



CANADIAN AUTOMOBILE SPORT CLUBS – ONTARIO REGION

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

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#placetorace

**By: Kent Millares**

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Proposal

## **Introduction**

This report is to be considered as the formal proposal to have the Canadian Automobile Sports Club – Ontario Region (CASC-OR) participate in the Canadian International Auto Show (CIAS) for 2018. Through a concerted effort by members of all divisions of CASC-OR: Regional Autoslalom, Ontario Time Attack and Race Division, we hope to foster and grow our sport through the promotion and education of grassroots motorsports to the public domain. In doing so we will be able to address and mitigate current and future risks to our sport, and increase both awareness and revenue to the organizations that support CASC-OR and CASC-OR itself.

## **Current Risks**

### **Participation**

Currently all divisions are beginning to see dwindling grid entries, with only a few affiliate clubs managing successful events.

### **Communication**

The current structure of CASC-OR communication behind who we are, what we are, where we are available, and how to enter is obsolete and much too fractured by regional interests. There is a need to consolidate efforts with updated media.

## **Future Risks**

### **Revenue Depletion**

As participation decreases so do membership to affiliated clubs.

This will begin a cycle of decreased attendance and participation to all regional events, from grassroots racing to road racing. At the same time, costs to rent facilities are increasing rapidly. This can only be curbed by a concerted effort at the provincial level.

### **Relevancy to Sponsors**

If we are unable to tap a new generation of members, our long standing sponsors will begin to question their partnership with our organization and/or affiliated clubs. Sponsorship is a two-

way exercise, one that can only be fostered by constant enforcement of our value proposition; what are we doing for them? What can we do for them? How can we grow from here? Every business partnership thrives on teaming up with a winner, or at least someone willing to win.

### **Addressing the Risks**

As an organization the CASC must create a message covering 3 main tenets:

- 1) Accessibility
- 2) Affordability
- 3) Acceptance

### **Current Risks**

The current risks to dwindling participation and out-dated forms of communication can be addressed by focusing on creating awareness of our organization and affiliated clubs. This can be successfully achieved by focusing our marketing towards the grassroots component of our organization. By increasing the volume of our entry level participants, both revenue and attendance will trickle upward into road race and licensed events, either through participation, organisation or attendance.

The 3 tenets can be achieved through the following:

- Ease of entry to affiliated clubs and participation in events as both competitor or organizer
- Promote discipline mobility – autoslalom>time attack>race
- A reputation to be supporters of all forms of race and truly be the #placetorace.

At this time, our joint efforts among divisions have started a central means of communicating events via social media.

CASC-OR now has the following handles:

Instagram: @canadianautomobilesportsclub

Twitter: @CASC\_OR

Through this centralized portal, all regional autoslalom, Ontario Time Attack and Road Race calendars have been made available to the public and linked through other social media outlets. This was a strategy employed by the Oshawa Motor Sport Club (OMSC) over the past 2 years, to address these same problems.

It has allowed the club to grow financially and increase its footprint in the Durham Region. The efforts have yielded a new generation of members and interest from local performance shops and Durham College's automotive program.

### **Future Risks**

The future risks have unfortunately become more current.

Decreased participation and membership to affiliate clubs have resulted to closures of clubs over the years. As well, we have seen grid sizes for some events that have yielded losses for a few divisions. One shining light was regional autoslalom, whose thesis of success is echoed through this proposal, the fostering of grassroots motorsports through information and ease of entry.

Ironically, through our experience and efforts to turn around OMSC and boost Regional Autoslalom, we have found ideal methods to address the issues of participation and revenue:

- Exposure to the general public
- Focused media that caters to mass demographics

In mitigating the future risk of relevancy to sponsors, other activities must be exercised. We need to expand on the successful activities above and the following proposal will form the basis of the exercise. As our current contacts to sponsorship move-on or retire, we need to make a concerted effort in marketing our product and value proposition. We need to be present at events wherein 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 good-will to its utmost potential.

### **The Proposal: Participation at the Canadian International Auto Show (CIAS)**

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”)  
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

#### CASC in the Canadian International Auto Show

### **Framework and Strategy**

#### **Main Goal**

The goal of the event is to be the first of major marketing events to help with the 2018 automotive season. It will serve to garner interest in our grassroots activities in the context of a pathway to road racing. Our pavilion staff will focus on information gathering and introduction to CASC and its activities.

Information to be gathered:

- 1) Name
- 2) City of Residence
- 3) Current Vehicle
- 4) E-mail

All information will be compiled and disseminated to CASC-OR affiliate clubs that are within their residence. The affiliate clubs will then e-mail them their membership information as well as all their activities to the 2018 season. Clubs that are of a specific type/era/driving discipline will also get the entire list, to send their schedules and membership information:

Example:

John Smith, Sarnia, BMW 328i, [john.smith@email.com](mailto:john.smith@email.com) will receive an e-mail from the following groups:

- WOSCA

- Regional Autoslalom, OTA and Road Race
- BMW Trillium Club

### **Interactivity**

In order to capitalize on our pavilion's area, and draw traffic, an iRacing based simulator of the Canadian Tire Motorsport Park will be installed. At least 2 members will be handing out advertising to draw crowds to the area. The simulator will serve as advertising, revenue generator, and contest.

- 1) **Revenue Generation:** For \$5, children and adults will be able to drive a simulation of Mosport Grand Prix track.
  
- 2) **Contest:** For \$10, any driver 18+ will be entered into a contest, wherein the fastest time on Mosport by a non-CASC member, will win a Grassroots Racing package that includes the following:
  - SA2015 helmet
  - Entry into SPDA's Autoslalom School and Entry into OTA's Time Attack School

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### **Pavilion Design**

The space being targeted is 40' in length and can accommodate 3 vehicles to represent 3 major disciplines: Regional Autoslalom, Ontario Time Attack, and Road Race. The space will be flanked by a sound system connected to a video screen showing our recently made "Spirit of Motorsports" video, to help draw audio and visual attention to the location. The entire 40' length will be draped by a CASC-OR banner. On each day of the autoshow, the representing clubs can bring their respective clubs' banner to attach to the main banner.

### **Vehicles**

3 vehicles will be displayed representing the 3 division of grassroots motorsport. All 3 will be "**road cars**" in street classes. This is to highlight our affordability and accessibility, as well as discuss the mobility within each division.

### **Costs and Payment Schedule**

**Note:** All prices include taxes

40' space ranges from \$9,606 to \$11,865, and is still negotiable

until 1<sup>st</sup> 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): \$14,265.71

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

### **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.

Collection of entry and list of 6 members to staff the pavilion will be centralized to the CASC-OR office. A separate account should be created for the sole purpose of proper accounting of the event and related expenses.

### **Payment Schedule:**

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

**Staffing:** Of clubs that paid, each club will be asked to submit 6 members 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.

### **Summary**

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.