

JERRY BAKER

M E M O R I A L

VELODROME

**2022 All-Membership
Meeting**

From the President

- Welcome!
- Zoom Etiquette:
 - *Please mute*
 - *Use chat or the 'hand raise' feature for questions*
 - *We'll have general Q&A at the end*
 - *Meeting will be recorded & posted after*
- Call to order
- Land Acknowledgement
- Board Introductions



Meet the Board

- Andy Baker – President – admin@velodrome.org
- Jane Barr – Vice President, Development Committee Lead – info@velodrome.org
- Anna Fowler – Treasurer, Finance Committee Lead – treasurer@velodrome.org
- Kelly Dahlin – Secretary – classes@velodrome.org
- Andrew Carlberg – Race Committee Lead – racing@velodrome.org
- James Campbell-Harris – Sponsorship/Marketing Lead - marketing@velodrome.org
- Tyler Arnoldi - Member at Large
- Stan Douglas - Member at Large
- Mike Ritter - Member at Large

OTHER CONTACTS

- Amara Edwards – Program Director – amara@velodrome.org
- Cory Edwards – Web Master/Announcer – webadmin@velodrome.org



Agenda

- 2021 Recap
- COVID Update
- Committee Reports
 - *Development*
 - *Junior Team Updates*
 - *Racing*
 - *Marketing/Sponsorship*
- MVA Finances
 - *Budget*
 - *2022 Fees*
 - *2022 Auction*
- Open Discussion



2021 Recap

- **Full Season of Racing!**
 - *Increased participation*
 - *Nationals successes*
 - *Full Junior Camps and Classes*
 - *New race formats!*
- **Shifting and Changing Guidelines!**
 - *Thank you for your patience and support*



Commitment to Safety

COVID Policies:

We will continue to place our community's safety first with regards to COVID policies and procedures, in cooperation with King County Parks and King County Public Health. As in 2021, we will transparently update guidelines with you all as soon as we are aware of any changes.

Class and Upgrade Structure:

Our class certification policies and practices have continued to make track racing the safest discipline of competitive cycling. No significant changes are planned for 2022, but we intend to clarify this for everyone. Tell your roadie friends!



Development

We Want Your Input!

What sort of online / not-in-person things are of interest to you?

Save the dates:

- Bike swap SUNDAY, MARCH 27, 2022 AT 10 AM
 - *This is open to all bike gear not just track stuff!*
 - *Start saving gear and spreading the word.*
- Zoom Keirin Panel - January 30th at 7:30 pm
 - <https://us02web.zoom.us/j/84649706707>
 - Panelists: Tela Crane, Billy Rudnick, and Andrew Carlberg
 - Come with any additional questions!! We look forward to discussing race strategy!

Class calendar -

- *First try the track class April 9, 2022 @ 12:00 pm - 1:00 pm*
- *Advanced Team Classes on the weekend of 10th and 17th of April*
(Must have 10 people signed up)
- *Registration opens february 1st*



Building the Development Pipeline

- Expanded Adult Classes
 - *Try the Tracks (2)*
 - *General Classes (10)*
 - *Advanced Classes (4)*
 - *Targeting Road Teams directly*
- Youth Programs
 - *4 FREE “Try the Track” Classes*
 - *5 JB Junior Week-long camps*
 - *FREE Beginner/Intermediate Training*
 - *JB Juniors Team (40+ members)*
- Beginner Racing
 - *Continuing on Mondays*
- What kind of Clinics would you like to see?
 - *To be programmed/scheduled based on interest*

WSBA Partnership

For active WSBA members:

- *Submit your class registration to WSBA for a \$20 reimbursement!*



Junior Team updates

Where we started:



Where we are now:



- Currently 40 Riders!
- Restructured Fees to include Race Pass
- Seeking 3rd Coach



Busy Week Schedule

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
9:00						Open Track	Open Track	
9:30								
10:00								
10:30								
11:00								
11:30								
Noon						Adult Class	Adult Class	
12:30								
1:00	Camp Velo	Camp Velo	Camp Velo	Camp Velo	Camp Velo			
1:30								
2:00								
2:30								
3:00								
3:30					Youth Beginner Training FREE	JB Juniors Team Training		
4:00								
4:30	MNR Warm Up	JB Juniors Team Training	WNR Warm Up	JB Juniors Team Training	FNR Warm Up			
5:00								
5:30		Open Track						
6:00								
6:30	Monday Night Racing		Wednesday Night Racing		Friday Night Racing			
7:00								
7:30								
8:00								
8:30								
9:00								

Moral of the Story: CHECK THE CALENDAR!!!





2022 TRACK RACING

MONDAY - 7PM MAY- AUGUST

ATRA SANCTIONED

Junior Cs
Junior Ds
Sprinters
Beginner Men
Beginner Women

WEDNESDAY- 7PM MAY- AUGUST

USA CYCLING SANCTIONED

Open 1/2/3
Master Bs
Cat 4 Men
Cat 4 Women

Practice Madisons (1st and
3rd Wednesdays)

FRIDAY- 7PM MAY- SEPTEMBER

USA CYCLING SANCTIONED

Cat 1 /2 Men
Cat 3 Men
Cat 1/2/3/4 Women
Cat 4 Men or Juniors

WEEKEND RACING MAY- AUGUST

USA CYCLING SANCTIONED

Cat 1 /2 Men
Cat 3 Men
Cat 1/2/3/4 Women
Cat 4 Men
Juniors
Beginners

SPECIAL EVENTS

SEASON KICKOFF MAY-27 & 28

JULY 4th
CELEBRATION
JULY- 4th

CARNIVAL JUNE 17 & 18

GRAND PRIX
JULY-22 & 23

JUNIORS TAKEOVER JULY- 1, 2, & 3

FRED'S RACE
AUGUST 26-28



Race Committee

Important changes/additions:

- Wednesday Night Changes
 - *Cat 4 Masters Riders can achieve upgrade points on Wednesday's in the Master B Category. With no gear restriction!*
 - *1st and 3rd Wednesday will start with a training/practice madison*
- No more feature races in nightly omniums
- Season Competitions are back
 - *Junior C, Juniors D, Master Bs, Women 4, Men 4 and Men 3 will use the traditional scoring system based on omnium placing*
 - *M1/2 & W1/2/3 will have a new Rider Of The Year Competition.*
 - *Overall Team Omnium continuation*



Draft Race Book

Read it, Learn it, Love it



Review and Send
Feedback On:

- RoY Races
- Season Championship structure
- Upgrade points on Wednesdays
- Fred's Race



Finance Committee Update



- 2021: better than expected!
- Common theme: Amazing community support has kept us financially sustainable through the pandemic
- We've reinvested in the things that you have told us are most important to you:
 - *Livestream upgrades*
 - *Youth & New Rider development*
- 2022: building on our momentum and focusing on providing the best grass roots track racing in the country



2022 Budget - Revenue

Budget Category	2020 Actual	2021 Budget	2021 Actual	2022 Budget
Auction	\$36,759	\$23,495	\$29,750	\$37,000
Donations	\$38,293	\$41,000	\$56,419	\$34,300
Sponsorship	\$18,599	\$17,000	\$19,400	\$35,000
Convenience Fees	\$0	\$2,500	\$2,125	\$3,000
Merchandise	\$1,051	\$3,600	\$4,959	\$5,000
Classes & Camps	\$827	\$10,800	\$17,080	\$19,900
Junior Team Fees & Kit	\$12,896	\$22,489	\$21,260	\$35,800
Race Entries & Memberships	\$3,775	\$46,500	\$52,236	\$51,850
Other Race Night Revenue	\$0	\$10,000	\$16,443	\$25,000
Total	\$112,200	\$177,384	\$219,672	\$246,850



2022 Budget - Expenses

Budget Category	2020 Actual	2021 Budget	2021 Actual	2022 Budget
Auction	\$5,854	\$50	\$20	\$8,300
Insurance	\$1,750	\$3,300	\$3,174	\$3,050
Marketing & Merch	\$1,055	\$9,335	\$6,486	\$5,500
Utilities	\$0	\$8,000	\$5,575	\$9,000
Taxes & Use Fees	\$4,533	\$7,000	\$16,335	\$11,000
Maintenance	\$398	\$1,000	\$1,076	\$1,500
Other Admin	\$3,522	\$5,700	\$7,803	\$7,230
Program Director	\$27,500	\$32,700	\$32,700	\$40,800
Race Expenses	\$323	\$78,500	\$58,699	\$86,780
Junior Team Expenses	\$10,946	\$48,024	\$38,040	\$47,010
Development Expenses	\$1,377	\$7,000	\$4,158	\$18,200
Non-Recurring Expenses	\$4,541	\$5,924	\$8,890	\$7,600
Total	\$61,798	\$206,533	\$182,958	\$245,970
Net Revenue	\$50,403	(\$29,149)	\$36,714	\$880



Schedule of Fees 2022

Monday Night Race Fee

Adult	\$20
U23	\$10
Beginner/Novice	\$10
Onsite Registration	Add \$5

Wednesday/Weekend Racing

Adult	\$25
U23	\$15
Onsite Registration	Add \$5

Friday Night Racing

Adult	\$30
U23	\$20
Onsite Registration	Add \$5

Rental Bikes	\$10
<i>Free for Women/Juniors</i>	



Schedule of Fees 2022

Container
Spot!

\$100

Membership Fee

New Member (First Year)	\$10
All Other	\$20

Race Entry Punch Cards/Race Pass

Adult Season Race Pass (incl. Membership)	\$520
U23 Season Race Pass (incl. Membership)	\$260

Special Events might have a unique entry fee



THANK YOU Returning sponsors!



King County

PARKS

Vision

BROADMARK
REALTY CAPITAL



experience
Redmond

Gregg's
Cycle Inc.
Family owned since 1958

VIE
EL
KUSTOM
APPAREL



POSTDOC
BREWING



New For 2022!

New Sponsors for 2022 -

- Felt / KTM
- Yukon Gear and Axle
- LOB fitting
- Bespoke Chainrings
- HomeSeed Loans (Bender Team)
- Move Redmond
- and more!

New Stuff and Sponsorship focus -

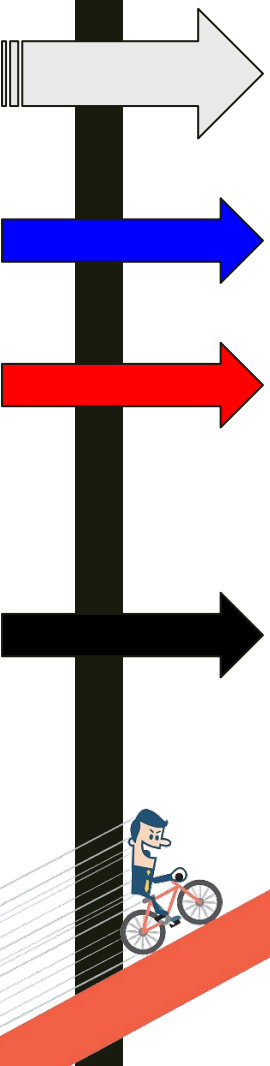
- Madison Jerseys - only a few more weeks before this window closes for 2 years!
- Livestream title Sponsor
- Team roller spots
- Podium Backdrops



SPONSORSHIP OPPORTUNITIES | 2022 SEASON

All listed sponsorship prices are on an annual basis.

BANNERS AND SIGNAGE



Madison Jersey	\$500
Series jerseys will be in use for 2 years. Limited spots available.	
Race Night Banner	\$750
3'x6' printed banner on infield during race nights	
Podium Backdrop	\$1,000-\$5,000
Your logo behind all podium pictures for a specific race night	
Team Roller Spots	\$1,500
Team logo painted on a specific roller spot, reserved for your riders	
Junior Team Jersey Sponsor	\$2000+
Limited spots available. This is your chance to help out the up and coming juniors in our area.	
Painted Apron Logo	\$3,000
Permanent logo painted on the front straightaway apron	
Livestream Sponsorship	\$5,000
Title Sponsorship of our YouTube stream	
Painted Race Surface Logo	\$10,000
Permanent logo painted on the velodrome surface	
Windscreen Billboard	\$20,000
6'x 36' Windscreen (Billboard) facing Highway 520	

NAMING AND PARTNERSHIPS

Special Event Individual Race Naming Rights	\$500
Naming rights to an individual race during the Grand Prix. Example: Gregg's Cycles Keirin	
Group Race Series Naming Rights	\$1,000-\$2,000
Naming rights for your choice of: Juniors, Cat 4 Men/ Women, Cat 3 Men, 1/2 Men, or Women 1/2/3 event. Includes your company name on leader jerseys.	
Individual Race Type Naming Rights	\$1,200-\$2,500
Naming Rights to a specific race type across all nights and categories. Choices include Scratch, Points, Madison, and Keirin, etc. For example, Stanley Scratch Race or Broadmark Sprints.	
Race Night Naming Rights	\$3,000-\$10,000
Your company name on flyers, social media and advertisements! Monday: 13 events (\$3K) Weds: 15 events (\$5K) Friday: 18 events (\$10K)	

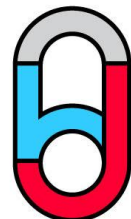
Event Sponsorship	\$12,000
Available for the 2022 Grand Prix. Simple but highly effective: "Your Company" Grand Prix.	
Junior Team Presenting Sponsor	\$20,000
The Jerry Baker Juniors is gaining local and national attention, winning regional and national championships and awards. The Jerry Baker Juniors presented by or powered by YOUR COMPANY!	
Velodrome Naming Rights	\$100,000
This is the BIG ONE! If you are interested, please reach out to discuss details.	



CONTACT US

Custom and combination sponsorship
packages are available upon request.
Reach us at marketing@velodrome.org

Marymoor Velodrome Association
#512 16625 Redmond Way, Ste M
Redmond, WA 98052



2022 Auction

April 29th – SAVE THE DATE!

Currently planning for an in-person Auction at the Redmond Hilton but are prepared to pivot to online once again if that is needed.



Reminders:

- No crystal balls
- Parking Reminders
- Always check the calendar - already populated with 2022 information. (this will stay up to date!)
- Class & Camp registrations will open up in February
- Zoom “Keirin Master-Class” January 30th 7:30 pm
- Seeking input on Access and Outreach Initiatives



Open Discussion

