

Velo Promo needs your help!

(If you want a diversity of classic races to continue in the district, read on...)

Over the past several years, Velo Promo has been conducting 27-33 road, criterium stage and time trial race days annually in Northern California, and expenses have been increasing while income has been decreasing. In fact, Velo Promo has been operating at an overall deficit of \$10,000+ annually since 2012. We'd like to continue offering the races that we have since 1978, but we can't without your help. Time is of the essence; more races will need to be pulled from the schedule without your help.

We need several things: sponsorship money, equipment, and volunteers clubs to step up and help out.

Just to keep going, we need approximately \$3,000 more for each race to cover costs. We published an expense list for Vacaville a while back on Facebook, and it showed all of the costs involved for a criterium, many of which are not apparent to the competitors. Road races are no different; CHP costs, toilets, officials, staff, etc. mount up quickly. As overall race day numbers in Nor Cal (and the rest of the country) are declining, we have to find other money to help put on the races. One-day, series, or other sponsorships from companies that NorCal riders are involved with would do a lot to help. We have sponsorship information and packages available for those that can get them to the right people, or can give us contacts in companies to present them to.

As for equipment; much of the VP stock is old and wearing out. We need to replace canopies (10x10 and 10x20), chairs, the 12-year old VP van, and a lot more.

And we need physical help. While we have a small paid staff (which of course requires payroll taxes (~\$11,000 annually), Workers comp insurance (~\$10,000 annually), and a lot more besides pay), they can't do it all. We need a club to step forward at each race to provide volunteer course marshals, set up and breakdown people, follow car drivers, neutral feeders, registrars, etc.). Without volunteers we cannot maintain our schedule. (Thanks to Team Oakland, JL Velo and a few others for continuing to help out each year!). Clubs not currently involved in organizing a race in the District, should be willing to forgo one race during the year to help out (or at a criterium work shifts and still race). Of course, we can always use help with tee shirt designs, poster designs, and other specialized assistance.

And lest this seem like just a plea to help VP, all of the races in the district can use assistance. There are a number of good classic events that are on the edge of oblivion; everyone can step up and help out somewhere.

Yes, Velo Promo can strip our calendar to just the few races that always make money (Snelling, for example), but that leaves a lot of popular races off the schedule. We've lost Hanford Criterium, Mariposa Women's Stage Race, Challenge Road Race and others in the past two years (and Vacaville* this year, and Pine Flat in 2017). We'd like to bring those back and continue providing a variety of races in NorCal in 2017, but we need your help now. (*We had lots of offers for help for Vacaville this year when it was too late; please get involved now for a race in 2017.)

Contact us at velopro1@sonnet.com or (alt) velopro1@yahoo.com to find out what you can do.

Thank you,

--Robert Leibold

Velo Promo