



National Motorsport Week

25 JUNE – 3 JULY 2011

NATIONAL MOTORSPORT WEEK

CONTRIBUTORS' TOOLKIT

Summary

National Motorsport Week is a re-invigorated initiative led by the MSA & the MIA which is intended to drive awareness of motorsport, encourage more people to get involved and reaffirm the UK's dominant position in international motorsport.

Running from 25 June – 3 July 2011, the 2011 week is the start of a long-term commitment to revitalise this important concept. National Motorsport Week will culminate in the Goodwood Festival of Speed, one week before the British Grand Prix at Silverstone.

The MSA and the MIA are co-ordinating 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 motorsport competitors
- The large number of competitors, officials and volunteers in the UK
- The importance of motorsport to UK plc & the skills and technology the industry embodies

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.

The MSA & MIA will be organising a number of prominent national events, with organisations such as the UK's Formula One & WRC teams hosting public events as well as running a high-profile PR campaign featuring many of the sport's star names.

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 latticework of events and activity. Not only is this an opportunity not to be missed but it's also one to maximise 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 it can help you.

National Motorsport Week is...

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- A newly refreshed initiative
 - To raise awareness of, and participation in motorsport
 - To stimulate increased membership of motor clubs
 - To highlight and promote the motorsport industry in the UK
 - To develop careers in engineering & other motorsport-allied skills, trades & professions
 - To consolidate the UK's position as the home of technical capability and sporting participation & achievement

Who should get involved?

National Motorsport Week is for all clubs and associations, teams, venues and businesses with an involvement in motorsport; 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 motorclubs, event organisers, championship promoters, museums & car collections, race tracks, teams or 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 to if your organisation, club or business has had to answer yes to one 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 motorsport 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 you benefit from some effective local PR?

The motorsport 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 motorsport 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 motorsport in the UK. Ultimately, the MSA must attract people to motorsport 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 motorsport 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 motorsport need not be expensive or inaccessible.

Grassroots involvement in motorsport is also inspired by the success of our elite competitors on the international stage. By enabling the next generation of McRae, Burns, Button or Hamilton to come to the fore, the MSA assists the UK in perpetuating its international prominence in motorsport, 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 motorsport. 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.

Need to know more? Please see:-

Motor Sport Association

www.msauk.org/

Motorsport Industry Association

www.the-mia.com/

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 32,000 MSA Competition Licence holders in the UK.
- The UK hosts almost 5,000 MSA sanctioned motorsport 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 next up with three each.
- Two of the last three F1 World Champions are British – Lewis Hamilton and Jenson Button.
- 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 (31) have won the 24 Hours of Le Mans than those representing any other nation, including France (26).
- Guernseyman Andy Priaulx MBE is the only driver to have won three World Touring Car Championship titles.
- The reigning IndyCar and Indianapolis 500 champion is Dario Franchitti from Scotland.
- UK karters currently hold six of the 19 International karting titles awarded by the CIK-FIA.
- The UK is one of only two countries to host rounds of all four major FIA World Championships: FIA Formula 1 World Championship, FIA World Rally Championship, FIA GT1 World Championship and FIA World Touring Car Championship.

Let's arm you with some facts (continued)

Our Industry

- British-based constructors have won no fewer than 34 F1 Constructors' Championship well ahead of Italian (16) and French (3) based teams.
- Eight of the 12 current F1 teams are based in the UK.
- Two of the three premier World Rally Championship teams are based in the UK.
- The FIA World Touring Car Championship winning team is based in the UK.
- More than 4,000 UK companies are involved in the technology driven world of UK Motorsport and Performance Engineering Industry with an annual turn-over of £6 billion – of which £3.6 billion is exported.
- These innovative businesses invest more than 30 per cent of their sales into R&D when the UK pharmaceutical industry invests 15 per cent.
- Motorsport supports nearly 40,000 full and part-time jobs of which 25,000 are qualified engineers.

Getting Involved

In order to create some real momentum for the newly re-invigorated National Motorsport Week, we would hope that as many motorsport organisations as possible across the country will participate in a week of activity.

We realise that there is not a great deal of time remaining and that most clubs and organisations will already have confirmed their programme of events and activities for 2011. However, if a standing event falls into National Motorsport Week, then it will benefit the campaign and your event if it can be brought under the national umbrella.

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 motorsport may be unfamiliar and unconsidered.

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

For those who cannot pull something together in the available time we would ask that you consider adding something to your programme for next year. The dates for the 2012 campaign will be announced shortly.

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 to increase participation at your club, or drive your business.

- Motor Clubs

For motor clubs to help with the ambition to draw more participants into the sport, the critical yardstick is to overcome the natural assumption that motorsport 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.

An accessible demonstration and participation event to invite prospective new members to sample motorsport 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 motorsport activity, it is a key message to send that participation at a basic level can be affordable as well as huge fun.

Promotion of taster days must reach beyond the natural franchise of club members and their friends and family, perhaps by taking 2 or 3 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 maximise National Motorsport Week to attract new members. There are lots of other opportunities from the organisation 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 dividend to be awarded to the motor club that runs the best campaign during National Motorsport Week. For more information about this opportunity, [click here](#)

- Businesses and Technical Suppliers

For the myriad of specialist engineering businesses and companies who constitute the technical supplier base to motorsport, National Motorsport Week is equally for you. Open days for public visits to your facilities help to articulate the depth of skill and expertise in the UK industry. If direct consumer engagement is not appropriate, consider the week as an ideal focus to run workshops and selected facility openings for technical colleges, universities and motor clubs in your area.

- Venues and event promoters

Again, venues will have a standing plan of events and ticket promotions planned for 2011; 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-motorsport events to bring other audiences into the venue, such as charity runs or cycling events managed in association with neighbouring 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.

- Museums and attractions

The halo effect of national press coverage of the motorsport industry and British competition success should provide a fertile environment to attract new visitors, so please focus advertising and promotional activity around this period.

National Motorsport Week may well provide a reason to consider some joint venture activity with your local venues and motor clubs, perhaps scheduling a weekend of motorsport activity and entertainment with some form of incentive for the public to buy into a package offer – a taster experience with a motor club, discounted museum entry with special supplementary competition car exhibits from a local car club and venue activity rolled into a weekend of integrated activity.

- Schools and kart centres

National Motorsport Week is not solely for the not-for-profit sector and commercial organisations offering arrive and drive, track days and schooling & instruction are encouraged to also positively leverage National Motorsport Week and assist us with a positive emphasis at activities that extend your traditional audience. With young males providing the core audience for schooling and karting, initiatives that can bring in different age demographics, female participants etc will service both your commercial needs and the interests of the national campaign.

In order to generate repeat engagement with motorsport, commercial schools and kart centres are encouraged to connect with their local motor clubs for a week of co-promotion, so school and kart centre clients consider the benefits of a more active involvement in motorsport and the opportunities afforded by becoming a licenced competitor.

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 ideas will be better focused on your local requirements.

In order to promote your initiatives under the National Motorsport Week, please bear in mind the following guiding criteria:

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

- 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 www.nationalmotorsportweek.co.uk in association with all promotional literature, on websites and anywhere else with your local media outlets.

Go Digital

As this is the first roll-out of National Motorsport Week in its new guise, it is crucial we make some noise. The digital aspect to our campaign is thus essential.

The website will be 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



Assets & Support

Identity elements

.jpg and .ai logo files are included in this package



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 Announces Taster Event [heading]

Free! Come and try [insert discipline] during National Motorsport Week [Sub heading]

xx June 2011, [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, as 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 [XXXXXX] 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 Motorsports 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.

Motorsport 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 licence holders and hosts almost 5,000 sanctioned motorsport events each year from autotests to hillclimbs, rallycross and car trials. Motorsport is a genuine UK success story and something to be proud of.

For more information, please contact:-

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

<http://www.abcdmc.co.uk> and
www.nationalmotorsportweek.co.uk