

President's Update – August 2015



Since my last report in March we have continued to work on many of the initiatives mentioned then. Attached is an update of what's been happening and the progress we're making.

2015 Activity

Sponsorship Committee Activity

Through the first few months of 2015 the Sponsorship Committee worked with both Subaru Canada and Yokohama Tire Canada to pin down the 2015 contracts. I am pleased to say that both are in place and all parties continue to reap the benefits of our mutually beneficial relationships.

We are producing new stage side banners for Subaru, Yokohama and the CRC to make sure that our video productions continue to look clean, crisp and professional.

Bowes media have been working on a freshening up of the CRC logo, this will help with video clarity and give the media folks the necessary variations needed to suit all backgrounds and uses.

Jean-Francois Menard is on board as the marketing and sales person working for both Bowes media and CARS out of the Bowes Media offices in Montreal. Jean-Francois started this new role in April and has worked hard to contact all of our existing leads as well as many new ones. Jean-Francois is working to improve our media data collection and has been actively inputting to our website design.

An issue we continue to face, is the current back end loaded nature of the CRC schedule. A more evenly spaced schedule would certainly be more appealing to potential sponsors and TV advertisers. Our current website is also showing up as a deficiency that impacts our ability to promote the sport and one of the main reasons for moving ahead on a complete rebuild of the CRC and CARS website. (New website details below)

Overall, I am pleased with the progress that we have been making and how rally in Canada is positioned and being presented by our media folks.

We have world-class TV and video productions. Last year 6 events, over 126 airings on TSN, RDS & Motors TV for a total of close to 1,000,000 views.

Our social media following is up significantly; during the 2014 season we published over 50 videos. YouTube viewing minutes increased 673% to almost 400,000 minutes.

During the three-week window around BDC we received over 650,000 social media impressions on Facebook, Twitter and Instagram.

These results, coupled with the improved presentation and access that our new website will provide, is setting us up for a very bright future. Increasing the ability of CARS, the events and competitors to sell the exposure the CRC provides to potential sponsors.

As an example, since Jan 2014 our CRC events have had the ability to sell two stage side banners to event sponsors, providing both TV and on-line coverage. Their success rate at selling this advertising has improved and the events are starting to reap excellent financial benefits of our improved multi-media promotional efforts.

Technical Rules Committee

The Technical Rules Committee is working on a few outstanding items that they plan to deal with during 2015.

Production class rules.

The CARS board approved a clarification to the 2WD and 4WD production class intent. In particular that the domestic market requirement applies equally to OEM parts. The TRC will review all of the production class rules to ensure consistency with the intent of production class.

New noise level rule review.

The Technical folks collected both stationary and transit noise level data at Tall Pines in 2014. The TRC intend to review the recently implemented noise level rules in light of the data to make sure that the rules are making sense.

Administrative Rules Committee

Recce & Shakedown Rules

The Admin Rules Committee is planning on developing recce & shakedown rules for use by CRC national events. Recce & shakedown is one aspect of National events that doesn't have a rule set and tends to be an area of risk for events.

Safety Plans

The Safety Plan templates are in progress and should be available to the event organizers this summer.

Insurance

In July Stonebridge specialty insurance (same ASN insurance broker, new company name) issued the details of a new insurance plan that is available to all ASN affiliated club members and allows for individuals to buy insurance coverage for Rally car storage, tools, trailers, etc.

You can get contact information and more details from Kory Besta at Stoneridge Insurance or Debbie Dyer at the CARS office. Announcement 2015-04 included the contact information



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- ✓ Off Track & Storage:
\$500 Minimum Premium
\$500 Deductible
Coverage for Competition Vehicle, Equipment, Trailer, & Tools While in Canada & U.S.
- ✓ On Track Physical Damage:
Physical Damage Coverage (Comp, Collision) for Lapping, Driving Schools, Solo, Time Attack, & Drifting
Premium is Per Day/Event - Based on Vehicles Value
Not for Racing Activities
- ✓ Race Team Liability:
Liability Coverage While at the Track, & During Non-Racing/Promotions
No Race Shop/Premise Need
Premiums Starting at \$500

2015 Projects

[CARS / CRC Website](#)

The functional spec was completed in May and we have engaged Frontech Solutions to develop our new website.

The new website will have a much more fan-centric CRC landing page. Bowes Media, Dean Campbell Editorial and Formula Photographic have been major contributors to the development of the CRC pages. From the CRC pages, fans will be able to find out all about the current and upcoming events, gain access to all of the rally news, video and photography from many sources.

The CARS pages are more focused on the business of running the association, organizing rallies, the rules and so on. These too are part of the project but will be accessed from the CRC landing page so be a little more behind the scenes.

The website build will include standings and speed factor databases that will use competitor profiles and rally results to auto generate the information.

We have moved through the design phase and have now started building the new site. The website is on track for completion this year.

Vehicle Tracking

In the spring we completed the functional requirements list for a competition vehicle tracking system and sent an RFP to both Rallysafe and EZTrack.

Rallysafe is the system that the CARS board has chosen because it meets all of the functional requirements that the CARS board specified, including car-to-car safety related communication that will warn the following car that you are blocking the road or are off-road and trapped, satellite vehicle tracking capability suitable for remote areas, promotional exposure capability and virtual spectating opportunities.

EZTrack is also an excellent tracking system, can provide the satellite uplink, virtual spectating and promotional opportunities but lacks the car-to-car communication capability that the board feels is so important to the safety of our competitors.

Although the board are supportive of implementing Rallysafe for our 6 CRC events, and had hoped that regional events might follow suit, we are in a bit of a holding pattern because implementation of Rallysafe is not being readily accepted across all regions. This is mostly because it does come at a cost and many that have not used Rallysafe or seen Rallysafe in use, are concerned with the value proposition and the potential impact on competitors and event entries.

The vast majority of competitors, organizers and others who were part of the Rocky Mountain Rally trial use, in the fall of 2014 are convinced and supportive of moving forward with its full implementation.

So we have a bit of a continental divide.

In order to provide an opportunity for a large group of Eastern Canadian competitors and organizers to get some first hand experience with Rallysafe, Ross Wood will manage a trial use of Rallysafe at the upcoming Rallye Defi. The top 20 cars will be fitted with Rallysafe units at no cost to the competitors. That said, there is a cost and I would like to thank RSQ, RSO, Rallye Defi, CARS and 4 Western Canadian competitors for chipping in to make this trial happen. **We still however have a shortfall of about \$1000 and are looking for a few donations of \$200 or more to close that gap.** If you would like to donate to the cost of this trial you can

send me an email or send a check made payable to "CARS" directly to Debbie Dyer at the CARS office.

After the trial at Rallye Defi we will continue the discussions and make some decisions on, if, how and when we implement Rallysafe in Canada.

Stewards manual

Terry Epp has been leading a review of the Stewards manual, to update and ensure that it fits our current rules. Thank you to Alain Bergeron and Alasdair Robertson for their valued input which is now complete. Terry has indicated that the updated Stewards manual will be ready for issue by September 2015

GOALS FOR 2015

RULES

1. Technical Rules Committee (TRC) will meet on a routine basis to research, review and propose technical rule changes including;
 - i. Address request for use of studded tires in national events **0%**
 - ii. Review the recent noise rules to determine if they are working **0%**
 - iii. With clarified "production" intent from the board, review the P4WD and P2WD technical rules and propose any required changes to meet the CARS intent for these classes. **10%**
2. Administrative Rules Committee (ARC) will meet on a routine basis to research, review and propose administrative rule changes including;
 - i. Produce a safety plan templates for use by Rallysport event organizers. Including National & Regional Performance rallies, Rally Sprints, Rally Cross & Rally Test Days **40%**
 - ii. Develop recce rules **0%**
 - iii. Develop Test Day Rules **0%**
 - iv. Develop Shakedown Rules **0%**

SAFETY

Continue review of the Safety Guidelines. Identify required safety practices and recommended updated safety guidelines by YE 2015 (Ross) **50%**

1. Review & update the Stewards manual by June 2015 (Terry) **80%**
2. Update the Stewards list complete with experience. (Terry)

3. Determine the specifications for a vehicle tracking system in Canada by March 2015. (Board appointed team) 100%
4. Identify available vehicle tracking systems that can meet the specifications by April 2015 (Board appointed team) 100%
5. Issue RFP to vehicle tracking vendors by May 2015 100%

COMMUNICATION

1. Develop and Implement a new CRC/CARS website with the new home page and basic functionality by YE 2015. 30%
2. Issue quarterly communications from the President. 50%
3. Communicate TV airing times on both RDS and TSN in advance (Warwick) 0%
4. Continue move towards near real time or even real time scoring published on our web site and through social media channels.
5. Develop a website scoring format so as to have data be it from rallyscoring.com or Ryan Matthews' system provide a consistent view of the results data on our website. 10%
6. Maintain a current speed factor list, updated prior to each CRC event, post on the web site. 30%
7. Maintain the CRC standings and publish to the website updated standing within 2 weeks of CRC event. 30%
8. Develop a social media plan, including a negative response guideline by March 2015 (Dean Campbell) 0%
9. Use the CRC social media outlets for current updates at all events throughout 2015.
10. Develop mailing list for video/news mail for all partners & stakeholders by March 2015 (Warwick)

PROMOTION & SPONSORSHIP

1. Develop a generic promotional package that outlines the value proposition for current and potential sponsors and supporters of the Canadian Rally Championship, the Event Organizers and our Competitors. Show the value of supporting one, two or all levels of the sport by March 2015 (Warwick) 80%
2. Develop targeted promotional packages aimed at specific sponsor targets as required throughout 2015. (Warwick) 60%
3. Maximize the value of the Canadian Rally Championship by increasing its exposure and fan following through 50 online videos, 6 TV shows and social media outlets releasing throughout 2015 (Warwick & Chris)

4. Add corporate sponsorship in 2015 to allow for improved promotion and growth of Canadian Rally. (Sponsorship Committee & Sales)
5. Provide value data to sponsors that includes the exposure numbers, growth and value/cost (Warwick)
6. Implement a media exposure and engagement dashboard by May 2015 (Warwick)
7. Simplify and clarify footage sales to competitors by March 2015 (Warwick & Chris)
8. Develop a licensing rate sheet for purchase of CARS footage By May 2015 (Sponsorship Committee & Warwick)

GROWTH

1. Generate income in excess of that needed to fund the promotional and broadcast material, allowing for selective growth and improvement related spending in accordance with the capital plan. 50%
2. Achieve a more evenly distributed Canadian Rally Championship event calendar ... too many events in October/November, too few in first half of the year. Work to have one event in the March thru June time window. 50%
3. Encourage new & existing competitors to rally;
 - i. Increase overall entry levels through better promotion of the sport.
 - ii. Promote Rally Cross events.
 - iii. Promote Rally Sprint events.
 - iv. In all decisions be mindful of the cost to competitors and organizers
4. Help CRC events gain from the promotional assistance provided by CARS;
 - i. Providing on-stage advertising space to ensure online and TV exposure.
 - ii. Provide valuation of TV advertising so that organizers are able to negotiate (Sponsorship Committee & Warwick)

FINANCES

1. Achieve a balanced budget in 2015 **on track**
2. Maintain the capital planning process **on track**
3. Manage the CARS insurance interface to be cost neutral **on track**
4. Provide quarterly financial reports to the CARS board **50%**