

# The New NBL Membership

➔ Most of the significant changes occur under the heading of Membership. It has been my goal to enhance the value of membership and the following items aim to do so.

# Membership

➔ **Fee Structure:**  
Membership will move from an annual NBL membership and per use fees for local, regional and national programs to an all-inclusive fee paid monthly or annually.

➔ We will begin signing up conversions and new memberships on and after the Grands.

# Membership

➔ Types:

- LOCAL = All-You-Can-Ride local racing at any outdoor track in the Nation with no entry fees. There may be indoor fees to cover the added cost of indoor facilities depending on track. There may also be trophy fees depending on track. Includes both 20" and Cruisers! Includes access to Pre-races at Nationals and Entry into the President's Cup.

- **CHALLENGER** = All the benefits of the LOCAL membership PLUS All-You-Can-Ride Challenge Championship Series racing with no entry fees. Includes both 20” and Cruisers! Includes the Challenge Championship and All Challenge Championship Entries.
- **CHAMPION** = All the benefits of LOCAL and CHALLENGER membership PLUS All-You-Can-Ride National Championship Series racing. Includes both 20” and Cruisers!

# Membership

➔ **Categories:**

- **SINGLE = A single rider membership.**
- **DUO = Two family members living in the same household.**
- **TRIO = Three family members living in the same household.**
- **QUATRO = Four or more Family members living in the same household.**

**FEEES: LOCAL**

**FEEES:**

**CHALLENG**

**ER**

**FEEES:**

**CHAMPION**

# Fee

# Discounts

- ➔ Sign up before January 1, 2011
  - Free gift valued at \$50 ('cinch' bag, a t-shirt, an embroidered hat, a lanyard, a dog-tag, and some 'Silly Bandz' custom made in the form of a bike and logo. All of these items will carry the JoinTheNation theme and new NBL logo.)
  - In addition to the free gift, we will offer 2 months free- which will be actually the 12th and 13th month.

- ➔ Other Discounts: We will still offer the Disadvantage Youth and Veteran Discount programs, however, these will be offered as a flat discount of \$35 off whatever membership they choose. The discount cannot be combined with a family discount.

# Trial Membership

- ➔ We will still offer the one-day and 30-day trial memberships at the local level, with the difference being that a 30-day trial will amount to the \$25 sign-up fee.
- ➔ Should they convert to a full membership, the \$25 will be applied to their signup.

Bring a  
Buddy

➔ Each member will be awarded 1-month off their membership for every full member they sign up in a year, up to 12-months free. Top three recruiters will receive an additional award- 1st, 2nd, 3rd.

# Local Tracks

➔ All racing will be free to NBL members

- Tracks will not charge members to race
- Practice may be sold as a separate fee
- Indoor tracks may charge additional fee
- Trophies can be sold separately

# Local Tracks

- ➔ Tracks will have the opportunity to receive incentives from the NBL in multiple ways
  - Local Race Rider Revenue
  - Performance Based Incentives

- New Member Sign-up Rewards

# Local Tracks

## ➔ Local Race Rider Revenue

- \$5.95 per rider per race
- **NO FEES TO NBL!**

- Excludes practices - Tracks may continue to charge for practice; however, the NBL recommends 1 free practice per week.

## Local Tracks

### ➔ Example 1:

- Old Model:
  - Track charges \$6.00 points only

- Track pays \$1.50 in Race Report and Insurance Fees
- Track nets \$4.50
- New Model:
  - Track nets \$5.95

# Local Tracks

## ➔ Example 2:

- Old Model:
  - Track charges \$8.00 points only

- Track pays \$1.50 in Race Report and Insurance Fees
- Track nets \$6.50
- New Model:
  - Track nets \$5.95

# Local Tracks

➔ Example 2 (cont.):

- loss of \$0.55 per rider or roughly 9% of the paid fee \$5.95.

- An increase of ridership of 9% covers that shortfall. Less than 10% of current riders need to race 1 more time in a year.
- With free entries for the riders, rider counts will increase. We are conservatively projecting a 15% rider count increase based upon the new system

# Local Tracks

## ➔ Performance Based Incentives

- In addition to these payouts, we will offer incentives as follows:

# Local Tracks

## ➔ New Member Sign-up Rewards

- Tracks will also receive an incentive to enroll new members with rewards for each new member sign-up as shown

# Local Tracks

➔ **Strider Bike Program**

- Tracks that wish to participate can register as a Strider reseller for fundraising purposes. The bikes are provided at nearly 50% of retail, and a portion of the sale price goes to both the NBL and the local track.

# Classes & Proficiencies

➔ Several changes to classes

- Novice is renamed to Challenger
- SuperX is renamed to A-Elite

- **Elite Men and Women renamed to AA-Elite**

# Classes & Proficiencies

- ➔ New class called SuperEx for 14-16 high proficiency Experts- This will be our version of a Jr. Development program.
- ➔ Will use year of birth for age and will be pointed along with Elite point scale

# Classes & Proficiencies

➔ Girls now have classes mapped out more closely to the boy's classes

- Challenger (Novice)
- Expert
- SuperEx

# Classes & Proficiencies

➔ **Additional Classes for  
Cruisers**

## Move Ups

➔ All riders will race their proficiency into the Grands, so no move-ups will take effect until after The Grands weekend.

➔ After the Grands if the Move up criteria are met, the rider advances, otherwise they will race another year in their proficiency.

## Move Ups

- ➔ Rookies to Challenger Move-ups
- Since the idea of a Rookie in any other sport is that of a first-season player, perhaps we could change move-up points as follows:

- A minimum of 40 Gate drops and
- A minimum of 1 year.
- A rider can petition DOC for early move-up at any time.
- If a rider has more than 40 Gate drops in a year, then he cannot move up until the end of the full first year. If, however, a rider has less than 40 Gate drops at the end of the first year, then he cannot move up until he achieves the 40 drops.

# Move Ups

➔ Challenger to Expert  
Move-ups

- Continuing on from the Rookie class
  - A minimum of 100 gate drops and
  - A minimum of 24 months total participation and
  - In the 90th Percentile in their class
- A rider can petition DOC for early move-up at any time.

# Move Ups

## ➔ SuperEx Move-up

- Special Qualification for 14-16 year olds.
  - Must meet minimum requirements to be considered.

- This is our Youth Development program for those riders with the most potential.
- Only DOC approved.

## Move Ups

➔ SuperEx to A-Elite  
Move-ups

- Riders must meet qualifications set forth by DOC in order to Move-up to A-Elite. If a rider does not meet the qualifications, they will be moved back to Expert.

# Move Ups

## ➔ A-Elite to AA-Elite Move-ups

- Riders must meet qualifications set forth by DOC in order to Move-up to AA-Elite. If a rider does not continue to meet the qualifications, they will be moved back to A-Elite.

# Points Structure

- ➔ New points structure is based on three factors, Points, Perfects and Participation, where Perfects and Participation count as bonus points as follows:
- ➔ Total Points - cumulative from all Local, NBL Challenge and NBL National Championship Series racing as described above.
- ➔ Perfects - receive bonus points for bonus points for each category of racing up to the total races used for scoring, in this proposal, that's six (6) races in each series that they could use for bonus points:
  - NBL Challenge Perfects = 5 Points
  - NBL National Championship Series Perfects = 10 Points

- ➔ Participation = receive bonus points for each race entry for each category of racing:
- Local Entries = 1 Points - Capped at 5
  - NBL Challenge Entries = 2 Points - Capped at 10
  - NBL National Championship Series Entries = 3 Points - Capped at 15

# Points

# Structure

# NBL

# Nations Tour

➔ 5 Pro Events

- World class pro events
- These events will be for AA-Elites, A-Elites and SuperEx, in addition, there will be a Challenge class format by birth year only (no proficiencies).

- These events will be held in conjunction with the 5 Super ProAms (described later)

## NBL National Championship Series

- ➔ 5 Super ProAms
- ➔ 5 ProAms
- ➔ 5 Mixed Doubles

➔ 5 Team Spectaculars  
NBL National  
Championship  
Series

➔ 5 Super ProAms

- Each Amateur is assigned to a Pro regardless of skill level.

- Their total points are tallied with that Pro's Total Points. A tie-breaker system will be implemented.
- Pro and Am Winners share Prize valued at \$4000.

## NBL National Championship Series

➔ 5 ProAms

- Run like regular Nationals but with Pro Open on each day.
- ProAm - Each Amateur is assigned to a Pro regardless of skill level.
- Their total points are tallied with that Pro's Total Points. A tie-breaker system will be implemented.
- Pro and Am Winners share purse valued at \$2000.

# NBL National Championship Series

## ➔ 5 Mixed Doubles

- Each Amateur boy is assigned to a to an Amateur girl regardless of skill level. We will divide equally with exception of 1 or 2 teams with extra riders for odd counts- the lowest scores will be dropped as with teams.

- Their total points for the day are tallied. A tie-breaker system will be implemented.
- Top Doubles team splits \$2000 purse. With average ratio of 6:1, we would be talking teams of about 7 riders each. In this case each rider would take home nearly \$300.

## NBL National Championship Series

➔ 5 Team Spectaculars

- Run like regular Nationals
- Top teams will share purse of the day valued at \$2000. The current tie-breaker system will be implemented.

# NBL National Championship Series

➔ Qualifications & Scoring

- Each rider must have six (6) Series races to qualify. Rookies may participate and are eligible for all the incentive awards but they will not get plated in this series. Requirements for other classes are as follows.
- Challengers (Novices):
  - Four (4) of the Six (6) races must be NBL National Championship Series races and two (2) may be NBL Challenge Championship Series races. In addition, a rider must have three (3) local, races to qualify.
  - Riders will be scored based upon the best six (6) total scores; two (2) Challenge Championship Series race may be used for calculating points.
- Experts
  - Four (4) of the Six (6) races must be NBL National Championship Series races and two (2) may be an NBL Challenge Championship Series races.
  - Riders will be scored based upon the best six (6) total scores and one (1) may be an NBL Challenge Championship Series race.
- SuperEx
  - Six (6) races must be NBL National Championship Series races and NO NBL Challenge Championship Series races will be used for qualifications.

- Riders will be scored based upon the best six (6) total scores and NO NBL Challenge Championship Series race will be used for calculating points.

# NBL National Championship Series

➔ Rookies may participate and are eligible for all the incentive awards but they will not get plated in this series.

➔ Only the top 25 riders in each class would be permitted to race a plate with 1-25 as their number.

## NBL Challenge Championship Series

- ➔ The goal of this series is to be the Amateur Championship and is geared towards Rookies and Challengers.
- ➔ A development series, this will be the place for riders to truly gain the skills for future, higher competition.

# NBL Challenge Championship Series

➔ 20 events but held  
over 8 weekends.

➔ Events will occur simultaneously in all four regions during four (4) of the weeks for a total of 16 events, while the remaining events will occur over the four (4) remaining weeks.

➔ The Challenge  
Championship will  
occur simultaneously  
as well

## NBL Challenge Championship Series

➔ Qualifications

- Each rider must have a total of ten (10) race entries with a minimum of one (1) NBL Challenge Championship Series and five (5) local, single-point races to qualify.
- Any other race, ie. local, state, Challenge, or National Championship Series, can be used for the remaining 4 races to qualify.

- Riders will receive quad points for one of their Challenge Championship Series entries and triple points for one of the National Championship Series entries. The pre-race at each series will remain a triple local point race. The Regional Championship will continue to count as a qualifying races for the National Championship Series for that current season's Grands.

➡ Scoring

- Riders will be scored based upon the best six (6) total scores; however, only one (1) double point, (1) triple point and one (1) quad point race in calculating their score.

# NBL Challenge Championship Series

- ➔ In addition to the the Championship in each region, we will hold an All-Challenge Championship at the Grands for all the qualifiers from the Challenge Championship.
- Riders who qualify and race the Regional Championship will also qualify for the All-Challenge Championship held on Friday evening at the Grands (in place of the US Open).

- This series will award only the first place rider in each class with a Gold #1 Plate naming him/her the overall Challenge Champion. This race will count towards their first race in the following years National Championship Series season.

# NBL Challenge Championship Series

➔ Incentives

- Along the lines of the National Championship Series, it is our intention to enhance the value of participation in this series by offering an overall event winner who will receive an \$750 gift card.

- The winner will be determined by highest score plus total points. In the all-you-can-ride structure, this does not favor those with more means.

# Awards & Recognition

## ➔ LEAP

- In addition to the Plate, riders will receive a specially designed Backpack or Computer Bag - Value at \$50.

- ➔ Challenge Championship Series  
Championship
  - In addition to the Plate, riders will receive a Championship Gear Bag - Valued at \$50.
  
- ➔ All-Challenge Champion
  - In addition to the Plate, riders will receive a All-Challenge Championship Jersey - Valued at \$50.
  
- ➔ National Championship Series  
Champion
  - In addition to the Plate, riders will receive a National Championship Series Championship Jersey Jacket - Valued at \$75.

# Awards & Recognition

## ➔ The 'Drop Club'

- In the same vein of the Navy's 1000 Traps award, for pilots who successfully land on a carrier 1000 times, we will have a special award for athletes that have made a certain number of gate drops.

## ➔ New '500 Drops' Award

- Riders will be inducted as members into the '500 Drops Club' when they achieve 500 gate drops, and we can create some additional intrinsic award recognition.

## ➔ New '1000 Drops' Award

- Same as above only we will have a special award for athletes that have made 1000 drops. Award will be of greater value than the 500 Drops award. Riders will be inducted as members into the '1000 Club'.

## ➔ New '2500 Drops' Award

- Same as above only we will have a special award for athletes that have made 2500 drops. Award will be of greater value than the 1000 Drops award. Riders will be inducted as members into the '2500 Club'.

## ➔ New '5000 Drops' Award

- The most prestigious award, this will be similar to the ones above only we will have a special award for athletes that have made 5000 drops. Award will be of greater value than the 2500 Drops award. Riders will be inducted as members into the '5000 Club'.

# Awards & Recognition

➔ **New Overall Best Amateur  
Award**

- Based on total points calculation, including all bonus points. We will follow the same tie-breaker rules as we do now to determine a winner.
- Given at the Grands based upon the results of the Mains on Sunday.
- Winner receives a Grand Prize Award of a high-end item valued at \$10K.

# TEAMS

## ➔ Fees: TeamNBL

- Will pay a flat fee of \$250 to register their team for a year of team racing- no more individual team sheet fees.
- Teams will be able to purchase packages for their teams and pay monthly or annually. The Registration Fee is included with purchase of a 5 or more TeamPak.

- As a rider joins the team, the rider stops paying his own membership fee and comes under the Team plan. If a rider leaves a team, he must resume paying his own membership.

# TEAMS

## ➔ Fees: National Team

- Will pay a flat fee of \$500 to register their team for a year of team racing- no more individual team sheet fees.

- Teams will be able to purchase packages for their teams and pay monthly or annually. The Registration Fee is included with purchase of a 5 or more TeamPak.
  - As a rider joins the team, the rider stops paying his own membership fee and comes under the Team plan. If a rider leaves a team, he must resume paying his own membership.

# TEAMS

➔ Fees: TeamPaks

TEAMS

➔ Points

- We will use the international standard for team scoring as follows.

Training the  
Nation

- ➔ National and Training Centers
- ➔ We are still moving forward with our training center concept. In addition, it is my expectation that we will have a center in a minimum of two of our regions.
- ➔ In the future, tracks wanting to participate in training can develop a plan in conjunction with our training regimen to offer specific skill development training programs- i.e. downhill track, Supercross start hills, rhythm sections, etc.

- ➔ Our expected deployment of the two main centers is 2011

# Training the Nation

- ➔ Future Stars Training Program
  - Beginning in 2011
  - Future Stars will begin a circuit of each track in the Nation, offering a Camp with 2 hours on Friday evening and 10 hours on Saturday or Saturday/Sunday.
  - Directed to New non-member prospects as well as Rookie riders

- The track will share in the proceeds from these events after costs.
- These training camps will encourage young athletes to pursue additional training at the overnight camps and training centers we are developing.

# Marketing & Communications

➔ The  
JoinTheNation(SM)  
campaign will pre-  
launch by August 15,  
2010 in anticipation of  
the Grands. This  
concept and campaign  
are key to the New  
NBL. There are several  
aspects of the  
campaign still in the  
works and we will  
update when available.

# Marketing & Communications

## ➔ Track Marketing

- At the Grands, our marketing team will be on hand to provide tracks with information and education on the new marketing programs available to them.

- The Marketing program will consist of a three tiered program with a basic tier available to all tracks as part of their affiliation. The two higher tiers are at additional cost to the local track in our original model.
- Details of this plan will follow soon once the pre-launch is complete.

# Marketing & Communications

➔ The BMX NATION 'N'

- ➔ BMX Today will return in the form of a newly formatted magazine called The BMX Nation 'N'.
- Sleeker publication
- Produced through an outside publisher
- True BMX Racing 'lifestyle' magazine- not an NBL newsletter.
  
- ➔ 10 issues
  
- ➔ The BMX Nation 'N' will be available free of charge members, but non-members will have the option of purchasing it for \$15- or 70% off the newsstand price of \$4.99 per issue.