



STRONGER TOGETHER
WEBINAR 2020

FIA MOTORSPORT GAMES 2021 INTRODUCTION

Wednesday 18th November 2020

*Welcome! The session will
commence shortly.*



2019 EDITION

Rome, 1 - 3 November 2019

6 DISCIPLINES

49 NATIONS

145 PARTICIPANT ENTRIES

180 MEDIA ACCREDITATIONS

1300+ ARTICLES FROM 50+ COUNTRIES

400,000+ VIEWS ON YOUTUBE

OVERALL RESULTS



RUSSIA





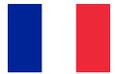
2021 EDITION



27 October 2021



29 - 31 October 2021



Circuit Paul Ricard & Marseille



TARGETS

100+ Participating ASNs

18 Disciplines



18 DISCIPLINES

6 DISCIPLINES FROM 2019 EDITION & 12 NEW DISCIPLINES

GT Sprint Relay



GT Sprint



Karting Sprint Sr - TBC



Auto Slalom



Rally2



Rally4



Touring Car



F4



Karting Sprint Jr



Karting Slalom



Historic Rally



Historic Regularity Rally



Endurance - TBC



Digital



Karting Endurance



Drifting



Crosscar Jr

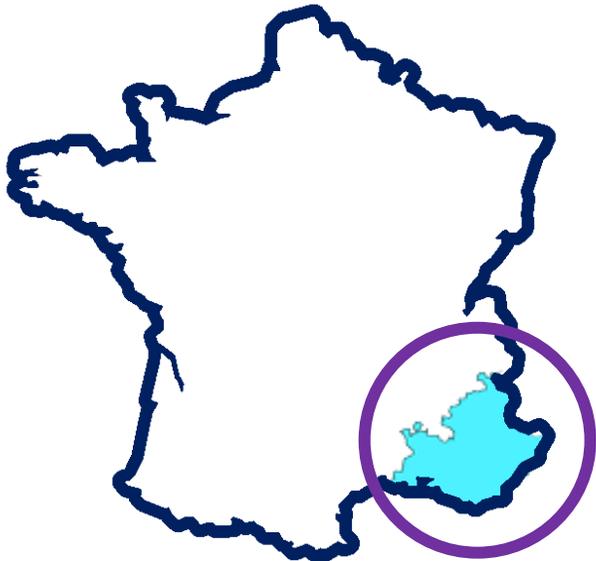


Crosscar Sr





VENUES



Autocross Veynois



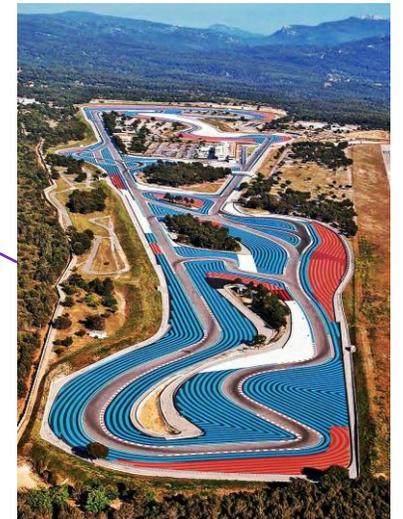
Rally



Host City



Circuit Paul Ricard





VENUES





ASN VILLAGE

Represent your country at the ASN Village!

- ASN Package incl.
 - Tent
 - Furniture
- Next to the Entertainment Area
- Entertainment
- Podiums
- Network
- Meet the fans!
- Party!





YOUR NATIONAL TEAM PROJECT

*A unique opportunity to
gather your national
motorsport community and
beyond it!*





NATIONAL TEAMS



Boost your national spirit and enter the competition to become the next FIA Motorsport Games overall winner!



NATIONAL COLORS - UNIFORMS

Proudly wear your national colors!

Create a common design for all members of your team:

- Delegation Team Gear
- Racing Suit
- Gloves
- Racing Shoes
- Helmet

A great business asset: official ASN merchandising.





NATIONAL TEAMS - CAR LIVERIES

Brand your cars with the **colors of your flag** to reinforce your national spirit in the competition!

Integrate your sponsors / partners logos!

A great tool for **fans activation**: design the car which will represent your country at the Games! (Social Media)



NATIONAL DELEGATION STRUCTURE



Team Captain



Head of Delegation



Communication
Manager



Competitors



TEAM CAPTAIN

- He or she can be an ASN representative, a famous driver or an **iconic** person of your country.
- He/she is your **spokesperson** (media) and will represent the country, especially in the opening and closing ceremonies. **(Flag Bearer)**
- Can be competing in the Games but be aware of potential extensive solicitations!





HEAD OF DELEGATION



- The **Head of Delegation**, appointed by his ASN and whose task - in addition to any other functions assigned to him/her by his ASN - is to **liaise with the FIA and the FIA Motorsport Games organisers**.
- The person appointed to this role would be responsible for the **leadership of the ASN delegation** to the 2021 FIA Motorsport Games.





HEAD OF DELEGATION (HoD)



- **Key liaison** for all external stakeholders e.g. FIA, SRO, other ASNs etc.
- **Planning and preparation** before the Event, ensuring that all concerns and issues are raised and solved
- Comply with all **deadlines** issued by the organisation, incl. **entry** process
- **Attend all HoD meetings** / seminars / workshops / briefings (before and during the event)
- **Collate information and diffuse accordingly** (e.g. to medical personnel, athletes, media)
- Ensure arrivals / departures of delegation are completed efficiently and trouble free
- Implement **crisis management** procedures for the team if necessary
- Ensure that all ASN athletes and team officials needs are met
- Define and implement the **Games operational plan** to achieve the ASNs Games objectives
- Supervise clothing, equipment, finance, transport, accreditation and accommodation
- Oversee team administration and logistical support



COMMUNICATION MANAGER



- Drives your ASN communication and promotion strategy
- Liaise with media regarding sports preparation, administration and athletes results
- Organises media appearances of competitors and ASN officials
- Manages social medias
- Contact to FIA and Organisers Media Teams





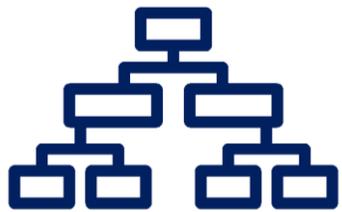
DRIVERS / COMPETITORS

- Carefully chosen after the **selection process**, they will be keys in driving your nation on the **road to success**.
- Planned in advance, selections and call for candidatures help you to put the best possible team together
- A great **storytelling** potential





STRUCTURE YOUR PROJECT

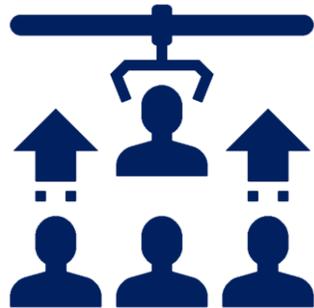
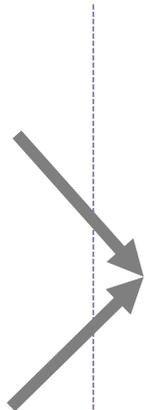


ASN Qualifiers



Private Entries

2 « Origins » for the Competitors



ASN Selected Entries

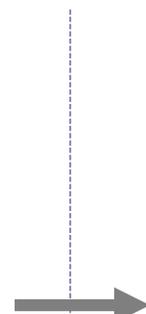
ASN Selected Entries
1 Entry / Category / ASN



Registrations:
June to Sept. 2021
00% Online (dedicated platform)



Project Structure and Financial **Guarantees** to be provided



2018 FIA Motorsport Games: GT Cup, Automobile Valenciennes Parc Taruffi, Italy
Final Entry List

NO	DRIVER	TEAM	ASN	DRIVER'S LICENSE	DRIVER'S LICENSE CATEGORY	DRIVER'S LICENSE EXPIRES
1	148	17 Spain	Automobile Valenciennes GT Cup	1487148	Spain	14/01/2021
2	149	17 Spain	Automobile Valenciennes GT Cup	1487149	Spain	14/01/2021
3	150	17 Spain	Automobile Valenciennes GT Cup	1487150	Spain	14/01/2021
4	151	17 Spain	Automobile Valenciennes GT Cup	1487151	Spain	14/01/2021
5	152	17 Spain	Automobile Valenciennes GT Cup	1487152	Spain	14/01/2021
6	153	17 Spain	Automobile Valenciennes GT Cup	1487153	Spain	14/01/2021
7	154	17 Spain	Automobile Valenciennes GT Cup	1487154	Spain	14/01/2021
8	155	17 Spain	Automobile Valenciennes GT Cup	1487155	Spain	14/01/2021
9	156	17 Spain	Automobile Valenciennes GT Cup	1487156	Spain	14/01/2021
10	157	17 Spain	Automobile Valenciennes GT Cup	1487157	Spain	14/01/2021
11	158	17 Spain	Automobile Valenciennes GT Cup	1487158	Spain	14/01/2021
12	159	17 Spain	Automobile Valenciennes GT Cup	1487159	Spain	14/01/2021
13	160	17 Spain	Automobile Valenciennes GT Cup	1487160	Spain	14/01/2021
14	161	17 Spain	Automobile Valenciennes GT Cup	1487161	Spain	14/01/2021
15	162	17 Spain	Automobile Valenciennes GT Cup	1487162	Spain	14/01/2021
16	163	17 Spain	Automobile Valenciennes GT Cup	1487163	Spain	14/01/2021
17	164	17 Spain	Automobile Valenciennes GT Cup	1487164	Spain	14/01/2021
18	165	17 Spain	Automobile Valenciennes GT Cup	1487165	Spain	14/01/2021
19	166	17 Spain	Automobile Valenciennes GT Cup	1487166	Spain	14/01/2021
20	167	17 Spain	Automobile Valenciennes GT Cup	1487167	Spain	14/01/2021
21	168	17 Spain	Automobile Valenciennes GT Cup	1487168	Spain	14/01/2021
22	169	17 Spain	Automobile Valenciennes GT Cup	1487169	Spain	14/01/2021
23	170	17 Spain	Automobile Valenciennes GT Cup	1487170	Spain	14/01/2021
24	171	17 Spain	Automobile Valenciennes GT Cup	1487171	Spain	14/01/2021
25	172	17 Spain	Automobile Valenciennes GT Cup	1487172	Spain	14/01/2021
26	173	17 Spain	Automobile Valenciennes GT Cup	1487173	Spain	14/01/2021
27	174	17 Spain	Automobile Valenciennes GT Cup	1487174	Spain	14/01/2021
28	175	17 Spain	Automobile Valenciennes GT Cup	1487175	Spain	14/01/2021
29	176	17 Spain	Automobile Valenciennes GT Cup	1487176	Spain	14/01/2021
30	177	17 Spain	Automobile Valenciennes GT Cup	1487177	Spain	14/01/2021
31	178	17 Spain	Automobile Valenciennes GT Cup	1487178	Spain	14/01/2021
32	179	17 Spain	Automobile Valenciennes GT Cup	1487179	Spain	14/01/2021
33	180	17 Spain	Automobile Valenciennes GT Cup	1487180	Spain	14/01/2021
34	181	17 Spain	Automobile Valenciennes GT Cup	1487181	Spain	14/01/2021
35	182	17 Spain	Automobile Valenciennes GT Cup	1487182	Spain	14/01/2021
36	183	17 Spain	Automobile Valenciennes GT Cup	1487183	Spain	14/01/2021
37	184	17 Spain	Automobile Valenciennes GT Cup	1487184	Spain	14/01/2021
38	185	17 Spain	Automobile Valenciennes GT Cup	1487185	Spain	14/01/2021
39	186	17 Spain	Automobile Valenciennes GT Cup	1487186	Spain	14/01/2021
40	187	17 Spain	Automobile Valenciennes GT Cup	1487187	Spain	14/01/2021
41	188	17 Spain	Automobile Valenciennes GT Cup	1487188	Spain	14/01/2021
42	189	17 Spain	Automobile Valenciennes GT Cup	1487189	Spain	14/01/2021
43	190	17 Spain	Automobile Valenciennes GT Cup	1487190	Spain	14/01/2021
44	191	17 Spain	Automobile Valenciennes GT Cup	1487191	Spain	14/01/2021
45	192	17 Spain	Automobile Valenciennes GT Cup	1487192	Spain	14/01/2021
46	193	17 Spain	Automobile Valenciennes GT Cup	1487193	Spain	14/01/2021
47	194	17 Spain	Automobile Valenciennes GT Cup	1487194	Spain	14/01/2021
48	195	17 Spain	Automobile Valenciennes GT Cup	1487195	Spain	14/01/2021
49	196	17 Spain	Automobile Valenciennes GT Cup	1487196	Spain	14/01/2021
50	197	17 Spain	Automobile Valenciennes GT Cup	1487197	Spain	14/01/2021
51	198	17 Spain	Automobile Valenciennes GT Cup	1487198	Spain	14/01/2021
52	199	17 Spain	Automobile Valenciennes GT Cup	1487199	Spain	14/01/2021
53	200	17 Spain	Automobile Valenciennes GT Cup	1487200	Spain	14/01/2021

Entry Lists

YOUR PROJECT COSTS

Entry Fee Only

- Digital Motor Sport
- Karting Slalom
- Auto Slalom

Pay and Drive

Entry Fee + FIA Single Supply

- Karting Sprint
- Karting Endurance
- Formula 4
- Crosscar Jr

Pay and Drive ^{EXT}

Service Supplier Required

- GT Sprint & Relay
- TC
- Rally(s)
- Endurance
- Crosscar Sr



Financing models:

- 100% ASN
- $x\%$ ASN + $(100-x)\%$ Competitor*
- 100% Competitor*

*  check financial health of your candidate!



COMMS ACTIVATION PLAN

Before

- Communicate on your participation and motivate drivers to apply and encourage the fans to come to support your country.
- Launch promotional activities to raise the national awareness.
- Identify:
 - 3 main media: 1 x generalist news, 1 x sports news, 1 x motorsports news
 - 3 Social Media Influencers
 - 3 TV Potential Broadcasters
- Fan Club / Fan Engagement

During

- Organize activities for the supporters.
- Brand your national tent in the village as well as your boxes with flags, backdrops and many other elements.
- Create a team / fan zone where supporters can gather to cheer your team.

After

- Work on your communication plan and share this unique adventure with the rest of your community.



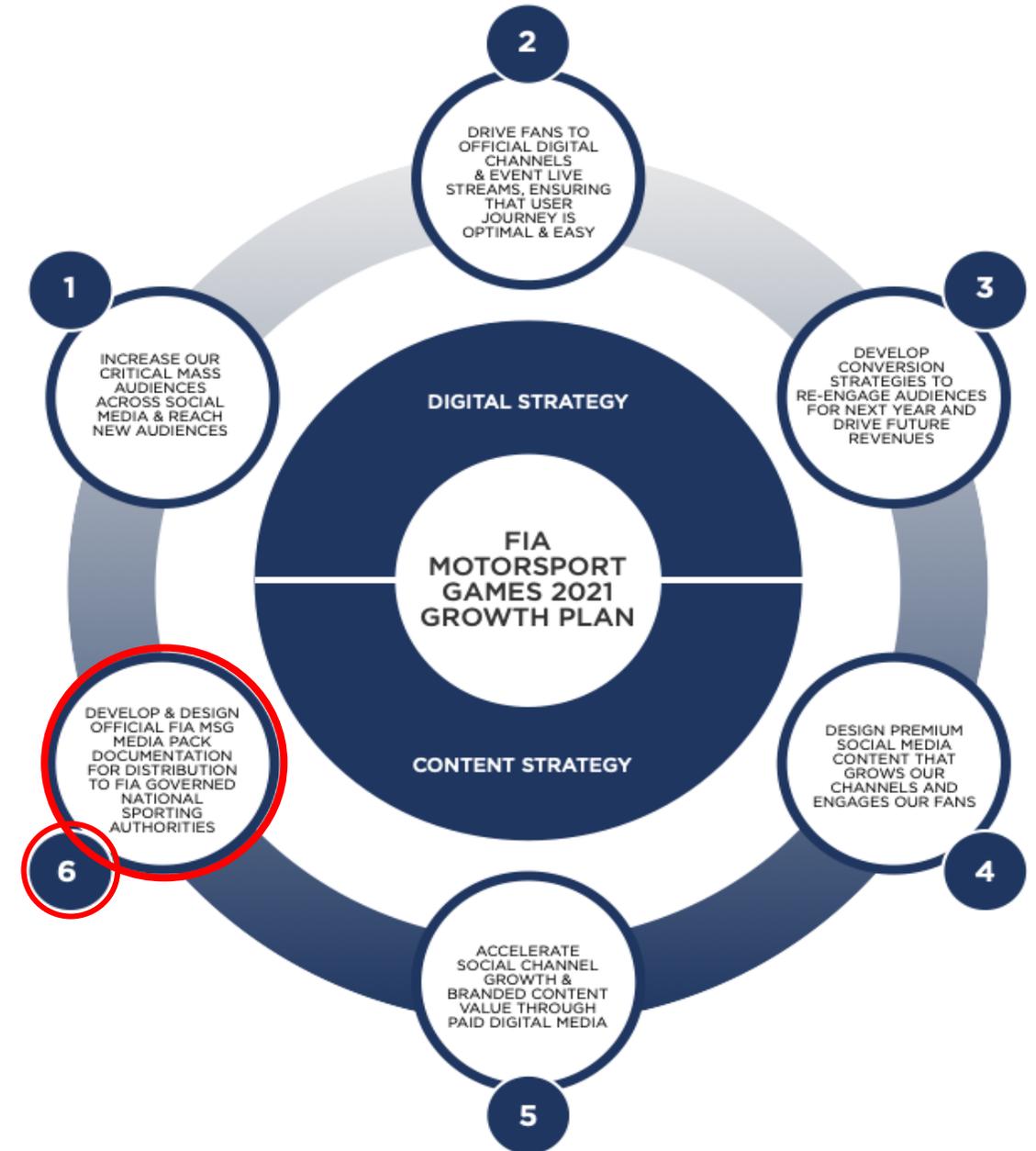
WePLAY - 2021 FIA Motorsport Games Digital Strategy Agency

PROJECT GOALS

- Increase digital fanbase for FIA Motorsport Games (MSG) to achieve a critical mass audience.
- Improve fan engagement across FIA MSG official digital channels.
- Reach an engaged NextGen audiences to drive future engagement with younger audiences.
- Maximize views on FIA MSG official event streams across website, Facebook and YouTube.

DELIVERABLES

- An ASN **Media Pack** will be created to guide FIA ASNs on how to support FIA MSG in 2021.





WE SUPPORT YOUR PROJECT



- Over the past 25 years SRO has specialised in the promotion and organisation of motorsport series around the world.
- Missions
 - Provide point of contact and easy access to information about the event and the specific disciplines
 - Strive to build strong grid with diverse nations for each racing discipline
 - Organise flawless racing operations
 - Develop off-track activities for ASN and fan engagement
 - Communicate regularly about event developments on dedicated event website and social media channels
 - Effective community management



WE SUPPORT YOUR PROJECT



- **Dedicated Project Team**
- Regular Communication
- All information available on **FIA Networks**
- One to One Calls, to support you in a personalized way
- Regular Workshops
 - Sporting
 - Communication and Promotion
 - Logistics
 - Etc.
- **National Delegation Guide:** more complete week after week, it will be your best ally in the preparation of the 2021 FIA Motorsport Games



CASE STUDY - KUWAIT



Why participate in FIA Motorsport Games?



CASE STUDY - KUWAIT

Preparation for the Games

- Appoint team
- Drivers selection
- Negotiate with race cars suppliers: GT, Touring Car, Drift, F4 & Karting by SRO
- Cars livery design (reflects national flag colors)
- Team apparel design and purchase



CASE STUDY - KUWAIT

FIA and SRO support

- MSG Guidelines
- Communications
- Updated information regarding ceremonies and timetables
- Regulations
- Hospitality



Expenses

- Entry fees
- Cost of race cars hire
- Travel & Accommodation
- Drivers suits and team uniforms





CONTACTS

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CASE STUDY - HUNGARY

Basics & Main Concept

- Unique opportunity to race in motorsport as a nation
- Creating a National Motorsport Team
- Asking for support – FIA Category Managers always ready to answer
- Build your delegation wisely – Team Captain, Head of Delegation, Drivers





CASE STUDY - HUNGARY

Recruitment

- FIA Guidelines
- Call for application on different platforms
- ASN Database
- Local hero & young talents





CASE STUDY - HUNGARY

Funding

- Goal: stable budget
- Strong financial support for the drivers
- Enter both grassroots and major categories
- National Team → Government support
- Possible outcomes



CASE STUDY - HUNGARY

Communication

- Quality content creation before-during-after the event
- Influencers
- Press conference
- On site production team



National Colors - Uniforms

- Design a common design for all members of your team
 - Delegation Team Gear
 - Racing Suit
 - Gloves
 - Racing Shoes





CONTACTS

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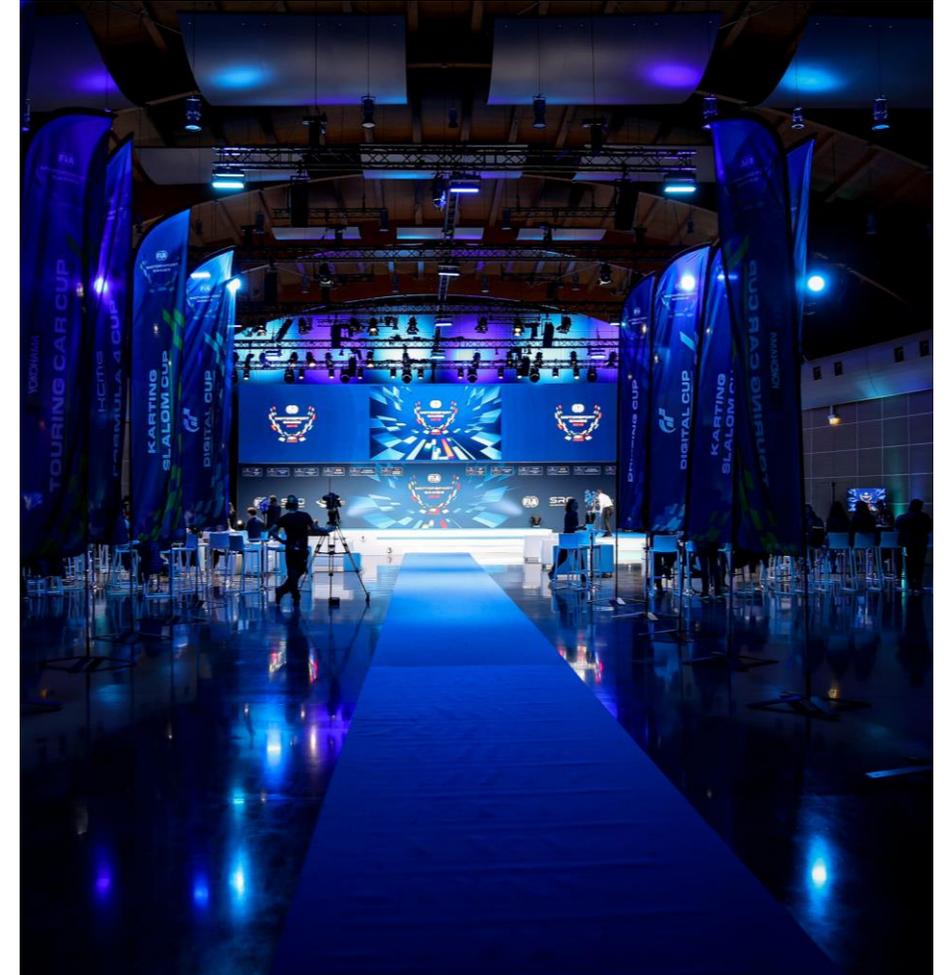
KEY MILESTONES





NEXT STEPS

- Sporting Workshops 8/9/10 December 2020
- Join the  **NETWORKS** [dedicated community](#)
- Individual Calls / Visios
- Nominate:
 - Head of Delegation
 - Communications Manager
- Define your disciplines target & get ready for National Selections
- Identify your national media targets
- Launch your Fan Club!





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