



2005 APBA PERSONAL WATERCRAFT RACING PROGRAM PROMOTER INFORMATION



I. EXECUTIVE SUMMARY

The following report is a review of the 2004 APBA Personal Watercraft Racing season and details on the 2005 APBA Personal Watercraft Racing program. As we look back on the 2004 season, we can be very proud of the accomplishments that were made. With a very small budget, relying mainly on membership and sanction income, many things were accomplished in the first year back sanctioning events under the APBA sanction. We hope that, after reading this report, you will see the great strides that were made this year and the benefits of the APBA Personal Watercraft Racing (PWR) program to the industry. The APBA and its Board of Directors are 110 percent committed to the sport of personal watercraft racing.

There were many things that were accomplished in 2004 and one of the biggest accomplishments, and probably most important to the promoters, is that we saved the promoters a lot of money. The APBA was able to save its promoters over \$35,000 in sanction and insurance fees in 2004, compared to the 2003 IJSBA rates. Not only did we save the promoters money, but we also provided the promoters and racers with better and more comprehensive insurance coverage. In addition to insurance, we provided the promoters with a long list of new services and support that were not previously available.

For 2005, the APBA has put together a great PWR program for the promoters. First off, we are happy to let you know that the APBA has negotiated a better insurance rate for the promoters. The insurance rate for a two-day event has went down \$110. Per your request, promoters will now be able to pay for their insurance fees by credit cards. Other new insurance programs include practice and recreational event insurance. I have included a lot of detailed information on the insurance program in this report. As an IJSBA promoter for 10 years, I never really knew what kind of coverage we had. I never knew if my staff was covered, if my loaner boats were covered if they got wrecked, if the racers and their sponsors were covered, or what would happen if a racer got hurt without signing a waiver. After sitting in on an insurance seminar at the APBA Annual meeting last week, I learned a lot about motorsports insurance. The most important thing I learned is that we have great coverage – much better than other organizations.

We have set up many new programs to make it easier and more affordable for you to promote races. We have purchased the rights to the Competition Manager race management software and this program will be available to all promoters free of charge. Competition Manager was used at the APBA Watercross Nationals and 2005 IJSBA World Finals. As long as promoters use this program or AquaScore, and supply APBA the results in the correct format, the APBA has reduced the 2005 Sanction fees. We estimate that the APBA promoters will save over \$60,000 in sanction and insurance fees in 2005 compared to the 2003 IJSBA rates.

A promotional DVD for APBA promoters to solicit new sites and sponsors is complete and available to all promoters. We can even customize the DVD with your company/series info if you like. We have purchased the IEG report books that list festivals and the top 500 companies that sponsor events. This information and this is available to all promoters for free, as well as sample site and sponsor proposals. Please continue to take advantage of the APBA promoter website as will be adding more info to it. If you need to purchase anything to put on your events, please contact APBA Headquarters as we have the cheapest suppliers – many offer a special rate to the APBA promoters.

We are pleased to announce that the APBA has put together several new programs to help boost racer participation. We are pleased to announce the return of regional championship number plate program. The Red #1 plate will be awarded to the regional champion in each racing class. The cost for the plates has been put into the 2005 budget. We will also implement the APBA National High Points ranking system where riders will earn points at all events, which we are certain will help boost participation at your events. We will also supply overall awards to the winners of the APBA Watercross Triple Crown. We feel that these are very important programs to have, as holding qualifying events for the World Finals does not motivate riders to attend events like it used to.

We have also set up a new awards program where promoters can purchase awards (medals, trophies and number plates) at wholesale prices and save 25%-70% on their event award costs. Promoters can save thousands of dollars by letting us help you with your awards. The APBA has set up a national television package for the Outdoor Channel's Speedzone television show that is available to all APBA promoters. **There will be a minimum of seven nationally televised APBA PWC racing events this year on the Outdoor Channel's Speedzone. There will also be a minimum of six events filmed for the XSTV show.** We have secured regional writers in each region that will help us to increase PWR coverage in *Propeller* magazine and have added the promoter's names to the comp list to receive *Propeller* magazine. The space is available for PWC race coverage in the magazine – we just need the promoters help with editorial and photos.

There are many reasons why you promote races. Some do it to make money, while others do it because if you did not put on races, there would be no races in their region. APBA is a service organization. It is our job is to service the event organizers and racers. The APBA Personal Watercraft Racing (PWR) program is run off mainly off of income derived from the sanction and membership fees. If you thrive in your business as a race promoter, the APBA PWR program will thrive too. It is our goal and responsibility to help you in any way we can to succeed in promoting races and making money. The bottom line is if you do not make money in this sport you will leave just as fast as the 20 other promoters that have left this sport over the past 10 years. I know what it takes and how to make money in this sport. If we do not have promoters we will not have races and racers. Please understand that you are our customer. Please utilize our services and assistance to make your job easier and your business more successful. Even if it as small as proofing a press release or proposal you wrote, please do not hesitate to ask for our help. By all of us working together we can make a difference and get this sport moving in a positive direction.

II. 2004 APBA PERSONAL WATERCRAFT RACING PROGRAM

In 2004, an estimated 1,100 racers competed in 87 rounds of racing over 65 weekends. In addition to the regular regional PWC races, the APBA was able to add PWC racing to ten boat racing events. The APBA provided its race promoters with a superior sanction and insurance program, at a much lower cost than was charged to promoters in 2003 by the old IJSBA. Racing members received membership benefits including a monthly magazine, rulebook, membership card, decals, the ability to participate in membership discount programs, and a good participant accident insurance package. Promoters saved over \$35,000 in sanction and insurance fees.

Membership Statistics

In 2004, APBA participants purchased 705 one-year memberships and 120 single-event memberships. We estimate that 1,100 PWC racers participated in APBA events last season. Memberships are less than total racers, as the APBA agreed to honor all IJSBA memberships until they expire to make the transition from IJSBA to APBA easier for the racers.

Event Statistics

In 2004, the APBA sanctioned 87 rounds of racing over 65 weekends from Ft. Lauderdale, Florida, to Big Lake, Alaska. In addition to the stand-alone PWC race events, ten boat racing events added PWC racing to their events in 2004. In addition, new national events in 2004 included the APBA Watercross Triple Crown and the APBA Watercross Nationals.

2004 Accomplishments

1. Provided an opportunity for watercraft owners to compete in sanctioned PWC racing events.
2. Assisted 13 race promoters in the United States and Canada with organizing PWC racing events, including 5 new race promoters.
3. Sanctioned 87 rounds of PWC racing over 65 weekends.
4. Secured a superior insurance program with better coverage for racers and promoters.
5. Reduced promoter sanction and insurance costs by \$676 (38%) compared to the 2003 IJSBA rates and fees. Saved the promoters more than \$35,000 in sanction and insurance fees.
6. Secured insurance for Canadian PWC racing events – something the Canadian promoters have not been able to secure for 3 years.
7. Secured national television package for 2005 season that will feature PWC racing in a minimum of seven shows on the Outdoor Channel.
8. Developed new website to promote the sport and support events - www.apbaracing.com.
9. Developed promoter support website www.apbaracing.com/promoterinfo.htm.
10. Developed sample site and sponsorship proposals to assist promoters with finding new race sites and sponsors.
11. Develop promotional materials to assist promoters with securing necessary site permits.
12. Purchased festival and sponsor books to assist promoters in finding new race sites.
13. Developed "Suppliers List" to help promoters find needed supplies at the best price. Negotiated special rate for APBA promoters with several suppliers.
14. Created the APBA Watercross National Championship event in Nashville.
15. Created the APBA Triple Crown of Watercross with its regional promoters.
16. Added PWC racing to 10 boat racing events.
17. Received National TV Coverage on the Speedzone Television show on the Outdoor Channel.
18. Provided Number Plates for the APBA Watercross Nationals.
19. Provided Overall Awards for the APBA Triple Crown of Watercross.

20. Provided members with monthly magazine, membership card, competition rulebook, and car rental and Visa discount programs.
21. Processed and mailed all membership cards and race packets within one week of receipt of application and payment.
22. Developed online membership sign-up program.
23. Developed promoter and industry rules committee forums to discuss ways to improve sport.
24. Developed e-news program that sends e-mail the 10th of every month to all APBA PWR members with updates on what is happening in personal watercraft racing.
25. Tested new forms of PWC racing, including Oval and Supercourse type events that were run in conjunction with other APBA events.
26. Exposed the sport to a larger audience by working with established APBA events.
27. Connected APBA PWR promoters with boat racing promoters to work together to put on races.

III. 2005 SANCTION FEES & INSURANCE PROGRAM

2005 Sanction Fees

The sanction fee for all APBA events had been reduced to \$250 per event (regardless of the number of days and rounds) provided that the promoter supply results to the APBA in the correct format. This is a savings of \$50 for a single round event and \$150 for a double round event. Supplying results in the correct format saves APBA time and money, and we have no problem passing the savings on to the promoters. The sanction fee for promoters that do not supply results in the correct format is \$300 (single or double round). Because we will be supplying all promoters with the new Competition Manager race software, there is no reason why all promoters should not be able to take advantage of the lower sanction fee. Those that choose to continue to use AquaScore will still receive the discount, as the results generated from AquaScore are acceptable.

- **\$250 Promoters that supply results in the correct format.**
- **\$300 Promoters that do not supply results in the correct format.**

2005 APBA PWR Insurance Program

The APBA has a superior insurance program (for both the race promoters and participants) with the best coverage and lowest premiums. There are two important things that are common with group motorsports insurance programs: 1) You get what you pay for and 2) The more events you have in your group the better the insurance and rate. Being part of the total APBA insurance package (group) provides the personal watercraft racing promoters and racers much better insurance, at more affordable rates, than we could get if we were not associated with the APBA. There are many companies interested in insuring APBA events, as the total premium for all events is around \$500,000. There are very few companies interested in insuring PWC racing events. For the same coverage our rates would be much higher if we were not part of the APBA.

Many promoters are mostly concerned about the cost of insurance and not the benefits and coverage they are receiving for the insurance fee. With most promoters having other businesses and families, it is important that a policy with the insurance coverage needed to adequately protect the promoters, the racers, and your staff is in place.

Highlights of the coverage:

- The APBA's insurance carrier is K&K Insurance.
- The APBA insurance program covers a set-up and teardown day and the promoters are not required to pay anything additional for this coverage. It is included in the policy.

- It does not matter how many events we have, the APBA insurance cost will be the same.
- This insurance program will not cost the promoters anything to participate in and there are no upfront costs to have your events insured. Just pay as you go.
- The insurance covers racers, officials, holders, mechanics, volunteers and anyone and that is participating at the event with the same participant accident coverage.
- There are several states and governmental bodies that are now requiring \$2 and \$5 million in liability coverage. To accommodate the promoters, should this occur, we have had the insurance company set up a \$2 and \$5 million option.
- New for 2005. As requested by several APBA promoters, you can now pay your insurance fee by credit card.

K and K Insurance

- Over 50 years of experience providing sports, leisure and entertainment insurance.
- In-house underwriting, policy administration, loss control and claims services.
- K&K processes over 200,000 policy transactions and 40,000 claims annually.
- 24-hour emergency phone service.
- Insurance carriers rated "Excellent" or higher by A.M. Best

Coverage

Deductible	\$ 2,000	Those not having other collectible insurance
	\$ 0	Those having other collectible insurance (NEW)
Maximum Payout	\$ 20,000	
AD & D	\$ 3,000	

<u>Cost</u>	<u>1 Million Liability</u>	<u>2 Million Liability</u>	<u>5 Million Liability</u>
1 Day Event	\$602	\$691	\$780
2 Day Event	\$904	\$1037	\$1170

Benefits of the APBA Insurance Program

In addition to great rates, there are several other important benefits of the APBA Insurance program. Below are the benefits of the APBA K&K Insurance program over most other motorsport insurance policies and programs.

1. Lower rates, no upfront costs for promoters, and much better coverage.
2. Who is Covered? APBA's insurance defines a participant as anyone participating in the event and covers drivers, holders, mechanics, officials, and anyone else who has a duty necessary to the conduct of the APBA sanctioned event. Most other policies only cover a rider that has signed a waiver. With most promoters, having families and owning other businesses, it is important that everyone be covered, including your staff.
3. Participant-to-Participant Coverage. The APBA policy includes participant-to-participant coverage. What this means is that a participant has coverage if another participant sues another rider from an accident caused at an event. A case of this happened a few years ago where endurance racer Mike Follmer was hit by another rider in a race and got sued by the rider. Mike has informed us that it cost him over \$21,000 to defend himself and there was no coverage. We are pretty certain other groups do not carry this coverage that puts every racer at risk if they are not carrying it.

4. Non-Aggregate Policy. There is no limit to the number of liability claims that can be made. Many policies are limited to \$5,000,000 for the entire policy (all events in the group). Once that limit has been met there is no more insurance.
5. What is Covered Under the Participant Accident Portion of the Policy. Covered expenses means that the reasonable and customary charges for local and professional ambulance service to and from the hospital and/or surgical center as well as the following reasonable and customary charges for treatment, services, and supplies provided and prescribed by a doctor:
 - i. hospital or surgical care;
 - ii. medical treatment;
 - iii. nursing care provided by a licensed nurse;
 - iv. X-rays and lab examinations;
 - v. prescription drugs and therapeutic services and supplies;
 - vi. dental treatment as a result of injury to sound, natural teeth; and
 - vii. the following licensed home health care agency services and supplies provided instead of a otherwise required hospital or skilled nursing home confinement: (a) physical, occupational, respiratory, and speech therapy, (b) the services of a home health aide, and (c) medical supplies.
6. Participant accident coverage for riders beginning at 10 years old. Most policies state riders must be 16 years old to make a participant claim.
7. Official Vehicle Coverage. If an Official vehicle (boat or PWC) is damaged during an event if the official vehicle it is hit by a participant during the event there is coverage for damages under the liability portion of the policy. With many promoters using borrowed or loaner PWC's from dealers and OEM's this is very important coverage to have. I called two manufacturers and they both said that the promoter is responsible for providing insurance for the watercraft and is responsible for damages.
8. Minimum participant accident and AD&D coverage requirement in policy to have Legal Liability coverage – which is your first round of defense if someone sues you. Many polices state that if the purchasing group does not carry at least \$50,000 medical and \$25,000 AD&D insurance coverage that there is no Legal Liability coverage. We do not carry that much insurance and are fully covered for liability claims resulting from an accident or injury.
9. APBA Event Liability Insurance Provides:
 - Spectator Bodily Injury Liability - Protection for spectator lawsuits.
 - Property Damage Liability – Property coverage for damage to spectator's property.
 - Legal Liability to Participants – Protection for participant lawsuits
 - Errors & Omissions Liability (\$100,000) – Indemnification against a claim alleging a breach of duty as an event organizer or property owner.
 - Additional Insured – Medical Personnel allowed.
 - Food Drink and Concessions Liability – This is covered if you sell it.
 - Host Liquor Law Liability – Injury arising out of the gratuitous giving or serving of alcoholic beverages at functions incidental to named insured's activities.
 - APBA Owner's, Driver's and Sponsors Liability – Automatically included as additional insured up to the policy limits. This includes promoter and riders sponsors.
 - Participant-to-Participant Coverage – This provides protection against participants suing another participant. Your racers need to be protected.

- Volunteer Workers - Automatically included as additional insured.
- Waiver & Release – Coverage is provided for inadvertent error or participant signature fraud in execution of Waiver & Release.
- Ambulance Runs – First run coverage including air transportation is covered.
- Official Vehicle/Watercraft Damage – Coverage if official vehicle is damaged during racing event.
- Liquor Liability Insurance – Available upon request for \$250-\$330 depending on the state where the event will take place.

Insurance Options

The promoters we have several insurance options. Charging a one-time or per event insurance fee are ways to help offset the cost promoters pay for insurance so that they can afford to put on races. In 2004, the APBA promoters choose to not charge the riders a per event insurance fee. Racers are only going to pay so much money to race each weekend. If the racers are charged an insurance fee each week, they may decide to only race one class instead of two. We recommend that we do not charge the racers a per event insurance fee. If you need additional income to make your races profitable so you can do them we suggest raising your entry fees \$5 instead of charging the races an insurance fee.

One Time \$15 Insurance Fee

We will continue to charge a one-time insurance fee of \$15 to help offset the cost of insurance and allow us to provide better coverage for both the promoter and racer. While most racers have no idea what coverage they have as a participant – it is important that we look out for the racers best interest and provide them adequate coverage. For simplicity, we suggest we add it to the cost of the membership and it is paid when riders sign-up or renew their membership. No more collecting the \$15 insurance fee until they sign up for a membership. This proceeds from the \$15 insurance fee will be help offset the promoters cost for insurance. This is much better for the racers – your customers.

IV. COST SAVINGS TO RACE PROMOTERS

Keeping the insurance and sanction fees low is very important, as many of the promoters are struggling to just break even promoting races. By pooling the personal watercraft racing insurance program together with the APBA's other categories, the APBA was able to secure much better insurance at a much lower premium. In 2004, cost for APBA sanction and insurance for a two-day event was \$1,414. In 2003, cost to promoters charged by the old IJSBA was \$1,830. This equated to a \$416 (23%) savings per event to promoters for better insurance and more coverage. For the 2005 season, the APBA secured even lower rates. The 2005 insurance and sanction rates for a two-day event is \$1,154. **This equates to a \$676 (38%) per event savings to promoters over the old IJSBA rates. For those promoters running 5 two-day events this is a savings of \$3,380.** While many of you are new to promoting races, those of us who have been around for a while remember writing those \$1,830 checks to the IJSBA.

If the old IJSBA was in business and still providing the sanction and insurance package for promoters in the United States, the promoters would be paying a lot more money. **We estimate that we will save the APBA promoters over \$60,000 this season alone** compared to the 2003 IJSBA sanction and insurance rates. See below. If all promoters sanctioned with APBA it would be over \$90,000.

2005 Estimated APBA Promoter Savings

Double Rounds	65 two-day events X \$696	\$45,240 savings
Single Rounds	22 one-day events X \$276	\$5,520 savings
\$15 Insurance Fee	700 members X \$15	\$10,500 used to offset insurance

V. PROMOTER SUPPORT

Below are just a few examples of the support that is available to the APBA promoters. We hope that all promoters will utilize and take advantage of these programs.

- Budgeting has allowed me to hire a part-time person to help with the program and assist the promoters. The person's name is Mike Remar, which many of you may know. Mike's responsibility is to find outside support for the sport, assist the promoters with new sites and sponsors, and develop and implement new programs to advance the sport. Mike's phone number is (616) 893-0527.
- We have developed a website (www.apbaracing.com/promoterinfo.htm) for the promoters that has sample budgets, important information to include with Coast Guard/DNR/Core of Engineer permits, event checklists, sample editable entry forms, sound level info, the ability to download important forms needed to run a race and much more.
- We have developed sample site and sponsor proposals to help promoters find new sites and sponsors. These are available upon request to all APBA promoters free of charge.
- We have purchased sponsorship and festival information books that list most major festivals in the United States, as well as the top 500 companies that sponsor events. This information is available free of charge to all APBA promoters.
- We have developed a promotional DVD for promoters to include with sponsor and site proposals. This is completed and ready for distribution. The first video is free and you can feel free to make all the copies you want. For a small fee (\$10-\$15) the APBA PWR Videographer can add you company name and logo to the DVD.
- We have developed a Suppliers List where promoters can purchase the supplies needed to run a PWC racing or recreational event at the best price. Many companies offer a special rate to promoters that mention APBA. No matter what you need we can point you in the right direction of where to find what you need at the best price.
- Promoters have the option of purchasing awards (medals, trophies and number plates) for their events at wholesale prices through the APBA PWR division. The normal mark-up on awards and trophies is 100-200%. Save thousands by letting us order the awards for you through our wholesale suppliers - or provide a much nicer award for the racers at the same cost.
- Beginning in 2005, we will be supplying all promoters with the Competition Manager race management software, **free of charge**, to score their events. This will have all promoters using the same software and help with the tracking and publishing of results. This will benefit both the promoters and racers, as results can be posted on the Internet right after an event. The software is complete and has been distributed to the APBA promoters.
- Many promoters' websites need improving. With little effort we can develop a website for you similar to the Midwest Watercross Tour one on www.pwcfun.com. Please let us know if you need some help.

VI. 2005 APBA PERSONAL WATERCRAFT RACING GOALS

For 2005, the APBA Personal Watercraft Racing (PWR) division has several important goals. Working to achieve these goals has the prospect to move the sport in a positive direction with a minimal added cost. Moving in a positive direction, at all, is something that PWC racing has seen little of in recent years.

- 1) Assist promoters in becoming more successful and profitable at organizing their events.
- 2) Develop programs to motivate riders to attend more events (Regional Champions and National High Points Ranking Systems).
- 3) Assist promoters with securing new race sites that will expose the sport to a larger spectator base (festivals and other events).
- 4) Increase the number of events receiving national television exposure for the sport. So far we have secured TV for a minimum of 7 events event the Outdoor Channel and 6 on XSTV. There will be more.
- 5) Increase the opportunities for watercraft owners to participate in racing events by developing and expanding new forms of racing that foster good competition at an affordable cost.
- 6) Increase exposure of the sport to a "fan" base by adding PWC racing to established spectator-driven festivals and in conjunction with APBA boat racing events. Last year we had 10 events to boat racing events. This year there will be more. There are boat racing events in each region that would add a PWC class or two – we just need promoters willing to help the boat racing promoters as many know nothing about PWC racing.
- 7) Increase participation in the sport by creating programs and incentives to attract owners of older models of watercraft.
- 8) Maintain current racer base through creation of a racer retention program.
- 9) Generate increased exposure for the sport through television, Internet, print and DVD distribution of events.
- 10) Develop programs to generate increased funding to hire at least one more full time PWR employee to concentrate on assisting promoters, marketing the sport, and securing outside sponsorship for events.
- 11) Expand Race Coverage in Propeller Magazine. All racers receive the APBA's monthly magazine, *Propeller Magazine*, each month. The PWC division receives space in each issue. To insure great coverage in 2005, we have put together a pool of regional writers and photographers in each region. If you give us the story and photos, we will get it in the magazine.
- 12) Develop promotional DVD to assist promoters with soliciting new race sites and sponsors. This DVD is already completed and ready for distribution.
- 13) Create a pool of qualified race officials through the development of a "key official" testing and approval process. This will insure that all key officials know what they are doing and that racers will be treated fairly at all events.
- 14) Develop event promotional and marketing manuals and guides to assist promoters in becoming more successful and professional in organizing their events.

VII. NEW OPPORTUNITIES FOR PWC TO COMPETE

One of the major goals of the APBA Personal Watercraft Racing program for 2005 is to find and create more opportunities in which watercraft owners can participate. From a participant standpoint, we find it hard to imagine how the pursuit of enticing non-enthusiasts is smarter marketing than embracing existing enthusiasts that are being ignored. We feel that the promotion and development of new styles of racing, to include existing PWC enthusiasts, has great potential to expand participation.

Please note that we are not advocating that Closed Course is no longer the feature form of racing. We are suggesting that creating safer, more affordable and entry level forms of racing will attract more PWC owners and enthusiasts to events where they will be exposed to the exciting sport of PWC racing. These forms of racing will much better suit the new models of personal watercraft that are currently being produced in the United States – which is a key to getting OEM support of our sport.

Offshore Racing – We are currently working with the APBA Offshore category to add a PWC class. Most of these events have huge spectator attendance. We feel there is huge interest in this type of racing and that this type of racing caters more to current watercraft buyers.

Supercourse – Supercourse is a type of endurance racing that features less aggressive curves on a 2-3 mile racecourse. APBA will have several Supercourse type events by adding additional buoys to a circle boat racetrack inside and outside of their racecourse. Many promoters plan on running a Supercourse event with their Closed Course races. We encourage all promoters to consider adding this type of event to your races.

Super Speedway – This is a new type of racing created to allow PWC racing to be run with established APBA circle boat racing events (1-2 mile oval race course). Several of these events are already planned for 2005.

Marathon – This is a type of racing where racers race point to point on a very long (10-50 mile) long racecourse. We have been invited to participate at the APBA Marathon Nationals and are currently working on adding PWC racing to other Marathon type events.

Match Race – This type of racing was presented to me by the former CEO of OMC (Charlie Strang) at the APBA annual meeting. It is basically a drag race with turns in it. It is getting big in Europe and pits two boats/drivers in a short race on a four-buoy course. I will be sending a diagram of this simple race course and hope some promoters will try this. It is very hard to describe in words.

Kilo Speed Events – APBA already runs several Kilo events. We have asked these events to add a PWC class for 2005. Official speed records can be recognized by UIM, APBA and the Guinness Book of Records from these events.

VIII. 2005 APBA RACING EVENTS

Regional Racing

The backbone of the sport is and will continue to be regional racing. There will be a substantial number of APBA sanctioned regional closed course events all over the country. We will continue to work with the regional promoters to help make your events more successful. We are hopeful that we can help several promoters find a few festivals and paying sites this year, with a goal of having each promoter have at least 2 sites where the site pays the promoter a fee to have a race in 2006.

National Tour

There have been numerous discussions and industry meetings over the last few years to address the issue of a closed course National Tour. These meetings were attended by all the OEMs, several race promoters, and the biggest aftermarket principals in the business. The stopping point is always the same...“THERE IS NO BUDGET”. The last big effort along this line was the west coast surf “Tour” put on by Kawasaki (with very little financial help from any other OEM). It was the best TV that PWC racing can make, and the best that anyone in the industry can afford. Sadly, it didn’t result in a big resurgence in racing or watercraft sales, so the OEM’s are unwilling to replay that expense.

We can very easily create a National Tour by assigning each regional promoter a National Tour stop. However, there is no budget or additional funds to support this, very few riders with funding to participate and follow the Tour, and no there is guarantee that the events would be any better than a regular regional race. The industry still wants to see larger high-profile events, so we have created some new events that better suit the current state of the sport. We feel these events are more realistic for racers to afford to attend and will create more exposure for the sport than a poorly funded National Tour made up of regional events. If any promoter can put together an event that is “special” and will draw more racers than just those in their region, we have no problem giving that event more status and publicity.

APBA Triple Crown of Watercross



Panama City, FL Benicia, CA Rochester, NY

The APBA is pleased to announce the return with the APBA Watercross Triple Crown. The Triple Crown will provide an opportunity for those riders interested in traveling to participate in three-first class events and win a title. The goal is to produce a series of professionally organized events at great locations that attract a large number of spectators

and can be expanded for the 2006 season. The APBA has chosen three great events spread throughout the U.S. All three of the events are run in conjunction with major festivals that attract spectators that will create new race fans for the sport. The three locations for 2005 are Panama City, Florida, as part of The Xtreme extreme sports festival on July 2-3, the Benicia Waterfront Festival in Benicia, California, on August 29-31, and the Toyota Water Jam in Rochester, New York, on August 27-28. The final event of the Triple Crown will be nationally televised on a one-hour how produced for the Outdoor Channel’s Speedzone TV show. The other two events will be filmed for a half-hour show produced for XSTV as well as DVD distribution.

APBA Watercross Nationals



The 2005 APBA Watercross Nationals will once again take place in Nashville, Tennessee, at Nashville Shores Waterpark on August 12-14. More than 300 of the finest watercraft racers from across the United States are expected to participate in 2005. Racers love this location! Participants will be competing for cash and prizes, while en route to the prestigious APBA National Championship titles in Closed Course racing and Freestyle. The Watercross Nationals will be nationally televised on a one-hour how produced for the Outdoor Channel’s Speedzone TV show. We have put additional money in the budget for this event to insure that racers will receive awards that they will be proud to display. The racers have earned it. Great racing, great location, great awards – what more could you ask for?

APBA Marathon Nationals

The APBA Personal Watercraft Racing (PWR) division has just recently been invited to participate in the 2005 APBA Marathon Nationals. The APBA Marathon Nationals is a two-day event that will take place on August 20-21 in Indian River, Michigan. The APBA Marathon Nationals features racing on a 42-mile and 43-mile racecourse (there is a different course each day). Each day the racecourse travels through 2 lakes and a river. This event has been running for over 50 years and there is no way that we would be ever be able to afford to put on a race like or get an event like this permitted. The event has hundreds of staff and volunteers including more than 70 patrol boats and 3 ambulances. This event attracts between 50,000 and 75,000 spectators.

US Open of Watercross Racing

A.J. Handler of Update Watercraft promotions will be promoting a new event for the 2005 race season – the “US Open of Watercross Racing”. The goal for this event is to create an exciting made for television event with a respectable cash purse that will attract many of the top watercraft racers in the United States. Toyota has stepped up to title sponsor this event to help make this a reality. The US Open of Watercross Racing will be nationally televised on a one-hour show produced for the Outdoor Channel’s Speedzone TV show. The event would take place on July 9-10, on the beautiful sandy beaches of Wildwood New Jersey’s Moreys Pier. This first-time event will bring exhilarating surf racing and freestyle to the east coast, challenging riders and thrilling the crowds with each turn of their PWC’s. Stay tuned for more details!

National Television



There will be a minimum of 13 APBA PWC events televised next season including seven on the Outdoor Channel’s Speedzone television show and six on XSTV. RPM Racing Enterprise’s Ross Wallach has secured TV for the upcoming event on February 19-20 at the Blue Water Casino & Resort in Parker, Arizona. There will be a total of four events produced by RPM Enterprises that are televised and will include PWC racing in 2005. Other events that will be televised on the Outdoor Channel in 2005 include the Watercross Nationals, US Open of Watercross Racing, and the final round of the APBA Watercross Triple Crown.

The Outdoor Channel is a national network, positioned towards the outdoorsman lifestyle, available to over 60 million homes with a subscriber reach of just over 26 million. The Outdoor Channel is available on DirecTV channel 606, DISH Network on channel 153 and on various cable networks across the country. The Outdoor Channel SpeedZone is scheduled for 2 airings of each produced program, with the primary airing on Saturday afternoon (5:00 pm EST and 2:00 pm PST) and the secondary at a time to be determined. The Outdoor Channel television package is available to all APBA promoters. The cost is approximately \$15,000 for a one-hour show. This fee includes:

- Production Crew to film your event
- 8 – 30 second commercials you can sell
- 4 – open and close bumpers for sponsor logo placement
- Right to put sponsor logos on results screens
- Right to have feature sponsor of a 3-minute “tech corner” segment that is included on each Speedzone show. You can even assist with the content of the tech corner and center it on a particular sponsors products.

XSTV has singed a deal to shoot a minimum of 6 APBA PWC tracing events. This national TV exposure will help to advance our sport and make it more marketable to out-of-industry sponsors.

IX. OTHER NEW APBA PROGRAMS

Below are descriptions of some new APBA programs that we have created to help the promoters, encourage riders to attend more races, and help to publicize the sport.

Regional Championships

While funding prevented this racer incentive program from happening in 2004, we feel that this is a very important reward program for the racers and we will be pleased to announce the return of this program. The red #1 plate will be awarded to the top rider in each of the recognized APBA regional racing classes in each region. We have included the cost for this program in the 2005 budget. The regional plates will be awarded at the last scheduled event in the region (Ending Dec 31). If the promoter has a year-end awards ceremony we will allow the plates to be awarded then.

APBA National Highpoints

We are currently finalizing the details on this program, but a new APBA National Highpoints system will be used to determine a National ranking for the 2005 season. This is one reason that we need race results in the correct format. This type of ranking system has been in place at the APBA for a very long time. Racers will earn points at all events that they attend in the United States. The top 7 events will count toward APBA National Highpoints. Certain events will be weighted higher (i.e.: Nationals may be worth double points) based on increased participation and prestige of those events. This type of program adds excitement to racing, provides a goal for racers, and help increase participation at all events.

Wholesale Awards for Promoters

A very large expense item for most promoters is for awards. I own a trophy company and will sell promoter's awards at cost. There is a huge mark-up in the awards business from what the components cost. In most cases, assembling the trophies consist of bolting a nut or two and attaching a logo plate. By having us order the parts and the promoter put them together we can save you thousands of dollars on your awards. We also have suppliers for number plates and medals.

APBA PWR Videographer

The APBA has contracted with Tony Papa to be the official Videographer of the APBA PWR division. Tony will be at the APBA Watercross Nationals and a few other events. One goal is to produce a year-end DVD that can be distributed to racers. Since budgeting will not allow Tony to be at many events in 2005, we are asking that the promoter's assist us in providing video footage that Tony can edit into a year-end DVD. Tony's first project was to develop a DVD for the race promoters to use to solicit sponsors and new race sites. The DVD is finished and has been distributed to the APBA promoters. It is very good as is available to all promoters free of charge. You can copy and do what you want with the DVD/Video. For a small fee, Tony can customize the DVD with each promoter's logo and contact information on the DVD cover and/or on the DVD footage.

Regional Writers

To ensure coverage of PWC racing events in future issues of *Propeller Magazine*, the official publication of the APBA, we have been soliciting regional writers to help with this in 2005. We now have writers and photographers in almost every region and we will greatly expand coverage of PWC racing in *Propeller Magazine* in 2005. For those regions that we do not have a regional writer, we will be contacting you to help with this. Once again the space is there – we just need help with the editorial and photos.

X. WORLD FINALS QUALIFYING & REGIONAL CLASSES

World Finals Qualifying System

The IJSBA has not decided on the qualifying system for the 2005 World Finals. The program being discussed is that for a rider to qualify they need to earn a set number of points. The number of points Biorn has mentioned is about 96 points. Once you hit the number you are qualified.

2005 Regional Classes

With the class participation in each region different, we offer some general class guidelines for classes and allow regional promoters the opportunity to tailor the classes to what best suits their needs and racers in their region. The most important thing that promoters must understand is that we must be able to split up combined classes to qualify riders for the World Finals. For example – a promoter may offer just one Women’s Ski or Veteran Ski class for their series, but the promoter will need to separate the riders when you turn in results for the World Finals.

Pro-Am Ski Open *	Pro-Am Runabout 1200 Open *
Pro-Am Ski Stock	Pro-Am Runabout 1200 Stock
Pro-Am Runabout 800 Open	Women Runabout 1200 Limited
Pro-Women Ski Limited **	Junior Ski 10-12 Stock
Junior Ski 13-15 Stock	Junior Ski 13-15 Limited
Amateur Veteran Runabout 1200 Open	Amateur Ski Open
Amateur Veteran Ski Open **	Amateur Runabout 1200 Open
Amateur Runabout 800 Limited	Amateur Runabout 800 Open
Amateur Runabout 800 Stock ***	Expert Ski Limited
Expert Runabout 1200 Limited	Novice Ski Stock
Novice Ski Limited	Novice Runabout 1200 Stock
Novice Runabout 1200 Limited	Novice Women Ski Limited
Sport Open	Beginner Runabout Open ***
Beginner Ski Open ***	Freestyle **

* Only a few regions have Pro riders. Promoters can choose to run these classes as Pro or Pro-Am if they choose or to not offer them at all.

** Promoters have the option of running these classes or separating the classes into two classes. Amt. Veteran Ski into Nov. & Exp. Women Ski into Nov. & Pro-Am. Freestyle into Pro & Amt.

*** Not a WF Qualifying Class by will be offered at the APBA Nationals

NOTE: The classes listed above are the classes that will be offered at the APBA Watercross Nationals in August. There will also be a Masters Ski Stock and Masters Ski Superstock as well as a SuperCourse event. Freestyle will be Pro & Amateur.

Thank you for taking the time to read this important information !