

GoMotorsport Event Fund

Clubs are at the very heart of our sport and do an incredible job delivering over 30 different motor sport disciplines throughout Scotland. However, it's acknowledged that they often have their work cut out 'selling' what is considered to be a minority sport to the public, who are often oblivious to the variety and amount of motor sport that exists on their door step.

We have therefore created the GoMotorsport Event Fund initiative and committed a budget of £5000 to help clubs raise awareness of their activities in their local community and ultimately, grow their membership.

From today (26th May), we will be offering clubs the opportunity to apply for support to run their own club promotion in their local area.

The initiative will provide the following benefits to clubs:

- Use of the new SMS pop up awning
- A budget for local advertising of the event (up to £350)*
- Up to 250 event promo leaflets designed and printed
- Support with event planning & in some cases on event support
- Event publicity via SMS / MSA / SACU Social Media channels

*MSA clubs have the opportunity to apply to the Club Development fund for additional funding where appropriate

What types of event will we support?

The ultimate aim of the initiative is to increase participation in motor sport through an approach of 'taking motor sport to the people', 'participation' (either in passenger rides or hands on marshal tasters / STEM activities. i.e wheel change challenge etc.) and also by simply raising awareness of the variety and quality of motor sports that are delivered by our clubs across Scotland.

We will therefore look to support events which work towards achieving these outcomes at a local level.

Example; your club may have secured access to a popular spot in your local town to display a competition vehicle and talk to the public about how you get involved in the sport. Or you may be planning to run a taster day at your local venue and want some support to spread the word in your community.

How you apply

1. As a club, think of a promotional idea which you believe can help introduce new people into motor sport. This could be a stand-alone event or a display at a local event that activity can be 'tagged' onto. For example; an agricultural or air show.
2. Read the GoMotorsport Event Fund 'Application Guidelines' - <http://bit.ly/1QJiNji>
3. Fill out the GoMotorsport Event Fund Application Form - <https://www.snapsurveys.com/wh/s.asp?k=143195539423>

Each application will be given consideration on an individual basis but we cannot guarantee that we will support every event.

**Please note this initiative will only support MSA or SACU member clubs.*

If you have any queries about this initiative then do not hesitate to contact our Development Officer, Rory Bryant:
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