



CASC-OR Presence at the Canadian International Auto Show (CIAS) '18

#placetorace

Presented by: Kent Millares



About Me



- Oshawa Motor Sport Club (OMSC)
Treasurer
- Regional Autoslalom Participant
- Ontario Time Attack



The Day Job



\$100 MM
Annual Target

Pension Fund Managers

Pension Fund Managers

Pension Fund Managers

Investment Dealers

Investment Dealers

Investment Dealers

Investment Dealers

1600 Investment Advisors

THE GENERAL PUBLIC

100
Grid Entries/Participants/Members

Race Teams

Race Teams

Race Teams

Affiliate Clubs

Affiliate Clubs

1080 Grassroots Members (Based on 40 per club)

THE GENERAL PUBLIC



AGENDA

- 1) Current And Future Risks
- 2) Why the Canadian International Auto Show?
- 3) Pavilion Strategy and Proposal



Current and Future Risks

Current Risks:

- 1) Participation – Clubs and Divisions are seeing dwindling grids and membership
- 2) Communication – Needs updating and centralization. Increase use of Social Media to attract a new generation

Future Risks:

- 1) Revenue Depletion – Decreasing participation leads to decreasing revenue. Increased costs of venues will only multiply the effect
- 2) Relevancy to Sponsors – Failure to tap the next generation will lead our sponsors to question to value a partnership with us and affiliated clubs



Addressing The Risks

1) Accessibility

2) Affordability

3) Acceptance



Mitigating Future Risks

Remaining Relevant To Our Sponsors

- 1) **We need to foster the activities that centralize our communication.** For example: Instagram @canadianautomobilesportsclub Twitter: @CASC_OR
- 2) Current contacts to sponsorship can and will move-on or retire. **We need to make a concerted effort to market our product and value proposition.**
- 3) **We need to be present at events where our sponsors are active.** They need to know that they are partnered with a winner, or at least an organization willing to push their sponsorship dollars and brand's goodwill to its utmost potential



The Proposal: CASC-OR Pavilion at the Canadian International Auto Show (CIAS) '18

The Canadian International Auto Show serves to be the ideal platform to achieve what we place in our mission statement:

“to elevate the region’s profile in international automobile sport, CASC-OR encourages member participation in regional, national and international automobile events, and also endorses international participation in events within the region” – (CASC-OR – About Us: “Affiliating with CASC Ontario Region”)



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CIAS stats

Attendance: 320,000+ attendees

Ages: 70% between the ages of 25-54

41% of Attendees come with their family. This is therefore positioned as a family oriented event and the CIAS focuses on entries and organizations that embody that

30% of attendees are women, making it the largest captive audience of women in Canada

OUR SPONSORS ARE THERE!!!



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Main Goal: To promote CASC-OR grassroots activities and clubs as the #placetorace. Focusing on our accessibility, affordability and acceptance. In order to showcase the mobility of interests from autoslalom-to-time attack-to-road race. In the end, fostering further interest in our professional works

How: Prospecting for new memberships and participants, and creating a contact network from the information gathered.

Activities: Keeping the Pavilion Interactive

- 1) Traffic to Pavilion:** Showcase our “Spirit of Motorsports” video
- 2) Revenue Generating Activity:** iRacing Simulator available for \$5 charge
- 3) Contest:** Upgrading to a \$10 ticket. Driver 18+ with the fastest time wins a Grassroots Racing Package consisting of: SA2015 helmet, SPDA Autoslalom School Entry and OTA Time Attack School Entry



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Pavilion Design:

- 40' Space to have 3 cars on display, representing 3 disciplines: Regional Autoslalom, Time Attack and Road Race.
- Each vehicle will be of a “Street-Class” , to **highlight the accessibility of our sport**
- One major banner will be present under CASC-OR, and as our member staff come in, they can attach their respective club banner. As well, we will have sponsorship banners to advertise our affiliates.



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Costs and Payment Schedule

Note: All prices include taxes

40' space ranges from \$9606 to \$11865, and is still negotiable until 1st payment date

Sound System: 2 Large Speakers with Subwoofer and Mixer – 2 week rental - \$165

Simulator: Seat and Control rig - \$564.98; Computer \$564.98 (unless donated for the event); 2x 43" LCD TVs \$678 (unless donated)

Prizes: Bell Open-face SA2015 helmet \$423.75 (unless donated by sponsor)

Total Maximum Cost (w/o sponsor donation): \$14265.71

Total Minimum (w/o sponsor donation): \$12,005.71



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Funding

With 27 CASC-OR affiliated clubs, if every club paid **\$600** to be represented, all costs can be covered. However, if CASC can donate an amount and if sponsors and members can donate equipment or prizes, we can target a **\$500/club** entry.

Payment Schedule:

1st Payment – 25% June 30, 2017; 2nd Payment – 25% November 30, 2017 and Final Payment – 50% January 15, 2018.

Staffing: Of clubs that paid, 6 members from each club will be asked to be submitted to be ambassadors. The 6 members would consist of: 2 representing autoslalom, 2 for Time Attack and 2 for Road Race, wherein 1 from each discipline will be available for morning shift and the other for evening.



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Review

- 1) Risks to our organization are not limited to revenue but extend to being relevant to our community and our sponsors
- 2) Playing a part in Canada's largest automotive event adheres to our mission statement, our sponsorship promises and our future growth
- 3) With a concerted and structured plan, the costs and logistics are more than attainable



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Summary & Request

The proposal requests to be given and/or be partnered with a CASC-OR board member with signing authority to bring the event to contract with the CIAS. The price of the 40' space is still negotiable, but having an established team with authority, to finalize a price and space would bring us to a final price. As well, we request that the idea be presented to all CASC-OR affiliated clubs to garner interest and willingness for a funding range between \$500 to \$600 per affiliated club.