



Request for Proposal (RFP)

Acquisition and Transformation of the Central Motorcycle Roadracing Association (CMRA)

Preserving the Legacy — Strengthening the Foundation — Empowering the Future of Racing

Issued by: Zona Facta

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Question Responses

Question 1 – Existing Business Operations

Describe your existing business operations and how they relate to motorsports or event management.

Response: Zona Facta is a veteran-owned operational management firm with multi-year growth in national-scale logistics, event coordination, and operational leadership. Our systems and safety protocols align directly with the needs of a motorsport organization like CMRA, and our CEO, Trevor Warner, brings lifelong experience in motorcycle racing.

Reference: Section 1 – Introduction & Background; Section 6 – Operational Integration.

Question 2 – Organizational Structure and Key Personnel

Provide your organizational structure and identify key personnel who will oversee CMRA operations.

Response: Zona Facta's executive leadership includes Trevor Warner (CEO), Jacob Scroggins (COO), and Brett Holtzclaw (CRO). Each brings complementary expertise: Trevor in strategic

leadership and motorsports, Jacob in operations and logistics, and Brett in revenue growth and corporate development.

Reference: Section 9 – Leadership Biographies; Section 5 – Governance Transition Plan.

Question 3 – Member, Volunteer, and Official Retention

Describe your plan to retain members, volunteers, and officials.

Response: Zona Facta will retain CMRA’s existing membership and volunteer systems, preserve the credit and recognition structure, and maintain all annual community events. Regular communication through quarterly town halls will ensure transparency and engagement.

Reference: Section 8 – Cultural & Community Commitments.

Question 4 – Racetrack Relationships

Outline your plan to sustain relationships with racetracks currently used by CMRA in Texas and Oklahoma.

Response: Zona Facta’s leadership has extensive experience managing national partnerships and logistics networks. Trevor Warner’s long involvement in motorcycle racing ensures continued collaboration with track owners and promoters.

Reference: Section 6 – Operational Integration; Section 9 – Leadership Biographies.

Question 5 – Vision for Expansion

Present your vision for expanding CMRA’s membership, events, or community over the next 3–5 years.

Response: Zona Facta’s vision emphasizes growth through youth engagement, digital modernization, and expanded sponsorship programs. We will leverage Zona’s established marketing and sales infrastructure to increase membership and event participation.

Reference: Section 4 – Vision & Operating Philosophy; Section 11 – Marketing & Revenue Capabilities.

Question 6 – Financial Sustainability

Explain your approach to ensuring CMRA's financial stability and long-term success.

Response: Zona Facta has achieved consistent multi-year growth while improving employee benefits and reinvesting in infrastructure. We will apply the same disciplined financial systems and sponsorship strategies to ensure CMRA's long-term sustainability.

Reference: Section 10 – Zona Facta's Growth & Values; Section 11 – Marketing & Revenue Capabilities.

Question 7 – Fairness, Safety, and Professionalism

Describe your commitment to maintaining CMRA's standards for fairness, safety, and professionalism.

Response: Zona Facta's operational model prioritizes safety and accountability. We will maintain CMRA's race-day structure and fair competition while implementing standardized safety protocols based on proven military and industrial frameworks.

Reference: Section 6 – Operational Integration; Section 10 – Zona Facta's Growth & Values.

Question 8 – Participation Growth

Explain how you will attract new participants and grow membership.

Response: Zona Facta will leverage its established marketing network to promote CMRA's brand, develop youth and mentorship programs, and strengthen community outreach. Our focus is to make CMRA more visible, inclusive, and attractive to new racers and families.

Reference: Section 11 – Marketing & Revenue Capabilities; Section 8 – Cultural & Community Commitments.

Question 9 – Event Management Experience

Describe your experience managing or operating racing events or similar organizations.

Response: Zona Facta's leadership team has directed large-scale event and logistical operations across multiple industries. Trevor Warner's lifelong racing background ensures CMRA benefits from both professional structure and firsthand motorsport insight.

Reference: Section 1 – Introduction & Background; Section 9 – Leadership Biographies.

Question 10 – Vendor and Partner Support

Explain how you will continue supporting existing vendors and partners.

Response: Zona Facta is committed to maintaining and strengthening all existing vendor, sponsor, and racetrack relationships. Our client-engagement model focuses on transparency, reliability, and mutual growth.

Reference: Section 6 – Operational Integration; Section 11 – Marketing & Revenue Capabilities.

Question 11 – Racing Season Commitment

Describe your commitment to continuing CMRA's annual race season.

Response: Zona Facta will fully maintain CMRA's traditional eight-round annual racing season and ensure operational readiness for each event. Key personnel and volunteers will be retained to preserve continuity and performance standards.

Reference: Section 6 – Operational Integration; Section 8 – Cultural & Community Commitments.

Question 12 – Proposed Financial Approach

Outline your proposed financial approach or structure for the acquisition.

Response: Zona Facta is prepared to execute a fair-market asset purchase aligned with nonprofit dissolution laws. The proposal ensures all obligations are met, assets are valued fairly, and funds are reinvested into safety, infrastructure, and community development.

Reference: Section 7 – Financial & Legal Compliance; Section 13 – Proposed Financial Structure.

1. Introduction & Background

For over half a century, the Central Motorcycle Roadracing Association (CMRA) has been the heart of motorcycle racing in Texas—a community built on passion, family, and competition. CMRA has cultivated champions and enthusiasts alike while maintaining a volunteer-driven culture that embodies the best of grassroots motorsports.

Zona Facta, a veteran-owned operational management and leadership firm, seeks to acquire CMRA's assets and guide its transition from a 501(c)(7) nonprofit to a sustainable for-profit organization. Our mission is to preserve CMRA's heritage while giving it the financial, operational, and organizational strength needed to thrive for generations to come.

2. Purpose of This RFP

Zona Facta's proposal is founded on respect for CMRA's bylaws and an unwavering commitment to the club's members and community. Our goals are to:

- Acquire and manage CMRA's tangible and intangible assets in full compliance with nonprofit dissolution laws.
 - Preserve CMRA's family-oriented, volunteer-driven culture.
 - Integrate Zona Facta's operational systems and leadership model to improve efficiency and sustainability.
 - Expand sponsorship, marketing, and event revenue using Zona's existing national network.
 - Build long-term stability for members, racers, and future generations.
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3. Scope of Acquisition

Zona Facta proposes to acquire:

- All CMRA assets as listed in the 2025 Asset Register.
- Rights to CMRA trademarks, domains, and intellectual property.

- Vendor, racetrack, and sponsor relationships.
- Membership and registration systems, ensuring operational continuity.
- Advisory participation of current CMRA board members during transition.

This process will fully comply with CMRA's governing documents, ensuring transparency and adherence to nonprofit and state regulations.

4. Vision & Operating Philosophy

Our vision for CMRA's next chapter is anchored in three guiding principles:

1. **Preserve the Culture** – Maintain CMRA's family, volunteer, and member-first ethos.
2. **Professionalize the Structure** – Introduce Zona's operational systems to modernize scheduling, budgeting, and communications.
3. **Position for Growth** – Use Zona Facta's marketing and sales infrastructure to strengthen revenue, sponsorships, and national exposure.

This plan protects CMRA's traditions while creating a financially sustainable framework for the future.

5. Governance Transition Plan

Zona Facta proposes a phased governance structure to ensure stability and collaboration:

- **Phase 1 (0–6 months):** Retain current CMRA board members as an *Advisory Council* while forming CMRA LLC under Texas law.
- **Phase 2 (6–12 months):** Add directors with finance, marketing, and legal expertise; introduce transparent budgeting and reporting.
- **Phase 3 (Year 2):** Transition to a blended board structure incorporating legacy leadership and new commercial oversight.

This model ensures continuity, compliance, and cultural preservation.

6. Operational Integration

Zona Facta will apply its proven enterprise-level systems to enhance CMRA operations:

- Centralized scheduling, budgeting, and reporting platforms.
- Risk management and safety protocols modeled after military and industrial standards.
- Streamlined vendor and track coordination.
- Modernized digital registration and communication systems.
- Transparent financial dashboards for board and member visibility.

These systems increase efficiency without compromising the community atmosphere that defines CMRA.

7. Financial & Legal Compliance

Zona Facta will:

- Work with CMRA's legal and accounting representatives to execute a compliant asset transfer and dissolution.
- Indemnify prior CMRA board members for historical operations.
- Invest in safety, youth development, and infrastructure improvements.
- Maintain appropriate liability and D&O insurance throughout the transition period.

All steps will be taken in accordance with CMRA bylaws and Texas state requirements.

8. Cultural & Community Commitments

CMRA's strength lies in its people. Zona Facta is committed to honoring that legacy by:

- Preserving the member advisory role and volunteer credit system.
 - Hosting quarterly town halls for transparency and community input.
 - Continuing annual memorial races and awards programs.
 - Launching youth mentorship and scholarship initiatives.
 - Building community days and outreach events that strengthen CMRA's family-oriented culture.
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9. Leadership Biographies

Trevor Warner — Chief Executive Officer

A lifelong motorcycle racer, Trevor has spent decades immersed in the sport and community of racing. His professional background includes service as an Active-Duty Infantry Soldier and subsequent work with the Central Intelligence Agency, where he specialized in strategic operations, risk management, and cross-functional leadership. Trevor's deep personal connection to motorcycle racing drives his vision to preserve CMRA's spirit while building a future of sustainable growth.

Jacob Scroggins — Chief Operating Officer

Jacob served as an Active-Duty Infantry Soldier before transitioning to the U.S. Army Reserves Civil Affairs, where he worked with foreign nationals and NGOs to coordinate development projects and strengthen alliances. His expertise in operational design and people-first leadership ensures that CMRA's day-to-day operations will remain structured, safe, and community-driven.

Brett Holtzclaw — Chief Revenue Officer

Brett brings over 25 years of corporate sales, leadership, and organizational development experience, working with top Fortune 500 companies and advising startups on building marketing and revenue structures from the ground up. As a Civil Affairs Team Sergeant in the U.S. Army Reserves, Brett's experience forging relationships with foreign nationals and NGOs directly informs his business philosophy—emphasizing trust, collaboration, and shared success. His strategic vision and experience in sales infrastructure make him ideally suited to lead CMRA's growth through sponsorships, partnerships, and commercial programs.

10. Zona Facta's Growth & Values

Zona Facta's track record demonstrates that success and integrity can coexist.

- **Sustained Growth:** Multi-year consecutive revenue increases across operations and service divisions.
- **Employee Care:** Introduction of a 401(k) program with company match, expanded healthcare coverage, and improved benefits.
- **Culture of Listening:** Leadership actively implements employee requests to enhance morale and quality of life.
- **Low Turnover:** Retention rates well above industry norms, built on trust, communication, and shared purpose.

Zona Facta's values—discipline, empathy, and accountability—mirror CMRA's culture of dedication and family.

11. Marketing & Revenue Capabilities

Zona Facta possesses established marketing, sales, and partnership infrastructure that can be immediately leveraged for CMRA:

- Full-service marketing and creative teams for brand development.
- Integrated CRM and sponsorship management systems.
- National network of business partners for event and product collaborations.
- Strategic content and social media programs for audience expansion.

This existing platform provides CMRA with instant scalability and enhanced exposure within the motorsports industry.

12. Evaluation Alignment

Zona Facta's proposal meets and exceeds all evaluation areas defined in CMRA's bid framework:

- Proven operational and business experience directly applicable to event management.
 - Defined leadership structure with complementary expertise across strategy, operations, and revenue.
 - Commitment to preserving CMRA's members, volunteers, and culture.
 - Financial stability and long-term sustainability through diversified revenue streams.
 - Clear vision for expansion, safety, and community engagement.
 - Continuity of the traditional 8-round annual race season.
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13. Proposed Financial Structure

Zona Facta is prepared to execute a fair-market asset purchase of the Central Motorcycle Roadracing Association in alignment with its nonprofit dissolution requirements under Texas and federal law.

Our financial proposal will be structured to:

- **Satisfy CMRA's obligations** during the transition, including any outstanding vendor or tax responsibilities.
- **Provide fair consideration** for CMRA's tangible and intangible assets, including equipment, intellectual property, and goodwill.
- **Ensure re-investment** into track safety, youth development, and operational continuity.
- **Preserve member and volunteer programs** during the initial year of transition.

Upon request from CMRA's Board, Zona Facta will submit a detailed financial schedule, including valuation methodology, proposed purchase price, and payment timeline, under mutual non-disclosure and legal review.

14. Conclusion

Zona Facta's leadership team—Trevor Warner, Jacob Scroggins, and Brett Holtzclaw—shares a unified vision: to protect CMRA's legacy while providing the structure and resources needed to secure its future.

We believe that performance, purpose, and people are inseparable. Through disciplined leadership, proven systems, and deep respect for CMRA's culture, Zona Facta is ready to guide the organization into a new era of prosperity, opportunity, and community pride.

CMRA Rough Draft Growth & Revitalization Plan (2025–2027)

Building on Legacy — Expanding Community — Driving Sustainable Growth

1. Situation Summary & Key Metrics

Current Performance (as of 2025):

- Sprint Entries
 - 2022: 2,606
 - 2023: 3,122
 - 2024: 2,778
 - 2025: 2,625 (7 rounds)
- Endurance Entries (ULW/LW)
 - 2022: 114

- 2023: 133
 - 2024: 127
 - 2025: 74 (5 rounds)
- License Holders
 - Average: ~370 annually
 - 2025: 214 active licenses (est. 50% low utilization)
- Per-Event Averages
 - 330 sprint entries per weekend
 - 13 ULW/LW endurance entries per event
 - 370 license holders per year on average

Key Challenges:

- Decline in license renewals (down ~40% from 2023).
- Decrease in endurance entries and overall participation.
- Limited youth engagement pipeline.
- Website SEO and conversion funnel under-optimized for new racers.

Opportunities:

- Strengthen community through **veteran and first responder outreach**.
 - Establish **youth development programs** for early entry.
 - Modernize digital presence and marketing funnel to convert leads into racers.
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2. Growth Pillar A – Veteran and First Responder Engagement

Goal: Build a national-level network that connects veterans, police, firefighters, EMS, and public service personnel with CMRA's racing community—enhancing participation, sponsorship, and public trust.

Tactics:

- **Veteran & First Responder Racer Program:** Offer discounted licenses or volunteer credits for service members, police, firefighters, and EMS personnel.
- **Track Brotherhood Initiative:** Pair new veteran and first responder racers with experienced mentors to ease transition into the sport.
- **“Heroes on Track” Event:** Create a dedicated CMRA race weekend honoring veterans and first responders with recognition ceremonies, special heats, and charity tie-ins.
- **Sponsorship & Partnership Development:** Partner with veteran- and first responder–owned businesses and foundations for sponsorships, recruitment drives, and scholarship funds.
- **Storytelling Campaign:** Highlight CMRA racers and volunteers from these communities through media, video, and digital channels.

Metrics to Track:

- Number of new veteran/first responder licenses issued.
- Sponsorships or donations from veteran/first responder organizations.
- Volunteer retention from service backgrounds.
- Attendance at “Heroes on Track” events.

3. Growth Pillar B – Youth & Entry Gateway Programs

Goal: Rebuild the grassroots pipeline by making CMRA accessible and aspirational for young racers and families.

Tactics:

- **CMRA Youth Development Program:** Launch a mentorship-based track introduction program (ages 12–18), pairing youth with experienced racers and coaches.
- **Novice-to-Pro Pathway:** Create a visible career progression within CMRA for young riders—licenses, recognition tiers, and sponsorship pathways.
- **Family Incentive Packages:** Offer family race weekend discounts and bundle packages (e.g., youth license + first race entry + one guardian pass).
- **School & Academy Partnerships:** Collaborate with Texas motorcycle academies, ROTC groups, and trade schools to promote CMRA licensing as an extracurricular sport.
- **Mixed Endurance Teams:** Allow novice or youth racers to join endurance teams with veterans and first responders for skill-building and mentorship.

Metrics to Track:

- New youth licenses issued per year.
- Conversion rate: novice → full-license renewal.
- Endurance participation from youth-mixed teams.
- Family attendance and first-time event participation.

4. Growth Pillar C – Advertising, SEO, and Digital Strategy

Goal: Strengthen CMRA's online visibility and convert digital traffic into licensed members, volunteers, and sponsors.

Website Review:

CMRA's current website (cmraracing.com) is clear and functional but under-optimized for search visibility.

Initial SEO review shows limited keyword usage, minimal backlinking, and weak metadata optimization—meaning CMRA likely ranks low for terms such as “*Texas motorcycle racing*,”

“amateur motorcycle racing Texas,” “motorcycle endurance racing Texas,” and “youth motorcycle racing.”

Tactics:

- **Comprehensive SEO Audit:** Improve page titles, metadata, mobile speed, and keyword optimization.
- **Target Keywords:** “Motorcycle racing Texas,” “veteran motorcycle racers,” “first responder racing,” “youth racing Texas,” “how to get a racing license.”
- **Optimize “Become a Racer” Page:** Simplify the process, add video walkthroughs, FAQs, and testimonials from racers and families.
- **Content Strategy:**
 - Blog posts on race prep, gear, and training.
 - Video series: “Day in the Life of a CMRA Racer,” “Heroes on Track,” “CMRA Youth Spotlight.”
 - SEO-focused article cadence (2–4 per month).
- **Digital Advertising:**
 - Google Search and Facebook/Instagram campaigns geotargeted in TX/OK/LA.
 - Audience focus: veterans, first responders, track-day riders, sport-bike owners, families with teens.
 - Retargeting ads for site visitors who abandon the registration or license pages.
- **Email & CRM Automation:**
 - Segment lists by racer type (youth, returning, veteran/first responder).
 - Re-engagement campaigns for lapsed racers.
 - Sponsor/partner newsletters for B2B engagement.

Metrics to Track:

- Increase in organic search traffic (target +40% in Year 1).

- Conversion rate (visitor → license or entry).
 - Retention and renewal rate for licenses.
 - Cost per acquisition (CPA) for new license via ads.
 - Engagement rate on social and email channels.
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5. Implementation Timeline (First 12 Months)

Months 1–3

- Conduct full SEO audit and fix technical issues (page speed, metadata).
- Plan “Heroes on Track” event and establish veteran/first responder partnerships.
- Launch updated “Become a Racer” webpage and content funnel.
- Define youth program structure and pilot mentorship pairings.

Months 4–6

- Begin digital ad campaigns and lead tracking.
- Roll out veteran & first responder license discount program.
- Host first youth demo day or training camp.
- Initiate email automation for renewals and re-engagement.

Months 7–12

- Launch first “Heroes on Track” weekend (special recognition races + charity drive).
- Scale content marketing and SEO blog cadence.
- Integrate mixed veteran/youth endurance teams.
- Review license and entry data; adjust strategies based on conversion results.

6. Target Growth Metrics (Year 1)

- **License Holders:** +10% (from ~370 average to ~407).
- **Sprint Entries:** +5% (from ~2,600–2,800 to ~2,900).
- **Endurance Entries:** +20% (from ~70–130 to ~85–155).
- **Veteran & First Responder Participants:** 75 new racer/volunteer signups.
- **Youth Licenses:** 30–40 new licensees through youth program.
- **Website Performance:** +40% organic traffic, +25% conversion lift.
- **Retention:** +15% in returning license renewals.

7. Risk & Considerations

- **Initial Cost Outlay:** SEO, ad campaigns, and program development require upfront investment before returns stabilize.
- **Volunteer Capacity:** New programs add operational demand; may require additional staff or dedicated volunteer coordinators.
- **Schedule Constraints:** Expanding endurance and special events must align with existing track availability.
- **Adoption Resistance:** Long-time members may resist structural or cultural changes; transparent communication will be essential.

8. Long-Term Potential (Years 2–3)

- Develop “**CMRA Academy**” as a structured entry-to-progression system, with youth scholarships and sponsorship placements.

- Expand “**Heroes on Track**” into a traveling annual series with national veteran and first responder participation.
- Build recurring corporate sponsorship deals with veteran/first responder-friendly companies (e.g., Harley-Davidson Foundation, USAA, local Fire/Police associations).
- Develop CMRA-branded merchandise and media (YouTube series, podcasts) to increase community engagement and attract new demographics.