

2024 NATIONAL MOTORSPORT WEEK KEY MESSAGING

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.

Key Messaging

Motorsport UK is focusing on four main communication threads throughout the 2024 National Motorsport Week. These include:

- 1. 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.
- 2. 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.
- 3. 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.
- 4. 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!

For further information on key messaging and other information, please contact club.development@motorsportuk.org.