



The objective of National Motorsport Week is to raise national and local media awareness of UK motorsport and its industry in order to attract new audiences and participants into the sport.

What is National Motorsport Week?

- Every sector of the sport and industry is encouraged to participate in a celebration of motorsport designed to grow the numbers of people interested
- Ideas include: 'come and try' days in all 22 different disciplines, ride-ins with celebrity drivers, skidpan sessions, seminars, workshops, marshal training, company open days

Why is it being held?

- Motorsport is one of Britain's most successful activities and in industry terms can be compared with Silicon Valley for computers and Hollywood for entertainment
- No other country boasts such a high concentration of motorsport companies, venues and clubs. In the UK there are 34,000 licence holders, 10,000 volunteers and officials and 5,000 events take place each year
- The aim of National Motorsport Week is to encourage as many newcomers and lapsed fans to be introduced and involved in the fascinating world of motorsport
- To aid the Motorsport Foundation, established to generate and provide funds for good causes in motorsport
- To create: NEW audiences, NEW competitors, NEW talent, NEW involvement and NEW opportunities

When is it being held?

- For the week (more precisely nine days) from Saturday 7^h to Sunday 15th August 2010

Where is it held?

- Events will take place nationally throughout the United Kingdom

Who can be involved?

- Anyone with either an interest in motorsport or who may potentially be interested
- The week depends on individual and group organisers from within the sport and industry who can volunteer their imagination, expertise, time and/or facilities to stage events and activities

How can you help?

- By contributing your imagination, ideas, enthusiasm, resources and dedication to encourage people to become involved in the sport you love
- The size and scale of the event does not matter, it can be for 3 new participants or for 50,000!
- All events should be registered with the National Motorsport Week co-ordinator and included on the National Motorsport Week website
- The website will serve as an information portal and event locator for people interested in attending an event within convenient travelling distance

How can it be measured?

- Through information centrally gathered, ie:
 - Number of events
 - Number of participants



How you can help - what to consider?

General

- Size does not matter - events can be for 3 new participants or for 50,000!
- Events should be, where possible, free of charge or in-kind

Timing

- 7th to 15th August 2010 – the Sporting Calendar attached illustrates motorsport events already organized in the UK during the period

Audience

- General public and families
- Lapsed motorsport enthusiasts and participants
- Entry level

Events

Events can be for new participants to actively engage in or be spectators and should encourage physical participation and/ or interaction. For example:

- 'Take a Mate' to a motorsport event
- Use local schools to invite students and their families
- 'Come and try' days in all 22 different motorsport disciplines
- Ride-ins with celebrity drivers
- Ride-ins with instructor drivers
- 'Touch the Tarmac' at race circuits
- Skidpan sessions
- Seminars
- Workshops
- Marshals training
- Factory Tours
- Pub nights, quizzes, forums, debates

How to Help

- Put forward ideas for events
- Organise an event for National Motorsport Week
- Co-ordinate a series of events
- Provide a facility for events to take place
- Provide personnel to assist with National Motorsport Week
- Get others involved
- Endorse National Motorsport Week
- Vigorously promote via National Motorsport Week press and media
- Contribute funds
- Contribute expertise

For further information

- The website **www.nationalmotorsportweek.co.uk** will be established to act as the central portal of information which will provide links to:
 - Sport MSA www.msauk.org
 - Industry MIA www.the-mia.com