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The motorsport industry is fortunate to now have its own Motorsport Foundation®, which was founded by the MIA to generate and provide funds that supports good causes within the industry and the sport”.

Some essential facts about the MIA’s Motorsport Foundation®

How the Motorsport Foundation® benefits the sport and industry?

Increased participation in Motorsport is simply good news for all involved in the sport and industry. NEW competitors, audiences and talent create a greater demand for motorsport services and equipment and boost business in the UK. The Foundation supports activities that deliver these outcomes.

Where and how the Motorsport Foundation® generate funds?

- Long-term sustained, committed commercial funds from the industry - not just ad hoc
- Wealthy individuals and captains of Motorsport and wider industry
- Government, Governing bodies, clubs, charities, covenants and other funding Institutions
- Organising annual appeals and special events - auctions, dinners, competitions, direct sponsorship deals, celebrity and corporate sporting events

Over the next year, the Foundation will maintain steady progress in securing substantial pledges of funds and sponsorships. For example, a new Race Challenge, with a major manufacturer, which pitches the driving skills of those at Westminster against those of the European Parliament.

What projects will the Foundation spend their funds on?

The Foundation will focus fund distribution, at the outset, on two immediately valuable areas. Marketing programmes to increase awareness of motorsport and establishing a ‘National Motorsport Week’ in 2006 which, in partnership with the Motorsport community, will attract new competitors, audiences and talent into the sport.

We also plan to launch a ‘Kick Start’ young talent scheme. The scheme will nurture emerging talent and assist in providing funding, structure and support mechanisms to facilitate the development of drivers from lower levels of competition to national and even international competition.

What structure will operate the Motorsport Foundation®?

A company limited by guarantee, part of the MIA at the outset, and (in due course) having a charitable subsidiary. As defined by the Charity Commission – there will be charitable and ‘non-charitable’ activities of the Foundation hence the need for a subsidiary.

How can you help?

By offering your support and endorsement to the Foundation but also volunteering your time to organise fundraising events and, of course, contributing funds directly to the Motorsport Foundation.

Where is the Motorsport Foundation® located?

At the offices of the MIA, Federation House, Stoneleigh Park, Warwickshire, UK

For more Information, please contact Clare Stone, Motorsport Foundation Manager, on +44 (0) 2476 692600 or email clare.stone@the-mia.com