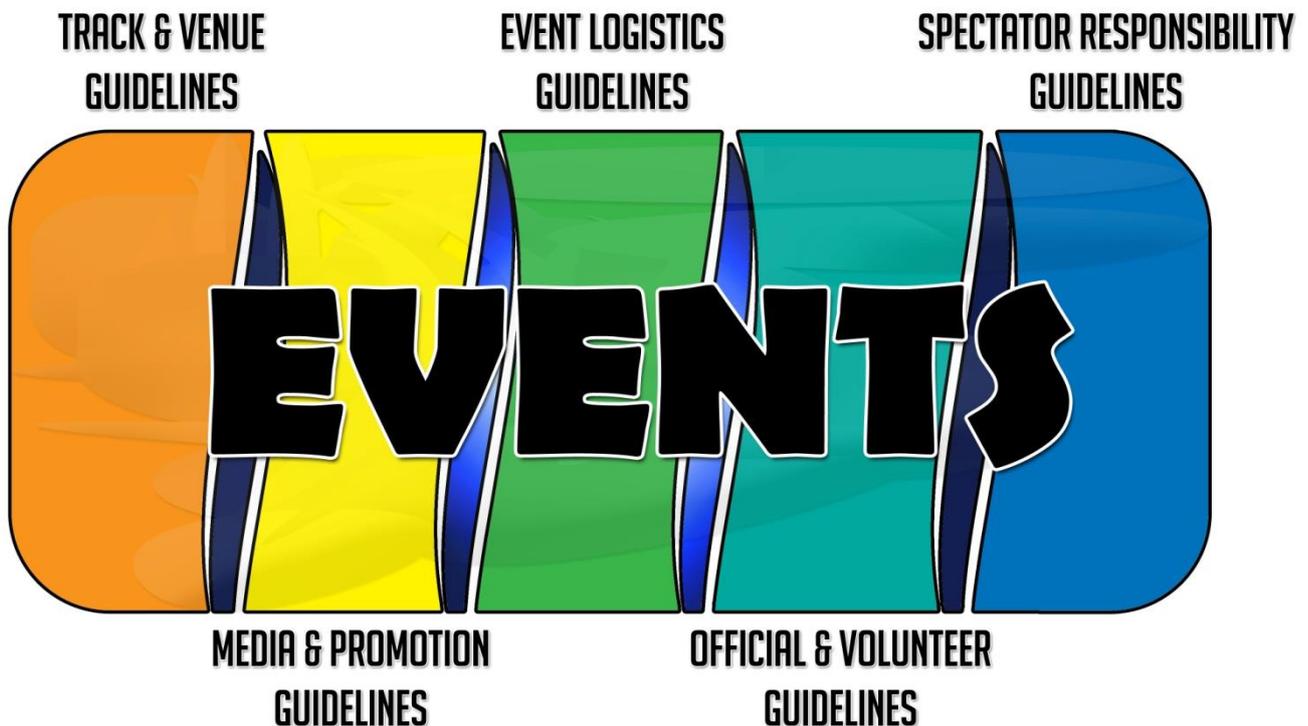


Introduction

When promoting a Queensland, Open Championship or a Regional Zone event, roles such as Event Manager, Media Manager, Venue Manager and Sponsorship Manager would be ideal, however, the reality is that there will usually be a small, core group of people to organise and run the event.

The following document has been arranged to better outline what is expected of a club / promoter selected to host a Queensland Championship, Open Championship or a Regional Zone Championship. As State Governing Bodies expectations rise, so should clubs and promoters advance the sport where on-line entry, pre event nomination and electronic timing is becoming a likely prerequisite for Queensland's major events.

This document aims to guide clubs and promoters to evolve their previous methods of hosting a Queensland, Open or Zone event by outlining the minimum standards to ensure that Motorcycling Queensland offer the best for its competitors. The below image illustrates the 5 components of the Level 3 Event Guidelines (*Regional Zone being included as a Level 3*).



Track & Venue Presentation Guidelines

Clubhouse & Canteen

Exterior

- Must be Graffiti Free
- Garbage Bins must be clean and empty
- Any hazards (steps etc) highlighted
- Canteen menu clear and current
- Clear direction for spectators & riders



Interior

- Club house & Canteen to be clean and clear of clutter
- Information board to be current with membership and club information readily available
- Venue map outline

Spectator Area

- Grand stand(s) to be clean and structurally safe
- Garbage bins readily available
- Walkways defined and clean
- No access areas clearly defined



Pit Areas

- Areas to be clearly marked
- Garbage bins to be readily available
- Pit areas assigned to sponsors or pre booked sites clearly marked as 'reserved'

Track

- Track and track edges to be maintain recently and to a high standard
- Sponsors signs to be erected and secure within the track guidelines and as per contract with sponsors.

Goals to be achieved

- Pit & Spectator area to be left as it was found, no rubbish and clean!
- To have the venue in its best condition ever will set the standard for other clubs and set the standard for next year. Think 2000 Sydney Olympics as being stated the best Olympics ever. A presentable venue & club can translate into riders coming back next year or even new club members!

Media & Promotional Guidelines

Pre Event

- Pre event media release to be submitted to Motorcycling Queensland with images of preparation of the track, promoting club hopefuls, event flyers and other promotional material
- Sponsors page of media release required as well as Naming Sponsors to be included in all media and advertising
- Media release to be submitted to local television, radio, newspapers and local businesses.
- Promotional material to be circulated to local bike dealerships, information centres, mechanics, petrol stations and other businesses which suit the demographic of the event
- Program requires Motorcycling Queensland Logo, QLD State Government Logo, and all sponsors logos as agreed by the promoter and sponsor
- Find the Story of your event, 5th state title for the club / promoter, Local hero looking to win, Club Champion taking on top QLD riders in his own backyard. Emotive content such as this can attract outside media attention, simply outlining the date and venue has become fruitless.
- Form relationships with local media, the relationships can start with a phone call and an email then progress to a meeting at the venue.
- Contact a local radio station to discuss the event and a possible radio interview
- Invite the Media to the event with VIP treatment to help continue form the relationship between the club and media.

Post Event

- Using the same relationships with the local media outlets, contact them again with a 'Run and Won' story completed attached with photos. If they do not have their own story drafted from the event your draft will make it easier for the reporter to include your event.
- Thank sponsors to ensure they continue and/or increase their support for next year or for future club/promoter events.
- The post event media release should strive to thank all involved (spectators, riders & volunteers), increase awareness of the club and the sport, increase sponsorship for next year and to congratulate the winners.

Goals to be achieved

- Local Newspaper and / or local Radio Station to publish media releases
- Promotional aid from a local radio station, e.g reporting live from the event whilst offering 'freebies' to listeners who arrive at the venue (success will vary depending on the track location)
- Receive sponsors for future events as well as increased spectator income
- Sponsor income to cover all expenses resulting in the club income coming from Catering, Riders and Spectators entries

**Conditions of Major Sponsors will need to be taken into consideration when assigning similar sponsors to the series or event sponsors.*



Event Paperwork & Logistics Guidelines

Pre Event

- Supplementary Regulations to be submitted to Motorcycling Queensland preferably 8 weeks prior to the date of event for approval by the Subcommittees with Officials & Naming Sponsors.
- Permit fee to be Paid 6 Weeks prior to the event
- Media Release submitted to Motorcycling Queensland 6 weeks prior to the event. Pre event information should contain more than the basic information, all clubs and promoters are encouraged to find a theme or a flavour to their event to make it stand out to riders, spectators and sponsors.
- Final Instruction to be emailed directly to the riders as well as Motorcycling Queensland to ensure riders, parents and spectators have the latest information the Monday before the event is scheduled.

Post Event

- Results to be emailed to Motorcycling Queensland the first business day after the event
- Post event media release to be submitted to Motorcycling Queensland within one week of the event to maintain the 'momentum' of the event capturing the energy and story behind the event.
- Photos and images should be forwarded to Motorcycling Queensland, see Media & Promotional Guidelines.
- Stewards report to be complete with any injury reports, rider fines or important information to be returned to MQ within 5 days of the meeting for immediate processing.

Goals to be achieved

- Increase rider numbers from the previous year.
- All information being communicated to riders and spectators early and clearly.
- Pre event & post event paperwork to be completed and sent to MQ within the guidelines stated above.

Official & Volunteer Guidelines

They are quite simply the life-blood of our sport. Nearly everything we do is reliant on the contribution of volunteers, whether it is a Flag Marshal or the Steward. The club/promoter must ensure that all volunteer and official position has a name next to it. Allocating roles is essential and should be carried out well before the event to avoid reactive decisions, that is, quick decisions which may increase the stress and work load of an unsuspecting helper. These guidelines are aimed at encouraging forward thinking and early planning.

Key areas which require role allocations:

- Food & Beverage responsibilities
- Track and venue preparation
- Facility maintenance before, during and after the event
- Flag Marshals and other minor official roles

The ensure that clubs and promoters take full advantage of Level 3 meetings and Queensland Titles, assistant officials are highly encouraged to be assigned to firstly help out the official acting in the role and secondly to gain experience which is required to continue their development as an official as per 'MQ Officials Pathway.' Official roles which require an assistant:

- Steward
- Clerk of Course
- Race Secretary (pre event, during and post event)
- Scrutineer

Goals to be achieved

- Helping club officials being eligible to upgrade to a Level 3 official sooner
- Assistants for all key officials at the event
- Flag marshals all volunteers and not paid workers



Spectator Responsibilities

To ensure that all spectators come away from an MQ event with great memories and the feeling of an evening well spent promoters should provide the best possible experience for their event. The riders will take care of the entertainment on the track, but what about off the track? Spectator comfort which covers seating area, amenities and food and beverage facilities should be found easily, should be clean and help enhance the spectator's experience.

Alternate entertainment has not featured in previous events and with the idea of value adding becoming more and more popular clubs and promoters should be looking for new ideas to keep the riders and keep the spectators turning up. Value adding to your event can take the form of any of the following:

- The allocations space to hold 'side show alley' where local businesses can hold a stand with their information and/or products for riders and participants. Businesses such as local motorcycle dealerships, mechanics, clothing shops, gyms, boost juice or local radio stations and newspapers.
- Off track competitions, bike mechanical competitions such as an air filter removal and replacement competition, or flat tyre competition, slow race competition. Targeted for the lunch break at the end of the day for a 2 day meeting. Prizes may be free lunch, breakfast or a prize sponsored by a local business
- Lucky door prize for spectators as well as giveaways can be a possible way to increase numbers through the gates. Local radio stations have roaming representatives who broadcast where they are giving 'free stuff' to listeners, this is free advertising on the radio as well as a chance to get a new people to the venue (depending on the distance from the city/town centre).



Goals to be achieved

- The have an area allocated for local business and stalls which has constant foot traffic throughout the day
- Sponsors providing prizes for off track competitions.
- Include regular off track competitions at events

To be printed out and used as a check list for your next big event

Motorcycling Queensland Event Promotion Guidelines

Supp Regs to be submitted to the MQ office 8 Weeks (min) before the event

Permit Application to be submitted along with the Permit Fee

Supp Regs Approved and Payment Received



Club or Promoter

Supp Regs posted on MQ Facebook

Supp Regs posted on the Clubs Facebook

Supp Regs Posted on MQ Twitter

Supp Regs posted on the Clubs Website

Supp Regs emailed to all Riders in the Area and to the particular Discipline

Clubs to contact local Newspaper to provide the sports column with a pre event article and provide dates and information.

Supp Regs Posted on MQ website and Calendar

Clubs to conduct a Letter Drop to all relevant stores and shops. E.g Bike stores, shops close to the venue

Supp Regs and Event information Included in the eRider Newsletter article 'Around the Bend'

1 Week before the entries close for the event, a final reminder email to riders will be sent to all riders

Post Event

Club to send post event media release to MQ and to the local newspapers along with photo's.