



Championship Event

Protocol

Introduction:

This document is to outline the minimum requirements of a Club, wishing to run a National Championship.

If a Club cannot meet the requirements set out in these pages, they will not be awarded a Championship.

This also applies to the likes of the Grand Prix and Tourist Trophies for both Motocross and Road Racing.

MNZ will post an **“Expression of Interest”** notice on MNZ’s website for all Championships.

Clubs interested will reply and then they will be sent this ‘Protocol’.

At This Point we must remember the old adage.

“HE WHO FAILS TO PLAN – PLANS TO FAIL”

They will then be required to submit the following:

A Budget for the Event.

An Event Outline.

Promotional Plan.

Media Plan.

Event Plan.

1) The Budget:

The budget should show all proposed expenses, including the likes of advertising and promotion.

If we don't prepare a budget, then there is no way of knowing whether the Event was a success.

For the "Sponsorship & Funding Standing Committee" to become involved in assisting a Club with their fundraising, they need to know the following:

HOW MUCH

FOR WHAT

WHEN IS IT REQUIRED

2) Event Outline:

The Club should prepare an "Event Outline" to establish exactly what is happening when. This plan will show the Commission that the Club has thought through all the requirements to running a successful Championship Event.

This Outline must align to the 'Overall Series' layout set by the Commission.

Should include things such as:

- Championship classes to be run
- Support Classes
- Pre-Event timetable (including things like 'Meet the Riders Night')
- Event Timetable
- Post-Event timetable (including 'Prizegiving').

Promotional Plan:

The "Promotional Plan" should be set out as a time line on a spreadsheet. This will allow you to see at a glance **What** needs to be done **When**.

The object of any promotion plan is to turn your venue into a "Destination" (i.e. the place people in your town wish to be on that weekend).

It is imperative that all Clubs running Championships have their own "Promotional Plan" and don't just rely on what the Commission or MNZ is doing.

The Club will need to appoint a 'Media Officer' to liaise with the MNZ Media Manager and the local press to get maximum coverage for your event (see attachment 'A' MNZ's Media hand out "Read All About It").

The Club will also need to liaise with the Commission regarding the placement of advertising, to ensure that the maximum penetration is obtained.

Roadside hoardings have proved to be one of the most effective advertising. Examples being: the 2010 Road Race Grand Prix at Ruapuna and the Junior Motocross Championships in Blenheim.

Posters are produced for most MNZ Championships, but the organising Clubs must take possession of their distribution, it is not sufficient to leave them on a table at Club Night.

Someone needs to be appointed to supervise their placement.

Each club must arrange directional signage to bring the public from **TOWN** to the **DESTINATION**.

Your Plan should also include events such as "Meet the Riders" nights and promotional evenings at local dealers

Media Plan:

- 1) List objectives – i.e. we want some / more / better publicity
- 2) Find out and list all local newspapers, radio stations/ TV stations.
- 3) To this list add names of the Editors/Sports Editors/ person in charge of sport (people to ring).
- 4) Find out all relevant address details, particularly, phone, fax and email.
- 5) Find out copy (News) deadlines – i.e. Sunday evening for Monday morning/ Monday morning for Monday afternoon/ Tuesday before for Thursday/Friday preview etc etc.
- 6) Your 'Media Officer' will coordinate all material and take responsibility for preparing 'press release' and liaising with media people and MNZ Media Manager.

Event Plan:

“He Who Fails to Plan, Plans to Fail”

Everything about the event should be in the “Event Plan” and again a time flow chart should be drawn up.

When, Where and by Whom.

It is imperative that **SOMEONE** takes the **RESPONSIBILITY** for **EVERY** Task.

- List of Officials (Steward, Clerk of Course, Organiser etc)
- List of Operational People (Chief Marshal, Head Lap scorer etc)
- Confirm the Commentator
- Confirm electronic lap timing, live internet links etc
- List of Personnel allocated to dress the venue
- List of personnel assigned to handle Hospitality.
- List of equipment required (Flags, signs, brooms etc)
- Catering for Officials (where, when and how for lunches etc)
- Catering for Sponsors etc
- List of Sponsors banner/flags etc

In your “Event Plan”, it is imperative that you arrange for an After-Function (Prizegiving).

In recent times, it has been considered suitable to have the ‘Prizegiving at trackside. This works for club days, by it is just as important to have a ‘Social’ side to the event as it is to have the racing.

There are several critical factors:

- It is best if the people from the event are the only ones in the venue.
- The ability to dress the venue for Sponsors (a good opportunity to promote the Sponsors)
- The ability to close down the bar during ‘Prizegiving’ (in recent times those drinking have been talking over the Prizegiving.)

Dressing Events:

In motorcycling the difference between a 'Club' day and a 'National' event is usually just the way we present the venue.

The same amount of effort goes into running a Club day, as goes into a Championship event, we still need the track to be marked out, we still need lap scoring and we still need flag marshals. But at a Club day, we don't need to dress the venue.

A few simple banners and flags can totally transform a venue.

To retain 'Sponsors', you need to give them value for money.

We should always **"Under promise and over deliver"** in everything, we set out to do.

It is important to have separate personnel allocated to dressing the venue. Once your crew begin running an event, they are usually far too busy to worry about flags etc.

But also remember the first thing a Sponsor will do is look for his or her 'Signage' or 'Flags'.

It is also important to remember, first impressions are the one's which last.

We should make sure that everyone arriving at the venue knows who the sponsors are.

There is a very old saying, still true today:

"Sponsors, who can see value for money, come back"

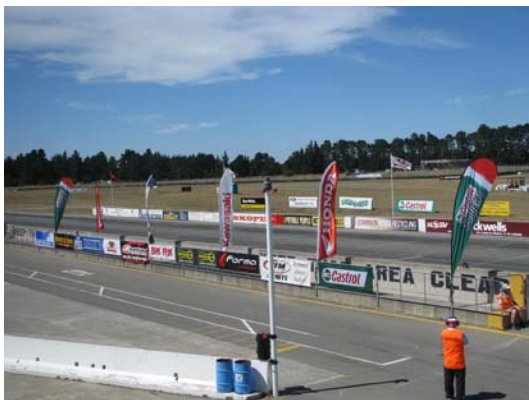
Below are some examples:



Above we have banners on the dumpy grid at Levels raceway in Timaru.



Then we have the presentation setup for the Road Race Grand Prix at Ruapuna.



More banners and signage, also at Ruapuna,

Attached to this "Protocol" should be the following examples"

A Budget

An Event Plan

A Promotional Plan

A Copy of "Read All About It"
(a Media Plan)