

# Rally Master 101

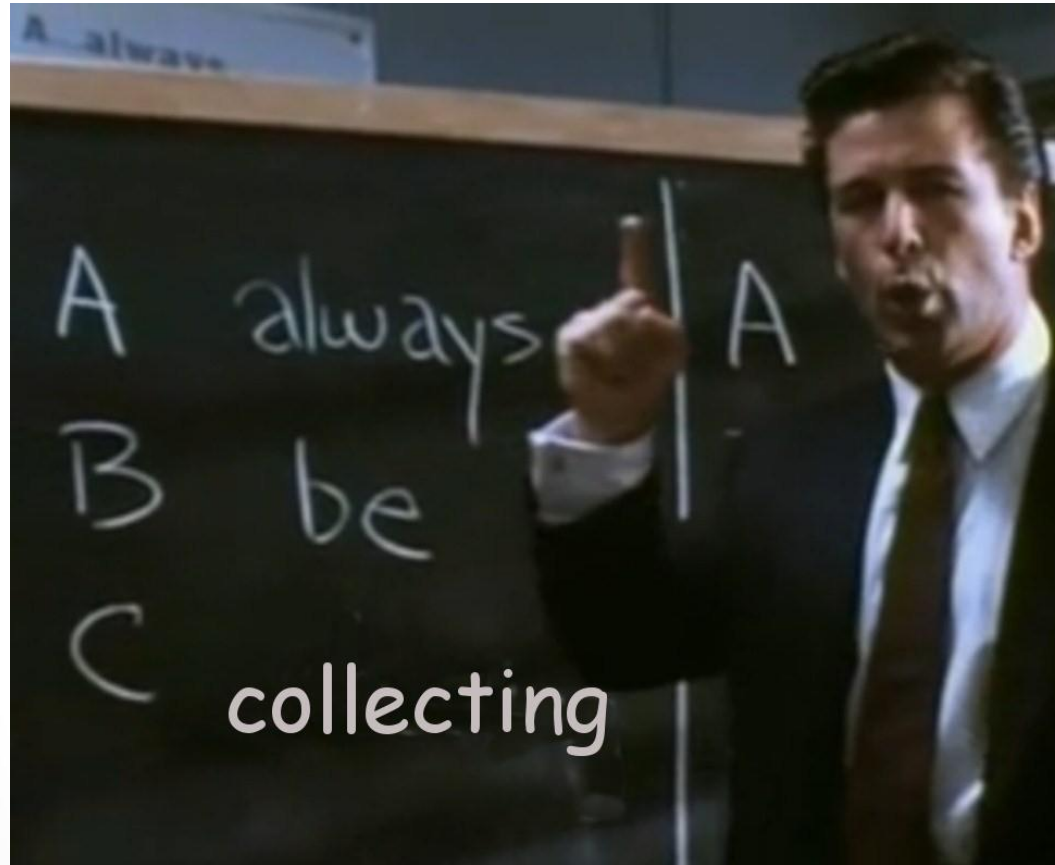
- or, How to Do to Them What They've Done to You
- by David E.B. Smith
- Based on questions from Joe Y.

**How does someone pull off  
their first rally?**

# Just do it!

- Ride rallies so you know what you're doing
- Pick a location or area
- Pick some dates
- Pick a theme?
- Talk to other rallymasters for hints & to avoid conflicts
  - Don't want to pull riders away from another rally
  - Don't want to have another rally pull riders from your rally

# Always Be Collecting



# If you think you might ever want to put on a rally, always be collecting bonuses

- Start when you leave the parking lot tomorrow
- You don't want to have to go back there, so document everything now
- Get neurotic about stopping and collecting and cataloging all the bonus information you need
- Plan rides and vacations around bonus hunting
- Use online databases to pre-find bonuses – don't count on finding bonuses at random
- Although random stuff happens – Whispering Giants, Giant Bats

# Collect for every bonus

- Record GPS coordinates on your GPS or smartphone
- Get photos
- What's the availability? 24 hours, limited hours?
- Is there a fence or a gate that can be closed at night?
- Get a receipt
- Get a brochure
- Record video if appropriate to help you remember what's there
- Download GPS tracks & save the files

**How do you do it in a  
fashion to get new riders  
who may not know what a  
rally is?**

# Do you really want to?

- Know your target audience
- If you're aiming at strictly first-timers with no experience, you should simplify and shorten?
  - But don't want to dumb it down too much
- New riders have a big learning curve
  - But everybody has to start somewhere
- If you're doing a multi-day rally aimed at experienced riders, be prepared for a demanding audience
- What style of rally do you want to do?
  - IBR / Butt Lite / Cognoscente / MD 20-20 / Team Lyle 8 hour
  - High Tech / Low Tech
  - Complex vs. Simple
  - Miles vs. Routing
  - GPS required or not



**What liabilities are  
hanging out there ready to  
bite a rally master?**

# Disclaimer

- I am a lawyer, but I am not your lawyer
- None of this is offered as legal advice
- You should consult with your own attorney who understands your situation and the laws of your state and not rely on anything I tell you

- Motorcycling is inherently dangerous
- Rally conditions do not make it any less so
- Any time anyone gets on a motorcycle, even the most experienced rider, there is a risk of death or permanent injury

- Risk that a rider will be killed or injured
  - Financial liability to surviving family
- Risk that a rider will kill or injure another rider
  - Financial liability to surviving family
- Risk that a rider will damage someone else's property
  - Financial liability
- Risk that a rider will kill or injure an innocent bystander
  - The big one
- Business risks
  - Riders wanting refunds, vendors not coming through

- **Emotional and moral risk**
- As rallymaster, you are the one who will get the call from the rider or from the EMT or from the sheriff or from the family
- Be able to deal with that call
- You will feel responsible for anything bad that happens

**Do you set up a non-profit,  
for profit, LLC, or other  
organization to run it  
through?**

# You would be insane not to

- If you have any assets, a separate, limited-liability entity is a must
- Corporation or LLC?
  - Depends on the state you organize in
  - Example – in Illinois setting up a corp costs about \$200 and an LLC about \$500
- Not-for-profit or for-profit?
  - Not-for-profit is more complicated record-keeping
  - 501 (c) (3) charitable organization is even more complicated
  - Probably only want to do 501 (c) (3) if you want to do serious charitable fundraising
  - Does NFP make sense in this context?
- Must run the business entity as a separate entity to preserve the corporate veil
  - Keep records and separate bank accounts
  - Don't pay your personal VISA bill out of the rally checking account
- S vs C corporation – talk to your tax advisor

**How do you get  
insurance? From who, for  
how much and to cover  
what?**



# Liability insurance protects you

- It is available from private carriers but it can be difficult
- Insurance is currently available to AMA chartered clubs
  - AMA policy is really broad – includes cancellation & ejection

<b>AMA CLUB RECREATION EVENTS*</b> <small>(Road Ride, Trail Ride, Dual Sport, Field Meet, Off-Road Poker Run, Bike Show, Open House, Swap Meet, Cruise-In)</small>	<b>\$1,000,000 Option</b>	<b>\$5,000,000 Option</b>
Class 5A (10000+ attendees...subject to underwriting)	<input type="checkbox"/>	<input type="checkbox"/>
Class 5B (1000-9999 attendees...subject to underwriting)	<input type="checkbox"/>	<input type="checkbox"/>
Class 5C (250-999 attendees)	<input type="checkbox"/> \$225	<input type="checkbox"/> \$315
Class 5D (100-249 attendees)	<input type="checkbox"/> \$135	<input type="checkbox"/> \$189
Class 5E (51-99 attendees)	<input type="checkbox"/> \$100	<input type="checkbox"/> \$140
Class 5F (50 attendees or less)	<input type="checkbox"/> \$60	<input type="checkbox"/> \$84
<b>AMA PROMOTER RECREATION EVENTS**</b> <small>(Road Ride, Trail Ride, Dual Sport, Field Meet, Off-Road Poker Run, Bike Show, Open House, Swap Meet, Cruise-In)</small>		
Class 6A (10000+ attendees...subject to underwriting)	<input type="checkbox"/>	<input type="checkbox"/>
Class 6B (1000-9999 attendees...subject to underwriting)	<input type="checkbox"/>	<input type="checkbox"/>
Class 6C (250-999 attendees)	<input type="checkbox"/> \$672	<input type="checkbox"/> \$941
Class 6D (less than 250 attendees)	<input type="checkbox"/> \$286	<input type="checkbox"/> \$400
<b>AMA GRAND TOUR EVENT (Club or Promoter)</b>		
Class 7	<input type="checkbox"/> \$714	<input type="checkbox"/> \$1000

# Insurance is mandatory for riders

- TeamStrange requires minimum \$100K/\$300K liability
- Butt Lite requires \$250K/\$500K
- Iron Butt Rally requires \$500K CSL
- Must cover the rider, the motorcycle, and the period of the rally
- Also require MedJet or equivalent evacuation coverage?
  - Need to closely scrutinize anything not MedJet or QBE (Australia)

**What does the budget look like?**

# Expenses from Butt Lite 7 budget:

# Pre-rally

- Website & hosting
  - If you don't already have one or can't piggyback off another
- Insurance
- Copying & mailing rally paperwork
  - Use Jason Jonas' Ride Master and e-mail instead
- Copying rally packs
  - 20 ¢ per double-sided page
- Thumb drives for bonuses
  - CFGear.com - about \$5 / 8GB drive with data files loaded





# Rally Swag

Cool rally shirts are free advertising for your rally – Eddie James

- T-shirts - \$12- \$20
- Fancy shirts - \$30 - \$45
- Nametags - \$10 - \$15
- Stickers - \$1, varies with design
- Mugs - \$7
- Rally flags - \$15
- Swag bags
- Trophies - Glass trophies \$130 each
- Logo Art - \$150

- Get count & sizes before you order
- Get leadtime & work back from rally date to calculate order date

# Expenses at the Start

- Staff lodging
- Start banquet
  - Good food at a good hotel will be \$35 to \$70 per person
- Facility charges
  - Everything costs, but it's negotiable
  - Rooms for registration, rider meeting, banquet
  - Staff/storage room
  - Water setup
  - Coffee setup
  - PA system
  - Electrical cords
  - Tax & gratuities
  - Internet
  - Bar?
- Hotels – will want minimum number of rooms rented / minimum food & beverage
- Equipment – laptops, printer, sound meter, tape measure



# Multi-day rally: Staff road expenses

- Lodging
- Food
- Rally vehicle
  - Vans are expensive, minivans less so
- Gas, tolls

# Expenses at the Finish

- Staff lodging
- Scoring hardware – laptops, card readers, power strips, printer
- Bar?
- Finish banquet
- Facility charges
- Post rally shipping

**Take care of your  
volunteers**



# Bonus scouting expenses

- Gas, hotels, food, bike maintenance

**What are the sources and  
uses of the money?**

- Source of money is rider entry fees
- Uses of the money – to put on the rally
- How much out-of-pocket are you willing to subsidize your rally?
- Sponsorship?

**What are the big expenses  
that keep you up at night?**

# Expenses didn't keep us up at night

- Budget was worked out before we set the entry fee
- Get some proposals from hotels and facilities and vendors so you have some ballpark numbers
- Helps to have had some rally experience
- Include some breathing room in the budget



# What kept us up at night was:

- Waiting for vendors to deliver
- The rally phone ringing at 2 am

**How do you know what to charge before it becomes too expensive for riders?**

- What do other rallies charge for a similar experience?
- Is the value visible to the rider?
  - The rally itself can be very low cost for the rallymaster
  - The expenses are in getting to the point where you can put the rally on
- If no one signs up, it was too expensive

**Do the organizers have to  
have a 'best route' in  
mind?**

No.

# No?

- It's almost certain you have places that you really want the riders to go to
- It's more interesting if there are multiple ways of solving the same problem
- Butt Lite 7 – probably 7 different routes in the Top Ten
- You may not have a “best route”, but you should figure out some possibly winning routes
  - How many miles in how many hours can a top rider ride? An average rider?
- Think about how riders will solve the routing puzzle & tweak it to make it more interesting

**Advantages of sending  
boni out ahead of time to  
riders vs giving out the list  
at riders meeting?**

- Riders have more time to do mechanical work (data entry etc.) if you send bonuses out ahead – doesn't cut into routing time
- Bigger challenge to hand them out at riders' meeting
  - Or just before departure time (Butt Lite 7)
  - Past Butt Lites – one route sheet handed out at riders' meeting, alternate route sheets handed out minutes before rally start



**How do you assign points  
to the individual boni?**

- Points are the reward for collecting the bonus
- Points should be proportional to the difficulty or importance of obtaining the bonus?
  - Distance
  - Physical
  - Hours
  - What has to be done
- Points send riders to where you want them to go (or not)
- Points lure riders into choosing poorly
- Irritation factor
- Relation to the overall scheme

**What is the methodology  
for setting a specific  
number of points to any  
particular bonus?**

- How much of a lure do you want it to be?
- Relative value to other bonuses?
- Overall scale – larger overall points allow broader spread of point values
- Multi-leg rallies – compare values between legs
  - Butt Lite 7 – leg 2 point values were similar to leg 1 so riders couldn't hold back on 1 and ride big on 2 to make up points
- Big points for rest bonuses

# Examples from Butt Lite 7

- Gerlach NV: 3997 points, 24 hours
- Amboy CA: 2713 points, daylight only
- Okeefenokee: 6 bonuses
  - 3 historical markers @ 101 points, 24 hours
  - 401 points, 7 am -10 pm
  - 319 points, ½ hour before sunset to 7:30 pm
  - 998 points, 3 historical marker combo, 24 hours
  - Total possible 2021 points
- Rochelle IL, 455 points, 24 hours
  - Get a photo of a train passing through the rail crossing at the west end of the park. If you don't want to wait for a train (there are 90 to 120 trains per day passing through the park) you may obtain two time-stamped receipts from Rochelle, IL, not less than one hour apart. You may not collect any other bonuses while you are waiting for a train or for the hour to pass.

**Horror and success stories  
from a panel to up to 3  
rally masters -- 8-12 hr, 1  
day, 3-5 day.**

- Only one presenter fell for Lisa's call, so no panel. Sorry.
- No horror stories?

**How did the newest ones  
pull theirs together and get  
them to be successful?**



- Put out a good product
- Although bad economies and high gas prices don't help
- The first one is hard, the second one is easier if you do well on the first one

**What do riders say are the most important items that brings them to a new rally, and keeps them coming back to existing ones?**

- Challenges
  - Not frustration
- Riding to interesting & unusual & scenic places
  - If riders say “I want to go back there after the rally” it’s a good bonus
- Riders see that you care about it being a quality event
  - Facilities
  - Food
  - Organization
  - Swag
- Effort - “You actually went to every bonus?”
- Riders are the reason that the rally is happening, not you

**Stories of some failures  
would also be helpful.**

# Failure is not an option

- The rally community is very small, and any screw-up by a rally master affects a big part of the community
- If you ruin your reputation, you're done
- The sport is perpetually one incident away from extinction

# For more information

- [www.davidebsmith.org/cycle/RallyMaster101](http://www.davidebsmith.org/cycle/RallyMaster101)
- Butt Lite 7 blog: <http://buttlite7.blogspot.com/>
- Butt Lite 6 blog: <http://buttlite6ix.blogspot.com/>
- Butt Lite archives:
  - [http://www.teamstrange.com/2014/butt\\_lite/results.htm](http://www.teamstrange.com/2014/butt_lite/results.htm)
  - <https://docs.google.com/folder/d/0B4-4aiPhrG7FNm9ZWG5HdTFoNVk/edit>