National Motorsport Week

8 JULY - 16 JULY 2017

TOOLKIT

What is National Motorsport Week?

This initiative has been put together by the Motorsport Industry Association (MIA) and Motor Sports Association (MSA) as a promotional platform to drive awareness of motor sport, encourage more people to get involved and reaffirm the UK's dominant position in international motor sport.

Running from 8th to 16th July, the 2017 the week will finish with the highest profile event on the UK motor sport calendar: The Formula One British Grand Prix at Silverstone. The promotional period is designed to provide everyone involved in the sport with the ideal springboard to organise their own activities. These could be a motor club setting up a novice autosolo to attract new members to a team opening its doors to the local community.

We want everybody in the sport and industry to help, to raise awareness, to help to make a noise. Please. Not just for our benefit, but hopefully for yours too.

To help spread the word, the MIA and the MSA are coordinating a nationwide series of events and activities to spread awareness of the importance and strength of our domestic sport and its related industry:

- The sporting prowess of British motor sport competitors

- The large number of competitors, officials and volunteers in the UK

- The importance of motor sport to UK plc & the skills and technology the industry embodies

In the past, activities have included Open Days at companies such as Arden Motorsport, Williams Martini Racing, M-Sport and Goodyear/Dunlop, competitions for the public to win exclusive factory tours at teams while a pro-active PR campaign has generated significant coverage on television, radio, print and on-line.

However in order to make National Motorsport Week a genuine and far-reaching success, we need every part of the sport, from motor clubs to specialist engineering firms, from circuits and kart schools to motor museums to contribute to a nationwide series of events and activity. Not only is this an opportunity not to be missed but it's also one to maximize to everyone's overall benefit. We want more people to take note of our sport, and in turn, to get involved.

The rest of this document will help you understand how you can get involved and how we can help you to maximize this great opportunity.

Who should get involved?

National Motorsport Week is for all clubs and associations, teams, venues and businesses with an involvement in motor sport; it is **for everyone, by everyone** and the greater degree of involvement and association that we achieve, the greater the value that can be shared by everyone concerned.

We would like to think that local and national motor clubs, event organisers, championship promoters, museums and car collections, race tracks, teams and preparation companies, kart tracks, race or rally schools, track day organisers, as well as commercial sponsors & specialist motorsport engineering companies, can all be involved.

The purpose of engagement is not simply to make a passing impression, but to drive home some serious messages about our sport into the national consciousness, to stimulate consumer and competitor activity, boost motor club membership, influence policy making at the local, regional and national level and to assist with funding.

If you're not sure what benefit getting involved might do for your club, organisation or company, check if your organisation, club or business has had to answer yes to any of the following questions.

- Have you ever **struggled** with generating positive levels of engagement for your events?

- Do you feel that **other sport & activities** achieve higher levels of participation and find it easier to recruit new participants?

- Would motor sport benefit from **national media** coverage that is not focused on Formula One?

- Could your club or organisation benefit from **greater attention and understanding from local authorities** and sporting bodies?

- Does your club need to increase its membership levels?

- Would your company benefit from some effective local PR?

The motor sport sector is dependent on the creation and maintenance of a positive, high-profile reputation. National Motorsport Week is not a solution for all these problems, but what is certain is that if we keep quiet about the achievements of the motor sport in the UK, we are missing a great opportunity to promote and build upon our success.

Background

National Motorsport Week is being promoted by the Motor Sports Association (MSA) and the Motorsport Industry Association (MIA).

The MSA is the UK's motorsport governing body, representing the 'competitor' and all aspects of administration, sanctioning, safety and competitor development for motor sport in the UK. Ultimately, the MSA must attract people to motor sport and compete with football, tennis or the opera for their 'lifestyle' attention. As much as recruit, the MSA has a responsibility to nurture interest in motor sport and retain as many participants as possible. One key element in achieving a higher level of engagement with motor clubs, and in turn, a greater uptake of licences and participation in the sport is the extent to which the MSA and its member clubs can convince the public that motor sport need not be expensive or inaccessible.

Grassroots involvement in motor sport is also inspired by the success of our elite competitors on the international stage. By enabling the next generation of McRae, Burns, Button, Franchitti, Huff and Hamilton to come to the fore, the MSA assists the UK in perpetuating its international prominence in motor sport, while also ensuring the maintenance of the highest possible standards of regulation and administration.

The MIA represents the other half of the equation that is *the industry*; the UK is pre-eminent in the specialist prototype engineering, logistics and commercial aspects of motor sport. The MIA represents these interests to ensure the most conducive environment for teams, sub-contractors and the wide diversity of technical and commercial businesses to trade and prosper.

The re-invigoration of the National Motorsport Week in 2011 was unique as it represented the first time that both the MSA – & the competitors – and the MIA – & the industry – unified their endeavors to ensure that significant awareness and benefit for both aspects of the sport is achieved through this initiative. Both parties built on that success in 2012, 2013, 2014, 2015, 2016 and are targeting even further traction in 2017.

Need to know more? Please see:-

Motor Sports Association
www.msauk.org/

Motorsport Industry Association
www.the-mia.com/

National Motorsport Week
8 JULY - 16 JULY 2017

Let's arm you with some facts

Here are some WOW facts about our industry, which make pretty impressive reading. These will form the basis of our campaign messages and they may help you in your own communications.

Our Competitors

- The 750 or so motor clubs registered with the MSA have an estimated national membership of a staggering 200,000.
- There are more than 28,000 MSA Competition Licence holders in the UK.
- The UK hosts almost 5,000 MSA sanctioned motor sport events every year including: autocross, autotest, circuit racing, cross-country, drag racing, hillclimbing, karting, rallycross, rallying, sprinting, time attack and trials.
- Britain has produced more F1 World Champions than any other nation with ten title winners; Brazil and Finland are up next with 3 each.
- Colin McRae (1995) and Richard Burns (2001) both won the World Rally Championship for the Subaru World Rally Team, based at Prodrive in Banbury.
- More British drivers (35) have won the 24 Hours of Le Mans than those representing any other nation, including France (27).
- Guernseyman Andy Priaulx MBE is the only driver to have won three World Touring Car Championship titles.
- British drivers have won at the Indianapolis 500s: Dario Franchitti in 2010 and 2012 and the late Dan Wheldon in 2011.
- The UK host rounds of all three premier FIA World Championships: FIA Formula 1 World Championship, FIA World Rally Championship and the FIA World Endurance Championship.

Our Industry

- British-based constructors have won no fewer than 40 F1 Constructors' Championship well ahead of Italian (19) and French (3) based companies
- 8 of the 10 current F1 teams are based in the UK. Yes
- F1 related businesses in the UK transact over £2 billion of sales and employ over 5000 people

- The majority of the cars competing at the highest level in the FIA World Rally Championship are designed and built in the UK.

- Over 4,500 UK companies are involved in the high-technology business world of motorsport, and performance engineering, with £9 billion of combined annual turnover, of which over £3billion is exported.

- These innovative businesses invest more than 25% per cent of their annual ales into R&D - the UK pharmaceutical industry invests 15%

- Motorsport in the UK supports nearly 41,000 full and part-time jobs, of which some 25,000 are qualified engineers.

Getting Involved

In order to build the momentum generated for National Motorsport Week, we would hope that as many motor sport organisations as possible across the country will participate in a week of activity in 2017.

If you have nothing scheduled for this week, please consider whether it may provide an opportunity to add something to your calendar, especially some form of activity that promotes motorsport to the general public and most especially to audiences to whom motor sport may be unfamiliar and considered.

The kudos of National Motorsport Week also provides an excellent opportunity to engage with specialist and local media thus spreading the 'what motor sport has to offer' message to the wider public.

Those participating in previous years include: Aintree Circuit Club; Truro and District Motor Club; Aberystwyth and District Motor Club; North Wales Car Club; CSMA North West Motor Sports Group; Clitheroe and District Motor Club; Camel Vale Car Club; Whickham and District Motor Club; Red Rose Land Rover Club and more. Sahara Force India F1 Team gave prize factory tours for 50 lucky attendees at Go Motorsport Live! And Mercedes F1 Team donated some prize tours over the week too.

Some Ideas to Get You Started!

- **Venues and event promoters**

Again, venues will have a standing plan of events and ticket promotions planned for 2017; if any of your existing calendar activities happen to fall within the National Motorsport Week period, please use the campaign to assist with your marketing activities.

For venues running ticket promotions, the MIA has introduced the *"Take a Mate to Motorsport"* campaign. If you wish to use this promotion for your own purposes, please do so in order that we may generate some national activity at venues across the country running discount promotions. Likewise National Motorsport Week provides the perfect platform for venues to promote their

own driving experience programmes and track days to a wider audience with special promotions and offers.

If your calendar for National Motorsport Week is not full, it may be an opportune banner under which to run some non-motor sport events to bring other audiences into the venue, such as charity runs or cycling events managed in association with neighboring cycling or athletics clubs. All such activities should be used to generate great regional media news coverage, too.

Every organisation will be best placed to assess the potential opportunities presented by a well run National Motorsport Week campaign; it might be selling additional tickets, increasing public awareness or simply improving your relationship with the local community. This is opportunity not to be missed.

Getting Involved – Guiding Criteria

Ultimately, you will have your own ideas and campaign concepts that will drive interest and awareness of motorsport in a way that is relevant to your organisation, and most likely, your ides will be better focused on your local requirements.

In order to promote your initiatives under the National Motorsport Week, we'd like you to bear in mind the following guiding criteria:-

- The event should engage the public at large, and reach those beyond the natural interest group for motor sport

- Your event or campaign should, as far as reasonably possible, be accessible, and as such, should represent good value and not simply a revenue opportunity

- It would be great if the event had some news value so we can add to the PR around the week

All participants whose campaigns and activities meet the criteria outlined are free to use the National Motorsport Week logos available at the re-designed www.nationalmotorsportweek.co.uk website in association with all promotional literature, on websites and anywhere else with your local media outlets.

Go Digital

The MIA launched a National Motorsport Week website in 2012 that now sits at the centre of the campaign. The digital aspect to our campaign is essential.

The website is a hub for reporting and promoting national and regional campaigning across the UK during National Motorsport Week. You can help to provide some momentum for the website by:

1. Dropping the logo onto your website homepage for the duration of the campaign, hyperlinked to www.nationalmotorsportweek.co.uk.

2. Issuing a press release to your media outlining your contribution to the campaign. Please refer to the National Motorsport Week website in your statements and remember, add some of the WOW facts. Use the sample release in the appendix if this helps

3. Tweeting about all of your activities with hashtag #NMW & #GetInvolved and please follow us @NMW_2017

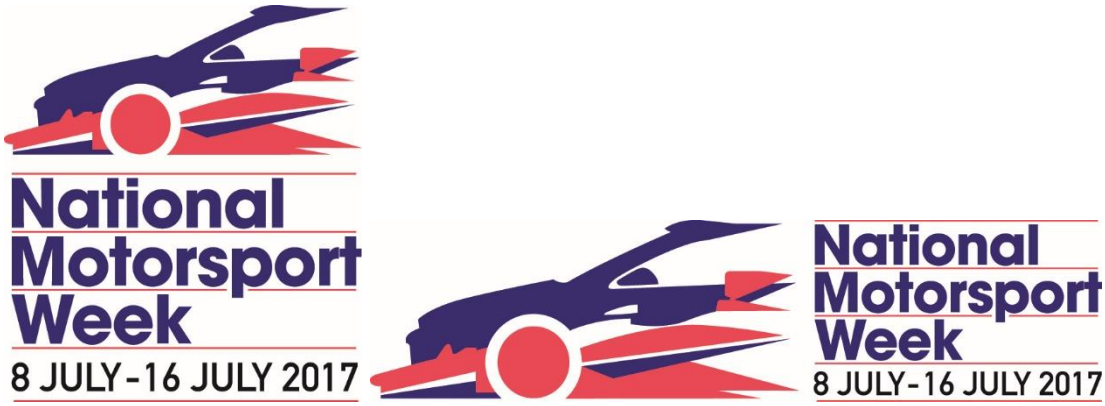
Final Check List

- Start planning your event for July now – lead time is crucial
- Be sure to use the official National Motorsport Week 2017 logo and refer to the NMW website where-ever possible
- Start networking with allied members of the industry and sport in your area and see if you can joint venture activities
- Bring in the local media in good time to promote your event **in advance**. Remember, there is little point in having media coverage after your event, it should be used to drive awareness and attendance prior to the event.
- Put your event into the national context and be sure to remind everyone that UK motor sport is an unparalleled success story

Assets & Support

Identity elements

.jpg and .ai logo files are included for all use in suitable materials.



Sample Press Release

*Remember to include – **why, what, where** and **when**. Be sure to add contact details for media to follow up with you*

ABC & District Motor Club Announce Taster Event [heading]
Free! Come and try [insert discipline] during National Motorsport Week [Sub heading]

xx July 2016, [add your location, eg Milton Keynes]. As part of National Motorsport Week, ABC & District Motor Club will be hosting a [XXXXXX] taster experience for those with no previous experience of motorsport.

If you've been bitten by the Lewis Hamilton bug, or enjoy watching motorsport on television, the ABCDMC Taster experience is intended to bring that interest alive and get you off the sofa and strapped in behind the wheel.

Over the weekend of [xx June], the club is running two different types of event, an experience of circuit racing in a Fiesta Junior Championship race car and a night navigation rally. Neither require any previous experience, the members of the [ABCDMC] will be on hand to demonstrate the techniques required and let you have a go yourself.

And don't worry about the cost as getting started in motorsport is much more affordable than you might think. Our taster weekend will set you back no more than £15 and there's no need to invest in any special equipment, it will all be provided for you.

All you need to do is select an event. Our race experience will be held at [XXXXX] on [Saturday June xx], commencing at Xam and running all day, with each taster experience taking up to an hour.

For budding rally drivers, experience the excitement of a night orienteering exercise that starts at [XX00hrs] on Saturday from the [XXXXXX] and concludes just before midnight.

To take part in either experience for £15, email tasterday@abcdmc.co.uk with your name, age, address and preferred event. We'll send you an instruction pack with more detail on how to get involved.

The ABCDMC taster experience is part of National Motorsport Week, organised by the Motorsport Association and the Motorsport Industry Association to promote the UK's dominance & prominence in global motorsport. During National Motorsport Week, eight of the UK's Formula One teams and two World Rally Teams will be hosting events for the public; the national media, including the BBC and publishers such as Haymarket will be covering a nationwide week of intensive activity to build awareness of, and participation in, UK motorsport.

Motor sport contributes £9billion to the UK economy each year and employs over 41,000 skilled people. As an industry and a sport, it is one of the country's proudest and enduring success stories, with Britain boasting two of

the last three Formula One World Champions and providing a home to eight Formula One teams, two World Rally Teams and the reigning World Touring Car Championship team, to name but a few. And it's not just about the elites either, the UK has 28,000 competition license holders and hosts over 5,000 sanctioned motorsport events each year from autotests to hillclimbs, rallycross and car trials. Motor sport genuine UK success story and something for this country to be proud of.

For more information, please contact:-

XXXXXXXXX, Club Secretary, ABC & District Motor Club, gd@abcdmc.co.uk or see

www.abcdmc.co.uk and
www.nationalmotorsportweek.co.uk

ENDS.

Previous National Motorsport Week – Car Club Events

Aintree Circuit Club
Motorsport promotional stand and car display on market day at Ormskirk.

Southern Car Club
Table top rally to test your navigational skills.

Wigton and District Motor Club
Giving 3 free entries to novice crews in either the Classic or Targa event, first come first serve basis.

Under 17 Car Club North West
Inviting a range of local clubs to cover road & stage rally, speed & other locally run disciplines as well as a rescue unit as a static display at a scheduled motor sport event.

Clitheroe and District Motor Club
PCA taster at the college open day, will work with other clubs to get them involved & push the U17CC free entry to one of their events.

Aberystwyth & DMC
Drive out -tour for old and new competition cars. All money raised will be donated to the Gareth Roberts Foundation.

South Wales Car Clubs Syndicate
Car display in the centre of Carmarthen. Put on by a number of clubs in South Wales.

Shenington Kart Racing Club
Open day for the public to speak to the club. 24 hour Pedal race also going on at the time.