

MAG Sport – “Keeping the Excitement Alive!” For 2009

12th January 2009



www.magsport.com

Nich Brown has asked me to write you a brief regarding MAG Sport for 2009.

Although I believe MAG Sport was discussed at the December board meeting and possibly but not specifically at the NC meeting in December, Nich has informed me that the feeling was that MAG should be cautiously looking to maintain previous budgets but not commit to anything until we need to.

The MAG Sport budget is usually sorted before the end of year and it was only after a phone call I received from Alex Gault Senior a couple of days ago who had been in touch with Nich that I contacted Nich to see what the position was.

Off course MAG should always look cautiously to maintain previous budgets but looking to commit to MAG Sport is on a yearly basis and perhaps with some misunderstanding the sponsorship to the sponsored racers needs to be completed before year end to allow, the racers to finalise their own budgets and to allow preparation work for MAG Sport in the following season.

Therefore the following brief is submitted for the 2009 season of MAG Sport and as explained above from an email conversation with Nich, to try to get a decision over the next few days, a quick response would be greatly appreciated.

MAG Sport – MAG Energy

When I was your Director of Public Affairs/General Secretary, MAG Sport was not part of my day job and reports on MAG Sport were included as part of my reports in those roles purely because it was easier for everybody.

I have been involved with MAG Sport since around 1998 as a “volunteer”. Prior to leaving MAG as an employee, I offered to continue to maintain the MAG Sport website as a volunteer, which is what I am now doing.

In fact, since my “retirement” I have spoken to Nich Brown and we made the suggestion that as a volunteer, I would liaise with Nich and vice versa on MAG Sport aspects.

As you can see from below both Shan Tedder and myself have been active regarding MAG Sport, MAG Sport Juniors and MAG Energy.

The MAG Energy committee seems to have collapsed with Shan being the only active committee member left.

At present MAG Energy exists in The Road, with Shan providing articles for publication in the magazine and on the MAG Sport website http://www.magsport.com/mag_sport_juniors_mag_energy_2.html

The main aim and purpose in The Road and on the website regarding MAG Energy is as follows:

“MAG Energy was set up to attract the younger rider to join MAG.

The main aim is to give the younger person a voice in The Road, to communicate with other young riders in MAG and to give an insight into the fact that for MAG and motorcycling, young people (you) are the future.

One of the attractions is a reduction in membership of the Motorcycle Action Group, a discount is available of a £5 discount on first year of MAG individual membership if aged between 16 years to 25 years - D.O.B. required

MAG Energy want to hear from everyone under 25 - what you know and what you have to say, and what is happening in your personal biking world.”

MAG Sport is in a similar position as MAG Energy, with articles published in The Road and a presence on the web.

“The aims of MAG Sport are to promote MAG to a wider audience - to dispel the myth that the organisation appeals to only one section of the motorcycle community - to increase MAG membership.

Whatever you ride MAG has something for you! MAG Sport supports young riders, mainly through publicity on the MAG Sport website and articles in the MAG member’ magazine, The Road, where generally newcomers to the sport do not receive “mainstream” recognition.”

Whether MAG Energy or MAG Sport have achieved an increase in membership or a retention is near impossible to determine, however the low cost that is involved far outweighs the positive input that MAG Energy and MAG Sport have in the promotion of MAG to the biking community.



In other words there is nothing negative for MAG, only a positive “feel good” factor in what both MAG Energy and MAG Sport are doing.

MAG Sport Website Overview

In 2008 the MAG Sport website www.magsport.com was completely revamped to reflect the new “cooperate” image of MAG.

Although primarily promoting the racers that MAG sponsors, the website has a race orientated flavour with reports/press releases from Motorcycle Racing in general as well as British Superbikes, World Superbikes, MotoGP and World Endurance.

Naturally the website also carries MAG press releases, promotes MAG membership, MAG benefits, partner details, with links to MAG, its campaigns and political work.

Sponsorship

The usual agreed annual funding for MAG Sport is £3000 – agreed in 2007 for the 2008 season.

In 2008 as far as I am aware, sponsorship to the riders for this year totalled £2,200.

Increase MAG Profile Through MAG Sport Sponsorship

This title is from the MAG business plan as MAG Sport was included in the business plan.

The objectives were to:

Using cost benefit analysis, provide sponsorship support to motorcycle racers.

Sponsorship provided to the racers is Alex Gault: £1000 - MPS Husqvarna: £800 - MOTO KL: £400 these amounts are based on the available budget and what riders can offer through their presence in racing.

Review existing logo and sponsorship material to ensure corporacy and maximising visual effectiveness.

The existing logo has been reviewed and changed to reflect the MAG corporate spirit while retaining MAG Sports’ recognised identity. Sponsorship material at present exists in stickers – only provided to the racers at present – and MAG Sport patches available from MAG products “iMAGe”.

These were reviewed in 2008 and the new logo was produced as a patch – these were purchased outside the MAG Sport budget – they were only produced in sufficient number for the racers and promotional work.

I am still looking at digital magazine software to promote MAG Sport further, for an example see <http://www.max-wadsworth.com/Max2008.exe>

Use race meeting events as opportunities to promote MAG and recruit members.

All the sponsored racers carried the MAG logo on their bikes, however further promotion and recruitment for MAG relies on volunteers attending, as bodies are needed on the ground.

Alex Gault used the availability of his stand in the paddock at race meetings to promote MAG with the MAG “bunting”, leaflets and copies of The Road.

In 2007 and 2008 MPS Husqvarna went for a “role reversal” on promotion and had had their stand at the Farmyard Party promoting MAG Sport.

Success Measures

1. Number of high profile events involving MAG sport sponsored riders.

As you can see from the racers’ reports below in 2008 they attended high profile race meetings.

Alex Gault at the National 600 Superstock Championship, which is a support race to the British Superbike Championship. The Superstock Championship racers are televised.

MPS Husqvarna compete both in British championships and World Championships these events are also televised.

MOTO KL makes itself high profile at local level i.e. http://www.magsport.com/moto_kl_2008_novice_practice_s_3.html which has tied in with Alex Gault and http://www.magsport.com/moto_kl_2008_final_race_day_oc.html

MOTO KL is becoming recognised as a “best practice” to offer riders an opportunity to achieve accredited diplomas based on the Norfolk County Council Norfolk Youth Awards scheme, whereby riders will be able to undertake such diplomas as Personal Challenge, Difference in the Community, and Working With Others.

All the sponsored racers have their own websites and carry the MAG Sport logo and links.

2. Number of partnership opportunities generated from sponsorship.

This is hard to generate in the cut throat world of motorcycle sponsorship.

In 2008 MOTO KL who introduced Buff http://www.magsport.com/moto_kl_2008_novice_practice_s2.html

I was introduced to Buff but they sponsor their own bike at the moment.

And Pole Position Travel who offer MAG members Discount <http://www.magsport.com/benefits.html#poleposition>



Alex Gault



MAG Sport Team Overview 2008

As highlighted, MAG Sport provides a broad scope of MAG representation to the race scene, from Alex Gault competing on tracks, MPS Husqvarna in the mud of Enduro racing and MOTO KL - MAG Sport Juniors and MAG Energy for minimotos.

Also, though a presence on the website MAG supports young racers, Ben Gautrey and Michael Ford.

Alex Gault www.minimotoracer.com

Alex has been with MAG Sport for several years, and for 2008 competed in the much anticipated and hotly contested National Super Stock 600 Championships aboard the Official Kawasaki entry with team ASTRO Kawasaki.

The Kawasaki Alex is using is a 2008 ZX6R Machine, 600cc and hoped to be around 123 BHP with a top speed around the 155 mph mark.

The engine has been prepared by YPE Power in Edinburgh.

The National Super Stock 600 Championship runs as a support race to British Super Bikes.

He ended up finishing 10th overall in the main championship and 4th in the David Jeffries Award for riders less than 19 years of age.

Alex is featured in the MAG Sport section in The Road.

For 2009 Alex Gault is still looking at his options but he will race, this includes options for British Super Stock 600, British Super Sport Cup, British Super Stock 1000, Thundersports GB, Scottish Super Sport and Scottish Super Stock 1000.

MPS Husqvarna www.mpsracing-enduro.co.uk

MPS Husqvarna are running the official British Husqvarna team with MPS and Husky Sport.

The team riders for 2008 were Si Wakely and Daryl Bolter, competing in the World and British Enduro Championships (WEC & BEC) plus the usual non championship events.

Gav Houston build on his rapid improvement and continued with UEM Enduro Championship and British Enduro Championship (BEC).

MPS Husqvarna also assisted Rhinallt Davies and David Lloyd Jones in the BEC and not forgetting Mick and Mark Houson renewing their battle in the Vets both on new bikes TE 450 and WR 25.

MPS Husqvarna had a fantastic 2008 season.

For the 2009 season the team have signed Aston Bird to join Si Wakely and Gavin Houson in their assault on the UK and World Enduro championships.

Aston joins MPS having secured both the 2008 ACU Eastern Centre MX Championship and the ACU Eastern Centre



MPS Husqvarna



Enduro Championship so he's no stranger to the podium.

Aston will be campaigning GBXC, British Enduro Championship and World Enduro Championship rounds alongside teammate and current British E2 Enduro Champion, Si Wakely.

Si will again be racing the fuel injected Husqvarna TE450 and hoping to improve on his World Championship results from 2008 whilst retaining the title of British Champion.

The third member of the MPS Husqvarna team is Gavin Houson. 2008 was a difficult year for Gavin, sidelined by injury for most of the season but for 2009 Gavin is back on form, campaigning a WR125 in GBXC and British Enduro, with a selected number of World and European Enduro rounds also being undertaken.

For the 'vet class' MPS will be supporting Mark Houson on a TE250 and Mick Seward himself will be riding selected events on a TE310.

MPS Husqvarna is now recognised as a serious team at world level and our 09 rider line up should ensure their results are better than ever."

MOTO KL www.motokl.org.uk

Running alongside MAG Sport and an integral part of the team is MAG Sport Juniors.

MAG Sport J's was formed to address the safety issues of youngsters riding mini motos illegally, without proper safety equipment and proper safety training.

Both MAG Sport J's and MAG Energy race in the MAG Sport supported MOTO KL project. MOTO KL shows the advantages, benefits and enjoyment that these much maligned machines and riders can have when used in a constructive manner.

Local MAG members are involved in assisting the MOTO KL project. West Norfolk MAG - North East Lincs MAG - Bury-St-Edmunds and individual MAG members.

MOTO KL is becoming recognised as a "best practice" to offer riders an opportunity to achieve accredited diplomas based on the Norfolk County Council Norfolk Youth Awards scheme, whereby riders will be able to undertake such diplomas as Personal Challenge, Difference in the Community, and Working With Others.

MAG Sport Juniors and MAG Energy teams competed in the MOTO KL mino moto project.

The project ended for 2008 with thrills & spills at the Moto-KL race day at the Norfolk Arena.

MAG Sport Juniors and MAG Energy teams joined the rest of the Moto-KL mini-moto teams for the final race of the year.

Over 70 riders, both boys and girls, competed in 20 races, with trophies up for grabs in various categories, including the slow races where riders demonstrated their skills of balance and throttle control.

With practice sessions, race heats and finals just like BSB or the Moto GP the riders battled in a friendly and team atmosphere with the emphasis on having fun! The day ended with the prize giving with every rider receiving a medal and their winning trophies and special awards.



MOTO KL

IN FRIDAY'S Lynn News

CRICKET: Two players banned

FOOTBALL: Family's derby delight

ROLLER HOCKEY: B team not first win

Sport

Mini-motos... maxi power

ANOTHER successful season for the Moto KL mini-moto team, came to a conclusion at the Norfolk Arena stadium on Thursday.

It was another action-packed day with a number of individual awards up for grabs to be in the associated league competition, before the presentation of all the trophies.

Shon Tiddler, the coordinator for Moto KL, said the standards and competition had again been high through the year.

"We started off with 72 children on the register and finished with 66, which shows their commitment for the project."

This is the fifth year for Moto KL and the second season at the Norfolk Arena's special race event which is held on the speedway track.

Racing was held across a full night on Thursday and the men's MSH Services League was won by Dirty Devils, while the Norwich Keith Chapman of Norfolk Arena.

Team championship was won by Phil Hayton of Whitton, Maurice Back of MSH Services, and Trevor Bird of MAG Sport.

There was special thanks from Shon to the four main sponsors - Keith Chapman of Norfolk Arena, Phil Hayton of Whitton, Maurice Back of MSH Services, and Trevor Bird of MAG Sport.

Watch out for a big group picture of the youngsters in next Wednesday's Citizen.

On his way to victory: Jon Parson who took the Moto KL blue in Team Purple on Thursday. Picture by Alan Miles, ORAMedia

Waiting for position. Close action from the final meeting of the Moto KL season at the Norfolk Arena. Picture by Alan Miles, ORAMedia

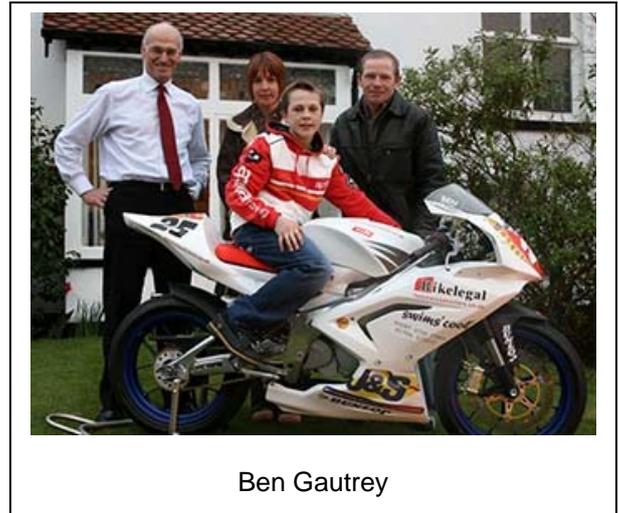
For 2009 it will simply be more of the same.

Ben Gautrey www.bengautrey.com

Fifteen year old Ben was promoted on the MAG Sport website and competed in the Aprilia 125 Superteens Challenge, which since its inception back in 1996 the Aprilia Superteens Challenge has been the launch pad for many international racing careers and to date has spawned two world champions.

Ben joins MAG Sport while we continue to promote young riders, mainly through publicity - on the MAG Sport website and articles in the MAG members magazine, The Road.

Generally newcomers to the sport do not receive "mainstream" recognition.



Ben Gautrey

This year started for Ben with stalling the bike on the grid at Mallory and finished with a podium position in second place.

The progress he has made this year has been above and beyond any of his expectations.

Ben now has time to prepare himself for an assault on the Superteen title for 2009, something he knows he is quite capable of achieving.

Michael Ford www.magsport.com/mag_sport_juniors_mag_energy_21.html

Michael started racing with this bike in the South of England Mini moto Racing Club (SEMRC) ran by Phoenix Mini moto Racing

Michael is currently a member of the New Era Motorcycle Racing Club, www.neweramcc.org which he will be racing in this year.

This club runs meetings all across the country at well known and established race tracks.

Unfortunately due to work commitments Michael had to cut his 2008 season short.

Conclusion

MAG Sport has an important role within the Motorcycle Action Group. Other rider groups in the UK and in Europe have tried running similar "schemes" like MAG Sport, but these have faltered and failed.

MAG Sport is a fantastic tool, because it offers young riders the opportunity of sponsorship (at a low cost) to become professional racers and at the same time promoting MAG UK in an arena where the mainstream MAG publicity does not enter.

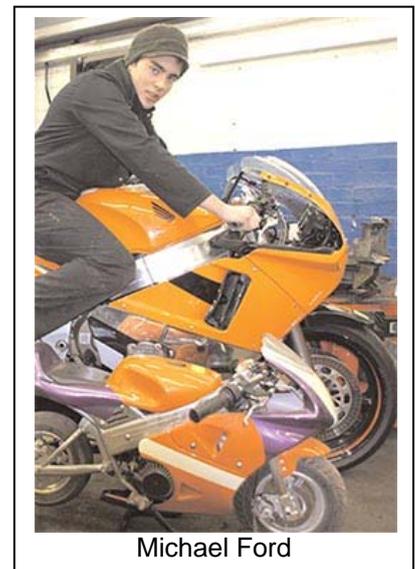
Sponsorship Budget

MAG Sport is asking for the same amount of budget for 2009 - £3000

Alex Gault to receive £1200 - MPS Husqvarna to Receive £800 - Moto KL - £400 - Ben Gautrey £300

The remaining £300 is to purchase stickers (as outlined below) and for any incidentals.

Trevor Baird – MAG Sport



Michael Ford

	Colour	Size	Amount
Logo	Black/ Orange	120mm	60
Logo	Black/ Orange	60mm	30
Sticker1	Black/ Orange	70mm	40
Sticker 2	Black/ Orange	200mm	20
Sticker 2	Black/Orange	400mm	10
Total			



Logo

www.magsport.com

Sticker 1



Sticker 2