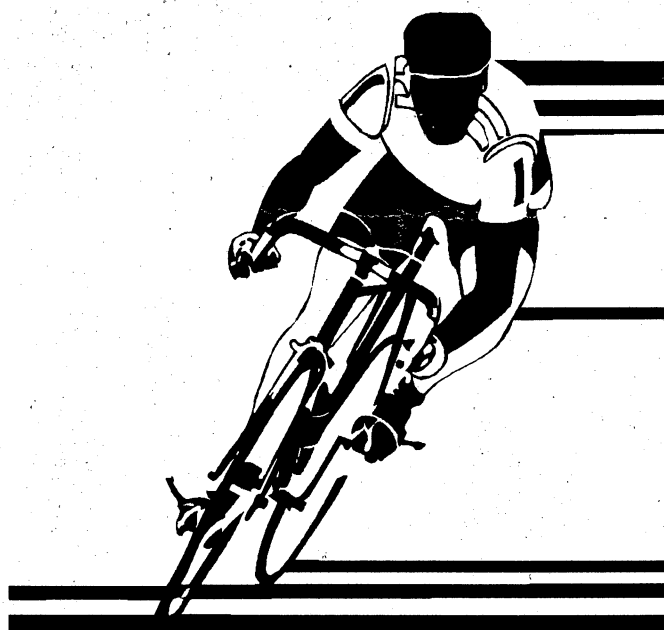


1993 National Collegiate Cycling Championship



1993 National Collegiate Cycling Championship

The National Collegiate Cycling Association (N.C.C.A.) has awarded the honor of hosting the 1993 N.C.C.A. Championships to the M.I.T. Cycling Team.

Scheduled to take place during the weekend of May 22 and 23, 1993, the Championships will consist of three races for the men's and women's teams. The three events will be a Road Race, a Team Time Trial and a Criterium (a short loop race).

Teams from over 50 colleges and universities will be competing for the National Championship title.

The M.I.T. Cycling Team will be assisted in the production of the event by Breakaway Promotions, Inc. The Newton-based company has produced cycling events in Boston, Cambridge, Newton, Maine and Vermont.

With the popularity of bicycle racing on the rise and the added attraction of cheering for their favorite college, the event promises to be the center of attraction to many alumni and spectators in the Boston metropolitan area.

- * High visibility event
- * Positive image, health and fitness sport
- * Compatibility with region's population
- * Positive economic impact on region
- * Professional production
- * Regional media and advertising campaign

For More information call:

**Mauricio R. Puente
Breakaway Promotions, Inc.
24 Arlington Street #2
Newton, MA 02158-2423
(617) 244-1577**

Competition Technical Information

Collegiate Qualification System: The United States is divided into 10 conferences. Each conference hosts a championship, as well as, "prestige" races. Each team accrues points based on their results in each of these races. Both the prestige races and the conference championship have the same weekend format. The top teams in each conference qualify to attend the national championships. In addition, each conference director selects the top individual athletes who have not qualified with a team to also attend the national championships. The qualification process is the same for men and women athletes.

National Championship Format: The national championship is won by the team and individual racer who accrues the most points throughout the weekend of racing. The weekend will host a road race, team time trial and a criterium. Points are awarded for up to 20 places in each event. These points are accumulated by the individual racer and his/her team.

Sanction: The event is sanctioned by the National Collegiate Cycling Association and by the United States Cycling Federation. The United States Cycling Federation is affiliated with the United States Olympic Committee.

Insurance: The event will have a liability insurance of \$1,000,000, which will cover the cities and towns, police departments, other city departments, sponsors, volunteers, promoters, municipalities and Landowners.

No Cost to the City: Any services provided by the cities and towns will be compensated at the normal rate by the event.

Officials: The event will be officiated by the highest level national officials licensed by the United States Cycling Federation. Their role is assuring that all rules and regulations are upheld. They have as their highest priority, the safety of all racers, spectators and organizing groups.

Communications: All persons in a decision-making capacity as well as all responsible for the safety of others, will be in communication either by cellular phone or by portable radios.

Medical: The medical team will be composed of 6 emergency department nurses and 12 paramedics. In all locations local, hospitals, rescue ambulances or first response teams will be contacted. Although we don't expect any serious injuries because of the nature of the sport, we will be prepared for any possible occurrence.

Support Vehicles: All pace, technical and medical support vehicles used in the race will be linked by radio communications. Drivers for these vehicles will have prior experience in providing services to other races and will be trained on the particulars of this event.

Event Management

The N.C.C.A. National Championships will be managed for the M.I.T. Cycling Team by Breakaway Promotions, Inc. The M.I.T. Cycling Team will be involved in the production of the event by providing volunteer services and other resources for the race. They will also form the race committee to provide direction for Breakaway Promotions Inc.

Breakaway Promotions, Inc. of Newton Massachusetts, a sports promotion company which specializes in the management and production of international and national class bicycle races. Breakaway Promotions, Inc. has managed some of the premier races in the country.

- 1985 Mayor's Cup Series, Championship Boston, MA
- 1986 Mayor's Cup Series, 4th race Cambridge, MA
- 1987 Mayor's Cup Series, Championship* Cambridge, MA
- 1987-92 Killington Stage Race** Central Vermont
- 1988-90 Canadian American Cup Biddeford-Saco, ME
- 1991-92 Plymouth Race for the Rock Plymouth, MA

* Premier one day cycling event in the country

** Currently the premier cycling event in the Northeast

The event will be publicized on a regional basis by a media campaign designed to produce television, radio and print sports coverage. The Official Newspaper will be the Boston Phoenix.

Campaign Highlights

- * Boston Phenix, Program insert with spectator overrun (5,000), 4 half pages of advertisement and poster distribution
- * Host radio, 2 weeks of radio advertisement, contest giveaway
- * Press releases and PSA's to New England media
- * Video production
- * Daily results distribution (fax)

Event Description

The weekend-long competition, held on Saturday, May 22 and Sunday, May 23, 1993, will see teams from the top colleges in the country, competing for the National Championship.

Teams will race in separate events for male and female competitors. The event will crown the top three collegiate teams, as well as the top three male and female racers.

This prestigious competition is a natural for the Boston metropolitan area. With the large number of colleges and universities, the area offers a strong affinity to this type of competition. The courses have been selected to provide challenging and safe venues for the racers. At the same time, we have selected courses in the urban area to bring this competition to a larger population.

The organizers recognize the work required by all, including, safety and law enforcement groups, city officials and affected neighborhoods. With the support of all concerned, this will be an event to remember in years to come.

The first event is a Road Race (proposed) in Arlington, Belmont and Lexington, MA., held on Saturday, May 22, 1993. This race will have distances ranging from 75 miles for the men to 55 miles for the female competitors. Held on a 7.6 mile loop with two steep hills, the race will test the endurance and climbing strength of the competitors.

Traditionally, road courses are long and do not provide the spectators with but a passing glimpse of the riders. This course, however, allows spectators to see the racers multiple times during the event.

The second race, a team time trial, will be held on Sunday morning, May 23. Each school will form teams of 5 riders to race against the clock, on a flat 15 mile course in the towns of Concord, Carlisle and Bedford, MA. This competition will test the ability of teams to ride in a tight formation for long periods at maximum effort.

The third event will be a criterium-style race in (proposed) Harvard Square in Cambridge, MA., on Sunday afternoon. Held on a short .7 mile circuit, this race is designed with the spectator in mind. Those attending the event, will see speed and tactical maneuvering, as the riders travel often in excess of 35 miles an hour, passing in front of each location in less than 2 minute intervals.

The overall winner and top three presentations will be awarded at the end of the criterium race in Cambridge.

Championship Road Race

Saturday, May 22, 1993, 8:00 a.m. to 4:00 p.m.

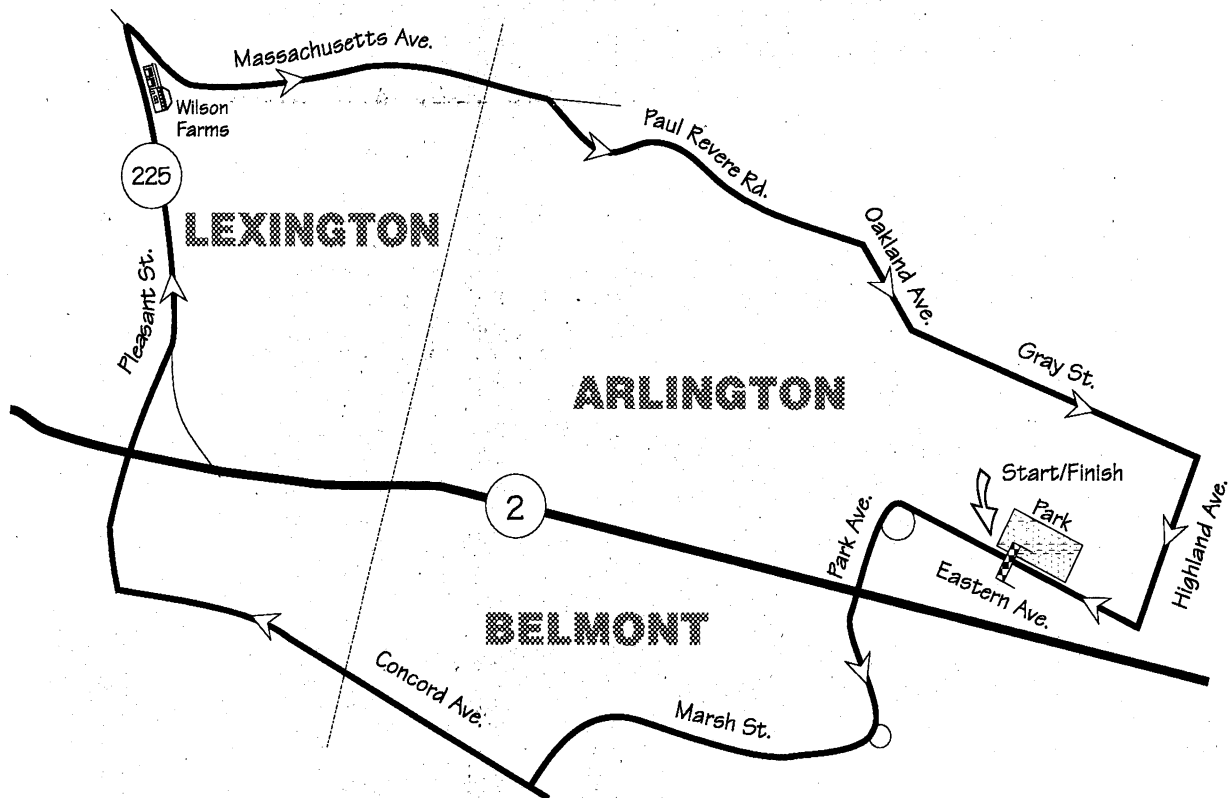
The first event is the Championship Road Race. In this event, the athletes will test their endurance and climbing strength. The men will complete 75 miles, the women will complete 55 miles.

The proposed course is a loop that runs through mostly quiet neighborhoods in Arlington, Belmont and Lexington. The course with steep climbs in the Arlington Heights area, has been called a classic course by the United States Cycling Federation inspection team. The course combines all the necessary components of a national championship road race. The start/finish line will be on Eastern Avenue on a beautiful park providing panoramic views of the City of Boston.

Safety for all concerned will be provided by local authorities. With emphasis on traffic control, the local police will be assisted by volunteer marshals for other functions, such as pedestrian crossing and crowd control.

- * 7.6 mile loop. Arlington, Belmont and Lexington
- * Local police involvement for safety and traffic control
- * 100 volunteer marshals for crowd control
- * Prior notification to all neighborhood residents and businesses
- * One group at a time

Championship Road Race course



Championship Team Time Trial

Sunday, May 23, 1993, 8:00 a.m. to 12:00 p.m.

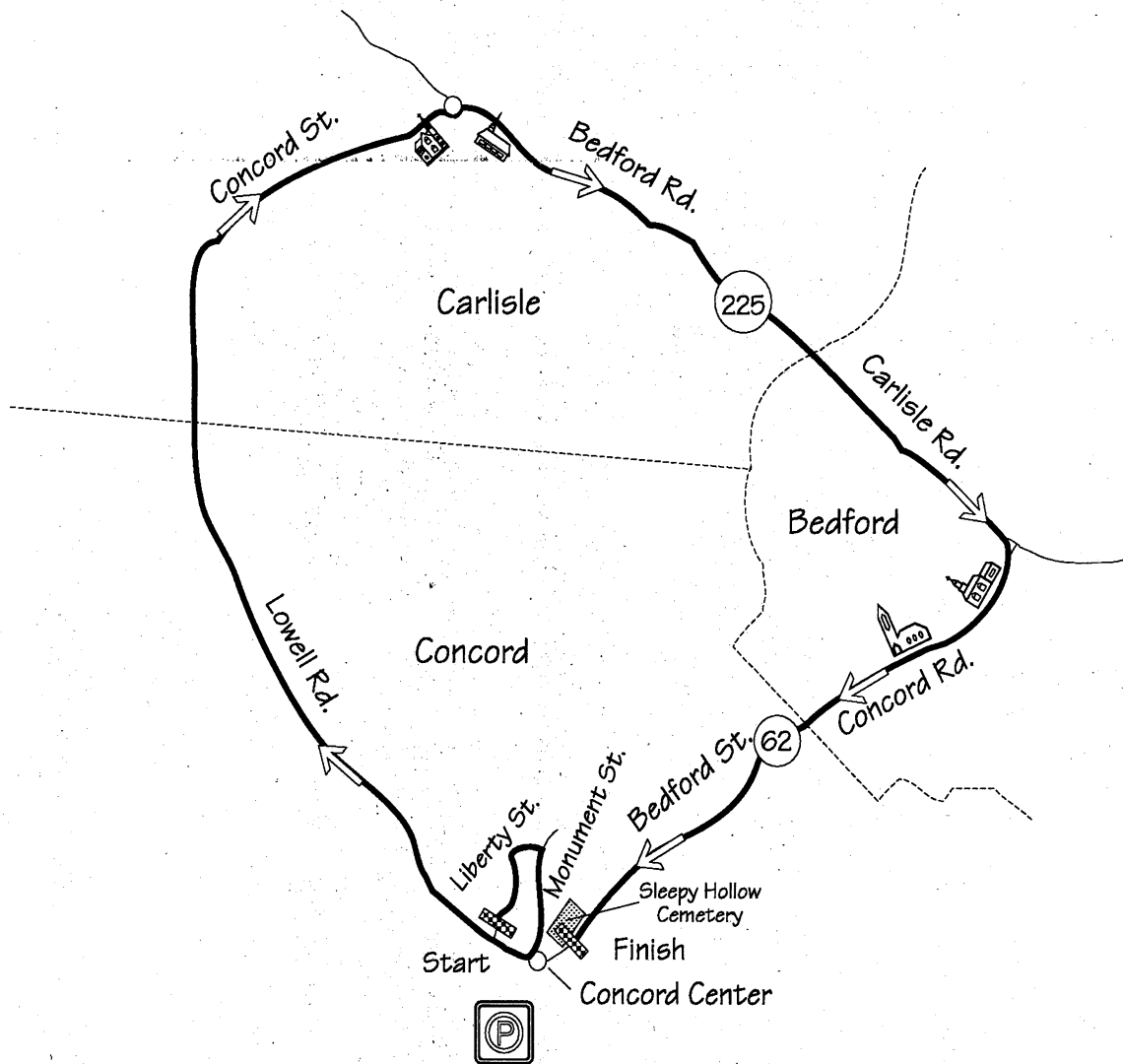
The team time trial will challenge the concentration and riding ability of the athletes. The race will be held in the same course used for the Eastern Conference Championship, with an additional loop for the National Championship. The course will be 15.5 miles through the towns of Concord, Carlisle and Bedford.

The course runs over rolling hills, with only three turns for maximum safety. The riders will ride in a single line of 5, taking turns at the lead to achieve maximum speed. The race is run against the clock.

Safety will be provided by local authorities at all major intersections with volunteer marshals assisting the police for other non-traffic oriented activities.

- * 15.5 mile loop
- * Police protection at intersections, and 40 volunteer marshals for signalling and crowd control
- * Prior notification to all residents, businesses and churches prior to event
- * One team every two minutes

Championship Team Time Trial Course



Championship Criterium Course

Sunday, May 23, 1993, 12:00 p.m. to 4:00 p.m.

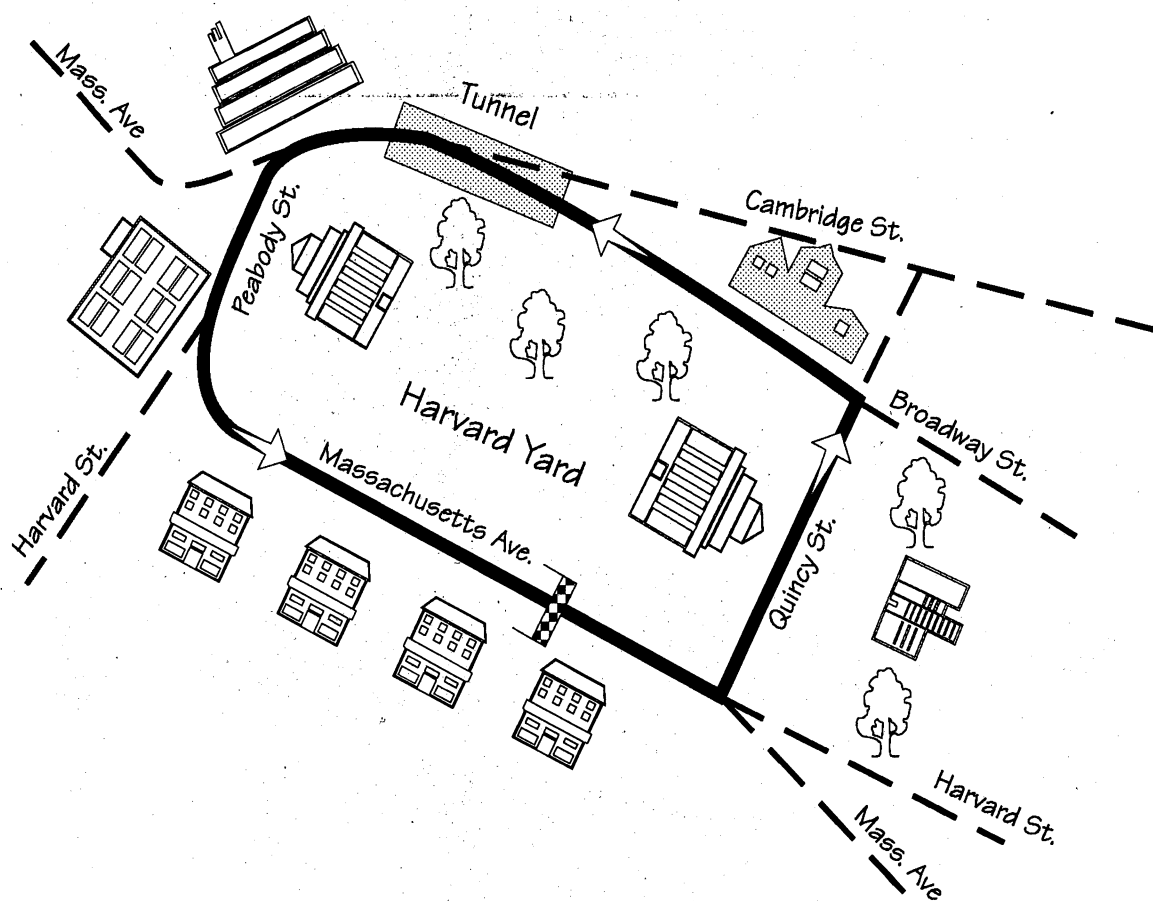
The criterium will challenge the handling skills and courage of the riders, with cornering and speed being the call of the afternoon.

The proposed course is the famed Harvard Square criterium used in 1986 - 87 for the Nabisco Wheat Thins Mayor's Cup Championship. The course is a .7 mile loop progressing clockwise around Harvard Yard in Cambridge. Male riders will complete 45 miles (64 laps) and women 35 miles (50 laps). Spectators will be able to see the racers in less than 2 minute intervals. The course promises to have large crowds and excitement for those in attendance.

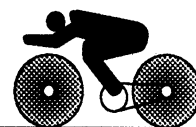
The course will be secured by local police around its' perimeter and by volunteer marshals around the course. Crowd control will be assured by snowfencing and barricades.

- * .7 mile loop
- * Traffic control by local police, assisted by volunteer marshals
- * Ideal for spectators
- * High speed competition (35 miles per hour)
- * Snow fencing for crowd control
- * Perfect for television coverage

Championship Criterium Course



BREAKAWAY PROMOTIONS



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International: (617) 244-1577, FAX: (617) 244-7191, E-mail: Breakawy@world.std.com

CAMBRIDGE MA.

February 4, 1993

Margaret Drury
Cambridge City Clerk
City Hall
795 Massachusetts Ave.
Cambridge, Mass. 02139

Dear Ms. Drury,

I have enclosed a package for your review on an exciting cycling event that will be occurring on the weekend of May 22 & 23, 1993. The event is titled the National Collegiate Cycling Championships and is comprised of three different events. This event is the culmination of collegiate cycling races all over the USA, and the best male and female bicycle racers will be in hot contention for the National Championship.

I am requesting to be placed on the agenda for the City Council for permission to hold the event on the proposed course as follows. The last of the three events is a criterium race, which we have proposed to the Mayor's office to be held in Harvard Square around the perimeter of Harvard Yard. A criterium is a closed loop (to auto traffic) that the riders do repetitive laps of, in a 30-40 lap event. The race time frame is approximately 4 hours, from 12 noon to 4 p.m., on Sunday.

My company, BREAKAWAY PROMOTIONS, INC., was involved in the production of the Nabisco Mayor's Cup Wheat Thins Races that were held in Harvard Square in '86 and '87, using this same course. Mayor Walter Sullivan hosted the events with us and from all accounts, the races were a huge success. Those races were televised on ESPN.

My office is currently negotiating with the Police Commissioner's office, Parking and Traffic, Fire, Harvard Square Businessmen's Association and Harvard Real Estate for the appropriate permitting.

I will call your office after you have had time to review the information. Please don't hesitate to call me if needed.

Sincerely,

Alice Peck
Alice Peck

Consent Communications #8

Breakaway Promotions

B-15

In City Council,

February 22, 1993

Referred to the
City Manager with
request for a more
appropriate location
Consent to City Mgr
2/23/93 (cc)