



## The “Why BCBR?” 2010 Evaluation Tool

Value for money is of the utmost importance when deciding how to invest your vacation time and dollars. Choice is a great thing in life and when it comes to multi -day mountain bike stage races, you have plenty these days! But that means you really need to do your homework to ensure you’re wheeling up to the right start line for you!

So, as you’re doing your research, please use this evaluation tool to help determine the incredible value for money that differentiates BC Bike Race from the other options out there.

	<b>BC Bike Race</b>	<b>Notes</b>	<b>Other Races</b>
<b>Event Fundamentals</b>			
Number of Successful Years	3 – Check out our <a href="#">Testimonials</a>	Is this important? You bet!	
Course Quality	The most singletrack; the most renowned singletrack at every turn: The time of your life on a bike!!	This is what you really pay for!	
Local Staff – Warm & Friendly!	Yes - Many of our staff have been with us since day 1 and they all strive to create a warm, family environment!	Race staff can make a huge difference in your overall experience...	
Trail Donations and Advocacy	Yes - We are IMBA members and return money to the local clubs and trails that we ride.	How does the event give back?	
Recycling Plan	Yes	Does the event think Green?	

<b>Comforts</b>			
Food	Gourmet food, Vegetarian options, second helpings provided.	Look into the food quality, portion sizes and availability.	
Accommodation	Roomy 4 PERSON TENT for two people.	Where will you rest your head at night...?	
Insulated Foam Pad	Yes - Just another perk		
<b>Travel</b>			
Flights Needed to Arrive at Start Line	1 direct to Vancouver – YVR is THE major airport hub for BC.	Consider extra costs for required regional flights.	
Pre- and/or Post-Race Shuttles	1 from the final stage in Whistler to Vancouver to return to your Outbound flight at YVR.	Consider extra costs for shuttles from the airport to start and finish lines.	
Altitude over 4 000	No	How does your body respond to athletic pursuits at altitude? Will you need extra time pre-race to adapt?	
Altitude over 7 000	No	For high altitude events, factor in extra time required to acclimatize pre-race. With extra time comes extra cost...	

<b>Branded Schwag</b>	Provided by our sponsors to enrich your BCBR experience. These costs are not passed on; these are a terrific bonus!	Check out what's in the "goodie bag" at other races.	
BCBR Wheeled Gear Bag - Dakine	Yes		
BCBR Jersey	Yes		
BCBR Socks - SOCK GUY	Yes		
BCBR Glasses - RYDERS	Yes		
1 Year Pedal Mag Subscription	Yes		
BCBR T-shirt - All BCBR participants	Yes		
BCBR T-shirt Finisher	Yes		
BCBR Finisher Belt Buckle	Yes		
Final Banquet	Included w/ Meal Plan		
Ferry Travel (4 trips)	Yes		
Printed Program	Yes		
	<b>Adds up to at least \$500 in bonus goods!</b> We want you to have the experience of your life and remember it forever.		

<b>Services</b>			
Massage Available	Yes (street pricing) - Top flight service from the Best RMTs.	Body care is incredibly important - what options are available?	
Tech Available	Yes (street pricing) - You will never <i>not</i> get your bike serviced on request...and it comes with a hug. We've got the most professional mechanics on board - and after 3 years, their process is dialed!	Are there qualified bike mechanics on hand with a good range of replacement parts to service your ride and keep it on the trail for the entire race? And for reasonable rates?	
Shower Truck - Hot Water	Yes - Don't worry the shower is hot and ready for you at the end of your ride.	Do you freshen up after a day in the saddle with a cold shower or a soothing hot one?	
Fully Stocked Feed Stations	Yes - Whether you're one of the race leaders or enjoying life at the back of the pack, there will always be full food selection for you!	Is there always food available at the aid stations, no matter where you sit in the pack?	
Variety at Feed Stations	Yes - We try to provide a variety of products as we know taste buds are different for all.	Do you have options at the aid stations?	

WiFi Access	Yes - Most Base Camp facilities are near, or just a short walk from, internet cafés with wireless.	Can you get connected while "on tour"?	
Bike Wash/ Lube Station	Yes - Right in Base Camp for your convenience.	Any means to keep your steed clean and lubey?	
Bears Den	Yes - Place to hang out in the shade, mingle, get beverages and check race results.	Do you have access to a post-race rider's lounge?	
Bike Security	Yes	Are your wheels secure when you're not on 'em?	
Gear Transportation	Yes - Also a secure lock up for things you may not want to lose when riding your bike.	Does your stuff get taken from A-Z? Is there somewhere to secure your valuables while on course?	
Professional Timing	Yes		
Daily Awards	Yes		
Slide Shows	Yes - Relive the ride as images of you and your friends splash across the big screen.	Great opportunity to reflect on your day.	
<b>Perks</b>			
Ferry Boats - Cruises	Yes - 4 BC Ferries crossings included in your race entry	Do you have the chance to relax and cruise across blue waters mid-race?	
More Singletrack	The most singletrack in the world! Guaranteed hoots & hollers!	How much singletrack will you ride?	

Family to-do Activities	Most nights we are near or in Recreation Centers with Parks, Pools and Facilities...not to mention the incredible BC sights and experiences along the way!	Is the event family-friendly if you want to make it a family holiday?	
Cool place to be - BC	Breathtaking scenery before, during and after your ride.	When you look up from the trail, what will you see?	
Beach	Yes! Multiple stages will finish just feet from the Ocean	Variety of terrain, scenery and experiences?	
Rivers	Yes! Cool and refreshing....	Again - variety of terrain, scenery and experiences?	
Celebrity Riders	Yes! Yes! Yes!	Who will you see on course?	
Even More Singletrack	Yes! You've seen it in movies and magazines, now you can ride it!	Of what quality are the trails you'll ride?	

BC Bike Race strives to keep our entry fee as low as possible while packing in as much value as we can for our participants. 96% of 2008 event participants rated BC Bike Race as either Awesome Value (56%) or Good Value (40%).

Join us for 2010 and see why!