

The following is a broad overview of how SMG will be structured and how it will be introduced into the market place.

Speedway Marketing Group Inc (SMG)

- 1) Develop membership structure and arrangements then invite all interested parties to become members of SMG Inc.
- 2) Membership will be open all participants in the sport of speedway. These could include; track promoters, team/car owners, drivers, crew, media representatives, sponsors, parts suppliers, and others
- 3) Convene forums of members and interested parties to develop a range of speedway marketing strategies to the overall benefit of all participants in Speedway.
- 4) SMG will;
 - i) Identify previous and current marketing strategies deployed in the speedway market.
 - ii) Review the effectiveness of the marketing strategies on the basis of; cost vs outcomes.
 - iii) Identify the marketing capabilities of the various media groups associated with Speedway market.
 - iv) Identify what marketing outcomes new and existing sponsors require to encourage their participation in Speedway.
- 5) SMG will develop and define specific goals and outcomes for the future marketing of the sport based on criteria that "builds the marketing potential of Speedway" and thereby competing with other high profile sports. In my view, the criteria should be as simply as;
 - i) To build a marketing capability that enables competitors to engage new high profile sponsorships to their individual race teams and to,
 - ii) To enable and support track promoters in encouraging spectators to attend the race events. This is based on the fact that any speedway class is only as good as the number of spectators who attend speedway venues and return to the venue for following events.
 - iii) To develop and facilitate any future marketing strategy, it is highly likely that the SMG will need to engage marketing experts with the best possible knowledge, experience and networking capability with major corporations and governments.
- 6) Advertising and Promotion. SMG will concentrate its efforts on developing;
 - i) Content; media releases, publications, videos, TV Shows and others.
 - ii) Distribution platforms Pay TV, Free to air TV, email, facebook, you tube and the full range of social media.

- iii) A network of speedway supporters (speedway media operatives / team owners / drivers / crew / clubs / track operators and sponsors), to disseminate further the "Content" throughout their individual distribution channels to the general public.