



# PALM BAY, FL



Justin Travis



2024



# THE ORGANIZATION







# THE ORGANIZATION



USA BMX



BMX CANADA



USA BMX FREESTYLE

# THE ORGANIZATION



ABA



USA BMX FOUNDATION



ABA ETHOS

# WHY USA BMX?

- ★ USA BMX, a global leader in BMX, has provided sanctioned racing for over 45 years.
- ★ As the largest youth cycling program globally, USA BMX hosts 12,000+ events and operates 320 tracks, engaging over 550,000 participants annually.
- ★ The USA BMX FOUNDATION has impacted over 225,000 students and underserved youth nationwide through its STE(A)M and RISE programs.
- ★ Average annual National Event Sports Tourism economic impact: \$2,100,000.
- ★ Annual Net-profit of USA BMX High Performance track: \$150,000 (average).
- ★ Annual Net-profit of USA BMX Sanctioned track: \$40,000 (average).
- ★ An Olympic sport since 2008, with the USA capturing 5 medals.
- ★ With riders aged 2 to 76, BMX boasts a diverse demographic, averaging an age of 13.
- ★ All Wheel Inclusive Facilities are accessible to both sanctioned events and to all-wheel access by the general public -scooters, skateboards, skates, mountain bikes, and adaptive bicycles.
- ★ Partnering parks receive a 5-year licensing package worth over \$2 million dollars in economic impact for guaranteed events, training, programming, marketing, and proprietary software.



# THE NETWORK

**300+**  
NATIONWIDE TRACKS







# SANCTIONING

USA BMX Sanctioning allows your track to operate as part of the USA BMX National Network of facilities.

Unlocking this network allows the facility access to more than 50,000 USA BMX members by hosting events that are critical to weekly District, State, Regional, and National series rankings.

All Sanctioned events are covered by USA BMX's insurance program which include \$5 million dollar general liability coverage and membership excess medical coverage

USA BMX sanctions, activates, and operates 30 National Championship events annually. Additionally, our local tracks operate 80 Gold Cup Regional Events, 280 State Championship Series events, and 12,000 local events across the US.





# THE EVENTS



# USA BMX BY THE NUMBERS

## US & CANADA

- ★ **3,210,525** Total Participants (Racers + Spectators)
- ★ **12,000+** Sanctioned Events Each Year
- ★ **320+** Number of Tracks

# 12,000 + EVENTS

**11,974**

Local Track  
Races

**74**

Gold Cup  
Qualifiers

*(Includes 6 in Canada)*

**37**

State Finals

**30**

USA BMX  
National Series

**10**

Pro  
Series

**8**

Freestyle  
*(2023)*

**7**

Canada BMX  
Nationals

**6**

Gold Cup  
Championships

**4**

World  
Qualifiers

**1**

USA Cycling  
Nationals  
Championships

**1**

World  
Cup







**110% NUTRITION®**  
FOR THOSE WHO KNOW WHAT IT TAKES



**FLORIDA**  
**STATE CHAMPIONSHIP**  
**SERIES**

Presented by

**USA  
BMX**





### **About the Florida State Championship Series**

The USA BMX Florida State Championship Series is the premier State Championship Series in the U.S. and is the pinnacle of racing for USA BMX members in the State of Florida.

Each May, Champions from all age and skill level groups are crowned in an awards ceremony following the Championship Event.

The series consists of six (two day) weekend events (12 total qualifiers to earn points) and a Championship race.

The series is a cumulative series counting an athlete's five (5) best scores plus the Championship score to create a final standing.

The series style of competition encourages season long participation as well as travel, spending, hotel nights and a substantial economic impact from each of the events.

# SUNSHINE STATE SERIES BY THE NUMBERS

**69%** Out-of-County participants per event

**\$1.3M** Economic impact per event

**\$9.1M** Series Total Economic Impact

**\$315,000** Series Total Expenses

**15** Tracks

**7** Weekends – 13 Races

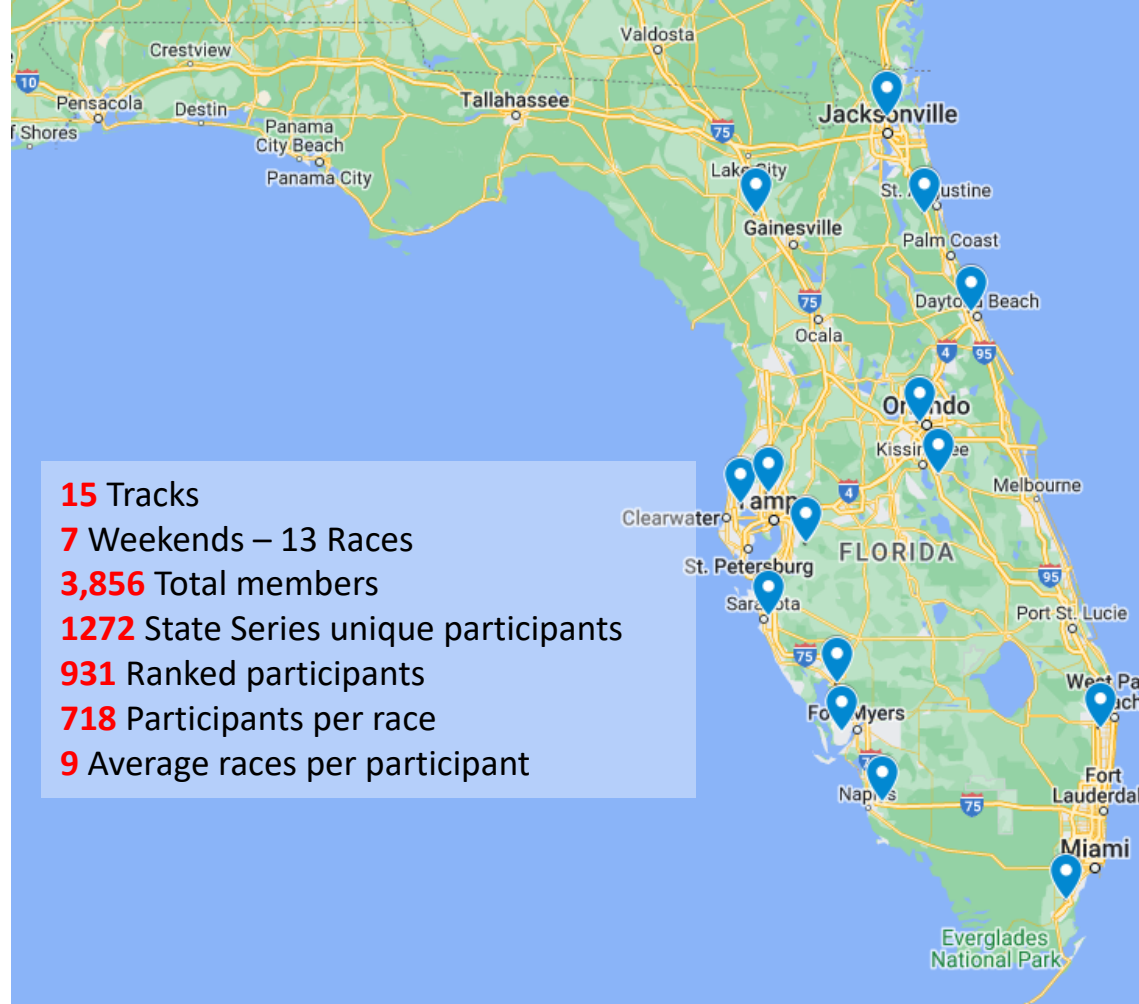
**3,856** Total members

**1272** State Series unique participants

**931** Ranked participants

**718** Participants per race

**9** Average races per participant





# EVENT GUARANTEES

## ANNUAL STATE RACE CHAMPIONSHIP QUALIFIER

Each track must operate 10 local races, a Scholarship benefit race and a Leukemia Lymphoma Society benefit race to guarantee inclusion in the State Championship Series the following year.

## TWO GOLD CUP REGIONAL SERIES QUALIFIERS

The Gold Cup Qualifier will be awarded the second and fifth year of full operation. After these guaranteed events, the local organization must submit an application to be considered for hosting a Gold Cup Qualifier.





**THANK YOU**

