



National Motorsport Week

29 JUNE - 7 JULY 2013

NATIONAL MOTORSPORT WEEK

CONTRIBUTORS' TOOLKIT

MOTOR CLUBS

Getting Involved

In order to build on the momentum generated for the newly invigorated 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 2013.

To achieve this the dates of National Motorsport Week 2013 were confirmed well before the end of 2012 giving everyone plenty of time to set up something special. However if a standing event falls into National Motorsport Week, then it can be brought under the national umbrella to generate extra awareness.

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 2011 and 2012 included: Aintree Motor Racing Circuit; AT&T Williams; Brands Hatch Circuit; Cadwell Park Circuit; Club MSV; Cranfield University; Croft Circuit; Daytona Milton Keynes and Sandown, Dunlop Tyres UK, Force India F1 Team, Goodwood Motorsport, Knockhill Racing Circuit, Lotus Renault GP, Marussia Virgin Racing, Mercedes GP Petronas; Mercedes World; MG Car Club; M-Sport; Oulton Park Circuit; Prodrive; Red Bull Racing; Rockingham Motor Speedway; Silverstone Circuits Ltd; Shelsley Walsh; Team ES Racing; Team Lotus and Vodafone McLaren Mercedes. On top of this more than 30 MSA registered motor clubs also staged special activities during last year's National Motorsport Week.

All organisations have the relevant experience and knowledge to create events that will engage their audiences. However, as it can be difficult to open up new audiences, we have suggested below some outline thoughts to show how it might be possible to extend your reach into new territories, and how you might exploit National Motorsport Week 2013 to increase participation at your club, or drive your business.

- **Motor Clubs**

For motor clubs to help with the desire to attract more participants into the sport, the critical yardstick is to overcome the natural assumption that motor sport is expensive and difficult to access; our sport suffers tremendously from the 'legacy' effect, that is that those who get involved tend to have fathers, uncles or family friends who introduce new competitors to the sport. In order to increase participation beyond those who may have connections to motorsport, an essential tool is taster days; with this in mind, motor clubs could make a significant contribution to the national ambition to get more people involved, as well as hopefully swell your own membership ranks.

Last year more than 30 motor clubs took advantage of National Motorsport Week either to organise special events or to include existing activities into the programme. A synopsis of these activities is provided in the appendix.

An accessible demonstration and participation event to invite prospective new members to sample motor sport in an unthreatening and friendly environment can draw in new membership. And every new member has friends, family and colleagues, some of whom may follow suit.

As part of offering simple access to sample different forms of motor sport activity, it is a key message to send that participation at a basic level can be affordable as well as huge fun.

Promotion of tester days must reach beyond the natural reach of club members and their friends and family, perhaps by taking two or three competition cars to a shopping centre or other location of high footfall and leaflet the public (remember however that most locations will require some form of town council or private landlord sanction and this can take a while so start making enquiries now). Cars are a natural way to draw attention and start to open discussions with the public and encourage them to attend your taster day.

The final phase of any campaign is to use the media to ensure the public are aware of what you are doing. Ideally, you should do this in two stages, firstly at your shopping centre promotion to pre-sell the event, and then on the taster day itself. The best way to do this is to contact a local radio station or newspaper and ask them to cover your shopping centre promotion in exchange for a journalist attending the taster day and experiencing the various activities that are presented. In this way, you can achieve two valuable elements of media coverage for your campaign.

In order to help your campaign along, we have drafted a sample press release that is contained in the appendix to this document and will assist with your engagement of the local media and will help to promote National Motorsport Week in your locality.

Taster days are, of course, just one example of how a motor club can maximize National Motorsport Week to attract new members. There are lots of other opportunities from the organization of a motorsport quiz down at the

local pub to the offer of a special 'two for one' ticket deal to promote a forthcoming event.

The MIA and MSA greatly value the key role motor clubs can play in developing interest in motorsport and as a consequence, are supporting the clubs with a £500 cash prize to be awarded to the motor club that runs the best campaign during National Motorsport Week.

Getting Involved – Guiding Criteria

Ultimately, you will have your own ideas and campaign concepts that will drive interest and awareness of motor sport in a way that is relevant to your organisation, and most likely, your ideas 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 new 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, hypertexted 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 and please follow us @nationalmotorsportweek

Final Check List

- Start planning your event for June/July now – lead time is crucial
- Be sure to use the official National Motorsport Week 2013 logo and refer to the NMW website where-ever possible
- Make sure your event meets the NMW guiding criteria
- 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 June 2013, [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 £6billion to the UK economy each year and employs over 40,000 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 32,000 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:-

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

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

National Motorsport Week 2011 – Car Club Events

Airdale & Pennine Motor Car Club

Photo & video evening – Tuesday 28 June

Insights from members competing in many disciplines of motor sport including: rallying (with a chance to read pace notes as well as watch the action), car trials, sprints, autosolos and autotests... plus a bit of club nostalgia. Pie and Peas.

Allwoodley Motor Club

Navigation Scatter – Thursday 30 June

A simple road based navigation event designed to introduce novices to the basics of navigation.

Coalville Car Club

Open Evening – Wednesday 29 June

A chance to meet members of Coalville Car Club, inspect competition cars and to find out how newcomers can get involved in local or national motor sport. There was a display of some of members cars with competitors, marshals and event organisers on hand to talk and answer questions.

Dukeries Motor Club

Rainworth Skoda Dukeries Rally Review Evening – Tuesday 28 June

The evening included the screening the recent 52nd running of the Rainworth Skoda Dukeries Rally followed by an informal question and answer session about the event. Visitors were able to question drivers and co drivers about their experiences on the event and also learn more about Dukeries Motor Club and the other activities that its members get involved with. There were also a few members' rally cars on display outside the rugby club and a small free buffet was provided.

Eastwood & District Motor Club

Novice Grass Autotest – Wednesday 29 June

A novice friendly grass autotest event suitable for road cars. No previous experience necessary. Timed slalom on a grass surface against the clock.

Farnborough District Motor Club

Summer AutoSolo – Sunday 10 July

A tarmac slalom event suitable for novices in a road car was set up.

Herefordshire Motor Club

Club Display – Saturday 2 and Sunday 3 July

A display of members' competition cars together with active members to provide information on how to get started in motor sport.

Knutsford & District Motor Club

Novice Grass Autotest – Saturday 2 July

A special novice friendly grass autotest event suitable for road cars was organised. No previous experience necessary. Timed slalom on a smooth grass surface against the clock.

Knutsford & District Motor Club

Gymkhana – Sunday 3 July

Light-hearted games and competitions using road cars and a smooth field.

Lindholme MSC

White Rose Classic Run – Sunday 3 July

A gentle touring event for classic cars was organised.

Liverpool Motor Club

Two for one admission at The Jack Neal Memorial Sprint - 25 June

A special two-for-one offer for spectators at one of the country's oldest motor sport venues. The action included a wide range of cars from 400bhp single-seaters to historic sports cars.

Oxford Motor Club

Grass Autotest – Thursday 30 June.

A novice friendly event suitable for road cars. No previous was experience necessary. Timed slalom on a smooth grass surface against the clock.

Peterborough MC

Novice Grass Autotest – 1 July

A novice friendly grass autotest event suitable for road cars was set up. No previous experience was necessary. Timed slalom on a smooth grass surface against the clock.

Rugby MC

Evening Grass Autotest – Wednesday 29 June

A special novice friendly grass autotest event suitable for road cars was organised. No previous experience necessary. Timed slalom on a smooth grass surface against the clock.

South Wales AC

Club Display - 2 July

Porth Carnival, Porth, Rhondda Valley, South Wales A display of cars included both classic and competition cars plus a chance to meet members and discover how to get involved.

Sporting Car Club of Norfolk

Evening Novice Autotest – 23 June

An evening autotest suitable for novices in road cars with slalom round cones on a disused airfield.

Warwickshire Drivers Motor Club

All day AutoSolo – Sunday 3 July

A slalom event for road cars was run using a large smooth tarmac area at the Truck Stop. The event was suitable for novices.

Lancashire & Cheshire Car Club

Club Display – Saturday 9 and Sunday 10 July

A special display of members' competition cars was put together along with active members on hand to provide information on how to get started in motor sport.

ENDS.