertisements and photo/video production, etc.
4. if enough sponsorship money is raised, we will offer special prizes during road events called "primes" to award participants additional Gold Wheel Cup Dollars they can use for future registrations;
5. you may request that your company's money be used to only support Junior riders, collegiate riders, disabled riders, a specific Series, or a specific Event as we are flexible with our sponsors.

Thus, all of the money we receive from sponsors is used to support the Gold Wheel Cup of AZ project and the community. We are currently implementing a new system on SWSportsReg.com to track automatically where the money from sponsors go after we receive it.

B.3. Sponsorship Levels and Benefits

For the 2017-2018 Gold Wheel Cup of AZ we have set the following levels of cash sponsorships (note that they may change for future editions as more events will likely join our umbrella).

Merchandise sponsors are welcome to contact us to request a level up to Gem Sponsor and to discuss the distribution of their products. SWSportsReg.com will work with all organizers who are part of the Gold Wheel AZ Cup to insure sponsor logos are displayed in prime locations.

Based on numbers from past years, we anticipate that at least 5,000 athletes and 5,000 spectators will see our documents, thus see all our sponsors until the end of July 2018. Thanks to our LLC status, your sponsor contribution is tax deductible as an advertisement expense to the amount permitted by law. We will provide your company with a formal receipt for tax purposes.

+ Title Sponsor = \$10,000+ cash (limited to one unique sponsor)

The Title sponsor will have its name listed as "Sponsor name" Cup of AZ, i.e. will replace the words "Gold Wheel" on all documents and marketing materials visible by the public. In addition, no competitor from the same industry will be allowed as additional sponsors for the 2017-2018 Cup of AZ (note that some Events may have competitors as title sponsors due to the support of local businesses).

Benefits include:

- your company's name will replace "Gold Wheel" in the Cup of AZ name;
- exclusivity for the industry type;
- up to 8 banners with company name near the finish line for all Events listed in section A.3. above;
- prime position of logo on all documents related to the Cup of AZ;
- sponsor logo on all Event flyers for each Event listed in section A.3. above;
- multiple announcer calls during all events listed in section A.3. above;
- upon request, free booth located at a prime location in any Event listed in section A.3. above.

+ Presenting Sponsor = \$5,000+ cash (limited to two sponsors)

Presenting sponsors will have their names listed as Gold Wheel Cup of AZ p/b “Sponsor 1” and “Sponsor 2” on all documents and marketing materials visible by the public. In addition, no competitor from the same industry will be allowed as Presenting or Gem sponsors for the Cup of AZ (note that some Events may have competitors as title sponsors due to the support of local businesses).

Benefits include:

- company’s name placed as Gold Wheel Cup of AZ p/b “Sponsor 1” and “Sponsor 2”;
- protection for the industry type;
- up to 4 banners with company name near the finish line for all events listed in section A.3. above;
- good position of logo on all documents related to the Cup of AZ;
- sponsor logo on all Event flyers for each event lists in section A.3. above;
- multiple announcer calls during all events listed in section A.3. above;

+ Gem Sponsor = \$1,000+ cash or merchandise

A Gem sponsor will have the following benefits:

- up to 2 banners with company name near the finish line for all events listed in section A.3. above;
- sponsor logo on all documents related to the Cup of AZ;
- multiple announcer calls during all events listed in section A.3. above;

+ Green Sponsor = less than \$1,000 cash or merchandise

A Green sponsor will have the following benefits:

- up to 1 banner with company name near the finish line for all events listed in section A.3. above;
- sponsor logo at the bottom of all documents related to the Cup of AZ;
- several announcer calls during all events listed in section A.3. above;

+ Bike Shop sponsor = maximum \$500 cash

To help advertising all Bike Shops from AZ to our participants while being fair to all of them, we allow any bike shop to provide a sponsorship of maximum \$500 per brand (e.g. if a brand owns 2+ bike shops in AZ, only one sponsorship is allowed). Very importantly, all the money collected from Bike Shops is exclusively spent on athletes’ Series awards, nothing else!

Benefit	\$500 support	\$300-\$499 support
One banner at each event in the Gold Wheel Cup of AZ	X	
Bike Shop logo on Gold Wheel Cup of AZ brochures	X	
Bike Shop logo on Series scoring documents	X	
Announcer advertisement of Bike Shops in the area of an event	X	X
Bike Shop logo on Gold Wheel Cup of AZ webpage with address and link to shop website	X	X

If the information provided above does not fit your idea of sponsorship for the Gold Wheel Cup of AZ, please contact us to discuss the situation.

B.3. Resolution of Possible Conflicts

We want to be upfront with our Cup of AZ sponsors that, on occasion, some competitors' brand may support Events and have prime advantages over the Cup of AZ sponsors. Such situation may arise when local businesses provide support for a specific Event they feel deeply about. In such situation, SWSportsReg.com will work with the organizers to have the Cup of AZ sponsors located in visible locations at the Event and on Event documents, while minimizing the conflicts of interest between Event and Cup of AZ sponsor logos.

C. Athletes Benefits and Obligations

C.1. Benefits for Athletes

Athletes participating in Events included in the Gold Wheel Cup of AZ will have the following benefits:

- improve or maintain a good health by practicing a physical activity regularly;
- events comprising the Gold Wheel Cup of AZ follow high safety standards;
- when placing well in a Series, athletes will receive Gold Wheel Cup Dollars on their SWSportsReg.com account that they can use to register later for any other event (i.e. free entries for future events; see section C.3. below for awards allocation);
- learn about our sponsors who are supporting their long term health;
- if funds permit, Junior and disabled athletes will receive discounts to enter events included in the Gold Wheel Cup of AZ;
- if funds permit, all athletes entering events in the Road Race Series will have the possibility to win prizes awarding Gold Wheel Cup Dollars (i.e. free entries for future events).

C.2. Athlete Obligations and Discipline

To receive the awards listed in section C.3. below, athletes must participate in at least 50% of Events in a single series to score points regularly. They must compete in a fair way and respect the rules organizers are following. **The Gold Wheel Cup organizer may request that athletes attend podium ceremonies at the end of the last Event in a Series to take pictures and give eventual gifts from sponsors.** Athletes will be informed via Facebook posts and emails at least two weeks prior to the last Event if there is such requirement, unless already clearly stated in a Series Rulebook.

At any time, SWSportsReg.com reserves the right to penalize (up to disqualify) an athlete from a Series if disciplinary actions are taken against said athlete. Athletes currently suspended by USA Cycling and USA Triathlon are automatically disqualified from any Series they may participate in (but they will retain their Event ranking and awards if participating in non-USAC or non-USAT sanctioned events).

C.3. Awards Allocation.

For all Series listed in section A.3. above, at the minimum we will collect \$1 per athlete from organizers and SWSportsReg.com will add \$0.20 per athlete too. The money collected from a given Series will support only the awards of that Series (no crossover between Series). The final amount awarded to each Series will, thus, depend upon participation and sponsor support. Nonetheless, the distribution of sponsor money for awards will be as indicated below.

+ Minimum Awards = minimum amount rewarded to participants scoring in the top 3 in individual Series. The amounts are calculated based on anticipated participation in all Events in a Series multiplied by \$1.20 (Event organizer + SWSportsReg.com money). All awards are given as Gold

Wheel Cup Dollars, meaning the amount is deposited on athletes' SWSportsReg.com account and can be used at any time for future Event registration.

+ When we receive contributions from our generous Sponsors, the total amount collected by March 31, 2018, will be distributed among all Series at the % indicated in the tables below, and up to the Maximum Awards amounts. **VERY IMPORTANT: to receive awards above Minimum Awards, a given division MUST have at least 6 participants scored in the Series** (i.e. 6+ athletes finish at least 50% of all Events in a Series). If a Series division has less than 6 athletes scored after the last Series Event, the awards amounts will default to the Minimum Awards. All awards are given as Gold Wheel Cup Dollars, meaning the amount is deposited on athletes' SWSportsReg.com account and can be used at any time for future Event registration.

+ Maximum Awards = maximum amount rewarded to participants scoring in the top 5 in individual Series if we receive enough sponsor contributions. **VERY IMPORTANT: to receive Maximum Awards, a given division MUST have at least 6 participants scored in the Series** (i.e. 6+ athletes finish at least 50% of all Events in a Series). If a Series division has less than 6 athletes scored after the last Series Event, the awards amounts will default to the Minimum Awards. The amounts are calculated based on anticipated participation in all Events in a Series multiplied by \$1.20 (Event organizer + SWSportsReg.com money) and supplemented by Sponsor contributions. All awards are given as Gold Wheel Cup Dollars, meaning the amount is deposited on athletes' SWSportsReg.com account and can be used at any time for future Event registration.

+ If we receive more contributions than the total of Maximum Awards, we will distribute the extra money as primes during Events, offer discounts to Junior, collegiate, and disabled/para participants, as well as increase the % contribution to the fund that will support the purchase of handcycles or custom-adapted bicycles for disabled athletes.

Source of income	Amount
Maximum cash from Sponsors used for Series Awards	\$25,755
Total collected from individual Series	\$8,285
Total Maximum Awards for all 2017-2018 Series/Gold Wheel Cup of AZ	\$34,040

Complete Series Awards:

AZ Cross		Minimum Awards for Place # (= no cash sponsor)				% of Total Sponsor Money Added to Minimum Awards	Maximum Awards for Place # (= full cash sponsors)					
Division	Order *	1	2	3	Total		1	2	3	4	5	Total
Junior Girls 9-18	1	\$15			\$15	0.08%	\$20	\$15				\$35
Women Pro/1/2/3/4/5	2	\$45			\$45	0.54%	\$60	\$50	\$40	\$35		\$185
Women Masters 30+	3	\$40			\$40	0.37%	\$55	\$45	\$35			\$135
Junior Boys 9-14	4	\$15			\$15	0.08%	\$20	\$15				\$35
Junior Boys 11-12	5	\$15			\$15	0.08%	\$20	\$15				\$35
Junior Boys 13-14	6	\$15			\$15	0.08%	\$20	\$15				\$35
Men Pro/1/2/3/4	7	\$50			\$50	0.82%	\$75	\$60	\$50	\$40	\$35	\$260
Single Speed Open	8	\$45			\$45	0.54%	\$60	\$50	\$40	\$35		\$185
Men Cat. 3/4	9	\$45			\$45	0.54%	\$60	\$50	\$40	\$35		\$185
Men Cat. 4/5	10	\$40			\$40	0.37%	\$55	\$45	\$35			\$135
Men Cat. 5	11	\$35			\$35	0.33%	\$50	\$40	\$30			\$120
Junior Boys 15-18	12	\$15			\$15	0.08%	\$20	\$15				\$35
Men Masters 40+ 3/4/5	13	\$40			\$40	0.37%	\$55	\$45	\$35			\$135
Men Masters 50+ 3/4/5	14	\$40			\$40	0.37%	\$55	\$45	\$35			\$135
					Total	4.64%					Total	\$1,650

Desert Cross Cup		Minimum Awards for Place # (= no cash sponsor)				% of Total Sponsor Money Added to Minimum Awards	Maximum Awards for Place # (= full cash sponsors)					Total
Division	Order *	1	2	3	Total		1	2	3	4	5	
Junior Girls 9-14	1	\$20			\$20	0.12%	\$25	\$15	\$10			\$50
Women Pro/1/2/3	2	\$65			\$65	0.82%	\$100	\$75	\$55	\$45		\$275
Women Cat. 3/4/5	3	\$40			\$40	0.31%	\$50	\$40	\$30			\$120
Women Masters 40+	4	\$40			\$40	0.31%	\$50	\$40	\$30			\$120
Women Masters 30+	5	\$40			\$40	0.31%	\$50	\$40	\$30			\$120
Junior Girls 15-18	6	\$20			\$20	0.12%	\$25	\$15	\$10			\$50
Junior Boys 9-14	7	\$20			\$20	0.12%	\$25	\$15	\$10			\$50
Men Open	8	\$75			\$75	1.07%	\$120	\$80	\$60	\$50	\$40	\$350
Single Speed Open	9	\$45			\$45	0.41%	\$70	\$45	\$35			\$150
Men 50+ Cat. 1-4	10	\$45			\$45	0.41%	\$70	\$45	\$35			\$150
Men 35+ Cat. 1-4	11	\$45			\$45	0.41%	\$70	\$45	\$35			\$150
Men Cat. 3/4	12	\$50			\$50	0.78%	\$90	\$70	\$50	\$40		\$250
Men Cat. 4	13	\$45			\$45	0.41%	\$70	\$45	\$35			\$150
Men Cat. 5	14	\$40			\$40	0.31%	\$50	\$40	\$30			\$120
Junior Boys 15-18	15	\$20			\$20	0.12%	\$25	\$15	\$10			\$50
Men 50+ Cat. 4/5	16	\$45			\$45	0.41%	\$70	\$45	\$35			\$150
Men 35+ Cat. 4/5	17	\$45			\$45	0.41%	\$70	\$45	\$35			\$150
					Total	\$700					Total	\$2,455

AZ Trail Run Fall Series		Minimum Awards for Place # (= no cash sponsor)				% of Total Sponsor Money Added to Minimum Awards	Maximum Awards for Place # (= full cash sponsors)					Total
Division		1	2	3	Total		1	2	3	4	5	
5 Km - Men 0-18		\$25			\$25	0.02%	\$30					\$30
5 Km - Men 19-39		\$40			\$40	0.27%	\$50	\$35	\$25			\$110
5 Km - Men 40-49		\$40			\$40	0.27%	\$50	\$35	\$25			\$110
5 Km - Men 50+		\$40			\$40	0.27%	\$50	\$35	\$25			\$110
5 Km - Women 0-18		\$25			\$25	0.02%	\$30					\$30
5 Km - Women 19-39		\$40			\$40	0.27%	\$50	\$35	\$25			\$110
5 Km - Women 40-49		\$40			\$40	0.27%	\$50	\$35	\$25			\$110
5 Km - Women 50+		\$40			\$40	0.27%	\$50	\$35	\$25			\$110
10 Km - Men 0-18		\$25			\$25	0.02%	\$30					\$30
10 Km - Men 19-39		\$40			\$40	0.27%	\$50	\$35	\$25			\$110
10 Km - Men 40-49		\$40			\$40	0.27%	\$50	\$35	\$25			\$110
10 Km - Men 50+		\$40			\$40	0.27%	\$50	\$35	\$25			\$110
10 Km - Women 0-18		\$25			\$25	0.02%	\$30					\$30
10 Km - Women 19-39		\$40			\$40	0.27%	\$50	\$35	\$25			\$110
10 Km - Women 40-49		\$40			\$40	0.27%	\$50	\$35	\$25			\$110
10 Km - Women 50+		\$40			\$40	0.27%	\$50	\$35	\$25			\$110
20 Km - Men 0-18		\$25			\$25	0.02%	\$30					\$30
20 Km - Men 19-39		\$40			\$40	0.27%	\$50	\$35	\$25			\$110
20 Km - Men 40-49		\$40			\$40	0.27%	\$50	\$35	\$25			\$110
20 Km - Men 50+		\$40			\$40	0.27%	\$50	\$35	\$25			\$110
20 Km - Women 0-18		\$25			\$25	0.02%	\$30					\$30
20 Km - Women 19-39		\$40			\$40	0.27%	\$50	\$35	\$25			\$110
20 Km - Women 40-49		\$40			\$40	0.27%	\$50	\$35	\$25			\$110
20 Km - Women 50+		\$40			\$40	0.27%	\$50	\$35	\$25			\$110
					Total	\$870					Total	\$2,160

AZ Fall MTB Series		Minimum Awards for Place # (= no cash sponsor)				% of Total Sponsor Money Added to Minimum Awards	Maximum Awards for Place # (= full cash sponsors)					
Division		1	2	3	Total		1	2	3	4	5	Total
Men Virtuoso 15-18 MTB		\$25			\$25	0.14%	\$25	\$20	\$15			\$60
Men Virtuoso 19-39 MTB		\$50			\$50	0.58%	\$90	\$60	\$50			\$200
Men Virtuoso 40+ MTB		\$50			\$50	0.58%	\$90	\$60	\$50			\$200
Men Virtuoso CX		\$50			\$50	0.58%	\$90	\$60	\$50			\$200
Men Single Speed MTB		\$50			\$50	0.58%	\$90	\$60	\$50			\$200
Men Endurance MTB		\$50			\$50	0.58%	\$90	\$60	\$50			\$200
Men Endurance CX		\$50			\$50	0.58%	\$90	\$60	\$50			\$200
Women Endurance MTB		\$50			\$50	0.58%	\$90	\$60	\$50			\$200
Women Endurance CX		\$50			\$50	0.58%	\$90	\$60	\$50			\$200
Men Sport 15-18 MTB		\$25			\$25	0.14%	\$25	\$20	\$15			\$60
Men Sport 19-39 MTB		\$50			\$50	0.29%	\$50	\$40	\$35			\$125
Men Sport 40-49 MTB		\$50			\$50	0.29%	\$50	\$40	\$35			\$125
Men Sport 50-59 MTB		\$50			\$50	0.29%	\$50	\$40	\$35			\$125
Men Sport 60+ MTB		\$50			\$50	0.29%	\$50	\$40	\$35			\$125
Men Fat Bikes		\$50			\$50	0.29%	\$50	\$40	\$35			\$125
Men Sport CX		\$50			\$50	0.29%	\$50	\$40	\$35			\$125
Women Skilled 15-18 MTB		\$25			\$25	0.14%	\$25	\$20	\$15			\$60
Women Skilled 19-39 MTB		\$50			\$50	0.58%	\$90	\$60	\$50			\$200
Women Skilled 40-49 MTB		\$50			\$50	0.58%	\$90	\$60	\$50			\$200
Women Skilled 50+ MTB		\$50			\$50	0.58%	\$90	\$60	\$50			\$200
Women Single Speed MTB		\$50			\$50	0.58%	\$90	\$60	\$50			\$200
Women Skilled CX		\$50			\$50	0.58%	\$90	\$60	\$50			\$200
Men Rookies 15-18 MTB		\$25			\$25	0.14%	\$25	\$20	\$15			\$60
Men Rookies 19-39 MTB		\$50			\$50	0.29%	\$50	\$40	\$35			\$125
Men Rookies 40-49 MTB		\$50			\$50	0.29%	\$50	\$40	\$35			\$125
Men Rookies 50-59 MTB		\$50			\$50	0.29%	\$50	\$40	\$35			\$125
Men Rookies 60+ MTB		\$50			\$50	0.29%	\$50	\$40	\$35			\$125
Men Rookies CX		\$50			\$50	0.29%	\$50	\$40	\$35			\$125
Women Amateur 15-18 MTB		\$25			\$25	0.14%	\$25	\$20	\$15			\$60
Women Amateur 19-39 MTB		\$50			\$50	0.29%	\$50	\$40	\$35			\$125
Women Amateur 40-49 MTB		\$50			\$50	0.29%	\$50	\$40	\$35			\$125
Women Amateur 50+ MTB		\$50			\$50	0.29%	\$50	\$40	\$35			\$125
Women Amateur CX		\$50			\$50	0.29%	\$50	\$40	\$35			\$125
Jr Boys 12-14 MTB		\$25			\$25	0.14%	\$25	\$20	\$15			\$60
Jr Girls 12-14 MTB		\$25			\$25	0.14%	\$25	\$20	\$15			\$60
Jr Boys 9-11 MTB		\$25			\$25	0.14%	\$25	\$20	\$15			\$60
Jr Girls 9-11 MTB		\$25			\$25	0.14%	\$25	\$20	\$15			\$60
					Total	\$1,625					Total	\$5,015

Fun Ride Series		Minimum Awards for Place # (= no cash sponsor)				% of Total Sponsor Money Added to Minimum Awards	Maximum Awards for Place # (= full cash sponsors)					
Division	Order *	1	2	3	Total		1	2	3	4	5	Total
Men Grande	1	\$75			\$75	2.68%	250	200	150	90	75	\$765
Women Grande	2	\$75			\$75	2.68%	250	200	150	90	75	\$765
Men Longo	3	\$55			\$55	2.08%	200	150	100	80	60	\$590
Women Longo	4	\$55			\$55	2.08%	200	150	100	80	60	\$590
Men Medio	5	\$45			\$45	1.55%	150	110	80	60	45	\$445
Women Medio	6	\$45			\$45	1.55%	150	110	80	60	45	\$445
Men Piccolo	7	\$25			\$25	0.97%	125	90	60			\$275
Women Piccolo	8	\$25			\$25	0.97%	125	90	60			\$275
					Total	\$400					Total	\$4,150

AZ Spring MTB Series		Minimum Awards for Place # (= no cash sponsor)				% of Total Sponsor Money Added to Minimum Awards	Maximum Awards for Place # (= full cash sponsors)					
Division		1	2	3	Total		1	2	3	4	5	Total

Details TBA as we finalize all Divisions. Minimum Awards = \$500; Maximum Awards = \$1,500.

Road Series		Minimum Awards for Place # (= no cash sponsor)				% of Total Sponsor Money Added to Minimum Awards	Maximum Awards for Place # (= full cash sponsors)					Total		
Division	Order *	1	2	3	Total		1	2	3	4	5			
W60+	1	\$35	\$25		\$60	0.83%	\$125	\$90	\$60			\$275		
W55+	2	\$35	\$25		\$60	0.83%	\$125	\$90	\$60			\$275		
WP/1/2/3	3	\$90	\$70	\$60	\$220	3.05%	\$350	\$275	\$200	\$100	\$80	\$1,005		
W2/3	4	\$60	\$40	\$30	\$130	1.79%	\$200	\$150	\$100	\$80	\$60	\$590		
W50+	5	\$45	\$30	\$25	\$100	1.34%	\$150	\$110	\$80	\$60	\$45	\$445		
W45+	6	\$45	\$30	\$25	\$100	1.34%	\$150	\$110	\$80	\$60	\$45	\$445		
W40+	7	\$45	\$30	\$25	\$100	1.34%	\$150	\$110	\$80	\$60	\$45	\$445		
W35+	8	\$45	\$30	\$25	\$100	1.34%	\$150	\$110	\$80	\$60	\$45	\$445		
W30+	9	\$45	\$30	\$25	\$100	1.34%	\$150	\$110	\$80	\$60	\$45	\$445		
JG9-10	10	\$30	\$20		\$50	0.70%	\$100	\$75	\$55			\$230		
JG11-12	11	\$30	\$20		\$50	0.70%	\$100	\$75	\$55			\$230		
JG13-14	12	\$30	\$20		\$50	0.70%	\$100	\$75	\$55			\$230		
W3/4/5	13	\$50	\$35	\$30	\$115	1.57%	\$175	\$130	\$90	\$75	\$50	\$520		
W4/5	14	\$45	\$30	\$25	\$100	1.34%	\$150	\$110	\$80	\$60	\$45	\$445		
W5	15	\$35	\$25		\$60	0.83%	\$125	\$90	\$60			\$275		
JG15-16	16	\$35	\$25		\$60	0.83%	\$125	\$90	\$60			\$275		
JG17-18	17	\$35	\$25		\$60	0.83%	\$125	\$90	\$60			\$275		
M70+	18	\$35	\$25		\$60	0.83%	\$125	\$90	\$60			\$275		
M65+	19	\$45	\$30	\$25	\$100	1.34%	\$150	\$110	\$80	\$60	\$45	\$445		
M60+	20	\$50	\$35	\$30	\$115	1.57%	\$175	\$130	\$90	\$75	\$50	\$520		
MP/1/2/3	21	\$150	\$110	\$70	\$330	4.54%	\$500	\$400	\$300	\$200	\$100	\$1,500		
M2/3	22	\$90	\$70	\$60	\$220	3.05%	\$350	\$275	\$200	\$100	\$80	\$1,005		
M55+	23	\$50	\$35	\$30	\$115	1.57%	\$175	\$130	\$90	\$75	\$50	\$520		
M50+	24	\$60	\$40	\$30	\$130	1.79%	\$200	\$150	\$100	\$80	\$60	\$590		
M45+	25	\$60	\$40	\$30	\$130	1.79%	\$200	\$150	\$100	\$80	\$60	\$590		
M40+	26	\$60	\$40	\$30	\$130	1.79%	\$200	\$150	\$100	\$80	\$60	\$590		
M35+	27	\$60	\$40	\$30	\$130	1.79%	\$200	\$150	\$100	\$80	\$60	\$590		
M30+	28	\$60	\$40	\$30	\$130	1.79%	\$200	\$150	\$100	\$80	\$60	\$590		
M3/4	29	\$80	\$60	\$45	\$185	2.54%	\$300	\$225	\$150	\$90	\$75	\$840		
JB9-10	30	\$30	\$20		\$50	0.70%	\$100	\$75	\$55			\$230		
JB11-12	31	\$30	\$20		\$50	0.70%	\$100	\$75	\$55			\$230		
JB13-14	32	\$30	\$20		\$50	0.70%	\$100	\$75	\$55			\$230		
M4/5	33	\$50	\$35	\$30	\$115	1.57%	\$175	\$130	\$90	\$75	\$50	\$520		
M5	34	\$35	\$25		\$60	1.49%	\$150	\$110	\$80	\$60	\$45	\$445		
JB15-16	35	\$35	\$25		\$60	0.83%	\$125	\$90	\$60			\$275		
JB17-18	36	\$35	\$25		\$60	0.83%	\$125	\$90	\$60			\$275		
		Total				\$3,735	51.93%						Total	\$17,110

D. Event Organizers Section

D.1. Event Organizer Benefits

By deciding to join the Gold Wheel Cup of AZ, event organizers will enjoy the following benefits:

- their Event(s) will have prime visibility in the AZ sporting scene with advertisement via our Gold Wheel Cup website, Email, Facebook, and brochures;
- by using our online registration platform, you will have the full support of our staff to help preparing and advertising your event(s);
- because we anticipate that athletes will enter several events in our Series, your event(s) may see increased participation;
- you get all the benefits with no additional work and at a very small cost (\$1 per registered athlete that you can offset via entry fee increase);
- if we get enough funds, road events may receive free primes as Gold Wheel Cup Dollars (i.e. event entry primes) decreasing your search efforts for sponsors.

D.2. Event Organizer Requirements

To be part of the 2017-2018 Gold Wheel Cup of AZ event organizers must comply with the following requirements:

- their Event(s) must be listed on the Gold Wheel Cup of AZ no later than September 15th, 2017;
- their Event(s) must use our online platform SWSportsReg.com for early and late registration. This is the only way we can deposit Gold Wheel Cup Dollars on athlete accounts;
- their Event must be safe and of the highest quality possible. If your Event has more than 300 unique athletes on a single day, you must use safety barriers around the finish line to protect spectators (SWSportsReg.com can offer affordable barriers, but organizers are free to contract this service elsewhere);
- donate \$1 per registered athlete to deposit in the corresponding series purse funding (we strongly recommend to increase entry fees by \$1 – the fee applies only on first race if athletes can race multiple times in an event and is only used to fund participant awards);
- must accept Gold Wheel Cup of AZ sponsor logos on their Event flyers (eventual conflicts between Event and Cup of AZ sponsors will be arranged between SWSportsReg.com and organizers);
- must accept Gold Wheel Cup of AZ sponsor banners near their finish line (eventual conflicts between Event and Cup of AZ sponsors will be arranged between SWSportsReg.com and organizers);
- must have barriers, fencing, or other devices near the finish line to place sponsor banners;
- provide electronic results to SWSportsReg.com no later than midnight on the last day of the event for Series scoring purposes (when applicable).

Event organizers are free to select their permitting entity, that it be a National Federation (USA Cycling, USA Track and Field, USA Triathlon, or else) or a different method. Note that La Roue d'Or, LLC / SWSportsReg.com is fully equipped and experienced to help you organizing event. Since 2017, we have our own insurance provider and can add your event to our umbrella upon request (any kind of running, bicycle fun rides, MTB events, duathlons/ triathlons; however it does not apply to road races and criterium races which must be permitted via USAC).

We are looking forward to a successful year of running, cycling, and triathlon events in AZ. Feel free to contact us if you have questions.

END