

## Volunteers In Motorsport

With backing from the government, this allows Volunteers In Motorsport to produce extra resource for clubs and make available Display Stands and Educational resources. These are here to enable clubs to create awareness and recruit more members therefore improving the health of British Motorsport from the ground up. Any improvement we can make now will impact on the sport in years to come.

**These resources are here for you to use, so contact us now to discuss your requirements.**



## CAR RACING



## INFORMATION ON PROMOTION AND RECRUITMENT



**Volunteers in Motorsport**  
The Motor Sports Association  
Motor Sports House  
Riverside Park  
Colnbrook  
SL3 0HG

[www.volunteersinmotorsport.co.uk](http://www.volunteersinmotorsport.co.uk)  
Tel: 08450 94 00 94



Selected photographs kindly donated by Jacob Ebray Photography, Julian Fack, M J Brinkham, [www.cmw1.net](http://www.cmw1.net) and [www.katpix.net](http://www.katpix.net)



### *Who are We?*

Volunteers in Motorsport is a government backed initiative to encourage more people to become involved with the sport, whether it's rallying, single seaters or sports cars.

Volunteers in Motorsport can help get more club members involved as marshals, timekeepers, technical officials or in many other roles that are so crucial to make an event run smoothly. Every motor sport super star has had to start somewhere and that wouldn't be possible without the help of others at grassroots level.

**We are here to get your club on track for:-**

## **ACTION, EXCITEMENT & INVOLVEMENT...**

Whatever your chosen area is within Motorsport, Volunteers in Motorsport can help you get more people involved whether it's Car Racing, Bike Racing, Rallying, Karting, Sprints, Hillclimbs, Off Road events, Trials, Autotests, Rallycross and many other forms of motorsport.

Whatever **YOU** need we can help with information regarding venues, events, promotional material and press releases.

### *Promotional Material*

Volunteers in Motorsport recognise that clubs and supporters do not always have the time or funding to design and produce promotional material to attract new recruits to the sport. So leave it to us, we have produced the promotional material that clubs can use free of charge, you don't even have to pay for postage! Take a look online at all the available resources:- [www.volunteersinmotorsport.co.uk](http://www.volunteersinmotorsport.co.uk)

### *Press Releases*

On our website we have downloadable Press Release Templates and examples of good and bad press releases. Anyone can write a press release but not everyone can get them published. They have to be written in the correct format and targeted at the right people. Our examples will show you exactly how to get the most from your press release.

### *Display Stands*

The best way to get noticed and to attract new members is in public areas. Every club has the option to use our display stands which we will send to you free of charge for use on your event. This will provide an element of professionalism and focus. The display stands can even be personalised for your club but there will be a cost for producing an additional panel.

### *Posters*

On our website we have posters for download available in A4, A5, banner and postcard format. Again these are free but they can also be branded with your own club details printed on them. The phone number on the poster is an 0845 number (Local call rate) which is directed straight to an individual who is responsible for encouraging a potential new marshal to "try us". There is the option of putting your own club contact number on for membership enquiries but this will be at a cost.

### *Educational Resources*

Volunteers in Motorsport produces and actively distributes materials for clubs explaining how to attract new members and more importantly how to retain the members they have. This resource is available free of charge via the website:

[www.volunteersinmotorsport.co.uk](http://www.volunteersinmotorsport.co.uk)  
or by phoning 08450 94 00 94.



## **MOTOR CYCLE SPORT**



## **KARTING**



## **OFF-ROAD/HILL RALLIES**

