

# FINLANDS BID FOR 2009 (2010) ISRA WORLDS

## Introduction

This is Finland's proposal to host the 2009 (2010) ISRA World Championships. The proposal outlines how we intend to promote and stage the event. This bid reflects our current outline plans. As such there are many areas where we will need to confirm our detailed plans once the bid is accepted.

When Finland is confirmed as the successful bidder we will develop these plans to hold an enjoyable and memorable event.

We plan to host the 2009 (2010) ISRA Worlds in Finland, the world motorsports leader, using the Finnish Automobile Sport Federation (AKK-Motorsport), a long established and highly skilled organisation. The event will be supported by the best we can offer in terms of organisational skills, venue and facilities, and sponsor and media support, as well as opportunities for further tourism in Finland. Each of these aspects is covered in this bid document.

The bid is structured as follows:

- Location, Organisation and Skills
- Infrastructure
- The Event Itself
- Promotion, Sponsorship and Media

If you have any questions on this proposal, please contact the bid coordinator, Tuomo Iso-Aho at [tuomo.iso-aho@tietoentator.com](mailto:tuomo.iso-aho@tietoentator.com)

## 1. Location and Organisation

### *Location*

Finland is one of the leading nations in terms of slot racing as a hobby. There has been organised slot racing in Finland since the early 1960s.

The venue where the event will be held is Ideapark, Finland's first Commercial City outside Tampere, which is one of Finland's biggest towns.



### *Host Organisation*

The host organisation will be the same as in the year 2000 ISRA World Champion Race in Helsinki, Finland.

## 2. Infrastructure

### *The Venue*

The event will act as a promotion for Finnish slot car racing. Because of this we will intend to run the race in a very public arena. In order to do this we will need sponsorship for the whole week. The Track and the Pit area will be located together, with secure overnight facilities.

We will seek to maximise our relationships with hotel and other potential sponsors to obtain a venue which is public, accessible, media-friendly, and safe, secure and comfortable for our racers and their families.

The track will be placed in Ideapark, Finland's first Commercial City outside Tampere, which is one of Finland's biggest towns.

Connection to the internet will be available for everyone.

Ideapark is an over 10 hectare big "shopping center" ([www.ideapark.fi](http://www.ideapark.fi)). The picture below is a view of the Central Park in the Commercial City. In this open area the track will be placed. There will be plenty of space for the competitors and for the spectators.



### *Travel and accommodation*

Tampere has an international airport. Hotel and accommodation facilities are wide and vary in cost. We will arrange accommodation deals at a variety of price points, involving local tourist and business groups to support the event.

### *Competitors families*

We hope some drivers will bring their families, and they will be included in the opening ceremony and the closing formal dinner and prizegiving. Finland offers considerable tourist interest, and we will foster links with the local tourist organisation to provide access to the best facilities.

### *Spectators*

The event will be held on a public premises, with access to the public. We will run a public track, and make use of the venue's facilities to provide a seated spectator area. Spectators will receive a simple programme promoting the sport and our sponsors.

## **3. The Event Itself**

### *Track, power and race control*

The track will be planned during the year 2008. This track will comply with all ISRA directives and be of a flat scale design and layout. It is intended there will be a warm up race in spring 2009 to prove all aspects of the track and race organisation

Race computer will be the “?”

Power supplies will “?”

### *Event Management*

We will hold an opening ceremony and closing dinner as well as arranging ample and accessible track time during the event. If there is a mid-week opportunity for a further social event (say an informal meal or outing) we will explore and organise this.

### *Race Programme and Direction*

We will follow the programme and rules established by the ISRA Committee which is based on the experience of recent successful championships.

Race direction will be in the hands of experienced people, and will focus on enabling the most racers to have the most enjoyment through the week. We will be firm, fair and fun, and will communicate clearly with everyone during the event, allowing for all anticipated problems.

All race organisation will be conducted in English, and roles will be assigned to ensure that an adequate number of skilled people are available for key duties.

#### **4. Promotion, Sponsorship and the Media**

##### *Promotion*

We have three aims in running the event in Finland:

- To increase awareness of the sport in Finland and worldwide
- To drive new members and clubs towards AKK-Motorsport membership
- To maximise competitor and spectator attendance and enjoyment

Our promotional plan will support these goals through all relevant channels.

##### *Pre-event Marketing*

Registration for the event will be through the Worlds website, and interested parties will be able to see the event build up during the course of the year before the event, as we specify the track and start to register competitors.

##### *Sponsorship.*

Sponsorship will be sought for the event.

##### *Media*

We will approach Finlands and international motorsports press with a view to carrying coverage of the event. We will also approach local press, radio and TV to build awareness, cover it live, and report afterwards.

Previous big championships have used websites and provided limited coverage. We will develop this start and use the latest techniques to keep the global slot-racing community up to date with news from the event, promoting ISRA and the sport in doing so to bring a wider audience to the event. Live coverage from the event will be held up to date all the time using internet.

#### **5. Conclusion**

ISRA has run successful World Championships in the past, and by running the worlds in Finland in 2009 (2010) we believe we can build on this success and deliver a really positive and enjoyable week for organisers, racers and everyone involved in the ISRA Worlds – Finland 2009 (2010).

Tuomo “ Tumpi “ Iso-Aho, bid coordinator, September 2007.