

The logo for National Motorsport Week features a stylized 'C' icon on the left, composed of three concentric, rounded rectangular lines. To the right of this icon, the words 'NATIONAL', 'MOTORSPORT', and 'WEEK' are stacked vertically in a bold, white, sans-serif font.

**NATIONAL
MOTORSPORT
WEEK**

*An annual event celebrating and promoting the
best of motorsport throughout the UK*



WHAT IS NATIONAL MOTORSPORT WEEK?

National Motorsport Week celebrates and promotes all forms of motorsport and the community making the sport thrive throughout the UK.

Marked annually, National Motorsport Week provides a call to action for the community to come together under the umbrella of a national event to activate and support the growth and development of motorsport.



OBJECTIVES

Motorsport UK seeks to use the week to:

- Raise awareness of motorsport and the ways in which people can access and engage with the sport
- Leverage the week to promote themes including, but not limited to: sustainability, accessibility, affordability, safety, propulsion, volunteering and diversity
- Support Motorsport UK's overarching aim of increasing membership in all roles and all levels of the sport



KEY MESSAGING

World Class Opportunities: Motorsport is a national pastime, and the UK are world leaders in motorsport with opportunities to get involved, up and down the country.

Sport for All: It's not just drivers. Motorsport can educate through STEM, build communities and establish lasting legacies nationwide. Behind every team, club and event, there are skilled individuals providing valuable support.

Thanks to the Volunteers: Our volunteers are the lifeblood of motorsport in the UK. Without their involvement our sport would not be a success. Volunteering provides unique opportunities and experiences that must be celebrated.

Cheap, easy, everywhere: It's straightforward to get started or get involved in motorsport. It is simpler, cheaper and closer than you think, so why wait!



WHEN IS IT?

National Motorsport Week will run over two consecutive weekends and will typically be held after the British Grand Prix and coincide with Goodwood Festival of Speed.

11-21 JULY 2024

This year's event starts with Goodwood Festival of Speed and concludes with the FIA Formula E London E-Prix, with at least another 100 Motorsport UK permitted events taking place. The week will cover multiple disciplines and enable a showcase of the best motorsport events throughout the UK.



WHO IS IT FOR?

National Motorsport Week is for everyone.

Motorsport UK encourage clubs to activate locally, competitors and volunteers to engage on social media and bring friends and family into the sport, and the government / industry to show support through engagement.

We are all responsible for the promotion of the sport, and working together will enable us to grow our sport as a collective.



HOW CLUBS CAN GET INVOLVED



HOW YOU CAN GET INVOLVED

The success of National Motorsport Week depends on engagement from the wider motorsport community. The more we do as a collective, the greater the awareness and subsequent benefits to the entire motorsport community and industry.

We encourage clubs and events to commit to National Motorsport Week by:

- **Events:** Run an event under the National Motorsport Week banner and registering it with Motorsport UK for the website
- **Taster Events:** Could you add a taster permit to an event you are already running?
- **Promote:** Promote affiliation to National Motorsport Week through a press announcement, which we can collaborate on.



HOW YOU CAN GET INVOLVED

Utilise your Social Media channels to help spread the word.

- **Content:** Utilise the provided National Motorsport Week assets and create content across owned channels
- **Inform:** Tell local communities and fans of the campaign and the ways in which people can get involved in the sport.
- **Call to Action:** Provide a clear call to action in promotional output, including offers, freebies and event opportunities to newcomers to the sport to try it, engage with it and share our passion for it
- **Tell Us:** Tell Motorsport UK what you're doing so we can align and where necessary, amplify and support through media matchmaking and tell stories across digital and social media.



ASSETS FOR CLUBS

Use Motorsport UK provided assets, both physically and across digital and social media.

Available assets include:

- National Motorsport Week logos
- Social media graphics by discipline, including customisable templates in Canva and Photoshop
- Press release templates
- Stickers, flags and banners
- Toolkits and guidance documents



PUBLIC AFFAIRS

- 4 July election may bring a new government
- MPs are likely to remain in their constituencies and National Motorsport Week provides a good opportunity to engage elected MPs during the period, inviting them to events underneath the weeks banner.
- Motorsport UK will support clubs wishing to engage MPs through provision of a template letter, contact details and further support



THANK YOU

E: Club.development@motorsportuk.org

