

MARKETING FOR MOTORSPORT COMPETITORS



BOOK 3
PROMOTION



INTRODUCTION

Promotion is the marketing term used to describe all marketing communications activities used to persuasively communicate customer value and build customer relationships. Your role is to do this for or on behalf of your sponsor/s.

The key task on hand is finding the best way for you to uniquely fit into your sponsor's marketing mix and add value or provide exclusive offerings that they are not able to conduct ordinarily. The three basic opportunities you can offer your sponsor, which are outlined in this booklet, are **Activations, Hospitality** and **Public Relations**. The rest of the booklet provides insights into how to execute these effectively. The content includes:

- Audiences
- Activations
- Hospitality
- Public relations
- Photography
- TV Interviews, and
- Web site

This is the third in a series of booklets designed to assist you with your marketing efforts. We hope you'll find the information useful. Please provide us with feedback and look out for the next one, which is Social Media.

All the best,



Adrian Scholtz
CEO - Motorsport South Africa



AUDIENCES

Think beyond the obvious – your audience is broader than the spectators at the event and your social media following

	Description	Activities to consider
Team	All members of your team	Consistent clothing, vehicle and event branding ✓
Event spectators	All attendees	Awareness creation, event experience & brand building ✓
Local sponsors	Sponsor branches or reps close to event	Awareness, team interaction and event experience ✓
VIPs	Media, sponsors and suppliers	Awareness, team interaction and event experience ✓
National sponsors	Countrywide sponsor reps	Awareness ✓
Sponsor staff	All sponsor staff	Awareness and where possible, event experience ✓
General public	Enthusiasts & non-enthusiasts	Awareness, hosting at events, attendees sharing their experience ✓

KEY



Audiences you have to consider



Audiences you should consider but don't have to take responsibility for



TIME FRAME

Timing is everything! Think about who needs what and when they need it

- Activation
- Collateral
- Competition
- Confirmation
- Display
- Facebook
- Guest pack
- Hosting
- Instagram
- Internal comms
- Sponsor update
- Invitation
- Newsflash
- Pre-race event
- Press release
- Race guide
- Twitter
- Web content



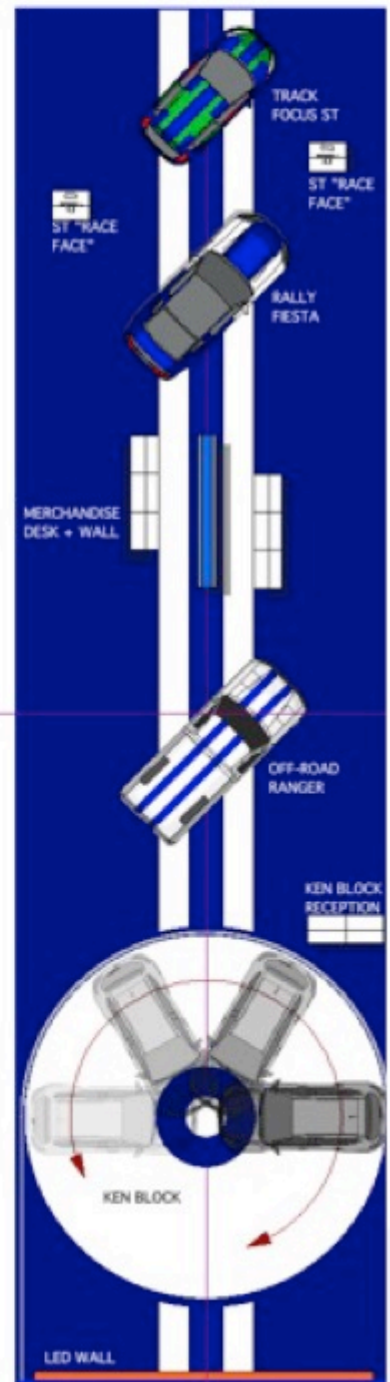
Think of which elements **above** are relevant to the audiences to the **left**. Then plan each in the context of **BEFORE, DURING and AFTER** the race meeting.
A template is provided

Audience	Channel/Activity	BEFORE		DURING		AFTER	
		Channel/Activity	Timing	Channel/Activity	Timing	Channel/Activity	Timing
Team	<ul style="list-style-type: none"> • Activation • Collateral • Competition • Confirmation • Display • Facebook 						
Event spectators	<ul style="list-style-type: none"> • Guest pack • Hosting • Instagram • Internal comms • Sponsor update • Invitation 						
Local sponsors	<ul style="list-style-type: none"> • Newsflash • Pre-race event • Press release • Race guide • Twitter • Web content 						
VIPs							
National sponsors							
Sponsor staff							
General public							

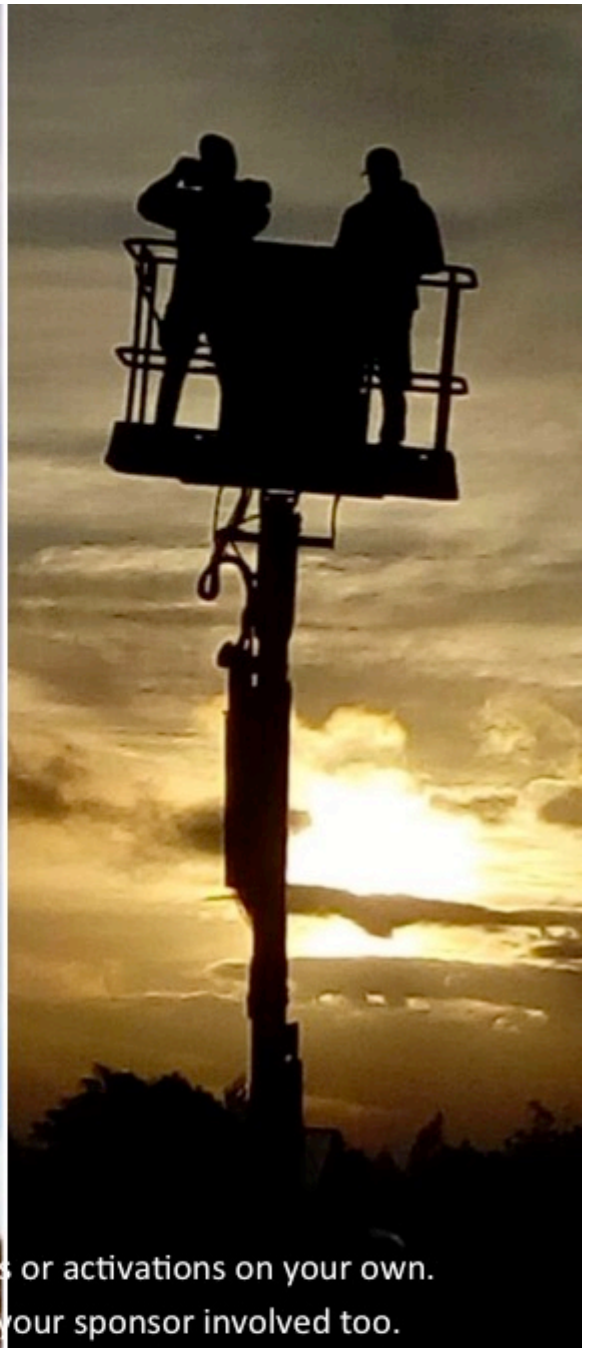


ACTIVATIONS

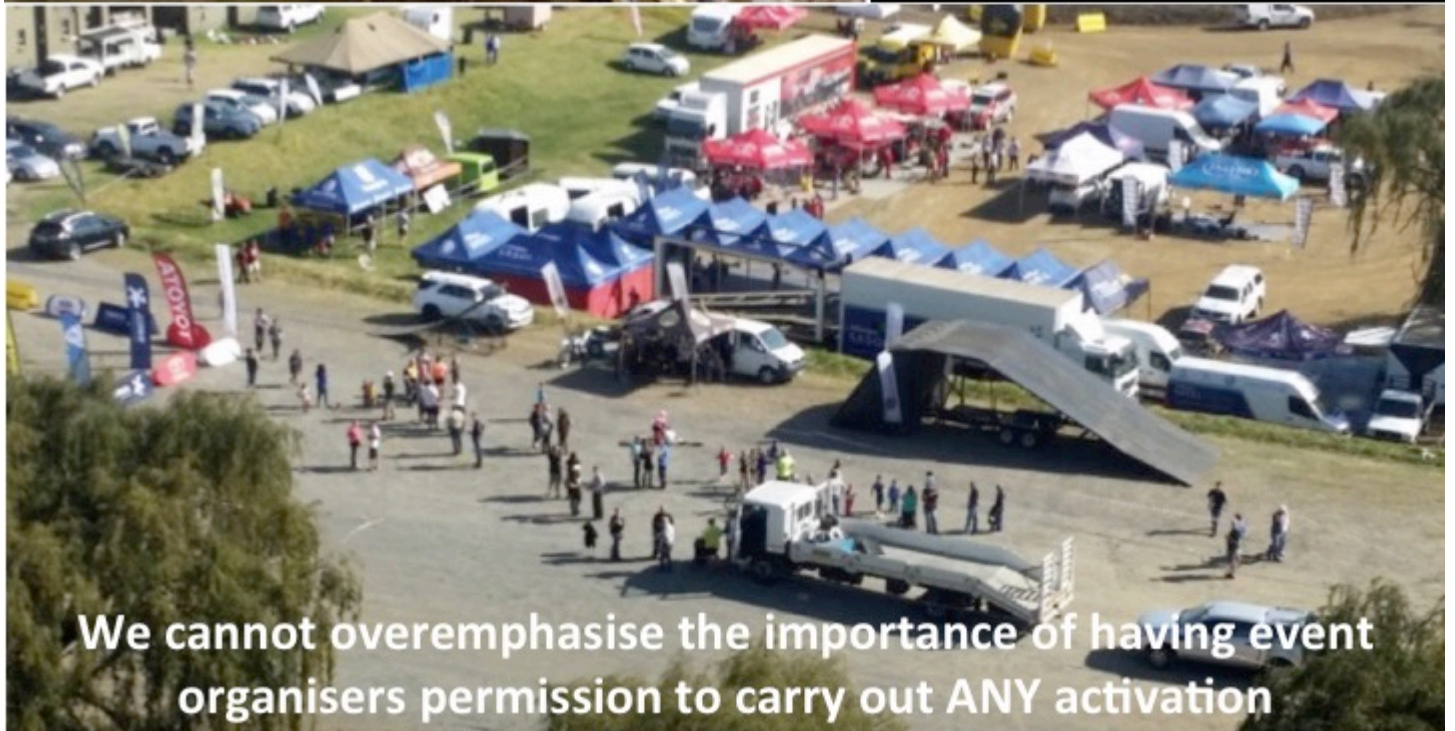
There are endless possibilities for activations before, during and after events (examples below)



Use of product in context of event



You needn't necessarily handle all promotions or activations on your own.
The idea is to look for opportunities to get your sponsor involved too.



We cannot overemphasise the importance of having event organisers permission to carry out ANY activation



Shopping centre displays



Distributor event



Staff or show activation

Don't forget to look for opportunities to engage with your sponsor's staff or customers. Having them on side can only strengthen the relationship.

HOSPITALITY

The sky is virtually the limit in terms of hospitality – as long as there is no conflict of interest in respect of the organiser/event partners and sponsors.



Hospitality at events does not have to involve marquees, caterers and huge expenses. Having some shade and comfortable seating in your pit area (with the necessary permissions) is all you need to bring your sponsors and/or guests close to the action.



Your sponsor might choose to have a big set-up for staff or customers. Then your role before the event is to get the necessary permissions from the organisers. Once all of the arrangements are in place, it is important to find out what your sponsor's requirements/expectations are – for you to have lunch with VIP's, pose for photos, sign posters etc. Make sure you provide as much detail as possible to help with this planning. Most motorsport event organisers are generally happy to help as it grows the audience and presence at their event.

This is generally a separate budget item for sponsors unless agreed upfront that it's part of the main sponsorship amount



PUBLIC RELATIONS

Public relations is the art of managing the spread of information about you – your plans and achievements

Your PR checklist should include the following:

- A dedicated web page with:
 - An 'about you' page
 - Sponsor information
 - Latest news
 - Press releases
 - Picture gallery
 - Contact details
 - Social media handles
- Pre-race release 10 days before each race
- Pre, during & post social media each race week
- Post event media release as soon as possible after each race.

You can tackle PR yourself but you could also make use of PR agencies out there. There are a number of them that specialise in PR for motorsport.

The benefit is that they have a strong mailing list and, in many cases, a relationship with the media. They generally offer other services, such as:

- Web development
- Social Media
- Packaged TV inserts
- Sponsorship Proposals
- Driver Management
- Team Management etc

You're probably looking at anything from R1500 – R5000 per event (depending on the services provided).



NB Respond to media requests immediately – very few opportunities come twice

Media Release Template

Team logo – determined by naming rights agreement

Powerful headline

POULTER AND COETZEE STEAMROLLER RACES ONWARD AND UPWARD

- Leeroy Poulter and Elvéne Coetzee have one hand on the championship
- Ernie van der Walt claims career-best 2nd overall
- Richard Leeke and Henry Kohne take maiden \$1600 victory

3-point summary of the release

HEIDELBERG, SOUTH AFRICA: 20TH AUGUST, 2016.

The Toyota Gazoo SA Racing juggernaut continued unabated on the Heidelberg Rally, Leeroy Poulter and Elvéne Coetzee taking their fifth straight victory of the year and extending their unassailable lead in the SA Rally Championship. The inaugural Heidelberg Rally was the first round of the SA Rally Championship and received praise from most of the competitors.

Location, date and time of release

Meaningful content with quotes from relevant people

"The weekend was not without its challenges. There was a lot of dust and some big rocks just in the area. We encountered a spectator vehicle in stage 5, cattle of which cost us time but the people are very friendly and we got big

The 2014 champions powered their factory Toyota Yaris S2000 to the fastest time on ten of the fourteen stages with Ernie van der Walt and Gerhard Snyman taking three stage wins in their ex-works Vecto Toyota Yaris S2000. Van Der Walt surprised all with his sheer pace and ran ahead of the former Dakar winner Giniel de Villiers, moving into 2nd as early as stage 3.

Statement acknowledging partners and sponsors*

Van der Walt had a scant 2.5 seconds in hand over De Villiers after Friday's five stages, leaving the throngs in a 'hunt-and-hunted' scenario, but it wasn't to be. De Villiers, in the second Gazoo Yaris S2000, was after Saturday's first stage with a double puncture.

Sponsor logo strip

Make sure you have the correct logo/s and that you keep the dimensions correct – no stretching or deforming!

*The sponsorship acknowledgement can be as simple as:
*Name (of person or team) is proud to be associated with the following sponsors and partners for the 2017 X Championship:
Sponsor 1, Sponsor 2, Sponsor 3 and Sponsor 4.*



PHOTOGRAPHY

A picture speaks a thousand words – but only if it's decent

Good quality photos could make the difference between having your release published or not.

Try to have photos taken by a professional. There is no need for your own dedicated photographer. Negotiate a deal with someone that is on site at every event already.

It will be a mutually beneficial relationship and will ensure a level of consistency in approach as well!



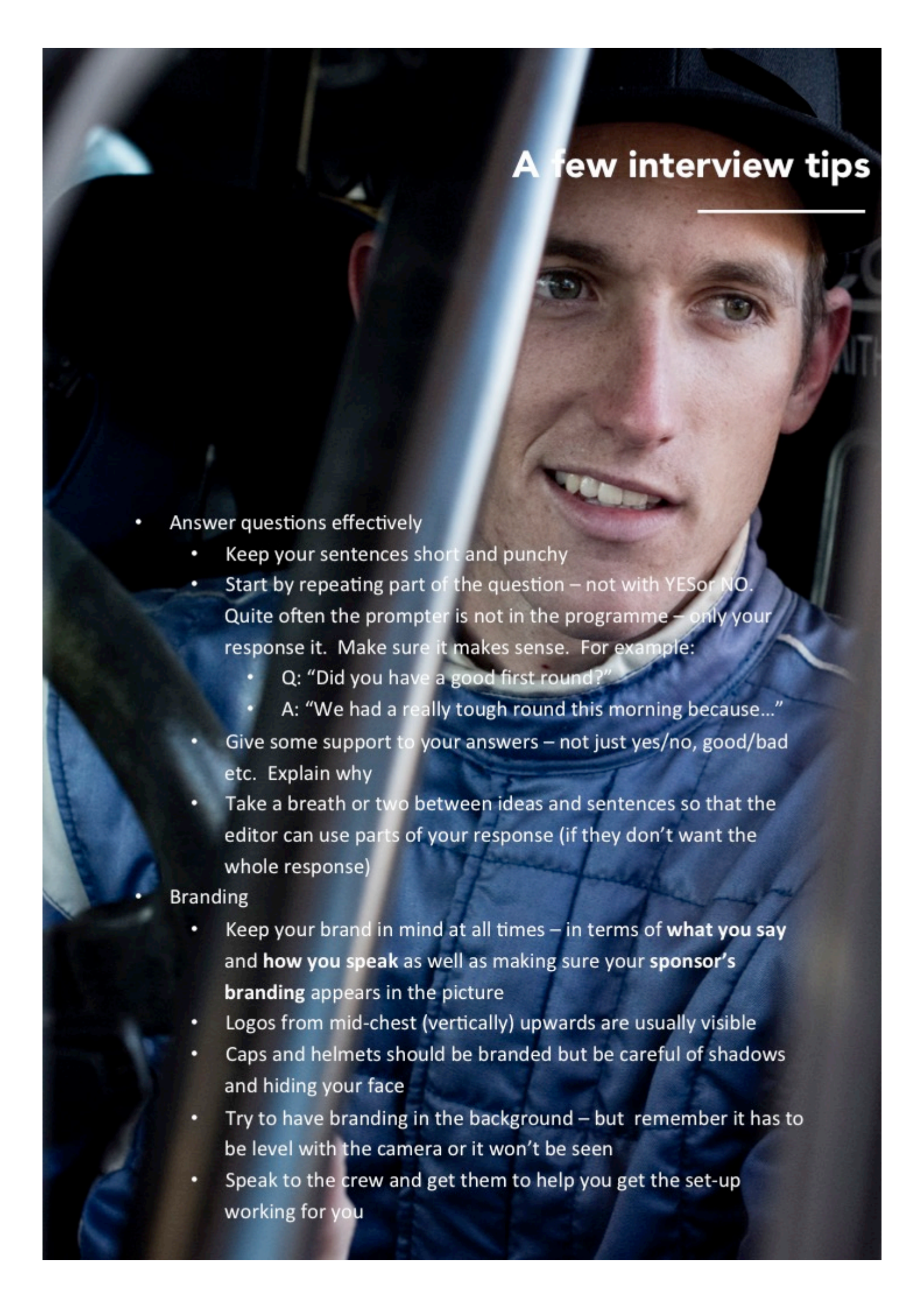
TV INTERVIEWS

This is your time to shine and if you don't, you may not make it onto the programme

Unless you're on live TV, you have the power to manage the process so, before you start, think of three things:

1. Breathe
2. Speak slowly and clearly, and
3. Ask to do it again if you're not happy.





A few interview tips

- Answer questions effectively
 - Keep your sentences short and punchy
 - Start by repeating part of the question – not with YES or NO. Quite often the prompter is not in the programme – only your response it. Make sure it makes sense. For example:
 - Q: “Did you have a good first round?”
 - A: “We had a really tough round this morning because...”
 - Give some support to your answers – not just yes/no, good/bad etc. Explain why
 - Take a breath or two between ideas and sentences so that the editor can use parts of your response (if they don’t want the whole response)
- Branding
 - Keep your brand in mind at all times – in terms of **what you say** and **how you speak** as well as making sure your **sponsor’s branding** appears in the picture
 - Logos from mid-chest (vertically) upwards are usually visible
 - Caps and helmets should be branded but be careful of shadows and hiding your face
 - Try to have branding in the background – but remember it has to be level with the camera or it won’t be seen
 - Speak to the crew and get them to help you get the set-up working for you

WEB SITE

This is probably THE most important element in your marketing bag of tricks

The key benefits of having a dedicated web site are as follows:

Cost effective

You can get a website for under R10 000. You can even create your own for free – depending on the template you select – and these are generally under R1000.

Advertising

You can provide advertising space for your sponsors. You can even go the 'pay-per-click' affiliate route where you provide space on your site for targeted advertising, which could earn you some money (when you have a big enough following).



Convenience

Having a website is convenient for your followers to keep track of you and your achievements. As long as they can just find what they're looking for on your site.

Increase your following

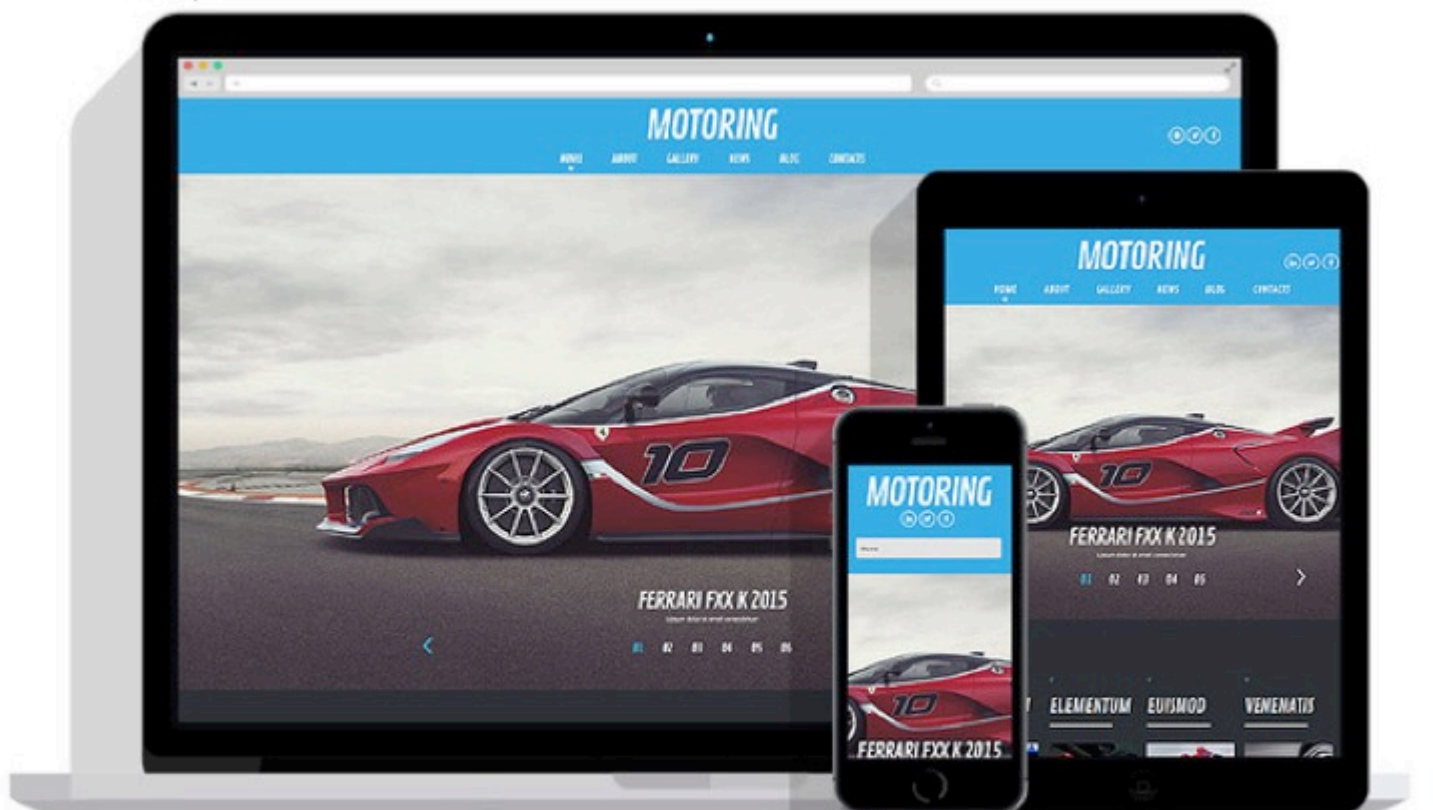
A website can help you generate more followers. With a website, you are visible around the world.

Accessibility

A web site can be visited any time of the day or night. Just make sure it's up to date and useful.

Tracking

You can track everything that is happening on it - how many people visited your site, how many people messaged or emailed you, where they came from and how long they spent on your site and when they went to when they left.



Fresh

Having a blog to post fresh content will keep your website attractive and fresh. You can post your latest press release as a 'blog' that feeds onto your home page.

Links

You can have links from your social media pages to your site. You can also link from your site to your sponsors' sites.

Build Relationships

Having a website can build better relationships with your followers, sponsors and your crew. You can send messages instantly to your followers by creating a newsletter database. You can also create opportunities on your site for followers to comment and provide feedback. Your web site is the perfect place to talk about your sponsors. You can have a page dedicated to each. You can do the same with your team members to give them credit for the role they play in your success.

Credibility

A website gives you the opportunity to prove your credibility. It also serves as a place for a potential sponsor to explore what you're about and what opportunities you may offer.

Social Media

Social media icons displayed on a website (which they always should be) can help grow your social media following across your selected platforms.



Other booklets in the series:

- Back to Basics
- Building a brand
- Social Media
- Reporting and Feedback
- Wrapping it all up

If you have any comments or queries, please contact:

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