



Call for Expressions of Interest

Promoter of CAMS Australia RallyCross Championship

The Confederation of Australian Motor Sport (**CAMS**) is now calling for expressions of interest to identify a candidate interested in acting as the official and exclusive agent of CAMS for the organisation and promotion of the Australian RallyCross Championship (**Championship**), with a view to concluding a multi-year agreement on terms to be agreed.

CAMS is recognised by the Fédération Internationale de l'Automobile (**FIA**) as the governing body of motor sport in Australia and as the sole authority having the sporting power with the right to organise officially sanctioned National Championship events.

The selection process is open to all candidates capable of conducting such a role for CAMS and the promotion of this Championship.

Interested candidates are invited to register a formal expression of interest with CAMS by **5p.m. AEST, Friday 14 August 2015**

In the meantime, questions regarding this process may be directed to Michael Smith (General Manager – Motor Sport) on +61 3 9593 7777 or michael.smith@cams.com.au

CONFEDERATION OF AUSTRALIAN MOTOR SPORT

MEMBER OF



Stage 1:

Interested parties may submit their response to this EOI in the form of a letter, outlining the following:

General

- The candidate's experience in the organisation and the promotion of events, including media production and distribution, sponsorship sales and servicing, stakeholder management, etc.
- The vision of the candidate with regard to the organisation and promotion of the Championship and, more precisely, to its marketing positioning, promotional and commercial strategy and business model.

Operations:

- Proposed venues, dates and structure of events.
- Key operational personnel / partners.
- Technical capacity and resources.

Commercial:

- Existing and potential corporate partners (sponsors).
- Potential of ancillary revenues (i.e. ticketing, sponsorship, merchandise).

Financial:

- Capacity to raise and maintain sufficient funding to conduct the organisation and promotion of the Championship.
- Assessment of the investment required and return on investment opportunities for stakeholders including teams running the cars.
- The level of contribution offered to CAMS in return for the promotion rights.

Media / Marketing:

- Media management strategy.
- Identification of media partners.
- Broadcasting plan / opportunities.
- New media activation.
- Other fan engagement opportunities.

Sporting & Technical:

- A broad outline of the proposed Sporting & Technical regulations proposed.
- A commitment to conduct the entire series under the sanction of CAMS.
- An outline of the interested parties capability and/ or plan to manage the sporting, technical and operational management of the championship.

Broader implications:

- Impact on / linkages with CAMS elite driver development initiatives.
- Any potential or actual conflicts of interests.
- Potential impacts on grassroots motor sport.
- Any other details considered as relevant for the assessment of such proposal.

Stage 2:

It is CAMS intention that a discussion phase will start with the candidate(s) whose response to this EOI meets the requirements stated in this EOI after the above date.

According to the results of the various exchanges and discussions with the candidates, CAMS intends to select the candidate which, in CAMS' sole opinion, best serves the interests of the Championship and the interests of motor sport in general.

CAMS will not be required to give reasons for the acceptance or refusal of any particular response.

Any selected candidate shall be informed of its selection and will be required to sign an agreement with CAMS.

Miscellaneous

CAMS reserves the right, at its sole discretion, to interrupt or make changes to this selection process or the EOI at any time.

Nothing in this selection process or any communication made by CAMS or its representatives or employees shall constitute a contract between the CAMS and any prospective candidate. CAMS shall be under no obligation to accept any response submitted. Furthermore, if, at the sole discretion of CAMS, CAMS considers that no candidate meets with the CAMS's criteria for the appointment as promoter of the Championship, CAMS may, inter alia, elect not to appoint any of the candidates.

A response that does not address all of the above criteria may be considered as not acceptable.

CAMS will not be liable for any costs or damages incurred by applicants through participation in the EOI or resulting tender process.

Submission of Responses

Electronic lodgement files should be below 7MB and must not contain viruses or similar software additions.

Please submit the application by the date, time and method stipulated in this invitation. Late applications may not be accepted.

Failure to meet these requirements may result in the application being rejected.

Contact Person

All enquiries in respect of this EOI are to be directed only to:

Name: Michael Smith

Phone: +61 (0) 3 9593 7777

Email: michael.smith@cams.com.au

Following the close of submissions for the EOI, successful applicants will be informed of appropriate contact persons for subsequent communication.