

2018.10.03
Newsletter



So
Many
Roads

BMR 2019 Announcement

BMR 2019 is coming to your town -with substantial changes and enhancements. Please review the information in this newsletter, feel free to share. Specific details available when registration opens within the next week.

DATES BMR2019:

Start = February 22; 02:22:22

End = May 31; 23:59:59



After 7 consecutive years of starting on January 01, we're moving the start date back. This decision was not easy, it breaks tradition. But the later date gives us the opportunity to sharpen the rally. It gives more consistent access to more riders in cold geographic regions. All things combined, it helps with the competitive element of the rally. Shorter and sharper makes sense.

BANQUET:

- **Banquet will be held on Friday June 14th.** (note this is two weeks after the end of the rally)
- **Banquet will be held in South Carolina USA**
- **Banquet will be held at the start location of the 2019 Iron Butt Rally.**



This is extremely exciting news and **big thanks to our friends at the IBR who have been enthusiastic and fun as IBR/BMR coordinate a win-win for everyone.**

What a great opportunity for BMR banquet participants! Being at the same location as the IBR start is just damn groovy. We're also offering access to our BMR banquet to IBR participants, -and there are several riders who are participating in both BMR2019 and the 2019 IBR.

**** BMR banquet participants will have access to the IBR discount hotel rates in the same hotel as the IBR and can book rooms for as many nights as they wish -with a one night guarantee. The value of this alone is amazing, and keep in mind rooms are first come first serve, so, you'll want to put a stake in the ground early.**

Apps for Smartphones

- **Both the iPhone and Android apps have received a lot of TLC and major enhancements/functionality.**
- **We have changed the workflow on how your unique app keys are created and distributed. Your current keys will not work, we are creating new ones and the current apps will be replaced for BMR2019 participants.**
- **Your choice of phone app is INCLUDED with your BMR2019 entry fee. No longer do you need to pay for the apps separately. As always, the apps are optional, you are still able to submit bonuses via email.**

This is a new generation of BMR apps. Big thanks to Justin Long who has contributed a ton of goodness to the apps and has taken them to a new level. Many of you will be wanting to test the new apps, and the best way to do that is to register for BMR early and be at the front of the line when the new apps become available. You will also note that DIC HIC & MIC have new friends ...let's give a friendly welcome to the LIC codes that will be joining us this year.

Rally Structure and bonus themes:

- You can expect all the traditional BMR themes ..and we think even sharper as each year we learn and improve.
- The 3-day rally (3DR) every week was *very* popular last year. It is coming back and will play better with all geographic regions in the USA. These mini three-day rallies every week are a great way to compete on a weekly basis. Also, a great way to add big points to your overall score, not to mention sharpen the skills required in other competitive rallies. And of course, we'll send you to great places.
- The "RJ" theme is coming back (name = KW theme this year). It was popular last year and remains pretty much the same: Huge-value bonuses with one-hour window of opportunity so it's likely to see other riders at the bonus. Kurt Worden is leading the architecture on multiple big BMR themes this year and he's doing a great job.



Registration, Cost and "Stuff"

- Registration will open very soon estimate = first week in October.
- BMR price will be on a sliding scale. Specifics first week of October.
- **The punchline to the price structure this year =**
 - Discount for combining BMR entry with BMR banquet.
 - Discount for signing up early.
- **Keep in mind BMR banquet hotel discount through the IBR is first come first serve. When you sign up for BMR banquet will get link to reserve room under the IBR discount umbrella, so it makes sense to sign up early and lock in your room!**

We work very hard to keep entry price to a minimum. We don't have extravagant hard costs and we have many people and groups that contribute in various ways. This allows us to put on a big event for much lower rider investment than most other events. This year we've got a lot of moving pieces including the banquet with the IBR, the new apps and related workflow. Never has it been more important for us to avoid last minute sign-ups to avoid bottle-necks with our volunteer staff. We also need to predict rider turn out as we scale things like the banquet. The best way to do that is to get commitments early. Hence, we're offering discounts for combining entry and banquet, additional discounts for signing up early. All specific details will be available when registration opens in early October.



Questions and Answers:

Q: I'm excited that the banquet is tied-in with the start of the IBR. I'd like to stay for the weekend, can I get additional nights?

A: Yes, when you register for the BMR banquet you will be given a link from us that was provided by the IBR. You can use that link to book the nights you want. KEEP IN MIND FIRST COME FIRST SERVE, when the rooms are gone you're out of luck regarding staying at BMR/IBR HQ.

Q: Geeze, why is the BMR ending on May 31 and the banquet is not until June 14?

...I always enjoyed finishing up my rally at the finisher banquet.

A: There are several riders participating in both events and we didn't want distractions for riders doing both. You will certainly experience great folks if you come out to South Carolina on June 14. And of course, we'll all celebrate your BMR2019 accomplishments.

Q: I'm on the 2019 IBR roster and I'm on the fence about participating in BMR2019.

A: There are several reasons BMR2019 might make sense for you. One is that we've got (quantity 14) three-day rallies (every Fri Sat Sun) starting on Feb 22. These rallies are a great way to hone your skills, test equipment and you won't find better practice for time-distant calculations. You may find yourself doing just a couple of these, you may find yourself riding a lot of what BMR has to offer. Your choice. You'll also be in the mix with a great group of people.

Q: I'm on the 2019 IBR roster and I'm a BMR2019 participant. Of course, I plan to be at the BMR finisher banquet. Do I get BMR banquet ticket(s) through the IBR or through the BMR.

A: It really doesn't matter, but keep in mind BMR is offering package discount on registration if you combine at time of purchaseso that may be a bit easier, but either way is fine.

Q: I'm a 2019 IBR participant and I'd like to come to the BMR2019 banquet on Friday night and Lisa Landry has purposely not given us any other activities on Friday night ...so how do I attend the BMR banquet? And, is it true that you always subject the BMR winner to ridicule?

A: Lisa Landry will provide IBR people access to BMR banquet tickets via private link to the BMR site. Yes, we always subject the winner of the BMR to ridicule at our finisher banquet.

Q: I'm on the west coast and have made most of the prior BMR banquets, but this is a long way from home!!

A: Yes, all finisher banquets to date have been out west and we're excited to take it east this year. We're also giving more advanced notice than typical. And, thanks to the IBR, we think more incentive to join in on the fun. We hope you can make it and maybe it makes sense to share resources and ideas with other western riders.