



Marketing Accreditation Information and Guidelines for Application

The Motorsport UK Marketing Accreditation aims to take Clubs on a marketing journey. No matter where your Club is at, the Marketing Accreditation is an initiative which you can work towards to improve your Club's approach to showing your members and the public what you do. Throughout the whole process of the Marketing Accreditation, Motorsport UK will give Clubs guidance and provide assistance on how to market themselves better and the areas that they can improve in.

The Marketing Accreditation provides recognition for those Clubs who demonstrate best practice and highlights clubs using a professional, communicative and collaborative approach.

In conjunction with the Motorsport UK Club Toolkit, the Accreditation focuses on the following areas:

- Marketing Strategy
- Marketing Methods
- Digital Marketing

Why should your Club have the Marketing Accreditation?

Clubs should aim to utilise their platform and display their identity in order to promote the longevity of their club and the sport. In today's climate, there are so many reasons why someone would want to be a part of a club in motorsport, from the competition between members and the social aspect, to being a volunteer and giving back to the sport. This hard work should be showcased in order for people to know what you do, and find out how they can take part.

Marketing is a tool your club can use to showcase all the amazing things you get up to. If you only focus on marketing your events, you miss out on showing your club's community spirit as well as its welcoming and friendly atmosphere. You are all there to share your love of motorsport and competing, so it should be communicated to the motorsport community, the wider community and beyond.

Benefits

The Marketing Accreditation is a big achievement which provides recognition to volunteers for their hard work and countless hours of dedication to their club and motorsport.

Achieving the Motorsport UK Marketing Accreditation reflects the quality and high standard of your Club's marketing and brand. By taking the time to gather the information required for application, you can reflect on your Club's marketing matters and showcase your club's personality. Undertaking the accreditation allows you to acknowledge the positive steps your Club is taking with its members and the wider motorsport community.

In addition, the Marketing Accreditation demonstrates good initiative from your Club and consequently, may help your relationship with external partners such as landowners, and sponsors.

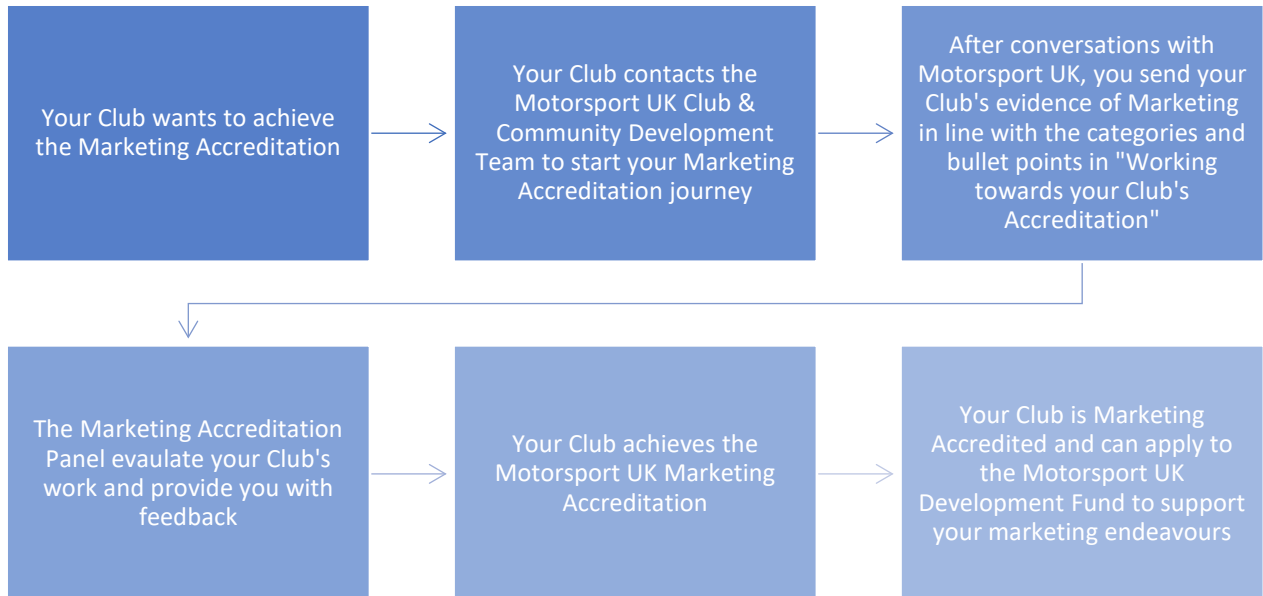
Your Club will receive detailed feedback on the areas which stood out and let you down by the Motorsport UK team, and suggestions on how you can improve. We are here to support you every step of the way on your Marketing journey, and the endeavours you wish to achieve for your Club.

Your Club can state that they are a "Marketing Accredited" Club and will receive a digital badge which can be used on your channels to promote your good practice. Accredited Clubs will be provided with a guidelines on how to use this badge.



Any Motorsport UK Recognised Club is eligible for funding from the Motorsport UK Development Fund. By applying for this funding, you could support your marketing strategy and plans. To find out more about the Development Fund, please visit the [Club Development section of the Motorsport UK website](#).

Your Marketing Accreditation Journey



Working towards your Club's Marketing Accreditation

Within each category, the Club should provide evidence about the following:

Marketing Strategy

- A marketing plan – this should embody both the club's vision for their future, but also encompass and reflect the main missions, values, and purposes of Motorsport UK
- Someone managing the marketing/PR/social media of the club

Marketing Methods

- Evidence of marketing in the wider community – this can be through local campaigns, promotion at public events, posters and flyers, working with local youth/Scouts/Girlguiding groups, local groups using your club house, working with local newspapers and radios, etc. This marketing is also encouraged to be done digitally
- A copy of your newsletter, magazine or similar that goes out to your members and the community (this can also be an electronic or a news section on your website providing it is updated regularly with news stories)

Digital Marketing

- An up-to-date social media policy
- Social media accounts with evidence of recent activity, relevant content, and engagement with members/followers
- Up-to-date website that is user-friendly with relevant information for both newcomers and long-time club members



The above requirements have corresponding resources in the Club Toolkit to help your Club.

In addition to the above required items, you may also submit the following additional evidence to support your application:

- Evidence of photography and good image use – image use should align with your club's tone of voice, be high resolution, and serve a purpose. This category includes logos and any graphics used, such as your club logo, the Motorsport UK logo and any sponsors etc. (Marketing Methods)
- Brand guidelines – show how you have built your club's brand and the way you regulate your Club's identity and image. This can include your logo, the colours your Club uses, the font, and how they are used (Marketing Strategy)
- Tone of voice statement – showing evidence that the club has thought about how they communicate within and outside of the club (Marketing Strategy)
- Your member's journey – a document showing you have thought about how members enter your club and their pathway into the club and motorsport (Marketing Strategy)
- Email marketing usage – examples of emails you have sent to your members such as newsletters, welcome emails, seasonal emails and much more (Digital Marketing)
- Your analytics/insight report – any statistics on how you have improved your marketing situation, and engagement with your club members (Digital Marketing)
- Evidence of a social media/communications/content plan – this could be topics you want to focus on during a month, a year-long calendar, certain days or weekends you want to celebrate as a club and much more. This can be using a scheduling app (Marketing Strategy)
- Evidence of using graphic design software to create content (e.g. Canva) (Digital Marketing)

Please note that the additional evidence above is **not** a requirement in order to submit your Marketing Accreditation application, however it may be worth thinking about in relation to your club's future marketing plans and next steps.

Each bullet point of the required criteria will be entered into the scoring matrix for the Marketing Accreditation. If you receive over 80% of the points available, you will be awarded the Marketing Accreditation.

If you are unsure that you will be able to fulfil the criteria above, please contact the Club & Community Development Team. There are also many options your Club can undertake to investigate the accreditation further:

- **Self-assessment document** – use this to see how far you are in your marketing journey by answering a few simple questions, before applying for the Accreditation.
- **Webinar** – at the launch of the Marketing Accreditation, the Club & Community Development Team did a webinar talking through all the different aspects of the accreditation. This was recorded so you can go back and watch it to see through all the discussion.
- **Drop-in sessions** – the Club & Community Development Team will host a drop-in sessions where clubs can ask us any questions they would like about the accreditation. These will be based around certain topics of the Accreditation and the dates and times for these drop-in sessions will be announced in Club News.

All the resources listed above can be found within the Marketing Accreditation section of the Club Toolkit.

Throughout the whole process, Motorsport UK will support clubs on their journey to achieving the accreditation. Motorsport UK will provide feedback on your application and guidance on how to improve. If your club would like any further guidance or clarification, or you simply have more questions, please



don't hesitate to contact the Club & Community Development Team at club.development@motorsportuk.org or 01753 765000.

Submission

The method of submission is via the provided application form. Once completed, the application should be emailed to the Club Development inbox at club.development@motorsportuk.org, with the following subject line:

Marketing Accreditation – [Club name] [year]
e.g. Marketing Accreditation – Anytown Club 2023

As the submission includes evidence through many attachments such as files, photos, and documents, it is recommended to enclose these within your application through a zip file or a WeTransfer link. WeTransfer is a file transfer website which enables individuals to share large files for free. For more information and help about WeTransfer, please find it through their support page: <https://wetransfer.zendesk.com/hc/en-us>.

Successful application

If successful, your club will be awarded the Motorsport UK Marketing Accreditation. This demonstrates that your club practises good brand awareness, publicity, and communication with the motorsport community and beyond.

Your Club will have the right to make a statement saying that you are “Marketing Accredited” and use the Marketing Accreditation badge on your club’s channels and items, as well as receiving an e-certificate.

When awarded the Motorsport UK Marketing Accreditation, the Accreditation is valid for three years. At the point of three years coming to a close, if the Club wishes to continue holding the accreditation, they must resubmit the evidence in the application form and send to the Club & Community Development Team at Motorsport UK.

Your Club is eligible to receive funding from the Motorsport UK Development Fund, and you could apply for funding to support your marketing endeavours. This could range from a campaign you have planned, to refreshing your logo, or printing flyers. In order to find out more about the Development Fund, head to the [Club Development section of the Motorsport UK website](#).

If the Club has any questions, please contact the Club & Community Development Team at club.development@motorsportuk.org or +44 (0) 1753 765000.