

EXAMPLE EVENT PLAN

Event Name

Give Karting A Go!

Objective

To create awareness of the Club and the sport of karting in an area of 60km radius around the Club, to attract new members and increase participation by offering a fun and engaging karting experience for all ages.

Date and Time

10:00 AM - 4:00 PM

Location

[Insert Location/Address]

Event Overview

A family-friendly day filled with karting activities, demonstrations, and opportunities for attendees to experience karting first-hand.

Key Activities

1. Welcome Booth:

- **Purpose:** Greet attendees, provide information about the club, give nametags (let everyone write their own – have fun colours etc for kids to use).
- **Materials Needed:** Club info, membership info, markers and pens, and a sign-up table.

2. Come and Try / Bring A Mate Sessions:

- **Purpose:** Give attendees a chance to try karting.
- **Materials Needed:** Karts, helmets, safety gear, liability waivers, and volunteers to assist.

3. Karting Demonstrations:

- **Purpose:** Showcase karting skills and techniques by experienced drivers.
- **Materials Needed:** Karts, safety gear, track setup, and a PA system for commentary.

4. Kids Zone:

- **Purpose:** Provide activities and experiences for young children (under 6).
- **Materials Needed:** Games, colouring area, play doh etc.

5. Food and Beverages:

- **Purpose:** Offer refreshments to attendees.
- **Materials Needed:** Food stalls or food trucks, water stations, seating areas, and trash bins.

6. Raffle and Prizes:

- **Purpose:** Engage attendees with a chance to win prizes.
- **Materials Needed:** Raffle tickets, prizes (karting sessions, club merchandise), and a raffle draw box.

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Marketing and Promotion

1. Social Media Campaign:

- **Platforms:** Facebook, Instagram, and local community groups.
- **Content:** Posts using Karting Australia's provided social media assets, event details, and engaging visuals. Use a local Call To Action as the copy to go with the social media assets.
- **Frequency:** Post daily for two weeks leading up to the event.

2. Local Outreach:

- **Flyers and Posters:** Distribute in local schools, community centres, and businesses.
- **Local Media:** Advertise in local newspapers and on local radio stations.

3. Partnerships:

- **Schools and Youth Groups:** Invite local schools and youth groups to participate.
- **Local Businesses:** Partner with businesses for sponsorship and cross-promotion.

4. Club Members:

- **Spread the Word:** Ask all your members and their kids to share the event information on their social media.

Logistics

1. Sign Up / Registration page online:

- Use Wufoo or Jotform to collect registration information. Create a QR code from the registration page to add to posters etc.

2. Volunteers:

- **Roles:** Setup, welcome booth, track officials, food and beverage coordination, and cleanup.
- **Recruitment:** Reach out to club members and local community volunteers.

3. Equipment and Setup:

- **Track Setup:** Ensure the track is safe and ready.
- **Safety Gear:** Helmets and other necessary safety equipment.
- **Signage:** Clear signs directing attendees to different areas of the event.

4. Safety and First Aid:

- **First Aid Station:** Set up a designated area for first aid.
- **Emergency Plan:** Have an emergency response plan in place.

Budget

- **Give Karting A GO! Shirts:** \$200
- **Track Setup and Safety Gear:** \$750
- **Food and Beverages:** \$300
- **Marketing Materials:** \$250
- **Give Karting A Go stickers & Swag (Stuff We All Get):** \$200
- **Miscellaneous:** \$150
- **Total Budget:** \$1,850

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Evaluation

- **Attendance Numbers:** Track the number of attendees.
- **Membership Sign-Ups:** Record the number of new members who join on the day.
- **Feedback Forms:** Collect feedback from attendees to improve future events.

EXAMPLE ONLY