



WELCOME TO KARTING DAY



*Building
Better
Kart Clubs*



NOVEMBER IS NATIONAL KARTING AWARENESS MONTH!

This will be Karting Australia's first ever nationally co-ordinated membership drive. With the support of our new promotional partner Supercars Australia, or Members States and our Clubs November will be a month where we set out to raise the awareness and profile of our sport of karting nationally, statewide and locally.

It will start in October with a promotional push by Karting Australia and Supercars at the Gold Coast 600 where all Drivers in the event will feature either their home karting club or their home State's karting logo on their cars.

It will continue into November at the Ultimate Club Racer event at the Bend Motorsport Park in South Australia where Club racers from all around the country will come together to find the best Club Racers in Australia. It will then culminate later in the month with **NATIONAL WELCOME TO KARTING DAYS** at kart clubs right across the country. Originally, the concept was that this event would be held on the same day all across the Country, but working through the logistics we recommend that it is to be run on different days for what best suits the local calendar and karting industry. For example, in South East Queensland Warwick may hold a Welcome to Karting Day one week, Ipswich the next followed by Cooloola Coast the next weekend.

A Welcome To Karting Day is an important component of the Building Better Kart Clubs Program that was introduced in 2018. It is a massive element of **NATIONAL KARTING AWARENESS MONTH**.

It is designed to create awareness of the local clubs, attract participants and potential new members to the club on the day, and to send a strong message to the local community throughout the year that your club is open and welcoming new participants.

We encourage Clubs to run numerous 'Welcome To Karting' Open Days, Come n Try Days, Bring a Mate Days in addition to the National day throughout the year to develop a front of mind awareness of our sport and your Club.

We are sure that with some hard work and a core group of club members, anything is possible when you create a community that works together for a common cause.

Karting Australia's role is to provide Club Presidents, Secretary's and members on the ground with guidance and support in the planning and execution of this Day.

The most effective promotion of this day, and all the other 'Welcome To Karting' initiatives will be through:

1. Word of mouth – club members and visitors having great experiences and inviting and telling friends to visit your club to be welcomed to karting – or in some cases welcome back to karting.
2. Local area marketing – clubs engaging with their local community and promoting Karting and what their club offers.

National Karting Awareness Month and Welcome To Karting days across the country will end the karting year on a high and lead with clear and focused vision to a successful 2020.

Matthew Gould
Karting Australia - Operations

WHATS IN THIS DOCUMENT – AN OVERVIEW

- **The Welcome to Karting Day Explained**
- **Step by Step Guide to help plan your Welcome to Karting Day**
 - **Lining up Volunteers to manage the day**
 - **Customer Service**
 - **Planning the day**
 - **Managing Roles and On-track activities**
 - **Marketing and Media Plan**
 - **Risk Management**
 - **Presentation of the venue**
 - **Information for participants**
 - **How to follow up participants**
 - **Check List**

National Welcome To Karting Day is coming!

November will mark our first National implementation of **WELCOME TO KARTING DAYS** for the promotion of Karting and our affiliated Karting clubs. It forms part of **NATIONAL KARTING AWARENESS MONTH**.

It is free for all affiliated clubs to participate in and offers a great platform to let the general public know that Karting clubs are great places to spend time with not only their whole family, but other families alike whilst showcasing that Karting is a fun, safe, accessible and the most affordable form of motorsport that welcomes new racers, families and volunteers.

The more clubs that participate, the bigger the Days will be!

A. Aims of the Welcome to Karting Days

1. Let those in your community that don't know that your club exists that you are part of their community.
2. Send a message to the community that clubs are open, accessible and welcoming new participants.
3. Showcase Karting and Karting clubs.
4. Attract new participants to the sport by giving them an excellent introduction.
5. Build a greater connection with local communities.
6. Remove barriers to participation in Karting at clubs.

B. Who needs to be involved at the club?

1. The Club Committee needs to endorse, support and drive the Day.
2. Every existing club member can get involved in Welcome To Karting Day through a defined role or just an advocate and promoter of the Day.
3. Kart owners, race teams, Industry members and kart shops who are willing to allow their equipment to be used by the public to go out for a short drive under the experienced racers guidance.
4. Welcome To Karting Hosts are volunteers designated by the club to assist with introducing new participants. This role can include being involved in the organisation and delivery of the Day.

C. Timelines for Preparation

The next two and half months are the right time to prepare for Welcome To Karting Day!

Clubs will receive regular communications about planning and preparing for the Welcome To Karting Day in the Club Newsletter, distributed by Karting Australia and your state karting body.

D. Your Karting Australia Contact

Karting Australia Chief Operating Officer Lee Hanatschek and myself will be the initial point of contact for your club in developing a plan for the Welcome To Karting Day.

This document is a comprehensive, step-by-step plan for you to follow in preparing for our first Welcome To Karting Day.

E. Karting Australia will:

- Make available Print promotional material to participating clubs.
- Use the Karting Australia websites, social media and services as the platform for promoting the event nationally.
- Create a range of Welcome To Karting branded merchandise (T shirts and Caps) for purchase through the Karting Australia online shop for your volunteers to wear on the day.
- Provide regular communications to all clubs to help you deliver the Welcome To Karting Day effectively.
- Offer joint Social media advertisements for participating Clubs.

F. Success Will Bring Rewards

A successful experience for people on Welcome To Karting Day should lead to the following:

- Awareness of your Club in your local community
- The desire to build on its success and do it again
- New Members
- Increased Volunteering at your kart club
- Social membership
- More karters having more fun at your Club
- Improved revenue streams
- Greater participation numbers
- Growth from within – building leaders from responsibility of ownership and club pride

STEP BY STEP GUIDE TO YOUR WELCOME TO KARTING DAY

STEP 1.

Get your Club 'Pit Crew' Lined Up.

This guide aims to set out the tasks involved in running a successful Welcome To Karting event.

The first step is to ensure you have the Club's full support and all key stakeholders are willing to be involved, and more importantly, excited to share your club and its offerings to the public.

It's a great opportunity to showcase your club and the sport of karting to your local community. We hope that this collective presence of the sport will reinforce the Welcome To Karting values that karting is:

- Fun,
- safe,
- affordable,
- inclusive,
- social and that
- Karting clubs are welcoming places

Welcome To Karting Day is FREE for all affiliated Karting clubs and FREE for participants. It's will be great day out for friends and family.

Over the coming weeks we will be reminding clubs via the national newsletter about tips that will assist you in running a successful Day. At any stage, you can also contact Matthew Gould from Karting Australia for more assistance on ensuring your club's Welcome To Karting Day runs as successfully as possible.

Planning & Preparation

There is no substitute for good planning and preparation. We have put this step by step guide together to help you plan for and implement the best possible welcome to karting day.

1. Participant expectations from your current club members and executives
2. Planning activities to be offered on the Day.
3. Planning to register participants.
4. Developing a local marketing plan.
5. Merchandise / giveaways for your club or state body.
6. Risk & Safety – Disclaimer and instruction
7. Engage your local media
8. Presentation of the Club's grounds and facilities.
9. Information to provide participants on the Day
10. Create your check list, check it twice and implement it well.
11. Participant follow-up. – this is so important for a number of reasons

Top Ten Tips for a Successful Welcome To Karting Day

1. Have a clear Plan of Attack.
2. Build an army of volunteers, current members (Young and Old), families and Club Executives.
 - Try to make sure that you get some relatively new members in the club involved.
 - New members are normally very excited and can talk with authority about getting started.
3. Think about the presentation of the Club.
4. Your website is one of your most important assets. – Why? Because that's what people google after your Welcome To Karting day!
5. Make it child-friendly
6. Think FUN, SAFE, and WELCOMING!
7. Be one step ahead
8. Plan for all weather
9. Market, advertise and promote to your local area intensively
10. Follow-up all participants after the day.

Step 2.

Delivering An Exceptional Customer Service On Welcome To Karting Day

What do participants expect from Welcome To Karting Day?

1. Easy steps to registering or finding out about Welcome To Karting Day.
2. It is to be easy to find the club on Welcome To Karting Day.
3. To be able to park at or close by to the club, club rooms or canteen.
4. A welcoming reception by people who are organised and know what is happening on the day.
5. An opportunity to get out on track under the supervision of industry, race teams, experienced karters and kart shop owners for a short stint. This way they get a taste and hopefully will want more!
6. The length of time they spend at the day to be flexible and of their own choice (i.e., there is not an expectation that they will stay all day but will be able to choose how long they spend at the club).
7. Food and beverage that they can purchase (and access to free drinking water).
8. Safety and risk assessments to have been considered by the club.
9. To complete a registration form and an indemnity form.- Also a great way to capture data!
10. Karts that are clean and in good condition, presented well and have current spec compliance.
11. Ability to choose how much practical participation they do on the day.
12. People to explain the next steps they can participate in after the Welcome To Karting Day.
13. Someone to follow-up with them after the day to help them decide if they want to continue Karting and get their feedback.
14. An incentive to take the next step in Karting (e.g., discount on your club memberships, license fee's through Karting Australia, free club t-shirt or membership pack when joining.)

Step 3.

Plan The Activities To Be Offered On The Day

The Welcome To Karting Day should be a great day out for groups of friends and family and a great advertisement for your club.

It gives people who are interested in Karting the chance to visit a club and get out on track in a safe and enjoyable environment. The activities that are offered by the club will depend what types of karts are available at your club and the social facilities that you have.

The Welcome To Karting Day is intended to attract people of all ages and abilities and you should consider this in planning your activities. The Day should be particularly attractive to young families so having activities for children is important for when they are not on track experiencing karting.

Remember most of the people coming to your Welcome To Karting Day won't have been to your club or been Karting before so a great first impression is essential.

On-Track Activities

Participants can be offered the chance to get out on track for a few laps in a competition/Come and Try kart under the guidance of an experienced karter or Official in an appropriately powered kart.

Prior to going on track, it is highly recommended that all drivers complete a simple driving course of being able to stop the kart under direction by an Official (or designated Club Member). It must be assumed that the participants know nothing about karting – including where the accelerator and brake pedals are.

The karts used, particularly the Cadet and Junior karts, it is recommended that the ability to have full acceleration is reduced in all circumstances.

SAFETY IS PARAMOUNT AT ALL TIMES

Off-Track Activities

Club Tours – provide participants with a brief tour of the facilities. Explain where you start, where you finish. What is this thing called scrutineering, the out grid and the in grid?

Demystify karting – make it look and sound simple – 4SS is an excellent starting point – it's cheap, low maintenance, easy to do and FUN.

Provide information about future participation opportunities (Club Days, zonal and state races held at the club, Courses, volunteering and social events) – set up an information area with details about how people can continue to participate after the Day.

Have a how to get started in karting pathway available to help explain to participants the various steps they can take to get involved in the sport:

- 1. *Get our advice on what you really need to get started in karting***
- 2. *Join the Club***
- 3. *Contact XYZ Karts to get what you need (use the discount voucher in your Welcome To Karting pack)***
- 4. *Buy your licence online at www.karting.net.au/how-to-get-started-in-karting/apply-for-licence***
- 5. *Call our Membership Officer to come out for a practice day***

Food & beverage

Food and beverage provision is important for Welcome To Karting Day.

Participants would expect to pay for this aspect of the Day. When marketing the Day on your website remember to be clear about what catering is going to be available. If you don't have the facilities to offer food and beverage or if you just want to amp it up a bit, consider inviting outside food outlets (ie Food trucks) to fill that void.

Children's Activities

Keeping children entertained with short sessions of no more than 15 minutes for each activity is an important part of showcasing karting as a family- friendly sport.

Make sure you have some volunteers who are going to assist with delivering on-track games or come & try activity, on track action, face painting and treasure hunts.

Children can participate in the Welcome To Karting Day activity if they are accompanied by a parent or guardian. **All children should be registered for the Welcome To Karting Day along with their parent or guardian and should only drive a kart that they are capable of driving after adequate instruction has been provided.**

Determine The Karts And Equipment Needed For The Activities

Make sure that you have club karts that are suitable for new participants (i.e., those that have not kartered before)

Are members going to be using their karts to allow Welcome To karting participants to try karting?

Do you have enough helmets, suits, gloves?

Make sure that you have disposable hair nets and aerosol disinfectant spray (like Glen 20) for a quick spray of the helmet for your guests.

Off-track equipment – tables for registrations, sunshades, seating, AV equipment

Other – drinking water, sun screen, first aid kits

Create a Timetable and Then Stick To It

Day Example Timetable

8:00	Volunteers and Club Officials Arrive
8.45	Volunteer Briefing
9.00	Volunteers set up additional signage, facilities, karts and equipment
9.30	Participant registration desk open, Participants start arriving
10.00	Group 1 on-track activities begin. It is recommended that the pre-registrations are split into two hour blocks to ensure a smooth running of the day. These participants should be split across the different age groups with a variance in each group to ensure sufficient equipment.
12.30	Group 2 on-track activities begin
15:00	Group 3 on-track activities begin
17.00	Volunteer de-brief and thanks

Step 4.

Volunteers – The People who will make your Welcome To Karting Day a Success

Now you have determined the activities that you will be delivering on Welcome To Karting Day, it's time to recruit volunteers to assist in the planning and delivery of the Day.

Put a call out for volunteer using this template:

National Welcome To Karting Day is coming to (name of club).

On Saturday/Sunday November [date] we will open our doors to our local community and show them just how fun, safe, affordable Karting is and how welcoming our club is to new participants and members covering all ages and genders from our local community.

We need volunteers, Kart owners, Race teams, karting industry and shops as well as experienced and new drivers and anyone who wants to help get more people involved in karting at our fantastic club to be part of the Day and its planning.

To make the Day a success, we will need people to:

- *Help distribute promotional material in the local area with the help from Karting Australia.*
- *Be responsible for getting in touch with local media to promote the Day.*
- *Set up the club at the start of the Day.*
- *Develop our risk and safety plan for the Day.*
- *Meet and greet participants as they arrive.*
- *Register participants.*
- *Show people around the club's facilities.*
- *Take participants out on track for activities.*
- *Run games and fun off-track activities for children.*
- *Assist with food and beverage sales.*

Give each volunteer a specific task and assign them to your list of activities. Try to match volunteer skill with what is required for the activity. Provide information about what the volunteer will need to do prior to the Day and what they need to do on the Day itself.

There is no point in having volunteers and helpers just standing around not knowing what you need them to do.

Step 5.

On-track Activities Are Conducted Under Bring a Mate Rules

(Appendix 4 in the KA Manual)

Key Elements of a “Bring A Mate” Day at a Local Club

1. It will be run under a simple set of Supplementary Regulations that are prepared by the host Club using a pro-forma standard form developed by Karting Australia. The Supplementary Regulations must be approved by the SKA with which the Club is affiliated.
2. An event Permit must be issued by the SKA.
3. The BRING A MATE Program is a Demonstration, no competitive element is involved. Timing is not permitted.
 - (i) At the end of the day this is about the experience and nothing more.
4. The nominated official (as designated in the Supplementary regulations) will conduct a briefing and short Induction Program for all MATES.
5. e) MATES will be required to complete a Disclaimer and Indemnity Form to receive a “Bring a Mate
6. Single Event Licence” and sign a Disclaimer and Indemnity Form as provided by Karting Australia.
 - (i) The Club will issue a Bring a Mate licence covering the MATE for the day’s on-Track activities.
7. The program will be run to an on-Track timetable that provides separate sessions for both the Licensed Driver and their MATE/S.
 - (i) Licensed Drivers and MATES will not be on the Track at the same time (i.e. MATES run solely with other MATES.)
8. The Club must provide first aid services in accordance with the KA Manual.
9. Just like at an organised Race Meeting, the role of the Officials is primarily to ensure that the event runs smoothly, safely, on time and in accordance with the Regulations so that everyone has a good time.
10. Ideally the Club will organise for one or more of the local kart shops to attend the day so that they can talk to MATES about what they need to do to GET STARTED IN KARTING.

BRING A MATE Single Event Licence

Every on-track guest participant must be issued with a Bring a Mate Single Event Licence. It will provide your guest with insurance through the karting Australian insurance program.

Prior to issuing a BRING A MATE Single Event Licence the MATE will receive a simple written induction with verbal instructions (a briefing) from the nominated Official in attendance at the day.

Step 6.

Planning Registration For Participants

Online Registration

Karting Australia will generate a standard registration form, the details of the registered participants will be accessible for each Club.

This Registration form that will allow the club to gather data such as mobile numbers, email addresses, this is all important information that will allow you to follow up with participants after your Welcome To karting day and hopefully get them involved in your club.

The total number of Registrations should be limited to what is realistic to being able to provide the maximum experience to all participants (generally 30 per day, which will allow for some additional registrations on the day). It is recommended that participants be split into different groups to be allocated a dedicated time for their participation

Registrations on the Day

Clubs can also take registrations on the day by setting up a tablet and registering participants online at the time, if this is not able to be done, make sure your club has some pens on hand with printed forms that can be filled out by everybody taking part in the day. Registrations from hard copy forms will need to be manually entered after the Day to ensure that the participant's data is collected.

Registration of children

Welcome To Karting Day is a family-friendly event that welcomes participation of children. All children need to be listed on the registration form completed by a parent or guardian. Children must be accompanied by a parent or guardian on the Day.

Step 7.

Building Better Kart Clubs Website, Karting Australia Website and Your State Association Website

The Building Better Kart Clubs Website is the online presence for the Welcome To Karting brand and includes information about the full Welcome To Karting Program and not just the Welcome To Karting Day. It was designed for people who are interested in building a better kart club. The website is filled with resources designed to help market your club, membership and marketing, how to run a great event, volunteers and officials and case studies.

There are a range of introductory videos and photos on the Building Better Kart Clubs Website that provide audio-visual about various getting started in karting videos, Junior Sprockets videos and club marketing materials including Club Driver Ranking artwork.

<http://www.buildingbetterkartclubs.com.au>

State Karting Association Web Site

Your club must ensure that:

- Club information entered into your State Association and Club websites are up to date.
- Club information posted online including basic information such as contact details of key club members, location of the club, and when the club is open and other details associated with your club.

We recommend you visit the Karting Australia's website, your state association's website and Building Better Kart Clubs websites to see how useful it can be at providing information to people interested in karting and how it directs them to local clubs.

Step 8.

Developing a Local Marketing Plan

Having the Welcome To Karting brand and your Club brand out in your local community is the first step in a broader marketing campaign to get people thinking about participating in Karting and to draw locals into your club.

The Karting Australia / Building Better Kart Clubs logo is available for clubs to use in accordance with the brand guidelines.

Your club website should be:

- Easy for people to find information about your club's Welcome To Karting Day – we recommend something on your homepage to promote the day and social media accounts if in use.
- Uses language which people with no Karting knowledge will understand.
- Provides specific information on what you are offering on the Welcome To Karting Day (include times and activities, direction to the club, a phone contact).
- Tells people what they need to bring with them for Welcome To Karting Day (appropriate clothing etc).

Clubs participating in the a Welcome To Karting Day can download:

- Welcome To Karting Day Postcards
- Welcome To Karting Day Posters
- Welcome To Karting Day Host Contact Cards

From: <http://www.buildingbetterkartclubs.com.au>

Distribute this material in your local community area at shops, libraries, schools, and community groups.

Also available are hard-copy versions of:

- Welcome To Karting Day postcards and posters with space for clubs to enter their own dates for Day run throughout the year.
- Karting Australia brochures.

Welcome To Karting / Karting Australia Merchandise

The Karting Australia website stocks Karting Australia, Race of Stars and SP Tools Australian Kart Championship branded merchandise.

Most importantly, we recommend that you purchase a supply of **Welcome to Karting Pit Crew T shirts** for your Officials, Volunteers and helps to wear on your Welcome to Karting.

Use Your Club Newsletter To:

- Tell your members about the Day and encourage them to get involved.
- Follow-up request for more volunteers.
- Invite all members to bring friends and family to the Day. Use your Club social media to:
- Build interest in the Day (particularly amongst young people).
- Get information about Day into the public.
- Get people to pass on / "share" information onto their networks.

Step 9.

Risk & Safety Management

Risk & Safety Assessment & Plan

- Look at your current risk and safety plan and determine a specific plan for the Welcome To Karting Day remembering that you may have:
 - Large number of participants.
 - Participants arriving and participating at different times.
 - Participants with little or no knowledge of Karting.
 - Participants of all-abilities.
 - Young children.

Working with Children Checks

- All volunteers for the Welcome To Karting Day, who will be involved with children, should have working with children checks in accordance with your State/Territory government requirements.

Bad weather contingency plan – communicate the plan from a risk and safety to all volunteers

- Develop a plan of communicating with participants if bad weather prevents on-track activity.
- Plan to deliver all off-track activity regardless of the weather?
- Plan to have other Welcome To Karting Days throughout the year that participants can attend if the weather cancels on-track activity – or have an alternate date as a back-up.

Step 10.

Media Engagement

How To Get Media Coverage

- Identify your local media outlets
- Contact each outlet to discuss some promotional editorial prior to the Day to drive registrations.
- Use the media release template provided on the next page. You can copy and paste the text from this page onto a document with your club's header and send to local media outlets with some suitable photos showing new participants to Karting at your club. Karting Australia is able to provide you with a suitable photograph if needed.
- If you have someone notable to the media invite them to the Day as this may generate some publicity (for example a local football star, MP or high-profile personality).
- Invite local media to the Day.
- Provide media outlets with a report of the Day and capture as many good photos as you can.
- Ensure that imagery and details from the day are published on your Social Media Channels.

Generic Media Release

You can copy and paste the text from this page onto a document with your club's header and send to local media outlets.

Media Release: [Club Name] Opens Its Doors For The Community To Come And Try Karting

[INSERT DATE]

[Club Name] Club is inviting the community to enjoy a free karting experience as part of

National Welcome To karting Day 2019 on [INSERT DATE]

People can attend by themselves, or with a partner, friends or family to get a taste of what Karting is all about.

The aim of National Welcome To Karting Day 2019 is to encourage people to find out how much fun, safe, accessible and affordable karting is.

[Club Name] President [INSERT NAME] encouraged people to pay the club a visit on [INSERT DATE].

"This is a fantastic opportunity for us to welcome the community to our club and our sport" he/she said.

"We encourage anyone who has ever wanted to try karting to come and have a look and enjoy karting with an experienced club member or instructor.

"We provide all the instructors, karts and safety equipment, so all you have to do is come along prepared for a good time with a hat and some sunscreen." [Name] Kart shop will be in attendance to advise people on the best equipment to get new karters started in the sport."

Welcome To Karting Day offers you the chance to go for and try karting with an experienced karter, enjoy the club's facilities, and find out about the great sport of karting.

There are courses for young and old, aspiring karting and experienced karting through some of Karting Australia's partner programs.

The whole family can get involved – kids as young as six can enjoy karting with a parent or guardian.

"Our Welcome To Karting Host can answer any questions about karting and our volunteers will ensure you have an enjoyable day at the club," said [INSERT CLUB PRESIDENT SURNAME].

"We recommend people book in advance to ensure they can get out on track, but you can also register on the day."

National Welcome To Karting Day 2019 is part of Karting Australia's Welcome To Karting program, which has been launched in 2019 and designed to encourage more people to get in karts, out on track and enjoying the benefits of karting.

You can register for a FREE/[INSERT COST IF APPLICABLE] Welcome To Karting day experience at [Club Name] Club by contacting [Contact person's name] at [PHONE NUMBER] or [EMAIL ADDRESS] [Online registration site]

For more information about karting, visit [CLUB WEBSITE] and www.karting.net.au

ENDS

Step 11.

Presentation Of The Club

Signage

- Clear signage for participants to find the club.
- Signs that welcome new participants.
- Clear club signage that reinforces the club's logo, messages and values.

Parking & accessibility

- Clearly marked parking areas.
- Parking spaces close to the club for people with a disability permit.
- Provide information prior to the Day about parking availability.

Meeting/registration point

- In a prominent place at or close to the entrance of the club should be a meeting and registration point where participants can be greeted when they arrive. This needs to have a volunteer present throughout the Day to provide a great first impression.

Presentation of volunteers

- Volunteers should be easy for participants to identify. Use the 'Welcome to Karting Pit Crew' T shirts that are available at cost price from Karting Australia
- Welcome To karting Host badges to easily identify to newcomer who to talk to if they have a question.
- All volunteers to wear branded uniforms and be presentable on first impressions. Key members of the club are just as important for a first impression as the club and facilities itself/

General Presentation

- Karts being used should be clean and in good condition.
- Club rooms should be clean and tidy.

Step 12.

Information To Provide To Participants On The Day

- Schedule for Day.
- Letter of welcome from the Club President
- Brochure of what the club offers as next steps in getting started in karting.
- List of key dates that involve your club and state.
- Membership forms for those that want to join up straight away.
- Contact card for Welcome To Karting Host they can call after the Day to discuss their ongoing participation.

Step 13.

Plan For Follow-Up Of Participants

All clubs should follow-up with participants with:

- Thank you for attending the Welcome To Karting Day.
- Opportunities for ongoing participation
- Request for the participant to join the club's social network.
- Details of the next Welcome To Karting Day to be held at the club.

Step 14.

Congratulations, You're Ready!

If you have worked through our Step By Step plan for your Welcome To Karting Day, you should be ready to go and welcome new potential members, racers or volunteers to your Club

To make it even easier for you, the next page contains your event checklist.

Tick the boxes as you go and you should be in for a great day. Good Luck!

WELCOME TO KARTING DAY CHECK-LIST

ACTION	Responsibility	Delegated to	Completed
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1-2 MONTHS OUT

Activities for the Day set out in a schedule			
All club members and local karting industry aware of the Day and how they can be involved			
Volunteers recruited and assigned roles			
Karts, equipment and facilities in place for the Day			
Details on your website and Social Media pages are as up-to-date and correct as possible			
Pre-registrations opened online			
Local marketing plan developed and implemented			
Media Releases and media invitations have been distributed			
Club website/Facebook page clearly promotes Welcome To Karting Day and tells participants how to register			
Canteen staff arranged for the day			
Risk and safety management plan in place – including bad weather contingency			

1 WEEK OUT

Contacted local media outlets			
Confirm all volunteers and attendance of local karting industry			
All pre-registrations advised of their times, what to wear, track address, who to see upon arrival.			

ON THE DAY

Have free promotional material for distribution			
Club signage appropriate for welcoming new participants			
List of pre-day registration printed			
Hard copies of registration forms available for walk-up registration.			
Provide information on the next steps to get involved			
Information on how to join the Club and purchase a kart			