



MINIMUM STANDARDS TO PROMOTE:

TRACK & VENUE

EVENT LOGISTICS

SPECTATORS



MEDIA & PROMOTION

OFFICIALS &
VOLUNTEERS

SPONSORSHIP

Introduction

Motorcycling Queensland and our subcommittees make no apologies for only selecting the very best clubs and event promoters to conduct our major events.

This document aims to set out the **minimum standards that MQ clubs and event promoters** must comply with when running major events. Some of the standards contained within are non negotiable requirements whilst others are strongly recommended.

Clubs and event promoters hosting major events do so as a representative of Motorcycling Queensland. This document has been adopted to ensure consistency in the delivery and professionalism of these major events.

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What is a Major Event?

For the purpose of this document, a 'Major Event' is defined as any Open or Zone event.

Major Event Requirements

Non Negotiable

The following features must be offered/included as part of a major event.

1. Electronic Timing via MyLaps

In 2012 Motorcycling Queensland called for tenders to be recognised as their official provider of electronic timing services for major motorcycling events in Queensland.

The MyLaps system was the successful tender and as of 1st January 2015, all major events must offer electronic timing services provided by MyLaps.

2. Online Entries e.g nominate.com.au

Online entries is a feature of major events that benefits both competitor (quick, easy no paperwork) and event organiser (ability to easily produce competitor lists, event program, etc).

3. All payments electronically

Anywhere, where there is an expectation that MQ is to be involved in financial transactions for major events, these will only be done electronically. Types of transactions include: payment of prize money and refunds to riders, payment of event contractors (e.g flag marshals, announcer), payment of officials and officials expenses.

4. MQ Sponsorship Guidelines/contract

Club and event promoters negotiating sponsorship for their major event will be expected to comply with the MQ Major Events Sponsorship Guidelines, which includes signed sponsorship contracts and appropriately valued properties.

***nb:** Some Open and or Zone events may have legitimate claims to be exempt from one or more of these non negotiable major event requirements. Requests for exemption should be made in writing to the Events Manager.*

Media & Promotion

No matter how hard your group of volunteers work on your major event, if you don't employ a smart and relevant media and promotion strategy you won't get the results your event deserves.

Whilst traditionally a role performed by the event Race Secretary, well organised major events will appoint a specific Media Officer whose main job is to promote the event to your members, the general public, and beyond.

Once appointed to the role, your event Media Officer should make contact with MO's Media Officer.

Here's some of the ways that MO's Media Officer can then assist you with the media and promotion of your event:

- Schedule pre and post event articles in MO's Ride! eNewsletter;
- Distribute announcements advising that Supp Regs have been released and when entries close;
- Reminder announcements regarding closing of entries;
- Assistance with setting up Facebook or similar event promotion pages;
- Assistance with / advice regarding general media releases to local television, radio, newspapers and local business houses, etc both pre & post event.

Clubs and promoters of major events should always ensure that local media are invited to attend the event, and that they have a point of contact in the instance that they do attend.



Official & Volunteers

Although major events have the potential to be very rewarding (financially, and in promoting your club / our sport), do not underestimate the work involved with running a successful major event.

Clubs and promoters of major events need to ask themselves whether or not they have the volunteer workforce and 'man power' to manage a major event.

The required volunteer work force is not just limited to event officials, think also of the requirements to be able to:

- Run a successful & profitable canteen and / or bar;
- Prepare and maintain track / circuit in the lead up to and throughout the event;
- Gate & directional officials;
- Cleaning & venue maintenance throughout the event;
- Manage the pit area;
- General event 'problem solvers' and GOFER's;
- Multi day events will require helpers to do a general venue tidy up at the end of day one in preparation for day 2.

A roster system should be developed early – be prepared for some people who commit early to help, to drop-out as the event gets closer. You can never have too many volunteer / helpers.

In calling for volunteers from your club to help with the major event, ensure you clearly inform them of the benefits to the club in doing so eg financial, as a promotional opportunity, opportunity for club riders to perform at major events, etc. Opportunities for local community organisations to become partners of the event exist, their assistance in the workload will bolster your volunteer workforce.

Assistant Event Officials

To ensure that club and event promoters take full advantage of major events, 'Acting Officials' must be nominated by the club to fill the following positions at these event:

- Acting Steward
- Acting Clerk of Course
- Acting Race Secretary
- Acting Scrutineer

This is a great opportunity to create and implement an Officials pathway for developing Officials, especially those seeking to upgrade their Officials Accreditation to Level 3.



Sponsorship

Motorcycling Queensland Major Events are valuable commodities and as such sponsorship should be viewed as a very important part of the planning of your major event.

Sponsorship for major events, when implemented correctly, has the potential to be a significant source of income.

It is important that clubs and promoters of major events not undervalue their event or simply give sponsorship dollars and opportunities away.

To this end, MQ will assist clubs and promoters of major events with obtaining / negotiating sponsorship in the following ways:

- Provide MQ template sponsorship proposal;
- Provide MQ template sponsorship contract;
- Provide advice regarding draft sponsorship contracts (prior to them being signed);
- Sending of invoices to sponsors and receipt of payments.

MQ subcommittee members are not authorised, without MQ's express consent, to sign sponsorship contracts. Sponsorship contracts, when finalised should be sent to MQ for final ratification and approval.

Event Paperwork & Logistics

Pre Event

- Supplementary Regulations are to be submitted to Motorcycling Queensland 10 weeks prior to the date of event for approval by the Subcommittees.
- Permit fee to be Paid 2 Weeks prior to the event
- Final Instructions are 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.
- Club promoters conducting meetings where prize money totals more than \$5,000 must lodge a full prize money bond in cash or bank cheque or by bank guarantee. These funds will be reimbursed to the promoter or released for payment of prize monies after the event. The bond must be lodged with MQ at least one week prior to conducting the event.

Post Event

- Results of the event are to be emailed to Motorcycling Queensland and the local newspapers.
- 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.

Spectator Entry & Expectations

Spectators to major motorcycling events should always be charged an admission fee, even if it is only a 'gold coin' donation.

It is important that clubs and promoters of major events do not undervalue their event and over-look this important income opportunity.

Consideration should be given to incorporating a program with the cost of entry – eg \$2 entry (includes a program or \$5 per car, includes 2 programs) or similar strategies.

Having 'someone at the gate of your event' not only enables you to collect a gate fee, but also provides the club or event promoter with the opportunity to greet all spectators/competitors and further sell the club, the event or potentially even a sponsors product or even raffle tickets or lucky door prizes.

Spectators paying an entry fee to your major event will have certain expectations.

Remember that the action on the track will only sustain a spectator for a certain amount of time, clubs and promoters of major events should further consider other spectator 'value adds' such as:

- Side show allies
- Lucky door prizes and non bike related competitions
- Meet and greet with profile riders
- Show and shines (partnership with local car club or similar)
- Jumping castles and rides
- Product launches
- Use your imagination

nb: a simple, but effective method of getting more spectators to your event, is a letter box drop to local residents and business, and maybe even a visit by profile riders to local schools in the lead up to your event.



Track & Venue Presentation

Clubhouse & Canteen

Exterior

- Must be Graffiti Free
- Garbage Bins must be clean and empty
- Any hazards (steps etc) highlighted or removed
- Canteen menu clear and current
- Adequate number of clean amenities



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 clear of hazards
- 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

- It is the responsibility of Track Operators to ensure that tracks have adequate support facilities, such as toilet facilities, access to drinking water and facilities to accommodate first aid requirements.
- Track to be presented at a high standard
- Sponsors signs to be erected and secure within the track guidelines and as per contract with sponsors.
- "Notices to the Public" to be clearly visible and erected inline with the MA Track Guidelines

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