QMA NATIONAL MEETING
PUBLICITY REPORT
November 11-12, 2019

Objectives

1. Increasing Clubs/Tracks sanctioned by QMA
2. Increase our Members and Car Counts.
3. Build a Publicity Team
**Increasing Clubs/TracksSanctioned by QMA:**

- Reaching out tracks across the US via phone or personally.
- Sponsor races at tracks.
- Incentives that we can offer new tracks:
  - K&K Insurance
    - QMA will provide the track insurance thru K&K.
    - QMA will explain the insurance coverages and benefits of our policy.
- Full support team from QMA Publicity.
  - If requested by a track of a member of the Publicity Team can arrive for certain publicity events.
- Full Arrive & Drive support.

**Car Counts**

1. Senior drivers are retiring earlier as they can no longer compete.
2. Junior drivers adding more classes.

**Keeping Drivers From Retiring Early**

As we know there can be a disadvantage within the Seniors class and as such, we have Light and Heavy classes. However, the driver weight can affect in numerous ways. Once a driver reaches a certain weight that can render them not competitive to another driver who is in the same age class however significantly lighter.

All driver’s that weigh approximately 110 lbs. need to place a minimum of 45 lbs. to meet minimum requirements to race in the Heavy classes. Whereas the driver that weighs 160 is already overweight and has no other option.

**Current Format**

- Senior Honda / Heavy Honda Drivers ages are 9-17.
- The Average car weight with no driver is 170.
- The average combined weight for the classes:
- 250 lbs.: Junior Honda, Junior Animal, Junior Stock,
- 275 lbs.: Senior Honda, Senior Animal, Senior Stock, Mod, Light 160
- 295 lbs.: Light World Formula
- 315 lbs.: B
- 325 lbs.: Heavy Honda, Heavy Animal, Heavy 160, AA/Modified WF
- 340 lbs.: Heavy World Formula
- 350 lbs.: Jr Half

The Stock’s, Mod’s, B’s, AA’s and Jr Half’s do not have the car counts and have left them out of the following.

**Changed Proposal**

**Heavy Classes:** Heavy Honda, Heavy Animal and Heavy 160

- Driver: 120 lbs. (20 lbs. increase)
- Car & Driver Combined Weight: 340 (15 lbs. increase)

**Senior Classes:** Senior Honda, Senior Animal, and Light 160

- Driver: No limitations
- Car & Driver Combined Weight: 285 (10 lbs. increase)

- Sr Honda Driver weighs 115 lbs. with a car minimum of 170 lbs. total weight is 285. Need to equal the field out.

**New Class**

**Junior 160**

**Ages:** 5-8

**Car & Driver Combined Weight:** 250 lbs.

**Motor:** Honda 160

**Restrictor Plate:** 0.550 cost $10.00 plus gasket (as all other restrictor plates costs)

**Benefits:**

- Adds a third class for the Junior
What makes this class different:

- Horsepower is almost equal to a Senior Honda
- Will be faster than Junior Honda, however, not as fast as a Junior Animal.
  (Same scenario as Senior Honda, Light 160 and Senior Animal)

**QMA Publicity Team**

To build a team that can develop and contribute promotional concepts that can grow the QMA organization. This team will not be limited to Publicity Directors only. The members also have great ideas that they would like to see implemented in growing this sport.

**Arrive and Drive**

One of the most important tools we have as a QMA track.

The QMA Publicity will develop an Arrive and Drive Yearly Report. This report will provide information as to marketing areas, pricing, pre-registration count, walk-in count, additional laps, need of cars and sizes. If there is other additional info a club would like to have added please let us know. To complete this yearly report a questionnaire will be sent to each track’s President and Publicity Director.

Examples of the questionnaire are as follows:

- Where did you advertise?
- When did you start advertising?
- How in advance of the Arrive and Drive did you start promoting?
- Length of time for your event?
- Price charging for laps and additional laps?
- How many pre-registered?
- How many walk-ins?
- Did you get a request for additional laps? Prior to event or at time of event?
- What is average count in the past years?
- What is your goal?
- How many members do you have to help at the Arrive and Drive?
Where are the drivers during the Arrive and Drive?
What role does your drivers have at the Arrive and Drives?
What do you have for equipment?
What other services do you provide during the Arrive and Drive?
  o Concession
  o Novelty