



# **MotorSport Promotions Ltd**

Proudly promoting

MotorSport New Zealand's Premier Race Championship Series

*May 2012*

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## **Introduction**

Following the recent Annual General Council Meeting, MotorSport New Zealand has confirmed a number of key changes to its management structure of the Premier New Zealand Race Championship Series.

This has been completed after lengthy and detailed research as to how and where motorsport in general including the prestigious New Zealand Race Championships will position itself for the future.

The new direction includes targeting new and existing audiences with quality entertainment both on and off the circuits with the implementation of extensive new advertising and promotional campaigns as well as other key innovative ideas.

## **MotorSport New Zealand Inc**

Under the guidance of President Shayne Harris, MSNZ has developed new future plans as the sport continues to grow in both club member and competitor levels.

New Zealand motor racing is benefiting from year round exposure by way of media coverage of our nineteen young drivers competing successfully on a high profile global stage in the UK, Europe, USA, Asia and Australia.

## **MotorSport Promotions Ltd**

The company is headed by Martin Fine with directive to drive the sport upwards to a new level.

Year round regular media coverage, a new format television package, on and off track activities and a lift in the social media world will ensure our sport remains a relevant and competitive option in the marketing of commercial partnerships.

Added to this is a further boost with our new motorsport social media campaign ensuring our sport will always be a competitive option in the marketing of existing and new commercial partnerships.

## **The MotorSport Promotions Board**

The recently introduced MotorSport Promotions Board comprises a wealth of experience including;

- Bill Brown                      Circuit representative
- David Dovey                  Independent Race Classes
- John Fowke                    GM Finance Toyota New Zealand –Toyota Racing Series
- Shane McKillen              Racing identity
- Ian Tulloch                     Chairman NZV8s Limited

MotorSport New Zealand will work closely with the Board to ensure the transparency of all commercial partnerships and communication while remaining focused on presenting the New Zealand Race Championships at a professional and exciting level.

The MotorSport Board will invite further expertise or other stake holders to further supplement its skill base and expertise.

## **Marketing Management – Brian Lawrence**

After 11 years in Australia Brian returns to Auckland as Marketing Manager for NZV8 Touring cars working in conjunction with MotorSport Promotions Limited.

Brian's career covers managerial and promoting roles in the World Superbike Championship, the Peter Jackson International Series and the two Bathurst 24 hour events.

In recent years he has held the Commercial Management positions with leading V8 Supercar teams Dick Johnson Racing, Stone Brothers Racing and working with Roland Dane's Championship winning Team Vodafone.

## Premier Championship Series Calendar (Provisional)

The Premier New Zealand Race Championship Series will be promoted over the summer months to ensure we capitalise on the premium part of the year where outdoor entertainment is part of New Zealanders' regular activities.

8-9 December	Taupo	NZV8s
12-13 January	Invercargill	NZV8s - TRS
19-20 January	Timaru	NZV8s - TRS
26-27 January	Taupo	TRS
2-3 February	Hampton Downs	NZV8s - TRS
9-10 February	Palmerston North	NZV8s - TRS
9-10 March	Pukekohe	NZV8s
TBA April	TBA (Subject to Australian V8 Supercar calendar)	

## Competing Classes

NZV8s will dominate the programme for the summer and these will be joined at four of the rounds by the hugely successful Toyota Racing Series which last season attracted 14 high profile International drivers.

Toyota New Zealand has announced a five year extension to this world class series which sees our own talent competing against some of the best single seater drivers from overseas.

V8 racing will take on a new dynamic with the introduction of the new generation NZV8s supplemented with a big field of the existing cars, both contesting their own Gold Star Championship.

These will be supported by a revamped Formula Ford category, V8 Utes, GT Sports, Suzuki Swift Sport Cup, Porsche, Trucks, Superbikes and a selection of support categories. This will ensure an exciting spectacle of entertaining motor racing for the fans.

## **New Zealand V8 Touring Car Championship**

With the *new generation* V8 Touring car permitting a wide range of participating manufacturers including Ford, Holden, Audi, BMW, Hyundai, Mercedes Benz and Toyota to name some, no other current touring car championship has this potential.

The *new generation* cars are powered by the manufacturer's engine, thus preserving the credibility of their marquee and the essential DNA of the car. No other engine options are permitted.

Backing up their long term single seater program, Toyota has already pledged their similar support for this exciting new category.

MotorSport New Zealand has already announced a two year Championship for the existing V8 Touring cars awarding Gold Star Championship status while the *new generation* V8s will compete for their own Gold Star Championship and the award of the Premier Saloon Car Champion.

## **Manufacturers Championship**

Currently being considered is the reintroduction of a Manufacturers Championship with points awarded according to race results. Manufacturers see this type of Championship being beneficial to complement existing advertising and promotional campaigns

## **Advertising and Promotion**

MotorSport Promotions are working with New Zealand's largest privately owned advertising agency Auckland based BCG2 to manage the extensive advertising and promotion of the National Championship Series.

New innovative campaigns are being developed to ensure our sport is promoted to a wide range of existing and new fans while providing a similar profile for our existing and new commercial partners.

## **Media Management**

Aucklander Jono Lester, not only a leading talent behind the wheel of a racing car but also behind a computer, heads up our new social media business.

Jono teams with MotorSport New Zealand's Amanda Tollemache to concentrate on websites, Facebook and twitter sites providing a wide range of daily news from events to teams, drivers and other news worthy items to keep abreast of what's hot and what's not!

This team will be also be managing all print media releases and implementing the new branding and promotional strategies.

## **Television**

### **National coverage**

MotorSport Promotions is currently in negotiation with individual broadcasters and an announcement is due to be made by mid-June 2012.

The long term success of the Championship Series depends on being able to expose our sport to the widest range of viewers and providing not only exciting motorsport but valuable exposure to both ours and our competitor's commercial partners.

### **International coverage**

An integral part of our future plans includes the broadcasting of our Series in other countries including Australia, North America, Asia, Europe and the UK.

## Summary

As part of taking the sport to the next level, Motorsport Promotions is undergoing a complete makeover in key areas of management, restructuring of classes, advertising and promotion including television coverage.

This won't happen overnight but our plans have been thoroughly researched and will be implemented with the benefits afforded to our commercial partners, teams and drivers and our loyal and expanding fan base.

Commercial practice has faced some very tough times over the past years and we have taken this re-valuation based on past history and facts.

One thing is paramount and that is the protection of our New Zealand Championship classes and their ability to foster and manage the huge talent base of drivers New Zealand has produced to race on a world stage past, present and in the future.

We invite you to be a part of this incredible journey representing our proud country to not only our people, but to the world.

*Ends*